

## Seminar on "The Science of Energy Saving Luminaire" 「節能照明的發展」研討會

Date 日期	: 27 / 10 / 2010 (Wednesday 星期三)
Time 時間	: 2pm – 3:45pm
Venue 地點	: Chancellor Room, HKCEC 香港會議展覽中心 君爵廳
Language 語言	: English (Simultaneous interpretation in Putonghua will be provided) 英語(附設普通話即時傳譯服務)
Remarks 備註	: Free admission 免費入場

Time 時間	Outline 大綱
1:45pm – 2pm	Registration 登記
2pm - 2:30pm	<p><b>Is it the right time to use LED lighting and what is LED lighting contributions to environmental protection?</b> Speaker: Dr Sun Tam, Director of Research &amp; Development, Optiled Lighting International Ltd</p> <p><b>現在正是時候改用 LED 照明方案及 LED 照明方案如何對環境保護作出供獻.</b> 主講嘉賓：Optiled 研發拓展總監譚國新先生</p>
2:30pm – 3pm	<p><b>Green Lighting, A System Prospect</b> Speaker: Mr Lawton Lee, Regional Sales and Marketing Director, Beghelli Asia Pacific Ltd</p> <p><b>綠色照明, 系統展望</b> 主講嘉賓：百家麗亞太有限公司地區銷售和市場總監 李紹璋先生</p>
3pm – 3:30pm	<p><b>Solid State Lighting: The Way Forward</b> Speaker: Mr Alvin Tse, Vice President, Philips Lumileds Lighting Company (Asia Pacific)</p> <p>主講嘉賓：Philips Lumileds 亞太地區銷售副總裁 謝文峰先生</p>
3:30pm – 3:45pm	Questions & Answers Section 問答環節

**Remarks 備註:**

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。

Organiser 主辦機構： Supporting Organisation 支持機構：

Speaker 講者



**Dr Sun Tam, Director of Research & Development, Optiled Lighting International Ltd**  
**Optiled 研發拓展總監 譚國新博士**

Since joining Optiled Lighting International in June 2009, Dr Sun Tam has brought tremendous energy, rich industry experience, deep technical expertise and strong aesthetic values to research and development, which serves as the core of the innovation that drives Optiled's business growth and success.

In his current role as R&D Director, Sun is dedicated to overseeing the R&D division, ensuring production of high quality, innovative and efficient LED lighting products. He is also responsible for maximizing the number of applications where LED lighting can be used, and expanding the product range through optimization of Optiled's existing products. Sun has amassed both broad and deep experience as an engineer and he had a number of senior positions within the public transportation organization and a big development company in Hong Kong.

自 2009 年加入 OptiLED 奧的亮國際照明有限公司前，譚博士以其豐富的經驗，技術專長及對美學的獨特見解為 OptiLED 帶來業務增長。作為研發總監，譚博士致力提升生產品質，LED 照明產品的效能及應用。在加入 OptiLED 奧的亮前，譚博士曾於公共交通機構及大型建業機構擔任高階職務。



**Mr Lawton Lee BEng, DMS, MBA, MSc, CEng, MCIBSE, MSLL, MILE, MHKIE, MCMI, MIET**  
**Regional Sales and Marketing Director, Beghelli Asia Pacific**  
**百家麗亞太有限公司地區銷售和市場總監 李紹璋先生**

Joined Beghelli Asia Pacific in February 2010 as Regional Sales and Marketing Director for Asia Pacific responsible for the sales, group strategic marketing, product development and liaisons and representing the Company in external professional bodies in Asia. With more than 20 years of experience in the lighting industry and worked in both Europe and Asia from R&D, operations, sales and marketing, he has international experience of projects like Bangkok Patporn Centre, MRTA project, Taipei Financial Centre, Hong Kong International Finance Centre, Hong Kong International Commence Centre, Hong Kong CLK Airport, Macau Tower, Twin Tower in Kuala Lumpur, Incheon International Airport, Shanghai Jin Mao Building, Abu Dhabi Al Wahda Sports Club, Shanghai AT&S factory, Beijing Underground and numerous petrochemical projects in Russia and Middle East.

He is currently a member of the Board of Administration of CIE Hong Kong and a part-time lecturer of the Master in Lighting for Queensland University of Technology organized by the City University of Hong Kong.

李先生 2010 年加入 Beghelli Asia Pacific 擔任地區銷售及市場總監，負責亞太區的銷售，營銷策略，和產品研發。在照明行業擁有超過 20 年的經驗，李先生極具國際經驗，曾負責包括於曼谷，台北，澳門，吉隆坡，仁川，上海，俄羅斯，中東及阿布扎比等多個項目。他現為香港照明學會行政董事會成員，與 及香港城市大學照明碩士課程的兼職講師。



**Mr Alvin Tse, Vice President, Philips Lumileds Lighting Company (Asia Pacific)**  
**Philips Lumileds 亞太地區銷售副總裁 謝文峰先生**

Mr Tse, a fifteen-year veteran of the lighting industry, now as Philips Lumileds Lighting Vice President for the Asia Pacific region. Mr. Tse began his career at Philips Lighting where he was responsible for the professional lighting business in China. He has also held various positions in sales management; product marketing and business development in solid state lighting, and most recently ran the global marketing and sales for a fast growing LED package and LED applications company in the Asia Pacific. Mr Tse also holds a Bachelor's degree in Electrical and Electronic Engineering from the University of Melbourne, Australia, and a MBA from the University of South Australia.

擁有十五年照明行業從業經驗的謝文峰先生從業之初就職於 Philips Lighting，負責香港和華南地區的專業照明業務；他還擔任過固態照明的銷售管理、產品行銷和業務開發領域的各種職務。加入 Philips Lumileds 前在 Light Engine Ltd. (以前名為 Cotco) 負責全球行銷和銷售工作。謝文峰先生擁有澳大利亞墨爾本大學的電子電氣工程學士學位和南澳大利亞大學的 MBA 學位。