

## The Ecosystem of Connected Living (II)

### 互聯生活生態系統 (II)

Date 日期	: 28 / 10 / 2019 (Monday 星期一)
Time 時間	: 11am – 12:30pm 上午 11 時至下午 12 時 30 分
Venue 地點	: Meeting Rooms N106-108, HKCEC 香港會議展覽中心會議室 N106-108
Language 語言	: English & Putonghua (Simultaneous interpretation service will be provided) 英語及普通話 (附設即時傳譯服務)
Remark 備註	: Free Admission 免費入座 <a href="#">Register 登記</a>

Time 時間	Programme 程式
10:30am – 11am	Registration 登記
11am – 11:05am	Souvenir Presentation and Photo Session 致送紀念品及拍照
11:05am – 11:23am	<p><b><u>Creating value with Signify OEM in China</u></b>            Speaker 講者: Mr Bob van der Linden, Senior Director of Global Product Management, Signify (China) Investment Co., Ltd. 昕諾飛全球 LED 電源與模組產品高級總監 林登博先生</p> <p>Q&amp;A session 問答環節</p> 
11:23am – 11:41am	<p><b><u>Global Leading AI+IOT Platform 全球化 AI+IOT 平台</u></b>            Speaker 講者: Mr Tony Kong, General Manager of Lighting Division of Tuya            塗鴉智能照明事業部總經理 孔令群先生</p> <p>Q&amp;A session 問答環節</p> 
11:41am – 11:59am	<p><b><u>NoAPP - Device Pairing without Any 3rd-Party Apps NoAPP - 無需協力廠商 App 的設備匹配</u></b>            Speaker 講者: Mr Andy Chian, VP of International Ecosystems, Hangzhou Gubei Electronics Technology (BroadLink)            杭州古北電子科技有限公司 (BroadLink) 國際生態合作副總 錢敏先生</p> <p>Q&amp;A session 問答環節</p> 
11:59am – 12:30pm	<p><b><u>BPsemi Innovation Boosts Smart Lighting 晶豐明源 創芯助力智能</u></b>            Speaker 講者: Mr Li Ning, Sales Vice-President, Shanghai Bright Power Semiconductor Co., Ltd.            上海晶豐明源半導體股份有限公司銷售副總 李寧先生</p> <p><b><u>JingXun's Smart Lighting 晶訊智能照明</u></b>            Speaker 講者: Mr Weiwei Xu, IOT Marketing Director, Shenzhen Jingxun Software Telecommunication Technology Co., Ltd. 深圳市晶訊軟體通訊技術有限公司 IOT 市場總監徐維維先生</p> <p>Q&amp;A session 問答環節</p>  

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- 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告。

Organiser 主辦機構:

### About the Speakers 講者簡介

#### Mr Bob van der Linden, Senior Director of Global Product Management, Philips LED Drivers, Signify

昕諾飛全球 LED 電源與模組產品高級總監 林登博先生

Mr Bob van der Linden is leading the Signify OEM LED Electronics business in Asia, based in Shanghai. In addition to his regional role, Bob is also Product Manager of the global Signify LED Driver product portfolio. Before his current assignment, Bob has held various Product Management roles since 2008, in both Professional Lamps and Electronics.

Bob has a background in Engineering and Economics and has over 25 years of experience in various business such as Printing, Semiconductor equipment, Display and Lighting in both Europe and Asia.



#### Mr Tony Kong, General Manager of Lighting Division of Tuya

塗鴉智能照明事業部總經理 孔令群先生

Formerly the Sales Director of Simcom and Ruijiake, and Channel Leader of Alibaba Trust Channel, Mr Tony Kong has worked in mobile phone, home appliances, lighting, mobile internet, B2B and other industries for more than 10 years. He has rich experience in cooperating with major domestic brands, including Haier, Philips, Changhong and Chuan. He was responsible for the mobile Internet overseas realisation business, Alibaba B2B business, as well as a deep understanding of market research, channel management and marketing strategy.

前 Simcom、銳嘉科銷售總監，前阿里巴巴誠信通管道負責人。在手機、家電、照明、移動互聯網、B2B 等行業工作 10 餘年，與國內主要品牌商有多年豐富合作經驗，合作品牌包括海爾、飛利浦、長虹、傳音等。曾負責移動互聯網海外變現業務、阿里巴巴 B2B 業務等，對市場研究、管道管理、行銷策略等均有豐富經驗和深刻的理解。



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**Mr Andy Chian, VP of International Ecosystems, Hangzhou Gubei Electronics Technology (BroadLink)**

杭州古北電子科技有限公司 (BroadLink) 國際生態合作副總 錢敏先生

Mr Andy Chian, Microsoft Certified System Engineer, has more than 15 years of full-stack experience of product management and marketing experience in wireless IoT and smart home industry. He had been leading the marketing and sales of wireless IoT solution in Holley Group which is one of China's Top 500 Enterprises as the early adopter and implementer of wireless energy management system in overseas. He joined BroadLink in 2014 and formed its overseas marketing and sales team, and now is managing the company's overseas partner relationships and promotion of international ecosystems with successful strategic partnership with leading brands such as Electrolux, Samsung, Honeywell, etc. and famous retailers such as Best Buy and Clas Ohlson.

錢敏先生，微軟認證系統工程師，在無線 IoT 與智慧家居領域的產品管理、當地語系化、海外銷售與市場等方面擁有超過 15 年的全棧經驗。曾于中國 500 強企業華立集團負責無線解決方案的行銷與推廣，為中國早期無線能源管理系統海外專案落地的實施者之一。於 2014 年加入 BroadLink，組建了完善的海外銷售與市場團隊，現負責公司海外合作夥伴關係管理與生態海外市場推廣，達成與多家海外知名品牌如伊萊克斯，三星，霍尼韋爾等、及著名零售商如 Best Buy、Clas Ohlson 等的戰略合作。

**Mr Li Ning, Sales Vice-Present, Shanghai Bright Power Semiconductor Co., Ltd.**

上海晶豐明源半導體股份有限公司銷售副總 李寧先生

Mr Li Ning, graduated from Zhejiang University with a master's degree, served as Sales Manager at Texas Instruments from August 2007 to May 2015, before joining Shanghai Bright Power Semiconductor as Sales Director in June 2015.

李寧先生，浙江大學電氣工程學院，碩士。從 2007 年 8 月至 2015 年 5 月在德州儀器歷任任職銷售經理，2015 年 6 月加入晶豐明源任職銷售總監。

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Organiser 主辦機構:

**Mr Weiwei Xu, IOT Marketing Director, Shenzhen Jingxun Software Telecommunication Technology Co., Ltd.**

深圳市晶訊軟體通訊技術有限公司 IOT 市場總監 徐維維先生

After graduating with a degree in Computer Science in 2005, Mr Weiwei Xu joined Jingxun Software. He has 11 years of experience in developing small household appliances. In 2015, he joined the IOT team, focusing on the research and development of Bluetooth mesh technology. He then worked at the Market Business Center in 2017, mainly being responsible for the IOT market and product direction, as well as the business negotiation and cooperation with large Internet platforms.

2005 年電腦專業畢業以後入職晶訊軟體，擁有 11 年小家電產品開發經驗。2015 年加入 IOT 團隊，著力於藍牙 mesh 技術的研究和開發。2017 年加入市場業務中心，主要負責 IOT 市場和產品方向、大型互聯網平台的商務洽談和合作。



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