

Special Circular on e-Badge for exhibitors and buyers

Dear Exhibitors:

Thank you for your participation in the HKTDC Hong Kong International Lighting Fair 2023. Please note the special circular on e-Badge below for your attention.

e-Badge would be introduced to upgrade exhibitor's and buyer's experience at the fair as well as support environmental protection.

Exhibitors and buyers are required to download the "HKTDC Marketplace" mobile App and complete registration, then login to retrieve e-Badge. When entering fairground, bluetooth service of the mobile device has to be enabled to obtain a "green tick" on the e-Badge and show to staffs for seamless fairground access.

After the launch at Lighting Fair, more functions would be introduced in later stage. Based on the exhibitors' and buyers' needs and preferences, customised information in the "HKTDC Marketplace" App will be provided for exhibitors to connect with buyers, and receive latest fair information and special offers at fingertips, providing convenience and all-rounded fair experience..

Hong Kong Trade Development Council

特別通告 - 參展商及買家電子入場證

致參展商:

感謝 貴司參與香港國際秋季燈飾展 2023。請留意以下有關電子入場證的特別通告。

現今流動技術日益普及，大會亦與時並進，於燈飾節推出參展商及買家電子入場證（e-Badge），期望提升展會體驗，同時響應環保。

參展商及買家只需下載香港貿發局商貿平台（HKTDC Marketplace）流動應用程式，完成登記後，便可索取電子入場證。進入會場時，先啟動藍牙，並向工作人員展示「綠別」，即可進入會場。

大會將在燈飾展後逐步加入更多功能，稍後 App 能針對參展商及買家需求及喜好設定，提供個人化資訊；方便展商連繫目標買家，更容易獲取最新展會資訊及優惠，帶來更便捷及全面的展會體驗。

香港貿易發展局