

Ref: 1st Package-efse17 (HK)

January 2017

Dear Exhibitors,

1st Exhibitor Package for HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)

Thank you for your participation in the **HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)**. Please note that the following items will be included in your exhibitor package.

1. Exhibitors' Manual and Additional Facilities & Services Order Form - Electronic Version (Please download from the link)

Exhibitors Manual:

http://www.hktdc.com/fair/hkelectronicfairse-en/s/429-For_Exhibitor/HKTDC-Hong-Kong-Electronics-Fair-Spring-Edition/Exhibitors-Manual.html

Order Form: (Submission deadline for additional facilities: **26 February 2017**)

http://www.hktdc.com/fair/hkelectronicfairse-en/s/430-For_Exhibitor/HKTDC-Hong-Kong-Electronics-Fair-Spring-Edition/Order-Form.html

2. Circulars

Part A: Reply Form

Form 1	Exhibit Storage Service Reply Form (Deadline : 10 March 2017)
Form 2	Briefing for exhibitors Reply Slip (Deadline : 20 February 2017)
Form 3	Special Circular - Move-in and Move-out Arrangement with Reply Slip (Deadline : 22 February 2017)
Form S1	Nomination of Buyers for Hotel Sponsorship (Deadline : 24 February 2017)
Form S2	Submit Product Videos and Enjoy FREE Promotional Opportunities! (Deadline : 26 February 2017)
Form S3	Sponsor Souvenir and Get Extra Exposure! (Deadline : 7 March 2017)
Form S4	Additional Exposure to Exhibitors by Sponsoring Prize for Lucky Draw (Deadline : 3 February 2017)

Part B: Important Circulars & Notice

Circular 1	Booth Design & Facilities (1.1) Points to Note / New Measures on Custom-Built Stand (1.2) Safety Measures on Electricity Supply, Fair System & Furniture
Circular 2	Circular on Intellectual Property Protection (2.1) Special Measures on Intellectual Property Protection (with Exhibitor Brief) (2.2) Important Notice on Patented Technology and Trademarks (2.3) Fast Action Scheme
Circular 3	Caution on Arranging Payment and Fraudulent Emails
Circular 4	Fair Important Notices (1) Move-out Regulation (2) Security Measures Against Thefts and Losses at the Fair (3) Caution on Rental of Credit Card Payment Terminals (4) Caution on Third Party Promotional Offers from Fair Guide / Expo Guide / Event Fair (5) Immigration Regulations to be Observed and Followed by Exhibitors (6) Safety Measure on site Construction/Dismantling Work (7) Construction Waste and Exhibit Samples Disposal (8) Internet Access at the Fair
Circular 5	<i>Special Circular</i> : e-Invitation Leaflets to your Buyers
Circular 6	Display of Flying Exhibits & Personal Mobility Products Outside the Booth Area Is Prohibited
Circular 7	Combined Fair Catalogue with the Fair's Official Magazine
Circular 8	hktdc.com Online Promotion

Part C: Other Information

(1)	"Small Order Trading" Integrated Promotion Package
(2)	Join HKTDC Social Media Channels and Get Up-to-date Fair Information
(3)	Brochure of SME Export Marketing Fund
(4)	Hong Kong Customs & Exercise Department IPR Notice

Note: Vehicle permit for move-in, move-out and exhibitor badges will be sent separately later.

* Special Airfares by Cathay Pacific Airways: For exclusive airfares offer, please click <http://events.cathaypacific.com> and input the event access code MICE955 to view the special fares available for you.

If you have any questions, please feel free to contact us.

Contact Name	Tel	Email	Fax
Miss Zoe So	(852) 2240 4018	zoe.yt.so@hktdc.org	(852) 2270 5732
Mr. Oscar Li	(852) 2240 4137	oscar.hf.li@hktdc.org	(852) 2169 9418
Miss Kari Tam	(852) 2240 4963	kari.km.tam@hktdc.org	(852) 2169 9613
Mr. Boris Chan	(852) 2240 4055	boris.wl.chan@hktdc.org	(852) 3746 6163
Miss Katy Wong	(852) 2240 4015	katy.wy.wong@hktdc.org	(852) 2169 9458

Thank you for your attention and wish you every success in the Fair.

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香港貿發局香港春季電子產品展 2017 (參展商須知)

各位參展商:

感謝貴公司參加香港貿發局香港春季電子產品展 2017, 煩請參閱以下之資料項目, 並檢查已領取的資料是否齊全。

1. 參展商手冊及額外設施申請表格 - 電子版 (請連結下載)

參展商手冊:

http://www.hktdc.com/fair/hkelectronicfairse-en/s/429-For_Exhibitor/HKTDC-Hong-Kong-Electronics-Fair-Spring-Edition/Exhibitors-Manual.html

額外設施申請表格 (截止日期為 2017 年 2 月 26 日):

http://www.hktdc.com/fair/hkelectronicfairse-en/s/430-For_Exhibitor/HKTDC-Hong-Kong-Electronics-Fair-Spring-Edition/Order-Form.html

2. 重要通告

A 部分: 申請表

表格(1)	展品儲存服務申請表 (截止日期: 2017 年 3 月 10 日)
表格(2)	展覽簡介會回條 (截止日期: 2017 年 2 月 20 日)
表格(3)	特別通告 - 進館及撤館交通安排及回條 (截止日期: 2017 年 2 月 22 日)
表格(S1)	酒店贊助買家推薦表格 (截止日期: 2017 年 2 月 24 日)
表格(S2)	提交產品宣傳短片 享有免費宣傳機會! (截止日期: 2017 年 2 月 26 日)
表格(S3)	贊助禮物及獲取額外曝光 (截止日期: 2017 年 3 月 7 日)
表格(S4)	贊助抽獎禮物 獲取額外宣傳機會 (截止日期: 2017 年 2 月 3 日)

B 部分: 重要通告

通告 1	攤位設計及設施 (1.1) 展覽特裝參展新措施及注意事項 (1.2) 有關電力供應、攤位結構及傢俱之安全措施
通告 2	有關保護知識產權的通告 (2.1) 特別通告 - 有關保護知識產權問題的措施及參展商須知 (2.2) 有關專利技術及商標之重要通告 (2.3) 快速行動計劃
通告 3	特別通告 - 提醒參展商小心提防欺詐電郵的通知
通告 4	展會重要注意事項 (1) 撤場守則 (2) 有關防止展品遺失及盜竊的保安措施 (3) 提防有關信用卡終端機租賃服務 (4) 請小心處理由第三者(Fair Guide / Expo Guide / Event Fair) 提供之推廣優惠 (5) 參展商須遵守的入境規例 (6) 展覽活動施工場地安全守則 (7) 棄置建築廢料及展品 (8) 展覽會連線上網安排
通告 5	電子買家請柬
通告 6	嚴禁於展位以外地方展示飛行產品及個人運輸載具
通告 7	展覽會場刊與大會指定產品雜誌
通告 8	「貿發網」hktdc.com 推廣

C 部分: 其他資料

(1)	「小批量銷售」綜合推廣計劃
(2)	通過香港貿發局的社交平台獲取最新展覽會資訊
(3)	中小企業市場推廣基金小冊子
(4)	香港海關知識產權通告

請注意: 進館、撤館車輛許可證及參展商工作證會稍後寄給各參展商

**** 優惠機票:** 國泰航空為「香港貿發局香港春季電子產品展 2017」指定航空公司, 並誠意為您及同行貴賓提供各項獨有機票優惠。請於 <http://events.cathaypacific.com> 登入並輸入展覽會代號 (MICE955) 查詢票價及訂票。

如有任何疑問, 請與我們聯絡。 展出成功!

聯絡人	電話	電郵	傳真
蘇映桐小姐	(852) 2240 4018	zoe.yt.so@hktdc.org	(852) 2270 5732
李曉峰先生	(852) 2240 4137	oscar.hf.li@hktdc.org	(852) 2169 9418
譚家敏小姐	(852) 2240 4963	kari.km.tam@hktdc.org	(852) 2169 9613
陳煒倫先生	(852) 2240 4055	boris.wl.chan@hktdc.org	(852) 3746 6163
黃詠榆小姐	(852) 2240 4015	katy.wy.wong@hktdc.org	(852) 2169 9458

Ref: 1st Package-efse2017**Form (1) Exhibit Storage Service****Registration Deadline: 10 March 2017****Email: zoe.yt.so@hktcdc.org**

In order to provide better service to our valued exhibitors, HKTDC is providing 4 different types of Exhibit Storage Services for free:

	Type	Purpose	Installment Time & Date	Retrieval Time & Date	Exhibitor Storage	
					Venue	For exhibitors in :
<input type="checkbox"/>	Move-in Storage	To avoid heavy traffic during move-in date	2:00pm-6:00pm, 11 April	11:00am-6:00pm, 12 April	Room N111-N112	All exhibitors
<input type="checkbox"/>	Move-out Storage	To avoid heavy traffic during move-out date	5:00pm-8:00pm, 16 April	9:00am-1:00pm, 17 April	Room N111-N112	
<input type="checkbox"/>	Overnight Storage	To store valuable exhibits, but not cartons	6:30pm-7:30pm 12-15 April	8:30am-9:30am, 13-16 April	Room G302 (Hall 3B Entrance)	
<input type="checkbox"/>	Temporary Storage	To improve security measures during move-out date	After 5:00pm 16 April	Before 11:00pm, 16 April	Room G106 (Hall 1C entrance)	Hall 1
					Room G305 (Hall 3C entrance)	Hall 3 Hall 3 Concourse
					Room G502 (between Hall 5B & 5C entrance)	Hall 5B-E Hall 5 Concourse
					Room G506 (Hall 5E entrance)	Hall 5FG

Please tick {✓} wherever appropriate.

The above service is free of charge but you need to pre-register in advance by filling this Reply Form and faxing back to us **on or before 10 March 2017**. In view of limited storage space, this service will be available on a **first-come-first-served basis**. Please note that **NO on-site request** will be entertained.

Terms and conditions

In consideration of the use of this overnight storage service at **HKTDC Hong Kong Electronics Fair (Spring Edition)** without charge or other form of consideration, I acknowledge and agree that the Organizer of **HKTDC Hong Kong Electronics Fair (Spring Edition)** the Exhibition Venue and all Offices, Directors, Employees, and other representatives of each of them, have no liability for any loss, theft, damage or destruction (through negligence or otherwise) of all property placed therein and that the parties herein before named are neither insurers or indemnifiers of any loss. None of foregoing provisions shall, however, limit the liability of any individual who may be personally guilty of theft, willful damage or destruction of my property.

I have read the above statement and I agree to the terms thereof.

Company Name: _____

Contact Person: _____ Booth No.: _____

Company Tel: _____ Mobile Tel: _____

No. of Boxes: _____ Estimated size: _____ CBM

Signature: _____ Date: _____

Ref: 1st Package-efse2017**表格(1) 展品儲存服務****截止日期:** 2017 年 3 月 10 日**電郵:** zoe.yt.so@hktcdc.org

為向各參展商提供更完善服務，現主辦機構設有 4 種不同的免費展品儲存服務，詳情如下：

種類	目的	存放日期及時間	提取日期及時間	展品儲存地點	
				地點	適用之參展商
<input type="checkbox"/> 進場日儲存	避免進場日嚴重交通擠塞，提前寄存展品	4 月 11 日 下午 2:00 至 下午 6:00 止	4 月 12 日 上午 11:00 至 下午 6:00 止	會議室 N111-N112	所有參展商
<input type="checkbox"/> 撤館日儲存 (通宵)	避免撤館日避免嚴重交通擠塞，存放展品至翌日	4 月 16 日 下午 5:00 至 下午 8:00 止	4 月 17 日 上午 9:00 至 下午 1:00 止	會議室 N111-N112	
<input type="checkbox"/> 展覽期間通宵 展品儲存	儲存貴重展品，但 不適用於紙皮箱	4 月 12-15 日 下午 6:30 至 下午 7:30 止	4 月 13-16 日 上午 8:30 至 上午 9:30 止	G302 室 (展覽廳 3B 入口)	
<input type="checkbox"/> 撤館日儲存 (臨時)	提供臨時保安服務 供即晚離場之參展商 作暫時展品儲存	4 月 16 日 下午 5:00 後	4 月 16 日 下午 11:00 前	G106 室 (展覽廳 1C 入口)	展覽廳 1
				G305 室 (展覽廳 3C 入口)	展覽廳 3, 展覽廳 3 大堂
				G502 室 (展覽廳 5B 及 5C 入口之間)	展覽廳 5B-E, 展覽廳 5 大堂
				G506 室 (展覽廳 5E 入口)	展覽廳 5F-G

請於適當之方格內加上 ☒ 號。

以上所有展品儲存服務**完全免費**，但參展商需預先登記，填妥此回覆通知書於 **2017 年 3 月 10 日前**傳真回本局。由於儲存空間有限，並以**先到先得**的形式安排。請注意：**所有現場申請將不會受理。**

條款

基於主辦機構在**香港貿發局香港春季電子產品展 2017**的展品儲存服務屬免費提供，本人接受並同意主辦機構、展覽場地及其所有辦事處、職員等其他代表，將不會就所有寄存物資因遺失、盜竊、疏忽而導致的損失或損毀負上任何責任及作出賠償。

(以上條款只供參考，並以英文版本為準。)

本人已閱讀以上條款並同意遵守。

公司名稱: _____

聯絡人: _____ 展台編號: _____

公司電話: _____ 手提電話: _____

展品件數: _____ (箱) 預計體積: _____ 平方米

簽名: _____ 日期: _____

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Form (2) Briefings for Exhibitors

To help exhibitors prepare for the **HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)** and enhance exhibitors' understanding of the arrangements during the Fair, the following briefings will be held:

	Briefing Session	Date	Time	Venue
1.	General Briefing About the Fair & Briefing on move-in/move-out arrangements (please refer to Form 3 for details)	22 February 2017 (Wednesday)	2:30pm – 3:15pm	SME Training Centre E, Unit 11 Expo Galleria, Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong.
2.	Briefing on Intellectual Property Infringement (please refer to Circular 2 for details)		3:20pm – 4:00pm	
3.	Briefing on Online Promotion Opportunities		4:00pm – 4:30pm	

Notes : All the briefings will be conducted in Cantonese

New exhibitors are highly recommended to attend the above briefings. Please return the following reply slip on or before **February 20, 2017 (Monday)** to reserve your seats.

Reply Slip

To: HKTDC

 Email: zoe.yt.so@hktcdc.org

HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)

	Briefing Session	No. of seats
<input type="checkbox"/>	General Briefing about the Fair & Move-in/move-out arrangements 【22 February 2017, 2:30pm – 3:15pm】	
<input type="checkbox"/>	Intellectual Property Infringement 【22 February 2017, 3:20pm – 4:00pm】	
<input type="checkbox"/>	Briefing on Online Promotion Opportunities 【22 February 2017, 4:00pm – 4:30pm】	

Company Name (in English)

Contact Person

Booth No.

Company Tel

Fax

Signature

Date

*** Please bring along your business card, Exhibitor's Manual and the circulars to the briefing sessions

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表格(2) 展覽簡介會

為協助參展商籌備參加香港貿發局香港春季電子產品展 2017 及對展覽會期間各項安排加深了解，主辦機構將舉辦下列簡介會

	簡介會	日期	時間	地點
1.	參展商簡介會 及 進館/撤館安排簡介會 (請參閱表格 3)	2017 年 2 月 22 日 (星期三)	下午 2 時 30 分 – 3 時 15 分	香港灣仔博覽道一號 香港會議展覽中心 博覽商場 11 號 中小企培訓室 E
2.	保護知識產權簡介會 (請參閱通告 2)		下午 3 時 20 分 – 4 時 00 分	
3.	Hktdc.com 網上推廣簡介會		下午 4 時 00 分 – 4 時 30 分	

請注意：所有簡介會將以廣東話進行

如貴公司有興趣參加，請填妥下列回條並於 **2017 年 2 月 20 日(星期一)** 前傳真致本局留座。

回條

致:香港貿易發展局

電郵: zoe.yt.so@hktdc.org

香港貿發局香港春季電子產品展 2017

	簡介會	出席人數
<input type="checkbox"/>	參展商簡介會 及 進館/撤館安排簡介會 【2017 年 2 月 22 日, 2 時 30 分 – 3 時 15 分】	
<input type="checkbox"/>	保護知識產權簡介會 【2017 年 2 月 23 日, 3 時 20 分 – 4 時 00 分】	
<input type="checkbox"/>	Hktdc.com 網上推廣簡介會 【2017 年 2 月 22 日, 4 時 00 分 – 4 時 30 分】	

公司名稱 (請用英文填寫):

聯絡人:

展位號碼:

公司電話:

傳真:

簽署:

日期:

*** 請帶同閣下之名片，參展商手冊及參展商須知出席上述簡報會

Special Move-in and Move-out Arrangement for HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)

Special Move-in Arrangement (12 April 2017)

A Vehicle Permit will be sent by Hong Kong Trade Development Council to exhibitors by late-March 2017.

- ◆ Based on the designated time on the Vehicle Permit issued by HKTDC, exhibitors who use lorries / vans for move-in are required to queue up at the Vehicle Marshalling Area before they come to HKCEC. The location of the vehicle marshalling area is to be announced.
- ◆ A Trip Ticket will be issued to drivers at the Vehicle Marshalling Area.
- ◆ Lorries/vans will only be allowed to enter the HKCEC loading area via Expo Drive or Convention Avenue within 2 hours with a valid Vehicle Permit issued by HKTDC and a Trip Ticket issued at the Vehicle Marshalling Area.
- ◆ Vehicle Permit and Trip Ticket are NOT required for exhibitors who use private cars / van for move-in. Exhibitors can unload their goods only at the Harbour Road Entrance. **NO waiting or parking at the HKCEC area is allowed.**

Special Move-out Arrangement (16 April 2017)

Exhibitors can choose to use the complimentary centralised forwarding services provided by HKTDC through Kerry Logistics Limited or use your own lorries/vans for move-out.

Option 1	Option 2
Complimentary Centralised Forwarding Service by HKTDC (free of charge) <u>Can be proceeded after 5:00pm</u>	Exhibitors who use their own lorries/vans or other forwarders <u>Can only be proceeded after 8:00pm</u>
1) Pallets will be distributed to the exhibitors after 5:00pm 2) Exhibitors are required to put their packed items onto the pallets. Staff from Kerry Logistics will collect the pallets and issue an acknowledge receipt to the exhibitors. 3) The goods will be delivered to Kerry Logistics' warehouse at Kwai Chung. 4) Exhibitors can pick up their goods at Kerry Logistics' warehouse at Kwai Chung <u>from 09:00 to 18:00 on 17-20 April 2016 (Mon-Thu).</u>	1) Vehicle Permit will be sent by HKTDC in <u>late-March 2017</u> . 2) Drivers are required to queue up at the Vehicle Marshalling Area. The Vehicle Marshalling Area will open from 2:00pm until all the move-out activities have finished. 3) Trip Tickets will be issued at the Vehicle Marshalling Area 4) After 8:00pm, the drivers can come to HKCEC loading areas with a valid <u>Vehicle Permit</u> issued by HKTDC and a <u>Trip Ticket</u> issued at Vehicle Marshalling Area

*** According to the traffic conditions, the police may implement traffic diversions at the vicinity of HKCEC on the move-in and move-out day. ***

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Points to Note:

- 1) HKTDC will sponsor a minimum of TWO free pallets (1m X 1m X 1.8m maximum height of exhibits) to the exhibitors who use the centralised move-out service provided through Kerry Logistics Limited. Please refer to the following table for number of free pallets entitled:

Booth size (sqm.)	Maximum amount of FREE shipment (subsidised on pallet basis)
1-18	2
19-30	3
31-60	6
61 or above	10
Volume of exhibits per pallet: 1000mm x 1000mm x 1800mm (H)* (*maximum height of exhibits)	

- 2) Through a tendering procedure, HKTDC has appointed Kerry Logistics as the service provider. Exhibitors who need extra service provided by Kerry Logistics Ltd please refer to the following table:

Optional Services	Additional Charge
Extra pallet charge in addition to complimentary pallets sponsored by HKTDC	HKD420 per pallet
Additional handling cost for pick-up beyond 09:00 to 18:00 during 17-20 April 2017 (Mon-Thu)	HKD500 per pallet (advance booking required)
Additional handling cost at the warehouse after 20 April 2017*	HKD500 per pallet per day (prior application required)
Purchase of pallets upon pick-up (to avoid transferring exhibits from pallet to pallet)	HKD300 per pallet
Local delivery service without specific delivery date , during 18-21 April 2017 (Tue-Fri) .	HKD420 for 1st pallet, HKD260 for 2nd pallet HKD200 per extra pallet thereafter (for the same drop off point)
Local delivery service with specific delivery date* , during 18-21 April 2017 (Tue-Fri) .	HKD520 for 1st pallet HKD320 per extra pallet thereafter (for the same drop off point)
Next Day delivery service on 17 April 2017*	HKD700 for 1st pallet HKD450 per extra pallet thereafter (for the same drop off point)
De-palletizing(unload exhibits from wooden pallets before delivery to door)	HKD200 per pallet

- 3) A gate charge of HKD200 per vehicle (under 24-ton) should be paid by the exhibitor.
- 4) All exhibitors should pick up their exhibits on or before **20 April 2017** or have delivery service arranged on or before **21 April 2017**. Otherwise, all exhibits stored at Kerry Logistics warehouse will be turned to Kerry Logistics for disposal at exhibitors' own risk. Limitation of delivery service: single drop-off point, except outlying islands, CFS warehouses, ports & terminals and other routes involving staircases and de-palletising before delivery.
- 5) **Move-out Vehicle Permit will NOT be given to exhibitors using the move-out services provided by Kerry Logistics.**
- 6) Further enquiries regarding Kerry Logistics' services, please call their hotline at 2211-3633 or via email move-out@kerrylogistics.com.

香港貿發局香港春季電子產品展 2017 進館及撤館交通安排

進館交通安排 (2017 年 4 月 12 日)

香港貿易發展局於 3 月下旬將會向各參展商發出 4 月 12 日之進場車輛許可証。

- 如參展商使用貨車及輕型客貨車，在進入會展中心貨物起卸區前，必須根據由香港貿發局所發出車証上之指定時間到車輛等候處報到及輪候。車輛等候處詳細地點將於稍後公佈。
- 在車輛等候處的工作人員會向輪候之司機發出一張往來證明書。
- 司機需攜同車証及往來證明書於兩小時內經會議道或博覽道前往會展中心貨物起卸區進場。
- 如使用私家車或的士進場的參展商，進入會展中心範圍則不需要持有車輛許可証及往來證明書，但只能於港灣道正門進行落貨。司機於落貨後必須盡快離開會展中心範圍，不得停留或等候。

撤館交通安排 (2017 年 4 月 16 日)

選擇一 本局提供之展品撤館服務(免費) 於4月16日下午5時後進行	選擇二 自行安排撤館 只可於4月16日下午8時後進行
1) 嘉里物流之員工將於下午5時後到達各使用該服務參展商之攤位派發卡板。 2) 參展商用紙箱自行包妥有關之展品並放於卡板上以待嘉里之員工與參展商於現場進行即時交收。 3) 貨物將被運往嘉里位於葵涌貨倉暫存。 4) 參展商於 4月17-20日(星期一至四) 上午9時至下午6時期間到嘉里位於葵涌貨倉提貨 ³ 。	1) 撤館車輛許可証將於3月下旬寄給參展商。 2) 貨車及輕型客貨車須根據由香港貿發局所發出車証上之指定時間到車輛等候處報到及輪候。車輛等候處將於下午2時開放，直至撤館程序完成為止。 3) 車輛等候處根據當時之交通情況向輪候之司機發出一張往來證明書。 4) 於下午8時後，請各司機攜同車証及往來證明書在兩小時內經會議道或博覽道入口前往會展中心貨物起卸區進場。

* 於進場及撤場當日，警方將視乎灣仔北及周邊一帶之交通情況，酌情採取交通管制及改道措施 *

Ref: 1st Package-efse2017 (HK)

注意:

1. 香港貿發局會為使用嘉里物流服務之參展商**免費提供最少二板貨量**[每板之呎吋: 1.0米 x 1.0米 x 1.8米 (高) *此為最高載貨的高度限制], **免費之板貨數量**依攤位大小而定。**免費之撤館貨量**如下:

展位面積 (平方米)	最多可提供之免費貨量 (以板數計)
1-18	2
19-30	3
31-60	6
61或以上	10

每板展品之體積: 1.0米 x 1.0米 x 1.8米* (高)
*此為最高載貨高度限制

2. 嘉里物流 (香港) 有限公司以最低之報價成為此服務之供應商。除本局提供之免費服務外, 各參展商亦可選擇以下由嘉里提供的附加服務:

附加服務	額外收費
額外貨量	每板港幣420元
於 4月17-20日 上午9時至下午6時以外時間提貨	每板港幣500元 (需預約)
4月20日 後存倉附加費用	每板每天港幣500元 (需提前申請)
提貨時如需購買貨板	每板港幣300元
4月18-21日: 從嘉里貨倉 不限特定送貨日期及時間 運至本港範圍內*	第一板為港幣420元 第二板為港幣260元 其後每板為港幣200元 (只限一送貨點)
4月18-21日: 從嘉里貨倉 限特定送貨日期 運至本港範圍內*	第一板為港幣520元 其後每板為港幣320元 (只限一送貨點)
4月17日: 從嘉里貨倉 翌日 運至本港範圍內*	第一板為港幣700元 其後每板為港幣450元 (只限一送貨點)
拆板服務費用 (送貨時將展覽品由木卡板上卸下)	每板港幣200元

3. 參展商繳付每車**港幣200元** (只限24噸或以下貨車) 之**入閘費**。
4. 所有貨物須於**2017年4月20日或之前**提走或在**2017年4月21日或之前**安排運送。否則, 所有留在嘉里葵涌貨倉的貨物將交由嘉里物流 (香港) 有限公司自行處理, 所有風險由參展商承擔。本港送貨的限制:收費以每一送貨點計算, 不包括離島、貨運集散倉、港口、機場貨運站及其他有樓梯或需拆卸送貨的地點。
5. 本局將**不會**發放撤館車輛許可証予已選用嘉里物流撤館的參展商。
6. 嘉里物流查詢電話: 2211 3633.

Reply Slip

To give exhibitors a better understanding of the above move-in/move-out arrangements, exhibitors are invited to attend the following briefing:

Date : 22 February 2017 (Wednesday)
Time : 2:30pm
Venue : SME Training Centre E, Unit 11 Expo Galleria, Hong Kong Convention & Exhibition Centre,
 1 Expo Drive, Wanchai, Hong Kong
 (The briefing will be conducted in Cantonese)

Please return the Reply Slip (Form 2) for briefing sessions on or before 20 February 2017 (Monday) for our further action.

To: HKTDC

HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)

Email: zoe.yt.so@hktdc.org

Choice for move-out arrangement :

Kindly choose one from the two options below, if you do not choose any option or choose both options, we will treat you as using your own goods vehicle or forwarders to move-out:

☐ **Option 1**

We would like to apply for the complimentary move-out service offered by HKTDC and would like Kerry Logistics (HK) Ltd. ("KLHK") to contact us accordingly⁽¹⁾. We understand that whether the application is successful or not is under full discretion of KLHK and will be certified by the confirmation letter issued by Kerry Logistics (HK) Ltd. We understand that no Move-Out Vehicle Permit would be issued to our company.

☐ **Option 2**

We would like to use our own goods vehicles or forwarders during the move-out day and please provide an "After 8:00pm" move-out Vehicle Permit to our company.

Company Name: _____ Booth No. _____

Contact Person: _____ Tel: _____

Direct Contact Email: _____

Signature and company chop: _____ Date: _____

****IMPORTANT: All exhibitors are required to submit the above Reply Slip no later than 23 February 2017 (Thursday) to avoid delay. For enquiries, please call HKTDC customer service hotline at 1830-668.**

Remarks: (1) For those exhibitors who choose the move-out arrangement by appointing KLHK, they shall receive the Application Form through e-mail/ fax. Exhibitors should fill in the Application Form for the details of service required and return it to KLHK on or before 08 April 2017. Kerry Logistics staff will visit your booth to confirm application on the first two days of the exhibition. If exhibitors did not receive any confirmation, please contact KLHK by phone 2211 3633 or email to move-out@kerrylogistics.com. **Exhibitors will be considering as self-move-out, if the application did not turn in on time.**

回 條

為令各參展商對以上安排有更深入之了解，本局誠邀閣下出席下列簡報會：

日期： 2017年2月22日 (星期三)

時間： 下午2時30分

地點： 香港灣仔港灣道香港會議展覽中心，博覽商場11號中小企培訓室E
(簡報會將以廣東話進行)

有興趣參加上列簡介會之參展商請於2017年2月20日(星期一) 前交回簡介會回條 (表格2)。

致：香港貿易發展局

香港貿發局香港春季電子產品展2017

電郵：zoe.yt.so@hktdc.org

撤館之安排：

請選擇下列其中一項，如不選擇或選多於一項將被視作自行撤館處理。

☐ **選項一**

本公司欲申請由香港貿易發展局免費提供之展品撤館服務，敬請承辦商嘉里物流（香港）有限公司與我們聯絡。本公司明白申請成功與否將由嘉里物流（香港）有限公司全權決定⁽¹⁾，並以嘉里物流（香港）有限公司所發出的確認信為準。本公司明白香港貿易發展局將不發放撤館車輛許可証於本公司。

☐ **選項二**

本公司將自行撤館，請提供“下午8時後”之撤館車輛許可証一張。

公司名稱：_____ 展位號碼：_____

(請用英文填寫)

聯絡人：_____ 電話：_____

聯絡人電郵：_____

簽署及公司印章：_____ 日期：_____

****請注意：**各參展商須於2017年2月23日（星期四）前填妥以上回條並電郵至本局。如有疑問，請致電香港貿易發展局客戶服務熱線 1830-668查詢。

備註： ⁽¹⁾ 嘉里物流將以電郵/傳真發出申請表格予所有申請使用嘉里物流撤館服務之參展商。敬請參展商於2017年4月8日或以前將填妥之申請表格傳真予嘉里物流。嘉里物流員工會於展覽期的第一或第二日親臨已回覆嘉里物流申請表格的參展商攤位確認申請。如參展商於展覽期的第一或第二日並沒有收嘉里員工的確認，請致電2211 3633或電郵到 move-out@kerrylogistics.com 與嘉里物流聯絡。如參展商未能於上述指定日期內交回表格，將被視作自行撤館論。

Nomination of Buyers for Hotel Sponsorship

Thank you very much for your keen support to our fair, which is expected to be patronized by more than 2,800 exhibitors. In order to maximize the effectiveness of your participation, we have launched a worldwide visitor promotion campaign over the past year, which includes:

- Global advertising campaign and special editorial coverage in major electronics publications and international business papers;
- Promotional counters at major international electronics fairs;
- Buyer Newsletter reaching over 75,000 active electronics traders all over the world;

To encourage the participation of more quality buyers, we are launching a hotel sponsorship programme in Hong Kong for selective overseas buyers to visit our fair. In this regard, we would like to ask for your nomination of the appropriate buyers. We shall give you due credit when extending the offer to the buyers and advise you the outcome of your nomination afterwards. Please note, however, that we shall have the final discretion in selecting the buyers for extending the offer.

To facilitate our preparation work, please make use of the nomination form attached and observe the submission deadline by 24 February, 2017 (Friday).

We hope, with your full support in the promotion campaign, you will be able to capture the greatest business opportunities at the forthcoming trade show.

For queries, please contact Mr. Samson Liu on tel: (852) 2240 4099; fax: (852) 2169 9561; e-mail: hkelectronicse.visitor@hktdc.org

Yours faithfully,
Exhibitions Department
Hong Kong Trade Development Council

酒店贊助買家推薦

致各參展商:

感謝 貴公司對香港春季電子產品展的支持。今屆舉行的香港春季電子產品展，預計有超過 2,800 家的參展商參與是次盛會。為了吸引更多海外買家到場與 貴公司洽談業務，本局在過去一年積極實行了全球買家推廣計劃，其中包括：

- 全球媒體廣告計劃及於電子雜誌內刊登『香港電子展之專輯』；
- 於世界著名電子展設置宣傳攤位；
- 發佈《買家通訊》，把展覽會最新消息發放給全球超過 75,000 名活躍於業內的買家。

為了進一步吸引國際高質素電子進口商及連鎖店買家，本局將提供香港的酒店贊助予被挑選的主要買家。因此，本局誠邀 閣下提名合適的買家。被揀選邀請的買家，將會收到列出提名公司名稱的邀請函，同時，本局亦會通知貴公司提名的結果。本局保留最終選擇權利。

為了給予本局充足的時間安排，請 閣下填妥買家推薦表格，並於 2017 年 2 月 24 日(星期五) 前傳真至本局。

本局將繼續以 貴公司的利益為依歸，務求利用展覽會為 貴公司締造一個具效益、高增值的宣傳渠道。

詳情請電 (852) 2240 4099 或 傳真 (852) 2169 9561 或電郵 hkelectronicse.visitor@hktdc.org 與廖靖軒先生洽。

祝各參展商展出成功。

香港貿易發展局

Ref: 1st Package-efse2017

To : Hong Kong Trade Development Council
Attn : Mr. Samson Liu
Fax : (852) 2169 9561

截止日期 submission deadline

24 / 2 / 2017

From (Exhibitor Name): _____

酒店贊助買家推薦 Buyers Nomination Form for Hotel Sponsorship

買家資料 Information of Nominated Buyer

***必須填寫 Mandatory data**

***公司名稱**

Name of Company: _____

***買家姓名 (先生/小姐)**

Name of Person: Mr. / Ms. _____ 職銜 Position: _____

公司地址 Address: _____

*國家 Country: _____ 郵編 Postal Code: _____

電話 Tel: _____ *傳真 Fax: _____

*電子郵件 E-mail: _____ 網址 Web-site: _____

公司業務 Nature of Business: _____ (Wholesaler, Importer, Buying Agent, Distributor, Retailer etc.)

I agree that the above information may be used by the Hong Kong Trade Development Council for incorporation in all or any of its database for business matching (and may therefore become available to the public within and/or outside of Hong Kong for use by them), and for any other purposes as stated in the Privacy Policy Statement. I confirm that I have the consent of each individual's name in this form to release their personal data for the purposes stated herein.

本人同意香港貿易發展局可將上述資料編入其全部或任何資料庫內作為商貿配對（因而可能成為可供本地及/或海外公眾人士使用），以及用於本局在私隱政策聲明中所述之其他用途。本人確認已獲得此表格上所述人士同意，將其個人資料提供予本局。

☐ Please tick here if you do not wish to receive any promotional and other materials from the HKTDC via email, fax, postage and any other appropriate means. 若閣下不欲繼續收取香港貿易發展局以電郵、傳真、郵遞或其他途徑發送的任何宣傳及其它資料，請於方格內加上✓號。

Name 姓名 _____ Signature/Co. Chop 簽署/公司印鑑 _____ Date 日期 _____

Copies of the Privacy Policy Statement are available any time on request from our Customer Service Hotline at (852) 1830668 or by visiting our website at: <<http://www.hktdc.com/mis/pps/en>>

如欲索取私隱政策聲明，可致電客戶服務部 (852) 1830668 或瀏覽網頁 <<http://www.hktdc.com/mis/pps/tc>>

Please copy this nomination form for nominating more than 1 buyer. Priority of hotel sponsorship will be subject to sole discretion of the HKTDC. For further queries, please contact Mr. Samson Liu on Tel: 2240 4099.

請覆印此表格作更多買家提名。本局保留最終選擇權利。如有查詢，請致電(852) 2240 4099 與廖靖軒先生聯絡。

Submit product videos and enjoy FREE promotional opportunities!

To help promoting the fair and exhibitors' products to target buyers, HKTDC will dispatch electronic direct mailings. Submit your product videos and enjoy these free promotional opportunities!

- Additional exposure to worldwide buyers free of charge;
- Allow buyers to understand the product features and functions; and
- Engage more buyers to visit your booth at the fair

Deadline: 31 Jan 2017

Video Specifications:

- Suggested duration: 30 -60 seconds
- Clear demonstration of your **exhibits** at the Hong Kong Electronics Fair (Spring Edition) 2017
- Submission format: **URL** (i.e. Video uploaded to video sharing site, e.g. youtube, youku, etc.)
- Each exhibitor can submit one product video only
- HKTDC reserves the right whether to use the submitted videos for further publicity, subject to video quality and any other considerations
- No corporate video will be accepted

Submit product videos and enjoy FREE promotional opportunities!

To submit your product video, please email below information and **One product photo in jpg format (>300 dpi)** to janifer.ws.hui@hktdc.org:

Email subject: Submit product videos for Hong Kong Electronics Fair (Spring Edition) 2017

We confirm to submit product video for HKTDC's promotion use, details as below:

Product name (English):

Product name (Chinese):

Video link (English is preferred):

Video link (Cantonese):

Video link (Mandarin):

Company Name:

Booth no.:

Contact person, email and telephone no.:

表格(S2)

提交產品宣傳短片 享有免費宣傳機會!

香港貿發局定期發送買家推廣電郵，旨在介紹展會和參展商的產品。現在 貴公司只須提交產品宣傳短片，便可享有免費宣傳機會：

- 額外曝光率接觸全球買家;
- 讓買家了解 貴公司的產品的特性和功能; 及
- 吸引更多買家在展會期間到 貴公司攤位洽商。

截止日期: 2017 年 1 月 31 日

短片要求:

- 建議長度: 30 -60 秒
- 內容清晰，介紹 貴公司於香港春季電子產品展 2017 的**展品**
- 清靜的拍攝背景
- 提交格式: **網址 URL** (上載於視訊分享網站如 youtube, youku 等之短片)
- 每家參展商可提交一段宣傳短片
- 根據短片質素及其他考慮因素，香港貿發局保留是否使用所提交短片的最後權利
- 恕不接受企業宣傳短片

提交產品宣傳短片 享有免費宣傳機會!

請將以下資料連同**一張產品照片 (jpg 格式 ; >300 dpi)** 電郵至 janifer.ws.hui@hktdc.org

電郵主題: 提交產品宣傳短片 – 香港春季電子產品展 2017

現確認提交本公司的產品宣傳短片供香港貿發局作推廣用途，詳情如下：

產品名稱(英文):

產品名稱(中文):

英語短片網址:

粵語短片網址(如適用):

普通話短片網址(如適用):

公司名稱:

展位號碼.:

聯絡人、電郵及電話:

Sponsor Souvenir and Get Extra Exposure!

Social Media is a good way to promote your company and brand. Now, you can sponsor your company gifts to our fair visitors and can gain extra exposure on HKTDC Social Media platforms. By doing so, more visitors will be connected to the Electronics Fair, bringing in more potential business opportunities to the exhibitors. We will distribute these gifts to our visitors riding on our social media campaigns.

Campaign details:

- A promotional counter will be set up at prominent location at various fairs
- Souvenir will be given to buyers who registered through HKTDC's social media platforms
- Souvenir will be given to buyers who Liked/Followed HKTDC's social media platforms at the fair

Benefits to sponsors:

Sponsors will receive additional exposure:

- HKTDC will feature your company's name/product when posting the gift redemption campaign in the social media feed.
- HKTDC will mention sponsor's company name in the social media registration reminder email
- HKTDC will mention sponsor's company name and deliver the souvenirs at the social media counter at fairground where buyers can see your company's logo and souvenir easily

Souvenir requirements:

- Quantity: around 100 pc
- Souvenir can be your company's products or corporate gifts
- The souvenir will be primarily used at the HKTDC Hong Kong Electronics Fair 2017 (Spring Edition) and the leftover stock will be used for promotions at other HKTDC fairs

Enquiry:

Rick Chan (Tel: 852-2240 4057; email: rick.c.chan@hktdc.org)

Hong Kong Trade Development Council

Please email below information for promotion use to Rick Chan at rick.c.chan@hktdc.org :

Souvenir Sponsorship for Promotion Program**Deadline: 24 March 2017**

We confirm to sponsor souvenir, details as below:

Name of souvenir:

_____ (Eng)

_____ (Chi)

Packaging dimension: (W) _____ cm (D) _____ cm (H) _____ cm

Please also attach:

- 1 photo of the souvenir in jpg format (> 300 dpi)
- Company logo in jpg format (> 300 dpi)

Company Name: _____ Booth No.: _____

Contact Person: _____ Tel: _____

Direct Contact E-mail: _____

Signature and company chop: _____ Date: _____

** HKTDC reserves the right to accept/reject any sponsorship.*

** Souvenir will be primarily used at the HKTDC Hong Kong Electronics Fair 2017 (Spring Edition) and the leftover stock will be used for promotions at other HKTDC fairs.*

** HKTDC representative will contact you for delivery arrangement.*

表格(S3)

贊助禮物及獲取額外曝光

社交媒體是推廣貴公司和品牌的重要渠道。現在，只要貴公司提供免費禮品予到訪電子展的買家，即可在香港貿發局社交媒體平台獲得額外的宣傳機會。我們透過社交媒體平台聯繫更多買家參與電子展，期望帶來更多潛在商機予參展商。

活動詳情:

- 本局將於多個展覽設立社交媒體推廣專櫃
- 透過香港貿發局社交媒體平台註冊參展的買家將會獲得禮物一份
- 現場讚好/追蹤香港貿發局社交媒體平台的買家將會獲得禮物一份

贊助優勢:

贊助商將得到更多的曝光率:

- 香港貿發局將於社交媒體的動態消息發放中提及贊助公司的名稱。
- 香港貿發局將於社交媒體註冊提示電郵提及贊助公司的名稱。
- 香港貿發局將於社交媒體推廣專櫃列出贊助公司的名稱和送出禮物。

禮物要求:

- 提議贊助數量: 約 100 件
- 禮物可以是公司產品或企業禮品
- 禮物將主要於 2017 香港貿發局香港春季電子產品展使用；所有餘下的禮物將於其他展覽送出

查詢:

陳先生 (電話: 852-2240 4057; 電郵: rick.c.chan@hktdc.org)

香港貿易發展局

Ref: 1st Package-efse17

請把以下資料電郵至 rick.c.chan@hktdc.org 以作推廣之用:

推廣用禮物贊助計劃
截止日期: 2017 年 3 月 24 日

我們將會贊助禮物以作香港貿發局推廣社交媒體平台之用，詳情如下:

禮物名稱:

_____ (英文)
_____ (中文)

包裝尺寸: (闊)_____厘米 (深)_____厘米 (高)_____厘米

請附上以下資料:

- 一張禮物照片 (jpg 檔案, >300dpi)
- 公司商標 (jpg 檔案, >300dpi)

公司名稱: _____ 展位號碼: _____
聯絡人: _____ 電話: _____
聯絡人電郵: _____

簽署及公司印章: _____ 日期: _____

**香港貿發局保留接受/拒絕贊助禮物的最後權利。*

**禮物將主要於 2017 香港貿發局香港春季電子產品展使用，如有剩餘禮物亦會於香港貿發局其他展覽使用。*

**香港貿發局將有專人聯絡關於禮物運送的事宜。*

Additional Exposure to Exhibitors by Sponsoring Prize for Lucky Draw

Application deadline: 3 Feb 2017

HKTDC will organise lucky draw for the Hong Kong Electronics Fair (Spring Edition) in order to attract more buyers. Exhibitors are cordially invited to sponsor **your company's products** as lucky draw prizes and to enjoy additional exposure for your brands and products at the following channels:

- Lucky draw leaflet
- Buyer eDMs to be sent to global buyers
- Newsfeed on HKTDC social media platforms reaching out to over 100,000 members on Facebook
- Fair website

Prize requirement:

Retail Unit Price	HK\$1,000 or above
Recommended Prize	Trendy tech product is preferable e.g. AR/VR products, smart devices & accessories, wearable electronics, etc.
Required Quantity	1 – 2 pcs

Important notes:

- 1) Please send the product photo (File size >300dpi in JPEG format) of the corresponding sponsoring item(s) to us by email.
- 2) Your application is considered as failure if you do not receive further notice from the Organiser 2 weeks after the abovementioned deadline.
- 3) The Organiser has the right to determine the overall lucky draw arrangements.
- 4) The Organiser retains all rights for printing, publishing and exhibiting the submitted information and product samples at its discretion.
- 5) Prize selection will be at the sole discretion of the Organiser.
- 6) Prizes will be used for the promotion of the Hong Kong Electronics Fair 2017 (Spring Edition) and International ICT Expo 2017.

Hong Kong Trade Development Council

Please email the below information with product photos to Janifer Hui at janifer.ws.hui@hktdc.org

----- **Application Form** -----

Deadline: 3 Feb 2017

We confirm to sponsor prize for the lucky draw, details as below:

	Item 1	Item 2
Product Name (ENG)		
Product Name (CHI)		
Retail Unit Price (HK\$)		
Packaging dimension (cm)	(W) _____ (D) _____ (H) _____	(W) _____ (D) _____ (H) _____
Brand		
Product Description	_____ _____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____ _____
Quantity	1 / 2	1 / 2

Company Name: _____ Booth No.: _____

Contact Person: _____ Tel: _____

Direct Contact E-mail: _____

Signature and company chop: _____ Date: _____

Important notes:

1. Please send the product photo and company logo (File size >300dpi in JPEG format) of the corresponding sponsoring item(s) to us by email.
2. Your application is considered as failure if you do not receive further notice from the Organiser 2 weeks after the abovementioned deadline.
3. The Organiser has the right to determine the overall lucky draw arrangements.
4. The Organiser retains all rights for printing, publishing and exhibiting the submitted information and product samples at its discretion.
5. Prize selection will be at the sole discretion of the Organiser.
6. Prizes will be used for the promotion of the Hong Kong Electronics Fair 2017 (Spring Edition) and International ICT Expo 2017.

表格(S4)

贊助抽獎禮物 獲取額外宣傳機會

截止日期：2017 年 2 月 3 日

為吸引更多買家到場，大會將於展會期間將舉辦抽獎活動。現誠意邀請參展商贊助公司的產品作為抽獎禮物，並透過下列渠道宣傳，享受額外曝光率：

- 抽獎宣傳單張
- 發送至全球買家的電子快訊
- 香港貿發局社交平台 Facebook(超過 10 萬名粉絲)
- 展覽會網站

禮品要求:

零售單價	港幣\$1000 或以上
建議獎品	潮流科技產品優先，如：AR/VR 產品、智能裝置及配件，以及穿戴式電子產品等
數量	1 – 2 件

注意事項:

- 1) 請以電郵附上贊助產品的相關照片(檔案為不小於 300dpi 的 JPEG 格式)
- 2) 如於上述截止日期後兩星期內尚未收到主辦機構的進一步通知，閣下的申請將被視為無效。
- 3) 主辦機構有權決定任何有關抽獎的安排。
- 4) 主辦機構保留一切編印、出版以及展出有關產品的資訊之權利。
- 5) 獎品選擇將由主辦機構自行決定。
- 6) 獎品將用作推廣 2017 年香港貿發局香港春季電子產品展及國際資科技訊博覽之用途。

香港貿易發展局



請將以下資料及產品照片電郵至 janifer.ws.hui@hktdc.org

-----申請表格-----

我司 確定贊助抽獎活動的獎品，詳情如下：

截止日期：2017 年 2 月 3 日

	禮物 1	禮物 2
產品名稱 (英)		
產品名稱 (中)		
零售單價 (港幣\$)		
包裝尺寸(厘米)	(闊) _____ (深) _____ (高) _____	(闊) _____ (深) _____ (高) _____
品牌名稱		
品牌簡介	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____
數量	1 / 2	1 / 2

公司名稱：_____ 攤位編號：_____

聯絡人：_____ 職位：_____

電郵：_____

公司代表簽名及公司蓋印：_____ 日期：_____

注意事項:

- 1) 請以電郵附上贊助產品的相關照片 (檔案為不小於 300dpi 的 JPEG 格式)。
- 2) 如於上述截止日期後兩星期內尚未收到主辦機構的進一步通知，你的申請將被視為無效。
- 3) 主辦機構有權決定任何有關抽獎的安排。
- 4) 主辦機構保留一切編印、出版以及展出有關產品的資訊之權利。
- 5) 獎品選擇將由主辦單位自行決定。
- 6) 獎品將用作推廣 2017 年香港貿發局香港春季電子產品展及國際資訊科技博覽之用途。



Circular 通告 (1) :

Booth Design & Facilities 攤位設計及設施

(1.1) Points to Note / New Measures on Custom-Built Stand
展覽特裝參展新措施及注意事項

In order to enhance the overall safety and efficiency of the fair, new measures regarding custom-built stands on Custom-Built Stand have been implemented. Please pay special attention to the changes summarized below. For details, please refer to section 4, Exhibitors' Manual.

Section	Items
4.2	Information submission Please note the deadline for submission of Custom-Built Stand contractors' information (Form 1), construction drawings, lighting plan, site work deposit and insurance copy. Otherwise, a late charge of HK\$3,000 (US\$400) will be charged to the Exhibitor/Contractor.
4.2.2	Site work deposit Calculation based on HK\$300/US\$40 per sqm. For two-storey booth, the site work deposit is doubled. Minimum and maximum deposit amounts are HK\$5,000 (US\$667) and HK\$75,000 (US\$10,000) respectively.
4.2.3	Contractors are required to take out and maintain public liability insurance in a sum not less than HK\$10 million. The insurance should be maintained in force at all times during the move-in period, exhibition period and move-out period, i.e. 11-17 April 2017 .
4.2.4	Hall rental charges for over-time move-in and move-out
4.2.5	Maximum booth height - Update.
4.2.6	Structural Safety Certificate A structural safety certificate must be submitted for all custom-built stands on Custom-Built Stand exceeding 2500mm in height, using a hanging lighting truss and/or otherwise deemed required by the Organiser and/or the Venue Operator. All stand construction must be constructed under the supervision of an Authorized Person (Surveyor)/Registered Structural Engineer (AP/RSE) . The AP/RSE shall verify the stability of the stand by completing the structural safety certificate. For stands and temporary structures exceeding 2500mm but below 4500mm in height, stages or platforms exceeding 1100mm but below 1500mm in height or lighting truss suspended from the ceiling with equipment weight less than 100 kg: 1) An Authorized Person/Registered Structural Engineer's (AP/RSE) shall verify the stability of the design drawings. 2) Construction should be conducted under the supervision of AP/RSE. 3) AP/RSE should verify the stability after completion by completing the structural safety certificate. 4) The structural safety certificate must be submitted to the Organiser by dropping it into the collection box at the nearest Technical Services Counter by 1500 hrs on 12 April 2017 . Please refer to section 4.2.6 for details. As required by the Venue Operator, for stands and temporary structures at 4500mm in height or above, stages or platforms at 1500mm in height or above or lighting truss suspended from the ceiling with equipment weight at 100 kg or above: 1) The design drawings must be verified by an AP/RSE with <u>structural calculations</u> for stability before construction. 2) Construction should be conducted under the supervision of AP/RSE. 3) AP/RSE should verify the stability after completion by completing the structural safety certificate. 4) The structural safety certificate must be submitted together with the structural calculations to the Organiser by dropping it into the collection box at the nearest Technical Services Counter by 1500 hrs on 12 April 2017 . Please refer to section 4.2.6 for details. Any alteration after drawing submission should be addressed to the Organiser for review. An Authorized Person can either be a Registered Architect (AP-List I), or a Registered Structural Engineer (AP-List II), or a Registered Building Surveyor (AP-list III). An Authorized Person is legally defined in the HKSAR Buildings Ordinance Chapter 123. For the latest AP/RSE registry, please visit http://www.bd.gov.hk/english/inform/index_ap.html .
4.2.10	Scaffold Using ladders of height exceeding 2 meters at the public circulation areas (i.e. Concourses of Hall 1, 3, 5;

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	<p>Convention Foyer, Grand Foyer etc) is strictly prohibited in the HKCEC. Failing so, the user will be asked to leave the Exhibition premise immediately.</p> <p>All construction/dismantling work at these areas should be carried out by using high reach equipment (e.g. scaffolding, evaluated working platform etc...). The scaffold should not be used on a construction site unless Form 5 (Scaffolds-Reports of Results of Fortnightly or other inspections report) has been made by a competent person. This form should be displayed in a prominent location of the scaffold which specifies the location, extension of the scaffold on the site and includes a statement to the effect that the scaffold is in safe working order, strength and stability. In addition, workers are required to wear safety belt while construction activities are carried out over 2 meters height or above the ground. For further details, please visit the website at http://www.labour.gov.hk/eng/public/content2_8b.htm for the Code of Practice for Metal Scaffolding Safety.</p> <p>If this rule is still not observed, HKTDC and/or the Venue Operator will have the rights to suspend the relevant construction activity immediately.</p>
4.2.13	<p>Green Card Policy</p> <p>Labour Department, Hong Kong Exhibition and Convention Industry Association (HKECIA), Hong Kong Convention and Exhibition Centre (HKCEC) and AsiaWorld Expo (AWE) have concurrently agreed to endorse the Contractor Green Card System at HKCEC.</p> <p>With immediate effective, contractors entering the Centre for construction works are required to obtain the Construction Industry Safety Training Certificates ("Green Card"). The main objective is to ensure that mandatory basic safety training has been provided to contractors before working at the fairground.</p> <p>All stand fitting contractors must acquire "Green Card" qualifications and have it properly displayed when working at HKCEC. HKCEC's security reserves the right to refuse entry or remove personnel for those who fail to provide valid credentials.</p> <p>Please feel free to contact the Event Planning & Co-ordination Team of the Venue Operator at hkcepcp@hkcec.com or (852) 2582 8888 should you need further assistance.</p>
4.2.14	Points should be complied with by the Exhibitor and his/her appointed Contractor.
4.2.15	Deduction of site work deposit.

We believe that you and your appointed contractor(s) will support us in this initiative in creating a safer working environment. To ensure a full compliance on the above rules, offenders will be penalized by refusing future participation in fairs, and forfeiting full amount of the site work deposits lodged.

"A Guide on Safety and Health in the Hong Kong Exhibition and Convention Industry" has been published by the Hong Kong Exhibition and Convention Industry Association (HKECIA), which extensively covers various aspects of the industry that requires proper attention. You and your appointed contractor(s) are advised to go through the guide via http://www.exhibitions.org.hk/english/media_detail.php?id=275

For queries, please feel free to contact Mr. Ricky Lam, Mr Abel Kwan via email [ricky.tk.lam@hktdc.org & abel.kwan@hktdc.org] or phone (852) 2240 5449 & 2240 5466].

Thank you for your kind understanding and co-operation.

為提升展覽的整體安全及效率，有關自建展覽特裝參展攤位的新措施亦已實施。其簡要如下，詳情請參閱參展商手冊第四部份。

部份	內容
4.2	<p>提交資料</p> <p>請留意承建商資料申報表(表格一)、設計圖則、燈圖、施工按金及保單副本的提交日期。否則，主辦機構會向參展商/承建商收取 3,000 港元 (400 美元) 的逾期行政費用。</p>
4.2.2	<p>施工按金</p> <p>按金以每平方米 300 港元/40 美元計算。搭建雙層展覽攤位必須繳交雙倍按金。[而最低按金金額為 5,000 港元 (667 美金，最高為 75,000 港元 (10,000 美金)]。</p>
4.2.3	<p>承建商必須購買有效及不少於 1000 萬港元保額之公眾責任險保險，有效期須包括進場、展覽期間及離場(即 2017 年 4 月 11-17 日)。</p>

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4.2.4	進場及離場超時租場收費。
4.2.5	攤位高度限制之更新。
4.2.6	<p>展覽攤位「結構安全證明書」 所有高度超逾 2.5 米的展覽特裝參展攤位、懸掛照明支架、主辦機構及/或展館營運者認為有需要者，必須提交展覽攤位「結構安全證明書」。其攤位必須由認可人士（註冊測量師）/註冊結構工程師監督下搭建。該認可人士（註冊測量師）/註冊結構工程師須驗證其結構安全並簽發「結構安全證明書」。參展商須完全負責攤位結構的安全，詳情可參照《建築地盤（安全）條例》第 59 章。</p> <p>所有高逾 2.5 米但少於 4.5 米的攤位及臨時搭建物、搭建高逾 1.1 米但少於 1.5 米的平台或舞台或總重量不超過 100 公斤的懸空照明支架及設備： 1) 必須由認可人士/註冊結構工程師證明其設計圖則的穩定性後，方可搭建。 2) 必須在認可人士/註冊結構工程師監督下搭建。 3) 完成搭建後必須由認可人士/註冊結構工程師驗證其結構安全並簽發「結構安全證明書」。 4) 所有「結構安全證明書」須於 2017 年 4 月 12 日下午 3 時或之前投放到鄰近的「攤位設施展位」內的收集箱。詳情請參閱第 4.2.6 章。</p> <p>按照展館營運者要求，所有高 4.5 米或以上的攤位及臨時搭建物、搭建高 1.5 米或以上的平台或舞台或總重量 100 公斤或以上的懸空照明支架及設備： 1) 必須由認可人士/註冊結構工程師以「數據證明」其設計圖則的穩定性後，方可搭建。 2) 必須在認可人士/註冊結構工程師監督下搭建。 3) 完成搭建後必須由認可人士/註冊結構工程師驗證其結構安全並簽發結構安全證明書。 4) 所有「結構安全證明書」和「數據證明」須於 2017 年 4 月 12 日下午 3 時或之前投放到鄰近的「攤位設施展位」內的收集箱。詳情請參閱第 4.2.6 章。</p> <p>所有已交到主辦機構之圖則如有改動，亦須交予主辦機構審閱。 認可人士包括註冊建築師（認可人士名單 1）、註冊結構工程師（認可人士名單 2）或註冊屋宇測量師（認可人士名單 3）。認可人士的定義詳述於香港建築物條例第 123 章。有關認可人士/註冊結構工程師的名冊，請瀏覽屋宇署網頁： http://www.bd.gov.hk/chineseT/inform/index_ap.html</p>
4.2.10	<p>金屬棚架 香港會議展覽中心已全面禁止在公共通道（即展覽廳 1、3、5 大堂，會議廳前廳，大會堂前廳等）使用超過 2 米高的梯具。若有不遵守者，將被立即要求離開會展中心。</p> <p>該等地方的搭建或拆卸工程必須使用金屬棚架、動力操作升降工作台等高空工作設備。於建築工地使用棚架者，必須由合資格人士提交《表格五》報告。該表格須於棚架當眼處展示，列明棚架的位置及範圍，並登載聲明表示棚架的堅穩程度合乎施工安全標準。同時，工人在離地 2 米或以上高度進行建築活動時，必須佩戴安全帶。如需獲取更多資料，上網瀏覽《金屬棚架安全守則》，網址： http://www.labour.gov.hk/tc/public/content2_8b.htm。</p> <p>若再有不遵守者，本局及/或展館營運者有權立即中止有關建築活動。</p>
4.2.13	<p>平安咭 勞工處、香港展覽會議業協會及展館營運者已達成共識，同意在展館推行建築業安全訓練證明書措施（即「平安咭」），並已生效。凡進入展館搭建或拆卸攤位的承建商必須持有效的建築業安全訓練證明書。其目的是確保承建商在展館工作前已接受強制性之基本安全訓練。</p> <p>凡進入展館工作的承建商，必須持有平安咭並須清楚地展示出來。否則，展館營運者之保安人員有權拒絕該人士進入或要求該人士離開展館。</p> <p>如有任何查詢，可透過電郵 hkcepc@hkcec.com 或致電（852）2582 8888 與展館營運者之項目策劃及統籌部聯絡。</p>
4.2.14	參展商及其承建商須注意及遵守事項。
4.2.15	施工按金扣款制之罰則。

本局深信 貴公司及 貴公司委託的承建商必定全力支持上述措施，共同營造更安全的工作環境。為確保參展商及承建商遵守上述規定，違規者將被拒絕參加本局日後舉辦的展覽會，並全數沒收其繳交的施工按金，以作處分。

由香港展覽會議業協會出版的「香港展覽會議業之安全及健康指南」已涵蓋業界需注意的事項。請貴公司及 貴公司委託的承建商仔細參閱網站：http://www.exhibitions.org.hk/tc_chi/media_detail.php?id=275

如有查詢，請與林梓鍵先生，關志文先生聯絡 [電郵 ricky.tk.lam@hktdc.org & abel.kwan@hktdc.org; 電話 (852)2240 5449 & 2240 5466]

多謝合作！

Circular 通告 (1) :

Booth Design & Facilities 攤位設計及設施

(1.2) Safety Measures on Electricity Supply, Fair System & Furniture
有關電力供應、攤位結構及傢俱之安全措施
Electricity Supply 電力供應

	<p>For the standard socket (if included in the booth package) provided by the organizer, please be reminded that the fuse maximum capacity is 800watt for one electrical appliance only. Exhibitor should also check which type of socket you have ordered (if any) and its power limitation. The fuse will be broken if electricity consumption exceeds the power supply limit. HKD50 will be charged for each fuse re-installation. <u>No multi-plug or extension cord are allowed to be connected to the socket.</u> HKTDC reserves the right to suspend the electricity supply until the problem is rectified by the exhibitor concerned.</p> <p>攤位若附設大會提供之電力插座，其最大用電量只限於 800watt 以下之單一電器使用。參展商請留意閣下所租用之插座供電量，每一個電力插座均有其負電上限，切勿超過負荷，以免保險絲斷路。重新安裝保險絲的費用為港幣五十元。參展商切勿於插座上安裝萬能插頭或拖板，一經發現本局將保留終止供電權利直至有關參展商將問題插座改正。</p>
	<p>The electrical appliance used by the exhibitor on-site should be a 3-pin plug and in compliance with the electrical safety requirements (as shown in the picture).</p> <p>參展商所用之電器用品必須使用符合電力安全規格的三腳插頭（如圖示）。</p>
	<p>For those exhibitors who ordered lighting connections only, please contact the "Technical Services Counter" for power supply once your lightings are installed. The exhibitors shall be solely responsible for any consequences caused by the electrical appliances they bring to the fair.</p> <p>參展商若已租用電力接線服務（供自行攜帶及安裝電燈使用），在自行安裝電燈後，請聯絡會場之“攤位設施服務處”以便安排電力接駁。參展商將對自行攜帶之電器用品所引致之任何結果擔負所有責任。</p>

Fair System & Furniture 攤位結構及傢俱

	<p>No tapes, nails, fixtures, removals or modifications of any kind are allowed to be applied to the official booth structure. Please request for booth modifications at our Technical Services Counter ONLY. Exhibitors are liable to any damage caused to their booth fixtures and fittings at the fair.</p> <p>攤位結構不得擅自作任何形式之拆除、改裝或張貼任何東西，亦不得釘上任何釘子。如需作出改動，請於攤位設施服務台作現場申請。展覽攤位及展場內裝置如有任何損壞概由參展商負責賠償。</p>
	<p>Each square metre of wooden shelf and cabinet top can only support weight under 3kg. Hanging objects from ceiling beams and system panels are prohibited.</p> <p>每米木層板及地櫃櫃面只能負重不超過三公斤之物件。天花橫樑及攤位圍板嚴禁懸掛任何物件。</p> <p>For safety reasons, standing on the table, chairs, cabinet tops or showcase tops, etc. are strictly prohibited.</p> <p>基於安全理由，嚴禁站立在桌子、椅子、地櫃或展示櫃等上。</p>

The exhibitor is recommended to take out insurance policies to cover itself against all potential liabilities. The exhibitor shall be solely responsible for death, injury, damages or any consequences in relation to the violation of any of the above guidelines.

建議參展商須就可能對其構成的所有潛在責任購買保險。若違反以上任何指引，參展商將對引致之死亡、人身傷害、損失或任何後果擔負所有責任。

Circular (2) :
Intellectual Property Protection**(2.1) Special Measures on Intellectual Property Protection**

We wish to draw your special attention to clause No. 43 in the exhibitors' application form about intellectual property infringement. This is a matter taken very seriously by the Fair Organiser, the Hong Kong Trade Development Council (HKTDC). Exhibitors with a history of infringement are barred from our trade fairs.

The following two measures will be implemented to tackle with the "Intellectual Property Infringement" issue:

1. IPR Inspection Team

Same as previous years, an IPR inspection team will be appointed by the Organiser to inspect on-site products displayed by the exhibitors. By the rules and regulations of the exhibition, the inspection team has the absolute right in asking exhibitors to remove any exhibits which are suspected to be infringing items.

2. Fair Legal Advisor

We have procedures for handling complaints promptly at the fairground, with the assistance of a Fair Legal Advisor. They are set out in the attached briefing notes and all exhibitors are invited to make use of them. These procedures are designed to safeguard exhibitors' intellectual property rights as well as to protect individual exhibitors from any business disruption caused by unfounded complaints.

The Fair Organiser reserves the right to deny admission to or reject from the Fair, anyone who does not follow these procedures or who disturbs the normal business of exhibitors or buyers inside the Exhibition Hall.

An exhibitors' briefing to elaborate on our on-the-spot handling procedures of complaints about intellectual property infringement will be held on **22 February 2017**. The briefing will also cover how to go about proving ownership and infringement of intellectual property.

Date : 22 February 2017 (Wednesday)
Time : 3:20 p.m. – 4:00 p.m.
Address : SME Training Centre E,
Unit 11 Expo Galleria,
Hong Kong Convention & Exhibition Centre,
1 Expo Drive, Wanchai, Hong Kong.

All exhibitors are encouraged to attend. (The briefing will be conducted in Cantonese but written materials will also be available in English). If you are interested in attending the briefing, please fill in the reply slip on "Briefing for Exhibitors" and return it to us by fax on or before **20 February 2017 (Monday)**. We look forward to seeing you at the briefing.

Hong Kong Trade Development Council

Encl.

**通告(2) :
保護知識產權****(2.1) 有關保護知識產權問題的特別通告**

香港貿易發展局一直對保護知識產權極為重視，為保障參展商權益，茲提醒貴公司於展覽期間，必須遵守參展申請表格內參展規則第 43 項有關侵犯知識產權行為的條款。舉凡有觸犯侵權行為紀錄的參展商，將不獲准參加本局日後舉辦的展覽會，敬希垂注。

大會將會在展覽會期間實行兩項保護知識產權的措施：

1. 知識產權檢察小組

由主辦機構成立的知識產權檢察小組，將於展覽期間巡查各參展商展品。如小組成員發現有懷疑侵犯知識產權之展品，展商必須遵從大會規定，立刻把展品收回。

2. 駐場法律顧問

本局訂有一套處理展覽現場侵權投訴的程序，並委聘法律顧問駐場提供協助。這套程序旨在保障參展商的知識產權，以及防止無理投訴阻礙參展商進行展銷活動。有關內容詳列於附頁，所有參展商務請遵行。

假若任何人士違反有關程序或於展場內騷擾參展商和買家的正常商業活動，本局有權驅逐有關人士離場或禁止其進入會場。

本局定於 2017 年 2 月 22 日 舉行簡介會，向參展商解釋有關即場處理侵權投訴的程序，同時指引參展商如何證明其擁有知識產權和提出遭侵權的證據。

日期： 2017 年 2 月 22 日（星期三）
時間： 下午 3 時 20 分至下午 4 時正
地點： 香港灣仔博覽道一號香港會議展覽中心
博覽商場 11 號
中小企培訓室 E

簡介會將以廣東話進行，同時備有英文資料可供取閱，如貴司有興趣參加，請填妥展覽簡介會回條並於 2017 年 2 月 20 日（星期一） 或以前傳真致本局。多謝合作！

香港貿易發展局

附件： 參展商須知

Exhibitors' Brief on the Protection of Intellectual Property Rights at TDC Exhibitions

The Hong Kong Trade Development Council (referred to below as “**TDC**”, “**Organizer**”, “**we**”, “**our**” or “**us**”), the statutory body promoting Hong Kong’s international trade, is committed to fostering original design and safeguarding intellectual property rights.

We have on-the-spot procedures at our trade fairs for handling any complaint that a product on display infringes someone else’s intellectual property rights. These complimentary procedures are not the only way in which complainants can file complaints. Complainants can also file complaints with Hong Kong Customs and Excise Department and/or the Courts of Hong Kong.

These procedures, carried out with our legal advisors (“**Legal Advisors**”), are designed to help establish whether there is a case to answer so that complaints may either be pursued or resolved promptly.

Our aim is as much to protect the rights of individual exhibitors to be promptly cleared of unfounded complaints as it is to uphold their obligation to respect the intellectual property rights of others.

In this respect, the attention of all exhibitors (“**Exhibitors**”) is drawn to Clause 43 of the conditions of participation, setting out rights and obligations of exhibitors at TDC exhibitions, which is set out below for ease of reference:

The Exhibitor warrants that the exhibits and packages thereof and the Publicity Material or any other part of the display on the Stand do not in any way howsoever violate or infringe any third party’s rights including all intellectual property rights including but not limited to trade marks, copyright, designs, names, and patents whether registered or otherwise. The Exhibitor agrees to fully indemnify the Organizer and its agents, representatives, contractors and employees against all costs, expenses and damages arising from any third party’s claim of infringements by the Exhibitor and/or the Organizer and/or the latter’s agents, representatives, contractors or employees of such third party’s rights.

The Exhibitor agrees that it shall comply with any “Exhibitors’ Brief on the Protection of Intellectual Property Rights at TDC Exhibitions” (“**Exhibitors’ Brief**”) that the Organizer may issue from time to time, including abiding by any complaint procedures and penalties stated in the Exhibitors’ Brief, whether as a Complainant of infringement of intellectual property right or as a party subject to any such complaint. If the Exhibitor fails or refuses to abide by any of the terms and conditions of the Exhibitors’ Brief, the Organizer shall have the sole and absolute discretion to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies from any or all future TDC exhibitions and/or to further ban any representatives of the Exhibitor in question from entering the venue of the current TDC Exhibition in which the Exhibitor is participating.

If a complainant (“**Complainant**”) files a complaint with the Organizer in accordance with the Exhibitors’ Brief and requests the Organizer to take action against an Exhibitor, the Complainant agrees to hold the Organizer, its agents, representatives, contractors and employees (including but not limited to their Legal Advisors) harmless and to fully indemnify each and every one of them against any and all liabilities, losses, costs (including but not limited to legal costs), expenses and damages of any nature whatsoever incurred or suffered by any of them as a result of or however arising from any action that the Organizer, its agents, representatives, contractors or employees (including but not limited to their Legal Advisors) may take in reliance of or as result of such complaint filed by the complainant, or any other requests, directions or instructions made or given by the complainant pursuant to such complaint. The Complainant further agrees not to take any legal action or make any claim or demand against the Organizer, its agents, representative, contractors or employees (including but not limited to their Legal Advisors) in relation to such complaint and the alleged infringement of intellectual property rights.

Procedures

1. If you have any complaint involving infringement of your intellectual property rights, this should be reported to the Fair Management Office, where it will be handled by TDC Fair Officials and the Legal Advisors engaged by TDC.
2. If you receive a complaint at your booth, you should refer the Complainant to the Fair Management Office.
3. Both the documents attached to the Exhibitors' Brief and the Legal Advisors on site will specify the kind of documents and other evidence necessary to support a complaint.
4. If the Legal Advisors are satisfied, on the basis of the documents provided, that the Complainant's intellectual property rights are valid and have been infringed by the display of the Exhibitor's product or material in dispute at the Fair, a TDC Fair Official will visit the booth involved.
5. The Fair Legal Advisor will also visit the HKTDC's website (www.hktdc.com) to check whether the product or any material in dispute is displayed on the said website. If so, the HKTDC has the sole and absolute discretion to disable the link or otherwise take down / remove the disputed product or material from the Organizer's website in accordance with the HKTDC's *Terms & Conditions for Printed Advertisement & Online Promotion* without further notice.
6. As Fair Organizer, TDC has the power to immediately take at least 3 photographs of the product or any material in dispute.
7. The Exhibitor will be asked to remove the product or material in dispute immediately from display and not to trade in it for the remainder of the Fair unless he/she can adduce evidence to show to the satisfaction of the Legal Advisors that he/she has the right to deal in such product or material. He/she will also be required to sign an undertaking immediately to this effect. A copy of the signed undertaking and one copy of the photograph will be given to the Complainant and the Exhibitor. A further copy of the signed undertaking together with one copy of the photograph will be retained by the TDC for its records.
8. If the TDC is notified by the Customs and Excise Department that it is investigating possible violation of copyright and/or trademark by an Exhibitor at the Fair, the Exhibitor will be required to immediately remove the product or material which is under investigation for the remainder of the Fair.
9. If the Exhibitor fails or refuses to co-operate with TDC under paragraphs 6 and/or 7 and/or 8 above, TDC shall have the right and power, in its sole and absolute discretion, to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies, from any or all future TDC exhibitions.
10. TDC staff will visit any booth in respect of which a complaint has been received and accepted by TDC's Legal Advisors, in order to reconfirm that the disputed product or material is no longer on display and is not being traded. If the Exhibitor is found to have breached its undertaking not to display or deal with the product or material in dispute during the remaining period of the Fair, TDC shall have the right and power, at its sole and absolute discretion, to immediately terminate the right of participation in the Fair in question of the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies without any refund of the participation fee already paid, and to ban the Exhibitor and any of its representatives, parent, associate, affiliated and/or subsidiary companies from any or all future TDC exhibitions.

Penalties

An Exhibitor and/or any of its representatives, parent, associate, affiliated and/or subsidiary companies may, in the sole and absolute discretion of the TDC, be banned from any or all future participation in TDC exhibitions if:

- a. after TDC has received and accepted a complaint against the Exhibitor, the Exhibitor fails or refuses to:
 - allow TDC to immediately take 3 photographs of the product or material in dispute;
 - sign an undertaking immediately in favour of TDC in a form provided by TDC, indicating its decision whether to remove or continue to display the product or material in dispute;
- OR
- b. if the Exhibitor refuses to remove from display the product or material in dispute and a legal action brought against the Exhibitor in relation to the display of the product or material in

dispute is upheld by a Court in Hong Kong, notwithstanding that the Exhibitor has signed an undertaking in favour of TDC and allowed TDC to take photographs of the product or material in dispute during the Fair;

OR

- c. the Exhibitor removes the product or material in dispute immediately from display and signs an undertaking provided by TDC not to display or deal with any such item for the rest of the Fair period, but is subsequently found to be in breach of such an undertaking; in which case the TDC shall, in addition, be entitled to immediately terminate the Exhibitor's right of participation for the rest of the Fair period without refund of any participation fee already paid by the Exhibitor;

OR

- d. there are two or more court rulings from a Court in Hong Kong against the Exhibitor confirming its infringement of intellectual property rights of any Complainant(s) during two consecutive fair periods, notwithstanding that the Exhibitor has cooperated with TDC during the Fairs by removing the disputed product or material from display;

OR

- e. within two consecutive fair periods there are four or more valid complaints filed against the same exhibitor and which have been accepted by the Legal Advisors:
- by more than one complainant in respect of different intellectual property rights; or
- by the same complainant in respect of different products or material items

OR

- f. the Exhibitor is accused or convicted of any criminal offence relating to infringement of intellectual property rights or violation of intellectual property-related laws and regulations.

Penalties for intellectual property-related criminal offences

Copyright Ordinance (Chapter 528 the Laws of Hong Kong)

It is a criminal offence to make or deal in articles that infringe copyright. The Copyright Ordinance sets out in detail the different activities that constitute criminal offences. A person who commits such a criminal offence is liable to a fine of HK\$50,000 in respect of each infringing copy and to 4 years' imprisonment or a fine of HK\$500,000 and 8 years' imprisonment depending on the type of infringing activity carried out.

Trade Descriptions Ordinance (Chapter 362 the Laws of Hong Kong)

Under the Trade Descriptions Ordinance, any person who:-

- (i) applies a false trade description to any goods, or any service supplied or offered to be supplied to a consumer;
 - (ii) supplies or offers to supply any goods, or any services to consumers, to which a false trade description is applied; or
 - (iii) has in his possession for sale, or for any purpose of trade or manufacture, any goods to which a false trade description is applied
- commits a criminal offence.

Further, any person who forges any registered trade mark or falsely applies to any goods any trade mark so nearly resembling a registered trade mark as to be calculated to deceive also commits a criminal offence.

Further, any person who engages in relation to a consumer any unfair trade practices (including but not limited to any commercial practice that is a misleading omission, or is aggressive, or constitutes bait advertising, bait and switch, or wrongly accepting payment) also commits a criminal offence.

Any person who commits such an offence under the Trade Descriptions Ordinance may be liable -

- a. on conviction on indictment, to a fine of \$500,000 and to imprisonment for 5 years; and
- b. on summary conviction, to a fine of \$100,000 and to imprisonment for 2 years.

Documents Required as Evidence of Subsistence and Ownership of Intellectual Property Rights

A. Copyright

Option 1: An affidavit of copyright ownership and subsistence made by the owner of the copyright work pursuant to Section 121 of the Copyright Ordinance (Cap. 528 of Laws of Hong Kong) - for reference purposes, a template affidavit is available for download at: [\[http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf\]](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf)

OR

Option 2: If the Complainant owns and provides its original evidence for all of the below items 4-6 as evidence, and provide information and evidence of all of the following:-

1. date and place that the copyright work was first made or first published;
2. name of the author of the copyright work;
3. name of the owner of the copyright work;
4. original copyright work (e.g. design drawings, sketches, etc) - **NOTE:** copies, including photocopies or computer copies will not be accepted;
5. original evidence on proof of ownership of the copyright work - for example, in the event the author of the copyright work is an employee of the Complainant, that employee's contract of employment; or in the event the author of the copyright work is not the Complainant nor its employee, copyright assignment evidencing the assignment of copyright from the author to the Complainant; and
6. original evidence of the date of (i) the first sale of the product/article to which the copyright work relates (e.g. invoices, shipping documents, etc) or (ii) the first publication of the copyright work, and such evidence must clearly identify the product/article in question

For any complaint made under Option 2, complainants will also be required to complete, provide and confirm all the above information and evidence in a standard-form checklist (which is available for download at [\[http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf\]](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf) or to be provided by TDC at the time of the complainant's filing of the complaint). If any of the required information and/or evidence is missing or otherwise incomplete, or if any of the information and/or evidence provided are, in TDC's opinion, unreliable, conflicting, false or inaccurate in any manner, the relevant complaint will not be processed or will be rejected.

B. Trade Mark

1. Original or certified copy of a valid Certificate of Registration of Trade Mark in Hong Kong including any renewal certificates or proof of renewal (**NOTE:** foreign registrations will not be accepted).

C. Registered Design

1. Original or certified copy of a valid Certificate of Registration of Design in Hong Kong including any renewal certificates or proof of renewal (**NOTE:** foreign registrations will not be accepted).

D. Patent

1. Original or certified copy of a valid Certificate of Grant of Patent in Hong Kong including any renewal certificates or proof of renewal (**NOTE:** foreign registrations will not be accepted); and
2. A written opinion from the complainant's Hong Kong patent agent or legal advisor that the Hong Kong patent is valid and infringed by the display of the Exhibitor's product or material in dispute during the Fair with clear and specific reference to the alleged infringing product in question.

And any other evidence that the Legal Advisor may require depending on the specific facts of the case.

香港貿易發展局展覽會保護知識產權措施：參展商須知

香港貿易發展局（以下簡稱為「**本局**」、「**主辦機構**」）是專責促進香港對外貿易的法定機構，對於推動原創設計以及保護知識產權不遺餘力。

本局訂有一套處理展覽現場侵權投訴的程序，並聘有駐場法律顧問（「**法律顧問**」），以確定侵權投訴是否理據充足，協助有關方面決定採取進一步行動抑或從速解決糾紛。這些免費的投訴程序不是投訴人唯一的投訴方法，投訴人也可以向香港海關和/或香港法院提出投訴。

訂定這套程序的目的，是提醒參展商尊重他人的知識產權，並同時盡快澄清無理投訴以保障參展商的權益。

茲促請所有參展商（「**參展商**」），必須遵守貿易發展局展覽會參展規則第 43 項有關參展商權利與責任的條款，內容如下：

參展商保證展品及產品包裝，以及宣傳品或攤位的任何展示部分，在任何各方面均沒有違反或侵犯任何第三者的權利，包括所有知識產權，其中包括但不限於已註冊或未註冊的商標、版權、外觀設計、名稱及專利；並同意悉數賠償主辦機構以及其代理、代表、承包商和僱員因第三者指控參展商及/或主辦機構及/或後者的代理、代表、承包商和僱員侵權而招致的費用、開支及索償。

參展商，無論是投訴他人侵權或被人指控侵權者，同意遵守主辦機構不時發出的任何《香港貿易發展局展覽會保護知識產權措施：參展商須知》（「**參展商須知**」），包括其中所列的處理投訴程序和侵權罰則。假若參展商違反或拒遵守《參展商須知》的任何條款及條件，主辦機構有唯一及絕對酌情權禁止參展商及其任何代表、母公司、有聯繫公司、相關聯公司及/或附屬公司參加香港貿易發展局以後舉辦的任何或所有展覽會，及/或進一步禁止其代表進入參展商當時正在參展的展覽會場。

假若有投訴人（「**投訴人**」）按照《參展商須知》向主辦機構提出投訴，並要求主辦機構對其他參展商採取行動，投訴人必須同意免除主辦機構以及其代理、代表、承包商和僱員（包括但不限於所述各方的法律顧問）的所有責任，同時悉數賠償上述各方由於依據有關投訴或有關投訴人所作出的其他要求、指示或指令而採取的行動所招致的任何責任、損失、費用（包括但不限於法律費用）、開支和賠償；投訴人並同意不會就有關投訴及被指控侵權事件對主辦機構以及其代理、代表、承包商或僱員（包括但不限於所述各方的法律顧問）採取任何法律行動、或提出任何索償或要求。

處理投訴程序

1. 假若閣下欲提出有關侵犯閣下知識產權的投訴，請向主辦機構辦事處報告，本局的負責人員以及法律顧問將會處理有關投訴。
2. 假若閣下在攤位被人指控侵權，應轉介有關投訴到主辦機構辦事處提出投訴。
3. 隨附《參展商須知》的資料文件以及法律顧問，均會指明侵權投訴所需的文件及其他證據。

4. 假若法律顧問根據投訴人提供之文件，認為投訴人之知識產權有效，而且被有關參展商之展品或物品侵權，本局負責人員會前往涉嫌侵權參展商攤位處理該投訴。
5. 法律顧問亦會檢查有關涉嫌侵權展品或任何具爭議的物品有否於本局的網站 (www.hktdc.com) 上顯示。若有該等發現，本局有全權絕對酌情決定權根據本局之網上推廣條款及條件 停止顯示涉嫌侵權的產品之連結或以其他方式從本局的網站取下/刪除涉嫌侵權的展品以及其有關物品，恕不作另行通知。
6. 本局作為主辦機構，有權即時為涉嫌侵權展品或任何具爭議的物品拍照最少三張。
7. 除非有關參展商能提出使法律顧問認為滿意的證據顯示其有權經營該等涉嫌侵權的展品或物品，否則會被要求立即收回有關產品或物品以及不得在展覽會舉行期間經營所涉產品，同時須立即簽字作出承諾，而承諾書副本及一張相片則會交予被投訴人及有關參展商。本局會保留一份承諾書副本及一張相片作為紀錄。
8. 假若本局獲悉有參展商因涉嫌侵犯版權及/或商標而被香港海關調查，本局將要求該參展商立即收回所涉產品或物品。
9. 假若有關參展商拒絕合作或違反上述第 6 及/或第 7 及/或第 8 項條款，本局有權利及權力，按其唯一及絕對之酌情權，禁止該等參展商及其任何代表、母公司、有聯繫人士、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會的權利。
10. 本局職員會定期到法律顧問認為涉嫌侵權的攤位視察，以確保有關參展商不再展示或經營所涉產品或物品。假若發現參展商違反承諾，本局有權利及權力，按其唯一及絕對酌情權，即時取消該等參展商及其任何代表、母公司、有聯繫公司、相關聯公司及/或附屬公司的參展資格，毋須退還已收取的參展費，並禁止其及其任何代表、母公司、有聯繫公司、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會。

侵權處罰

本局有唯一及絕對酌情權就下列任何其中一種情況，決定是否禁止參展商及/或任何其代表、母公司、有聯繫公司、相關聯公司及/或附屬公司參加本局以後舉辦的任何或所有展覽會：

1. 在本局受理的侵權投訴中，涉嫌侵權的參展商沒有或拒絕：
 - 立即讓本局職員為涉嫌侵權的產品或物品拍三張照片；或
 - 應本局要求立即簽署本局提供的承諾書，註明是否願意收回或是決定繼續展示有關展品或物品。
2. 參展商雖然應本局要求簽署承諾書及讓本局職員為涉嫌侵權的展品或物品拍照，但拒絕收回涉嫌侵權的展品或物品，及有關展品或物品其後被香港法庭裁定侵權。
3. 參展商雖然立即收回涉嫌侵權的展品或物品，並簽字承諾在展覽會舉行期間不再展示或經營所涉產品，但其後被發現違反承諾。在此情況下，本局有權即時取消有關參展商的參展資格，同時毋須退還已收取的參展費。
4. 參展商雖然在展覽會舉行期間與本局合作收回涉嫌侵權的展品或物品，但遭香港法庭最少兩度裁定在連續兩屆展覽期中侵權。
5. 參展商在連續兩屆展覽會中，被超過一名投訴人就不同的知識產權或被同一名投訴人就不同產品或物品的權利作出四宗或以上的侵權投訴，而該等投訴均為駐場法律顧問所接納。
6. 參展商被控或被判觸犯任何有關侵犯知識產權或違反知識產權有關法律或法規之罪行。

有關知識產權刑事罪行之刑罰

版權條例 (香港法例第 528 章)

任何人製造或處理侵犯版權之物品即屬犯罪。版權條例已詳細列明可構成該等刑事罪行之各類行為。任何干犯有關罪行之人士可就每份侵犯版權複製品被處罰款港幣五萬元及監禁四年或處罰款港幣五十萬元及監禁八年，視乎有關行為之性質而訂。

商品說明條例 (香港法例第 362 章)

根據商品說明條例，任何人士：

- (i) 將虛假商品說明應用於任何貨品或應用於向消費者提供或要約提供的服務；
- (ii) 供應或要約供應已應用虛假商品說明的貨品、或向消費者提供或要約提供已應用虛假商品說明的服務；或
- (iii) 管有任何已應用虛假商品說明的貨品作售賣或任何商業或製造用途，即屬犯罪。

再者，任何人如偽造任何註冊商標或將任何商標或任何與某一商標極為相似而相當可能會使人受欺騙的商標以虛假方式應用於任何貨品，亦屬犯罪。

另外，任何商戶如就任何消費者作出任何不良營商手法 (包括但不限於任何屬誤導性遺漏的營業行為、具威嚇性的營業行為、構成餌誘式廣告宣傳的營業行為、構成先誘後轉銷售行為的營業行為、或構成不當地就產品接受付款的營業行為)，即屬犯罪。

任何干犯商品說明條例中有關罪行之人士可被：

- a. 一經循公訴程序定罪，可被處罰款港幣五十萬元及監禁五年；及
- b. 一經循簡易程序定罪，可被處罰款港幣十萬元及監禁兩年。

證明知識產權的存在及擁有權的所需文件

A. 版權

途徑 1: 版權作品的版權擁有人根據香港法例第 528 章《版權條例》第 121 條所作出證明其版權的存在及擁有權之誓章 - 誓章之樣本可於以下網頁下載，以供參考：

[\[http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf\]](http://tpwebapp.hktdc.com/fair/Multi_fairs/pdf/Copyright/2.pdf)

或

途徑 2: 若投訴人為版權擁有人並能提供下列第 4-6 項證據的正本作舉證，投訴人需提交下列所有的資料及證據：

1. 作品的首次創作或首次出版的日期和地點；
2. 作品的作者名稱；
3. 作品的擁有者名稱；

4. 版權作品的原作正本，例如設計圖樣及草圖等 - 註：任何副本，包括影印本或電腦印列本，均不接受；
5. 作品擁有權證明的正本。倘若有關作品的作者是投訴人的僱員，則須提供僱聘合約；或倘若有關作品的作者並非投訴人或投訴人的僱員，則須提供證明作者向投訴人轉讓版權的版權轉讓書；及
6. 發票、貨運文件或其他文件的正本，而該等文件可證明(1)首次出售有關該版權作品保護之產品或物品之日期，或 (2)首次發布有關版權作品之日期，而該證據必須清楚指明該產品/物品。

以途徑 2 作出之投訴，本局將向投訴人提供一份文件證據清單，而投訴人需要在該清單填寫、提供及確認上述所有資料及證據。證據清單可於以下網頁下載 [http://tpwebapp.hktcdc.com/fair/Multi_fairs/pdf/Copyright/1.pdf] 或於呈交投訴時向本局索取。若缺少任何資料及/或證據、或任何資料及/或證據不完整、或倘若本局認為任何提交之資料及/或證據為不可信、具任何矛盾、虛假或不準確的情況，有關投訴將不被處理或將被拒絕。

B. 商標

1. 有效的香港商標註冊證書正本或核證副本，包括續期證書或證明 (註：任何非香港的註冊均不接受)。

C. 外觀設計

1. 有效的香港外觀設計註冊證書正本或核證副本，包括續期證書或證明 (註：任何非香港的註冊均不接受)。

D. 專利

1. 有效的香港專利權證書正本或核證副本，包括續期證書或證明 (註：任何非香港的註冊均不接受)；及
2. 由投訴人之專利代理或法律顧問發出之書面意見書，清楚指明有關涉嫌侵權之展品或物品的詳情，並證明投訴人於香港之專利權有效，而且被有關參展商之展品或物品侵權。

以及任何由法律顧問因應實際情況要求提供的任何其他證據。

(2.2) Important Notice on Patented Technology and Trademarks**Examples of Patented Technology and/or Trademark Owners ("IP Owners"):****Dolby Laboratories Licensing Corporation****Koninklijke Philips Electronics N.V.****MPEG LA, LLC****Apple Inc.****HDMI Licensing, L.L.C.**

The above companies are examples only. Should your products on display use any third party's patented technology or trademarks, please also read this important notice as the same arrangement applies.

HKTDC Hong Kong Electronics Fair 2017 (Spring Edition), 13 - 16 April 2017 ("Fair")

Thank you for your participation in the Fair. If you will be displaying any consumer electronics equipment capable of supporting IP Owners' technology and/or which uses their trademarks (Devices) at your booth during the Fair, please be advised that representatives of the IP Owners may be attending the Fair to verify that all such Devices on display have been properly licensed. Please check with your manufacturer/supplier that the Devices being displayed at your booth during the Fair are the subject of a **CURRENT VALID LICENCE** from relevant IP Owners and ensure that the following documents are available for inspection by HKTDC staff at your booth at all times during the Fair:-

1. If you are a licensee of an IP Owner, a copy of the current valid license agreement between you and the IP Owner in respect of the Devices;
2. If you are a sub-licensee of an IP Owner:-
 - (a) a copy of the current valid license agreement between the IP Owner and its licensee; and
 - (b) a copy of the current valid sub-license agreement between you and the licenseein respect of the Devices;
3. If you purchase the Devices from licensees of an IP Owner:-
 - (a) a copy of the current valid license agreement between the IP Owner and the licensee;
 - (b) a copy of your purchase order to the licensee in respect of the Devices on display at your booth during the Fair OR a copy of the letter from the licensee certifying that it has sold the relevant Devices to you.

Your co-operation in that respect would be greatly appreciated so as to avoid any unnecessary disruption to your business during the Fair. Please refer to the Exhibitors' Brief for more information about our IPR procedures.

**通告 (2) :
保護知識產權****(2.2) 有關專利技術及商標之重要通告**

本通告中所指“知識產權擁有人”包括但不限於以下持有專利技術及/或商標的公司：

Dolby Laboratories Licensing Corporation
Koninklijke Philips Electronics N.V.
MPEG LA, LLC
Apple Inc.
HDMI Licensing, L.L.C.

請注意：上述公司只是部分知識產權擁有人的例子，假如貴公司展出的產品使用了其他第三方的專利技術或商標，也敬請細閱此通告並注意有關安排。

2017 年 4 月 13-16 日香港貿發局香港春季電子產品展（“春季電子展”）

感謝貴公司參與春季電子展。

在展覽期間，知識產權擁有人的代表可能會到場查證展場內可以支援有關知識產權擁有人的專利技術及/或使用其商標的消費性電子產品(以下簡稱“授權器材”)是否已獲恰當的授權。如果貴公司需於展台內展示任何授權器材，請向您的廠商/供應方確定該等授權器材之授權為持續有效，並確保下列文件能於展台內即場提供與貿發局職員驗證：

1. 就直接獲知識產權擁有人授權的參展商，雙方就授權器材訂立的持續有效授權協議書的副本；
2. 就經某授權人間接獲知識產權擁有人授權的參展商：-
 - (i) 知識產權擁有人與該授權人就授權器材訂立的持續有效授權協議書的副本；和
 - (ii) 參展商與該授權人就授權器材訂立的持續有效次級授權協議書的副本。
3. 就採購自知識產權擁有人的授權人之授權器材：-
 - (i) 知識產權擁有人與該授權人就授權器材訂立的持續有效授權協議書的副本；和
 - (ii) 參展商向該授權人就展出的授權器材所發出的採購單副本 或 該授權人向參展商就銷售該展出的授權器材而發出的信函之副本。

多謝貴公司的充分合作以避免貴公司的業務於展覽期間受到任何不必要的影響。如需要我們的知識產權保護程序的更多資訊，請參閱「參展商須知」。

(2.3) Fast Action Scheme

The Hong Kong Customs and Excise Department will collaborate with the Hong Kong Brands Protection Alliance (HKBPA) to conduct the Fast Action Scheme during the HKTDC Hong Kong Electronics Fair 2017 (Spring Edition). HKBPA represents 52 trade associations and is now inviting applications from Hong Kong companies who are members of one of the 52 participating trade associations to join the Scheme.

Exhibitors can join the Scheme by registering the details of their trade marks and copyrights with HKBPA and paying the applicable handling fees to HKBPA prior to the commencement of the trade fair. Upon receipt of a complaint from the relevant trade mark or copyright owner, the Customs and Excise Department will take enforcement action against products exhibited at the fairground that infringe the rights of those companies that have joined the Scheme.

The Fast Action Scheme will be operated independently of the Hong Kong Trade Development Council by the Customs and HKBPA, and is not a substitute for the existing on-site intellectual property rights ("IPR") complaints procedure implemented by the HKTDC. Exhibitors who do not wish to participate in the Scheme are welcome to visit the HKTDC's on-site IPR office for assistance in the same manner as in the previous fairs.

For more details concerning the Scheme, please contact the Secretariat of HKBPA directly as follows:

Address : 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Tel : (852) 2788 5391
Fax : (852) 2788 5388
Contact Person : Miss Catherine Lo

Exhibitors are also strongly advised to carefully scrutinise your exhibits and conduct all necessary due diligence on the IPRs attached to your exhibits prior to the trade fair to avoid possible IPR infringement at the fair.

If you have further questions regarding HKTDC's on-site IPR complaints procedure, please feel free to contact us.

通告 (2) :
保護知識產權**(2.3) 快速行動計劃**

在香港貿發局香港春季電子產品展 2017 舉行期間，香港海關將與「香港工商品牌保護陣綫」合作於展覽會進行「快速行動計劃」。代表 52 個商會的「陣綫」現誠意邀請各商會所屬之會員公司參與是項計劃。

參展商可預先向「陣綫」登記其產品的品牌及版權資料，並於展覽會前向「陣綫」繳付有關費用。當已登記之品牌或版權持有人舉報侵權行為時，香港海關將核實跟進，並採取現場執法行動。

「計劃」將由海關及「陣綫」獨立運作，並不取代香港貿易發展局現有於展場內處理侵權投訴的程序。參展商如未有參加「計劃」，仍可一如以往親臨貿發局於場內之知識產權辦事處尋求協助。

如欲查詢「計劃」詳情，請與「香港工商品牌保護陣綫秘書處」聯絡：

地址：香港九龍達之路 78 號生產力大樓 3 樓
電話：(852) 2788 5391
傳真：(852) 2788 5388
聯絡人：盧小姐

本局特提醒各參展商於展覽會前詳細檢查其展品及盡力去處理其展品的知識產權，避免於展會中被控侵權。

如貴公司有任何進一步關於香港貿發局於場內處理侵權投訴的程序的疑問，歡迎隨時與貿發局聯絡。

Circular (3)**Special Circular - Caution on Arranging Payment and Fraudulent Emails**

The Hong Kong Trade Development Council (HKTDC) would like to remind all applicants to be cautious when arranging payments for their participation in the HKTDC Fairs. The HKTDC would like to clarify that all payments should be made payable to "Hong Kong Trade Development Council" as specified on relevant application form and invoice. Should you require relevant bank account information for telegraphic transfer, please contact our fair representatives directly. To protect your own interests, you are reminded to always exercise due diligence and keep proper records when making relevant payments.

In view of the recent incidents of fraudulent emails in the market, HKTDC would like to remind our exhibitors to stay vigilant and take extra precautions. We hope that the following tips may help to raise your awareness.

- 1) Ensure that the email is genuinely from HKTDC
 - Always identify the sender of the email from its domain.
- 2) Check the HKTDC disclaimer
 - All emails sent from HKTDC will carry the Council's disclaimer at the bottom of the email.
- 3) Reconfirm bank account number and beneficiary name (Hong Kong Trade Development Council) when making payments.
- 4) Always use trusted Wi-Fi network
 - There is always security risk when using untrusted public Wi-Fi network to access emails. It is possible that hackers can capture your emails or send fraudulent emails to you on untrusted Wi-fi network.

The above is for reference only. In case of doubt, please contact us.

Hong Kong Trade Development Council

特別通告 – 提醒參展商小心提防欺詐電郵的通知

香港貿易發展局(貿發局)在此提醒所有參展商應加倍小心處理有關繳付參展費用之安排。凡參加由本局主辦的展覽會，參展商應把參展費用支付予“香港貿易發展局”，有關繳款資料已詳列於申請表格和發票上。參展商如需安排電匯，請直接與本局職員聯絡以索取銀行帳戶資料。為保障貴公司利益，在支付相關款項時，請務必謹慎處理及保存清晰繳款記錄。

另外，有鑑於近日市面出現欺詐電郵騙案，香港貿發局特意提醒各參展商注意以下事項，並時刻提高警覺。

- 1) 確保電郵由香港貿發局發出
 - 經常檢查電郵發件人之域名
- 2) 檢查電郵是否附有香港貿發局之免責聲明
 - 所有由香港貿發局發出之電郵底部均附上免責聲明
- 3) 付款前小心核對銀行戶口號碼及匯款賬戶名稱(香港貿易發展局或 Hong Kong Trade Development Council)
- 4) 避免使用公眾無線網絡
參展商如使用公眾無線網絡開啟電郵，隨時有機會被黑客截取郵件，以他人名義發放虛假電郵予貴公司。

以上各項提示僅作參考，如有任何疑問，請隨時致電本局查詢。

香港貿易發展局

Circular 通告 (4)

Fair Important Notices

展會重要注意事項

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5	Immigration Regulations to be Observed and Followed by Exhibitors 參展商須遵守的入境規例
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7	Construction Waste and Exhibit Samples Disposal 棄置建築廢料及展品
8	Internet Access at the Fair 展覽會連線上網安排

1. Move-out Regulation 撤館守則

Please note that all exhibitors are required to strictly abide by the move-out regulation. **No exhibitors can move out exhibits or dismantle its booths before the closing of the Fair (16 April 2017, 5:00pm).** Kindly understand that this will seriously disturb other exhibitors' business negotiations and adversely affect the image of the Fair.

To uphold the quality of our Fair and to avoid violation of this regulation, our staff will give warning to exhibitors who move out before the official closing time. **If exhibitors insist to move out early, the organiser reserves the right to reject future applications of the exhibitor. Besides, booth selection priority in future editions of the Fair may be affected.**

特此通告各參展商需嚴格遵守大會的撤館時間，不得於展覽會指定結束時間前(2017年4月16日5時前)將展品運走及開始收拾其攤位。敬希貴司明白此舉將嚴重影響其他與會人士進行商務洽談活動及展覽會形象。

為進一步提高展覽會質素及避免同類事件發生，本局職員會於2017年展會中勸喻提早離場之參展商，若參展商堅持提早撤館，本局有權取消違規公司的參展資格，並且可能影響參展商的選位次序，敬希留意。

2. Security Measures Against Thefts and Losses at the Fair 有關防止展品遺失或盜竊的保安措施

As part of our continuing effort to improve security measures against potential thefts and losses of exhibitors' goods and displays at the fair, the Hong Kong Trade Development Council (HKTDC) will put in place the following measures and revised procedures:

- 1) **Reinforce Security Patrol** - Extra security staff will be deployed in all the halls during daily morning set-up and end of fair move-out periods. As most past incidences of thefts and losses, although few in numbers, had occurred during the set-up and move-out periods, exhibitors are advised to be extra vigilant during these periods.
- 2) **Exhibitors' Badges** - Enlarged prints will be used for the booth number on all exhibitors' badges for easy identification, especially during set-up and move-out periods.
- 3) **Signage** - Large visible warning signs indicating the presence of security cameras will be posted around all exhibition areas as an additional deterrent.

- 4) **Booth Curtains** - Curtains for exhibition stands to be provided during move-in periods for retaining privacy of your exhibits during non-opening hours.
- 5) **Overnight Storage Service** - To facilitate storage of precious exhibits at night from **12-16 April 2017**, the Organiser will offer exhibitors overnight storage facility arrangement. Please refer to **Form 1 Exhibit Storage Service Reply Form of Exhibitor Package** for details.

These measures are designed to improve security against losses and thefts but are by no means full-proof. Therefore, we will continue to rely on your co-operation and vigilance. Exhibitors are also reminded that the responsibilities for ensuring sufficient insurance cover against any losses or damages rest on the exhibitors and not the organiser.

香港貿易發展局一向不遺餘力改善保安措施，以防止各參展商的展品遺失或遭盜竊。為更有效保障各參展商於展覽期間的財物安全，本局特作出下列的保安預防措施：

- 1) **加強保安巡邏** - 本局將於每日早上進館及晚上離館期間額外聘用更多保安護衛，加強保安巡邏會場以確保場館及展品安全。由於以往展品遺失或盜竊事件通常發生於進館及離館時間，參展商亦必須特別提高警覺。
- 2) **參展商工作証** - 為更有效地識別各參展商的身份及所屬之攤位，本局將採用較大字體列印參展商工作証上的攤位號碼，以方便分辨各參展商的身份。
- 3) **保安標示** - 增加張貼保安標示於展覽場館內，以標示會場內已安裝閉路電視保安系統。
- 4) **攤位布簾** - 本局將提供攤位布簾給各參展商，以保障各攤位內於非開放時間的私隱。
- 5) **通宵儲存服務** - 為方便參展商於 **2017 年 4 月 12-16 日期間晚上儲存貴重展品**起見，主辦機構將提供通宵儲存服務。詳情請參閱**參展商須知表格 1 之展品儲存服務申請表**。

為更有效及全面地防止展品遺失或盜竊，除配合以上的保安措施外，最終還有賴各參展商的合作及提高警覺。參展商亦應替其展品投購保險，以減低展品遺失或盜竊之損失。

3. Caution on Rental of Credit Card Payment Terminals 提防有關信用卡終端機租賃服務

The Hong Kong Trade Development Council (HKTDC) is recently informed that a service provider of credit card payment terminal has offered its payment terminal rental service to exhibitors in exhibitions held in Hong Kong, but failed to return the transaction amount to exhibitors before the deadline as stipulated in the contract. The HKTDC would like to clarify that it has **NOT** appointed any credit card payment terminal providers in **ALL** HKTDC fairs. To protect your own interests, you are reminded to exercise due diligence and read all contracts carefully before appointing any service providers.

The HKTDC would also like to remind exhibitors that no retail sales should be conducted at the Fair. Should you have any questions, please contact the Fair Management Office.

香港貿易發展局(香港貿發局)獲悉近日有公司在香港舉辦的展覽會中提供信用卡終端機租賃服務予參展商，但並未有在合約指定日期發還有關交易金額。香港貿發局特此澄清本局並沒有委託或指派任何第三者提供信用卡終端機租賃服務，並提醒所有參展商在使用任何供應商的服務前，應先清楚了解其背景，並細閱有關文件及合約細則，以確保閣下本身的利益。

香港貿發局並提醒所有參展商不得在展覽期間進行零售活動。如有任何疑問，請聯絡主辦機構辦事處。

Ref: 1st Package-efse2017**4. Caution on Third Party Promotional Offers from Fair Guide/Expo Guide/Event Fair/FAIR-Guide**
請小心處理由第三者 (例如 Fair Guide/Expo Guide/Event Fair/FAIR-Guide 等) 提供之推廣優惠

It has come to the Organiser's attention that some exhibition/trade directories or organisations have sent invitations to exhibitors inviting them to update or correct their data with their fair directories and subsequently claimed exhibitors for fees.

These directories and organisations include but are not limited to the following:

- Fair Guide (owned by Construct Data)
- Expo Guide (owned by Commercial Online Manuals S de RL de CV ("Commercial Online Manuals"))
- Event Fair - The Exhibitors Index, and
- FAIR-Guide (www.fairguide.me) (owned by Avron s.r.o.).

The Organiser would like to stress that neither the Fair Guide, the Expo Guide, the Event Fair nor the FAIR-Guide has any connection with the Organiser or any of our fairs.

UFI, an international organization which represents the interests of the exhibition industry worldwide has been warning the exhibition industry to be vigilant against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals and other similar guides and organisations. UFI has also reported that debt collection agencies work in partnership with these guides to intimidate exhibitors for payment. The practice of Construct Data has been considered as unconscionable and misleading by the Austrian Protective Association. Recent information suggests that Construct Data has shifted its operation from Austria to Mexico and/or Slovakia.

It should be noted that the contents and wording of Fair Guide's and Expo Guide's letter and order form are virtually identical. It is possible that Construct Data and Commercial Online Manuals are related companies or are in some way connected. You should therefore exercise due diligence and care when being approached for such invitations so as to avoid possible unwarranted and/or unnecessary financial commitments. In order to protect your own interests, you are urged to read the contracts (including the small print) and attachments carefully, as well as seeking legal advice, before signing any such documents.

The Organiser do not recommend that you sign any materials that you receive from Construct Data, Commercial Online Manuals, Event Fair and/or Avron. If you have mistakenly entered into contract with Construct Data, Commercial Online Manuals, Event Fair and/or Avron, you should notify Construct Data, Commercial Online Manuals, Event Fair and/or Avron in writing and inform them that you dispute the validity of the contract on the basis of mistake and/or misrepresentation. You should take legal advice as to how to respond to any demands for payment that you might receive.

For more information about UFI's action against Fair Guide, Expo Guide, Construct Data, please visit <http://www.ufi.org/industry-resources/warning-construct-data/>

主辦機構注意到市場上有展覽名錄或行業指南的出版人或組織向參展商發出邀請，讓參展商更新或更正於他們的名錄或指南內刊登之參展商資料，然後向參展商索取費用。

此等出版人或組織包括但不限於：

- Fair Guide (由 Construct Data 所擁有)，
- Expo Guide (由 Commercial Online Manuals S de RL de CV ("Commercial Online Manuals") 所擁有)，
- Event Fair - The Exhibitors Index 和 FAIR-Guide (www.fairguide.me) (由 Avron s.r.o. 所擁有)。

香港貿發局特此澄清及重申：Fair Guide、Expo Guide、Event Fair 和 FAIR-Guide 概與主辦機構或主辦機構的任何展覽完全無關。

UFI，一個代表全球展覽業利益的國際組織，已經警告展覽業要小心警惕 Fair Guide、Expo Guide、Construct Data、Commercial Online Manuals 和其他類似的指南和組織。UFI 還報告說，收債公司和這些指南和組織有夥伴的關係，從而恐嚇參展商付款。Construct Data 之經營手法已被奧地利保障公平競爭協會 (Austrian Protective Association) 視為不公平及誤導。最近有資料顯示，Construct Data 已從奧地利轉移其運作到墨西哥和/或斯洛伐克。

由於 Fair Guide 及 Expo Guide 的信件及訂單內容及語句幾乎完全相同，Construct Data 與 Commercial Online Manuals 可能是相關或連繫之公司。閣下因此應盡量以小心謹慎的態度處理該等邀請，以免作出不必要的財務承擔。主辦機構特此呼籲閣下在簽署任何合約（包括以細小字體列印的合約）及附件之前，應細閱有關文件和尋求法律意見，以保障閣下本身的利益。

主辦機構並不建議閣下簽署任何從 Construct Data、Commercial Online Manuals、Event Fair 及/或 Avron 收到之文件。如閣下在錯誤情況下與 Construct Data、Commercial Online Manual、Event Fair 及/或 Avron 訂立合約，閣下應以書面通知 Construct Data、Commercial Online Manuals、Event Fair 及/或 Avron 指出基於錯誤或被誤導之情況下簽署該文件，有關合約無效。閣下應該就如何應對您可能收到的付款要求尋求法律意見。

欲瞭解更多信息關於 UFI 對 Fair Guide, Expo Guide, Construct Data 與 Commercial Online Manuals 採取之行動，請瀏覽此網頁 <http://www.ufi.org/industry-resources/warning-construct-data/>

5. Immigration Regulations to be Observed and Followed by Exhibitors**參展商須遵守的入境規例****1) Exhibitors from outside Hong Kong**

According to the policy of Immigration Department of Hong Kong, foreign visitors are allowed to remain in Hong Kong for the purposes of sightseeing, shopping, as well as conducting contracts, attending meetings and conferences, etc. For the purpose of immigration control, visitors are subject to certain conditions of stay specified in the Immigration Regulations. These conditions preclude a visitor from taking up employment, whether paid or unpaid and he is not allowed to establish or join in any business. Those who wish to be engaged in day-to-day business operations or investment activities in Hong Kong will have to apply for a work permit.

In the case of a trade exhibition, whether an exhibitor needs a work permit would depend on the nature of the business of the exhibition booth he/she mans and his/her activities therein. In general, if the exhibitor's activities are focused on promotion without engaging in retail sales, he will not need to apply for a work permit. However, if an exhibitor from outside Hong Kong is engaged in retail sales activities, a work permit will be required.

2) Exhibitors from Chinese Mainland

Where Chinese Mainland exhibitors participating in trade fairs are concerned, it should be noted that they must apply for exit permission from the relevant Chinese Mainland authorities. For business visits, Mainland residents have to apply to the PSB Office in their place of domicile for permission to enter Hong Kong under the Business Visit Scheme. The PSB will issue an exit-entry permit with a business visit endorsement to Mainland business visitors. Exhibitors from Chinese Mainland are required to meet Hong Kong Immigration regulations as stipulated in item 1 of the above.

3) Hong Kong Exhibitors

If any local exhibitor is planning to deploy or hire any personnel from outside Hong Kong at the booths during fair period (including move-in and move-out days), the above regulations (items 1 and 2) will also apply.

For details of Hong Kong immigration regulations, you may access the Immigration Department's web-site (www.info.gov.hk/immd/). If you have any queries regarding the above, please do not hesitate to contact Hong Kong Trade Development Council.

1) 來自香港以外的參展商

根據香港入境事務處的政策，外來旅遊人士可憑觀光、購物、洽談合約及出席會議等理由在香港逗留，唯逗留期間，旅遊人士必須遵守香港入境規例內訂明的若干條件。根據有關條件，旅遊人士不得從事僱傭工作（無論受薪或非受薪），亦不得開設或參與任何業務。有意在香港從事日常業務運作或投資活動的人士，必須申請工作簽證。

就貿易展覽會而言，參展商是否需要申請工作簽證，將視乎其展覽攤位的業務性質以及所涉活動而定。一般來說，假若參展商的活動主要為業務推廣而不涉及零售，則毋須申請工作簽證；假若參展商從事零售活動，便須申請工作簽證。

2) 中國內地參展商

參加貿易展覽會的內地參展商，必須向中國內地有關部門申請出境許可。至於商務旅遊，內地居民須向戶籍所在的公安機關，根據商務旅遊計劃申請來港許可，公安機關會向內地的商務旅遊人士簽發往來港澳通行證及商務簽注。內地參展商必須遵守以上第1項所列的香港入境規例。

3) 香港參展商

假若任何本地參展商有意於展覽會舉行期間（包括進館及撤館期間），在攤位派駐或僱用任何來自香港以外的人士，上述規例（第1及2項）亦同樣適用。

有關香港入境規例詳情，請瀏覽香港入境事務處網址(www.info.gov.hk/immd/)。如對上述規定有任何疑問，歡迎聯絡香港貿易發展局。

6. Safety Measure on Site Construction/Dismantling Work 展覽活動施工場地安全守則

In order to maintain the site safety of events held at the Hong Kong Convention & Exhibition Centre, with immediate effect, a new safety measure has been implemented. This new measure is in-line with the relevant regulations implemented by **Labour Department** and **Occupational Safety & Health Council**. Details are as below:-

- 1) If the construction/dismantling work is carried out at 2 meters or more above the ground, contractors should use high reach equipment, such as metal scaffolding. In addition, the scaffold shall not be used on a construction site unless the Form 5 report has been made by a competent person. This form should be displayed in a prominent location of the scaffold, specifying the location, the extend of the scaffold on the site and a statement to the effect that the scaffold is in safe working order, strength and stability.
- 2) Workers are required to wear safety belt while construction activities are carried out at 2 meters or more above the ground.
- 3) If this rule is not observed, HKCEC and HKTDC will have the right to stop the relevant construction activity immediately.

You are kindly requested to comply with the above safety measure and inform your contractor accordingly. If you need further information, please feel free to contact Mr. Ricky Lam at (852) 2240 5449 or visit the website at: http://www.labour.gov.hk/eng/public/content2_8b.htm for the Code of Practice for Metal Scaffolding Safety.

為確保展覽活動施工場地安全，香港會議展覽中心將根據**勞工處**及**職業安全健康局**的有關規例切實執行安全措施及管理，即時生效，詳情如下：

- 1) 任何搭建/拆卸工程於距離地面2米或以上的高度進行，承建商必須使用高架設備，如金屬棚架。此外，承建商必須提交由合資格人士填寫的表格五，方可在施工場地使用棚架。此表格必須張貼於棚架的當眼處，說明棚架的所在地點和範圍，並註明棚架處於安全操作狀態，而且堅固穩當。
- 2) 於距離地面2米或以上高度施工的工人必須配戴安全帶。
- 3) 如有違規者，香港會議展覽中心及香港貿易發展局有權立即制止有關搭建工程進行至符合安全標準。

請參展商注意及遵守有關規定並通知承建商。如需獲取更多資料，請致電(852) 2240 5449 與林梓鍵先生聯絡或上網瀏覽《金屬棚架安全守則》，網址：http://www.labour.gov.hk/eng/public/content2_8b.htm。

7. Construction Waste and Exhibit Sample Disposal 棄置建築廢料及展品

This is to notify you that the dumping of contractors' and exhibitors' samples, packing, construction and waste materials in the exhibition halls, loading docks and fire exit areas at all Hong Kong Trade Development Council's trade fair venues is strictly prohibited. Any such materials will be removed and destroyed without further notice and the contractor or exhibitor concerned shall be liable for all expenses and costs thereby incurred. If you wish to report the dumping of any materials in such areas, please contact the Fair Management Office. Thank you for your co-operation.

承建商及參展商的展品、包裝材料、施工物料及廢物，一律不得棄置在香港貿易發展局所有展覽會會場之展覽地點、卸貨區及走火通道範圍內，特此通告。所有棄置在上述範圍的物料均會被清理及銷毀，不作另行通知，所需費用概由有關承建商或參展商負責。如發現棄置在上述範圍的物料，請與主辦機構辦事處聯絡。多謝合作。

8. Internet Access at the Fair 展覽會連線上網安排

To ensure smooth Internet access during the fair period for business usage that requires **stable connection** (such as website demonstration, download of multimedia files, remote access to company server, etc.) throughout the Fair, **exhibitors are advised to order a dedicated Broadband Line inside your booth**, instead of relying on the Wireless LAN service provided by HKCEC (Please refer to **FORM 2 or 5** in the "Order Forms").

All exhibitors are kindly reminded that the free Wireless LAN service operated by HKCEC intends only for light and causal usage by a limited number of users simultaneously. The wireless connection may fail or become slow and/or unstable during the fair period, and will disconnect if the connection is idle for over 10 minutes. As an alternative to the free Wireless LAN service, broadband connection will be set up by HKTDC in designated areas of the Fair for both exhibitors and buyers.

If you encounter any problem with the Wireless LAN service onsite, please proceed to the Customer Service counter or call the Wireless LAN Service Hotline at 2582-1846 / 2582-1849 for technical support and assistance.

如貴公司在展覽會期間需要穩定流暢之網路連線作商務洽談用途(如網頁示範、檔案下載或遠程連接電腦伺服器)，本局強烈建議閣下訂購一條獨立的寬頻上網線路以便在展位中使用，避免依賴香港會議展覽中心提供之無線上網服務(申請程序請見「申請表格」內的表格 2 或 5)。

各參展商亦必須注意會展中心提供之免費無線上網服務只能為有限的使用者提供輕量及臨時的上網用途。因此在展覽會期間網路可能出現連線失敗，不穩定或緩慢等情況，且若連線後停止瀏覽網業超過 10 分鐘，無線上網服務亦會自行中止。另外貿發局亦會在展覽會的一些指定地點提供免費寬頻服務，為參展商及買家提供多一個上網的渠道。

如閣下在展覽會期間遇有無線網路覆蓋及使用方法的問題或需要協助，請前往服務台或致電熱線 2582-1846 / 2582-1849。

Circular (5)**Special Circular – e-Invitation Leaflets to your Buyers**

Dear Exhibitors,

e-Invitation Leaflets to your Buyers

In order to assist you in inviting your buyers to the **HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)**, an e-invitation will be prepared for you to send to your buyers. Your buyers can hence simply click on the e-invitation leaflet and registration on our website for free admission. The e-invitation will be sent out in February for you to invite your buyers.

Kindly note that the hard copy of invitation leaflet and invitation card will be replaced by e-invitation.

Admission fee is HK\$100 per person for onsite registration.

For details, please feel free to contact Miss Zoe So on (852) 2240 4018. You may also contact us via fax: (852) 2270 5732.

Thank you for your attention and wishing you a successful exhibition!

Hong Kong Trade Development Council

通告(5)**特別通告 - 電子買家請柬**

致各參展商：

電子買家請柬

為了協助 貴公司邀請買家參觀香港貿發局香港春季電子展 2017，我局將會預備電子買家請柬予貴司使用。 貴公司可以發送電子請柬予買家，買家只須點擊電子請柬上的連結於網上登記，便可免費登記進場參觀。電子請柬將會於二月發出。

請注意買家請柬及明信片將會被電子買家請柬代替。

現場登記入場費每位港幣 **100** 元。

若有任何疑問，請致電(852) 2240 4018 與蘇映桐小姐聯絡。貴公司亦可以傳真方式 [傳真：(852) 2270 5732] 與本局聯絡。

敬請留意。

謹祝 貴司展出成功！

香港貿易發展局

Circular (6)**Display of Flying Exhibits & Personal Mobility Products
Outside the Booth Area Is Prohibited**

In the previous edition of the Fair, some exhibitors were found demonstrating remote moving and flying exhibits (i.e. drones) or personal mobility products (i.e. scooter, unicycle) outside the booth area. This circular serves to remind all exhibitors that the demonstration of exhibits should be made **INSIDE** the booth area. The hall gangway and the area above the height above the booth are regarded as public area, no exhibit demonstration or display is allowed. In addition, the exhibitor should make sure that the demonstration should not cause any damage, loss and hurt any other exhibitors, visitors or any other person in the fairground.

Clauses 33 and 69 of the rules and regulations of the Fair are extracted below for your reference:

- 33.** The Exhibitor shall be solely responsible for the precautionary measures (such as guards or other means of protection) to protect the public from any moving or working exhibits. Such moving or working exhibits shall only be demonstrated or operated by competent persons authorized by the Exhibitor and shall not be left running in the absence of such persons. Display of such working or moving exhibits must be subject to the Organiser's prior written approval.
- 69.** The Exhibitor undertakes to fully indemnify and at all times hereafter to keep indemnified in full the Organiser, its agents, representatives, contractors and employees on demand from and against all losses, liabilities, actions, proceedings, claims, damages, costs (including but not limited to legal costs) and expenses whatsoever which it may suffer or incur by reason of or in relation to the negligence, wilful default or fraud of the Exhibitor in the performance of any agreement hereunder or any breach by the Exhibitor of these Conditions.

The organiser has arranged an "Unmanned Aerial Vehicle" demo area for exhibitors to apply for demo time slots in advance (priority given to "Robotics & Unmanned Tech" zone exhibitors). Please contact us (zoe.yt.so@hktdc.org) for details.

Thank you for your kind understanding and co-operation.

通告 (6)**嚴禁於展位以外地方展示飛行產品及個人運輸載具**

在去屆展會中，主辦單位發現有些參展商於展位以外地方示範及展示展品，尤其是遙控或其他飛行產品（如：航拍機）及個人運輸載具（如：電動單輪車、電動滑板）。特此提醒各參展商只可以在展位範圍以內的地方展示及示範展品。展覽館內的通道及展位高度限制以下的地方均屬於公眾範圍，參展商不可以在公眾範圍進行產品示範及陳列展品。同時，參展商必須注意其示範行為不會傷害及對其他參展商、參觀者及其他在場人士造成任何損失。

以下為展覽會規則第 33 及 69 條的條款以供參考：

33. 參展商須全權負責採取預防措施以保護公眾人士免受任何移動或運作中的展品所傷，例如安排保安人員或其他保障方法。此類展品只可由參展商授權的合資格人士操作或進行示範及不得在無該等人看管的情況下運作。參展商如欲展示此類展品，必須事先獲得主辦機構書面許可。
69. 參展商保證按主辦機構、其代理、代表、承包商及雇員的要求悉數賠償他們因參展商在履行本規則項下任何協議時疏忽、故意失責或進行欺詐，或因參展商違反本細則而蒙受或招致的一切損失、責任、法律行動、訴訟、索償、賠償、費用（包括但不限於法律費用）及開支，並承諾於所有時間使主辦機構獲得悉數賠償。

大會將於展覽館內設置一個「無人駕駛飛行器」示範區，參展商可申請使用（「機械人及無人操控技術」展區參展商優先）。詳情請與大會聯繫（zoe.yt.so@hktdc.org）。

多謝合作！

Combined Fair Catalogue with *HKTDC Electronics* Offers Exhibitors Greater Benefits

To better promote exhibitors' products worldwide, the fair catalogue of HKTDC Hong Kong Electronics Fair 2017 (Spring Edition) will be combined with ***HKTDC Electronics*, Apr 2017 Issue**. Featuring fair information, floor plan and exhibitor list, etc., helping you reach visiting buyers effectively.

Print Version

- Distributed free at the fairground



Cross-platform promotions maximise effectiveness

A **dedicated QR code** will be provided. Buyers can scan the code via their smartphones or tablet devices to **browse the Online and App versions**. They are directed to advertiser's webpage on hktdc.com to see more details.



Online Version

(www.hktdc.com/magazines)

- Instant email to relevant buyers



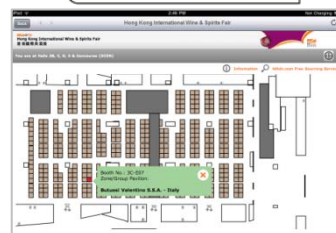
App Version

(search for "HKTDC")

- Free download by iPad, iPhone and Android device users



- Service/Company search
- Notes/Record function
- Instant enquiry
- Interactive functions enhance brand image[#]: embed product details, 360° animated photo and video



- Exhibitors' full-page ads bearing the HKTDC-designed fair label with booth number at the designated bottom right corner **will be placed at the front of related advertising sections**
- When buyer tap the "📍" icon on the App version, the exhibitors' booths locations will be shown on the floor plan to encourage buyers to visit.



verification icon samples

HKTDC Online Marketplace (www.hktdc.com)

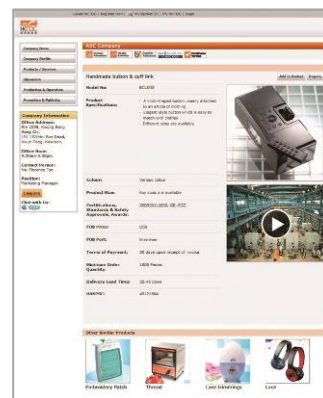
Exhibitors can promote their company information and products on www.hktdc.com for one year (10 items on the Chinese and English sites respectively). The verification icons which hktdc.com online package advertisers got will automatically be featured in the online and App versions of their full-page advertisements to boost buyer confidence.

Please refer to the Order Form online for advertising details. Thank you for your kind attention.

Hong Kong Trade Development Council

[#] Interactive functions of electronic versions are additional paid items, please contact HKTDC for details.

^{*} All photos are for reference only



hktdc.com company page sample

展覽會場刊與《香港貿發局電子》合併 為參展商締造更多商機

為更有效地將參展商之產品作全球推廣，「香港貿發局香港春季電子產品展 2017」展覽會場刊將與《香港貿發局電子》2017 年 4 月號合併，刊載詳盡的展覽會資料、展覽廳平面圖及參展商名錄等，為您提供一個有效渠道接觸入場買家。

印刷版

- 於會場內大量免費派發



跨媒體推廣 提升宣傳成效

提供專屬二維碼 (QR Code)，買家經智能手機/平板電腦掃描廣告上的編碼，或透過網上版或 App 版，均可連結到廣告商的「貿發網」網頁瀏覽更多資料



網上版

(www.hktdc.com/magazines)

- 第一時間電郵至相關買家

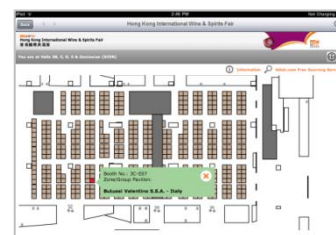


App 版 (搜尋 "HKTDC")

- iPad、iPhone 及 Android 用戶免費下載



- 產品/公司搜尋
- 記事/錄音功能
- 即時查詢
- 互動功能突出品牌形象及產品特色：植入產品資訊、360° 轉動照片及多媒體短片



- 參展商如在全版廣告右下角指定位置加入本局提供的「參展標籤」及展台編號，可免費被安排編印於所屬廣告分類中的較前位置。

- 當買家點擊 App 版廣告右上方「📍」鍵，參展商展位位置將顯示於展覽廳平面圖，吸引買家參觀。

「貿發網」網上推廣

參展商可於「貿發網」www.hktdc.com 推廣公司及其產品 (中、英文版網頁各 10 項)，為期一年。「貿發網」推廣計劃客戶所獲取的認證標籤，更可免費刊載於網上及 App 版全版廣告中，加強買家採購信心。

有關廣告詳情，請參閱網上申請表格。謝謝！

香港貿易發展局

電子版廣告互動功能為額外付費項目，詳情請聯絡本局。

* 所有圖片僅供參考



「貿發網」公司專頁範例

Maximise Your Exhibition Effectiveness with *hktdc.com*

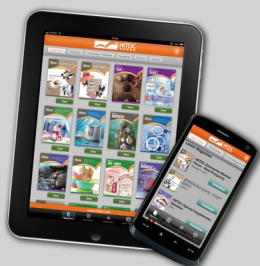


All eligible exhibitors of the **HKTDC Hong Kong Electronics Fair 2017 (Spring Edition)** are entitled to a one-year online promotion at www.hktdc.com from (February 2017 to January 2018), introducing your company together with photos and information of 10 products/ services. With your presence on hktdc.com, it helps to bring relevant buyers to your booth and increase your enquiries before and after the fair via our business matching activities. If you have done so, please also consider accepting online transactions at **hktdc.com Small Orders**. Learn more at <http://smallorders.hktdc.com/supplier> now!

1 Capture Buyer Contacts via Exhibitor QR Code

How does it work?

BUYERS



Download **HKTDC Marketplace App** for FREE from App Store/Google Play (or from the buyer badge)



Activate the scanner by scanning the Buyer QR code on the badge

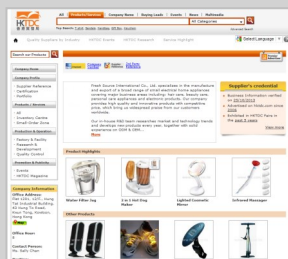


Scan Exhibitor QR code at your booth to access your online profile



Receive a daily summary from us with all the exhibitors' information they have scanned

EXHIBITORS



Update your profile on hktdc.com with the latest company and product/ service photos and information before the fair



Receive a name card drop box with your Exhibitor QR code during move-in



Place the box prominently at the booth and invite buyers to scan for record and information exchange



Receive a daily summary from us with contact information of those buyers who have scanned your code

2 Instant Referrals Draw Buyers to Your Booth

Buyers will be provided with a list of relevant exhibitors before and during the fair, based on products they are looking for.

The more product photos available on hktdc.com, the higher the chance you will be referred to buyers.



3 Meet with VIP Buyers

Sourcing meetings will be organised for VIP buyers during the fair. Exhibitors with relevant products/services will be pre-screened and referred to the buyers for face-to-face meetings. Again, the more product/service information on hktdc.com, the higher the chance you will be referred to VIP buyers.



*Act fast and submit the Products/Services information with photos by logging into the DIY platform - My HKTDC on or before **13 March 2017** in order to capture the above business opportunities.*

For the user guide of My HKTDC, please visit <http://www.hktdc.com/diy/>

Enquiries: Tel: (852) 1830 668 or email: hkef_se2017@hktdc.org



hktdc.com

助你提升展覽效益

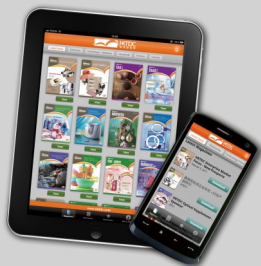


是次 **香港春季電子產品展 2017** 展覽會之合資格參展商均可在本局的「貿發網」網上商貿平台 (www.hktdc.com) 享有一年的基本推廣服務(2017年2月至2018年1月)，登載公司資料及產品照片10張；並透過我們在會場提供的一系列增值服務，獲取更多買家查詢，促成生意機會。如已登載公司資料及產品照片，歡迎在貿發網「小批量採購專區」<http://smallorders.hktdc.com> 開通網上即時交易。詳情請瀏覽 <http://smallorders.hktdc.com/supplier>。

1 利用參展商專屬的二維碼(QR Code) 獲取買家資料

如何使用？

買家



從 App Store 或 Google Play 或買家入場證免費下載香港貿發局商貿平台應用程式 (HKDTC Marketplace App)。



開啓應用程式並點擊“Scan”，然後掃描買家入場證上的二維碼(QR Code)即完成啟動程序。

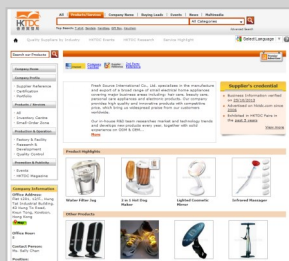


掃描在您攤位的參展商編碼，即時下載您的公司及產品資料。



本局會輯錄買家當天下載過的參展商資料，傳送到其電郵中存檔。

參展商



於展前更新或上載公司資料及產品/服務照片及目錄到「貿發網」。



本局於展覽會進館當日向貴公司派發附有二維碼(QR Code)的名片盒。



請將名片盒放置於攤位當眼位置並主動邀請買家掃描您的參展商編碼，以助買家即時記錄貴公司的資料。



本局會將曾下載過貴公司資料的買家名單及聯絡方法電郵給您，助您與這些買家跟進洽商。

2 即時配對，吸引買家到訪您的攤位

本局會根據入場買家所需搜尋的產品關鍵詞，與參展商在「貿發網」的公司及產品/服務資料進行配對，並為他們提供一份切合其採購需要的參展商名單，藉此推介您的公司予合適買家。

參展商在「貿發網」上載的產品/服務資料及相片愈多，獲推介的機會愈大，因此請謹記在展覽會舉行前上載有關資料！



3 與 VIP 買家會面

本局會在展覽會期間為 VIP 買家舉行採購會，按買家的採購要求，與參展商在「貿發網」的產品/服務資料進行配對，並推薦合適的參展商與買家直接會面洽商。

同樣，參展商上載的產品/服務資料愈多，獲推薦參與買家採購會的機會愈大！



參展商必須在 2017 年 3 月 13 日 或以前通過 DIY 平台 - My HKTDC 自行上載產品資料，方可獲取參展商編碼及享用其他增值服務，為您帶來更多的買家查詢。My HKTDC 使用方法可參閱 (<http://www.hktcdc.com/diy>)。

查詢可致電：客戶服務專線 (852) 1830 668 或電郵 hkef_se2017@hktcdc.org

Small Orders, Big Prospects

 **HKTDC**
hktdc.com | SMALLORDERS 



Unleash More Business Opportunities

Using Multiple Platforms

In response to the growing demand of smaller and more frequent orders, the Hong Kong Trade Development Council (HKTDC) launched the hktdc.com Small Orders online-offline platform, integrating multiple powerful channels to provide suppliers with one-stop online and offline sales and marketing solutions all year round, helping suppliers to explore new business opportunities at low costs.



Overwhelming results for online-offline promotions

Online transaction platform

Suppliers participated : **10,000+**

Products featured : **120,000+**

Business connections generated : **1,900,000+**

(figures as of August 2016)

Product display at trade fairs

Suppliers participated : **8,400+**

Products displayed : **97,000+**

Buyers visited : **620,000+**

Business connections generated : **760,000+**

Advertisers receive an average of **70** buyer contacts

(cumulative figures as of September 2016)

Award-winning Initiative

WebAwards

"Directory or Search Engine Standard of Excellence"
"International Business Standard of Excellence"
"Small Business Standard of Excellence"



"Best Small Business Mobile Application"



Communicator Awards

"Award of Distinction, Business Mobile Sites Category"



UFI Marketing Award



"The hktdc.com Small Orders product display supports the needs of exhibitors and buyers and what truly impressed us about the concept was the programme's attention to the needs of visitors. The HKTDC has developed a programme supporting visitor participation at exhibitions by providing an exciting, effective marketing tool with instant feedback for all."

Christian Glasmacher,
UFI Marketing Committee Chair



UFI (The Global Association of the Exhibition Industry) is the association for trade show organisers, fairground owners, national and international associations of the exhibition industry, and its partners.

hktcdc.com Small Orders **Online Transaction Platform**

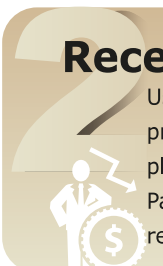
<http://smallorders.hktcdc.com>

The HKTDC's online marketplace www.hktcdc.com boasts more than 1,700,000 registered buyers from around the world. Its online transaction platform at <http://smallorders.hktcdc.com> allows suppliers to promote **quality products in smaller quantities from 5 to 1,000 pieces**. Since end of 2014, suppliers are able to **conduct real-time online transactions directly with buyers** to capitalise on all the great benefits brought by the platform.



No extra fees

After becoming a verified supplier at hktcdc.com, you can promote and sell your products online, HKTDC will not charge any commission and product listing fees from now until end of 2017.



Receive payments instantly

Use a PayPal Business Account to enjoy preferential HKTDC rates at as low as 2.9 per cent, plus US\$0.3 per international transaction. PayPal receives payment from buyers from 200+ regions, helping you reach out to various markets.



Flexible shipping arrangement

Choose preferred delivery methods from among the most common courier companies, meaning total control over your orders.



Seller protection

PayPal's Seller Protection on eligible transactions means cover for claims, chargebacks and reversals for unauthorised transactions and items not received.

How do Online Transactions work?



Register as a verified supplier at hktcdc.com

Once registered as a verified hktcdc.com / product magazine advertiser or trade fair exhibitor, online transactions on the hktcdc.com Small Orders platform can be conducted for free.



hktcdc.com Standard and Premium advertisers' information will be verified by world-renowned authentication authorities, demonstrating trustworthiness and reliability. Priority referral to trade fair buyers and priority in participating in buyer meetings is also available.



www.hktcdc.com



Open a PayPal Business Account

A PayPal Business Account must be used for hktcdc.com Small Orders online transaction platform, while buyers can make payment via PayPal account or credit card.



Trade samples for in small quantities, and the maximum online transaction amount is US\$10,000 for each transaction (shipping cost inclusive).



Upload product information and photos onto hktcdc.com

List accurate and detailed product specifications, price and shipping information together with clear, attractive photos to facilitate buyers' sourcing decision.



Some products like wine cannot be traded via hktcdc.com, for details, please visit <http://smallorders.hktcdc.com/sell/en/support/product-listing-policy.html>



Receive buyers' orders and collect payment for goods

Once a buyer has made a purchase, an email notification is sent to the seller, while the payment will be credited instantly into a PayPal account. Eligible transactions are also covered by PayPal's Seller Protection. For more details, please visit <http://www.paypal.com>



The hktcdc.com Small Orders online transaction platform provides a "Price Adjustment" function to facilitate buyer-seller negotiations on order prices, especially in large quantities or amounts. Suppliers can respond to a buyer's request on price adjustments via the "Supplier Order Management" section of the DIY system.



Arrange delivery

Deliver the goods as soon as possible after receiving an order. Add the courier tracking code to the hktcdc.com order management system, allowing the buyer to keep track of the delivery status and to meet PayPal's Seller Protection basic requirements.



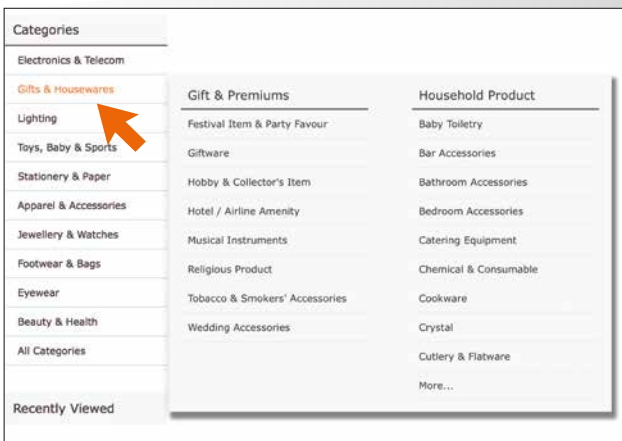
Import tax and custom clearance are, in general, borne by buyers. It is advisable to list out potential custom issues to alert buyers and to avoid disputes.



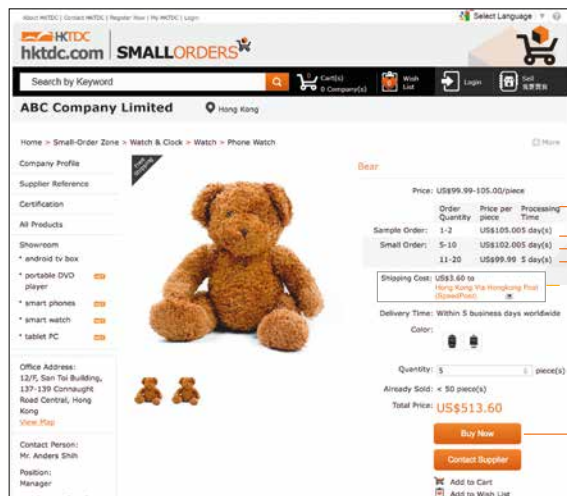
Real-Time Online Transactions — Unlimited Business Opportunities

Keyword search 1

Category search 2



Product page



Home page

3 Click to browse various thematic pages

3 Click to browse various thematic pages

Ship my order(s) to: USA		
Choose Shipping Method:		
Service Provider	Estimated Delivery Time	Shipping Cost
<input checked="" type="radio"/> Hongkong Post (SpeedPost)	2 - 10 working days	Free Shipping
<input type="radio"/> DHL (Express Worldwide)	Delivery by the end of the next possible day	Free Shipping
<input type="radio"/> FedEx (International Economy)	Within 5 business days worldwide	Free Shipping
<input type="radio"/> UPS (Worldwide Expedited)	3 - 5 business days	Free Shipping
<input type="radio"/> TNT (Economy Express)	Delivery on a specified day within 2-5 working days	Free Shipping

A Suppliers can sell samples online to reduce administrative costs and time

B Set different prices according to the order quantity

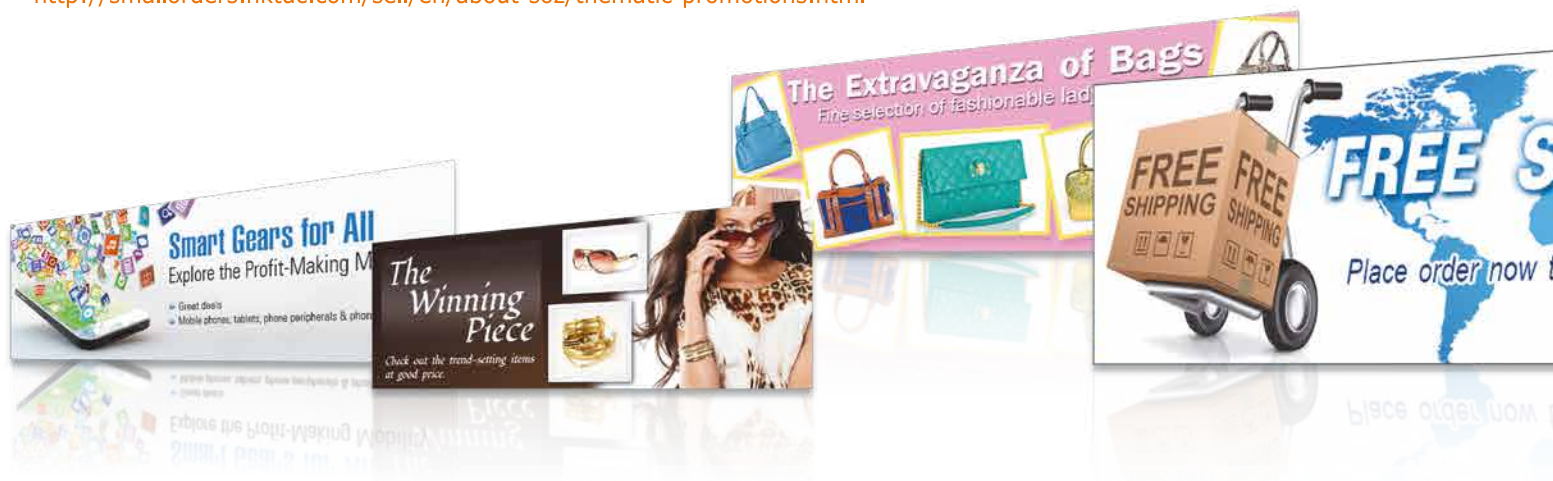
C Buyers can conduct online transaction with suppliers instantly, bringing more business opportunities

D Shipping cost is clearly stated for easy reference

Thematic promotion highlights*:

For the schedule of thematic promotion, please visit

<http://smallorders.hktdc.com/sell/en/about-soz/thematic-promotions.html>

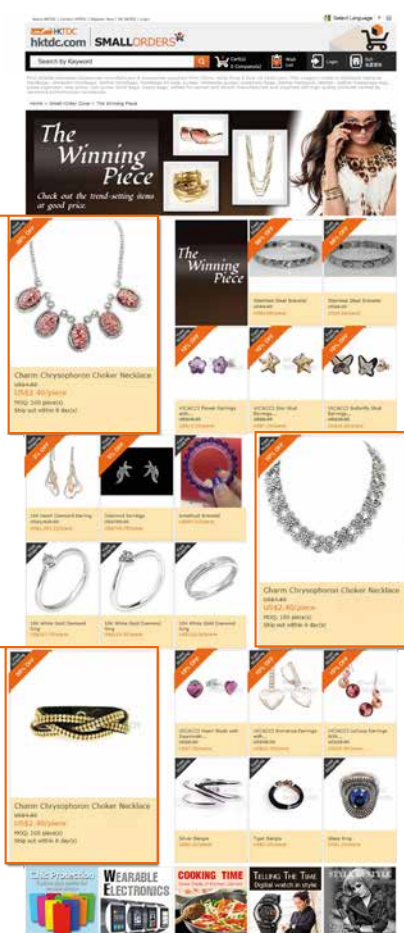


Grab Buyers' Attention with Priority Listing

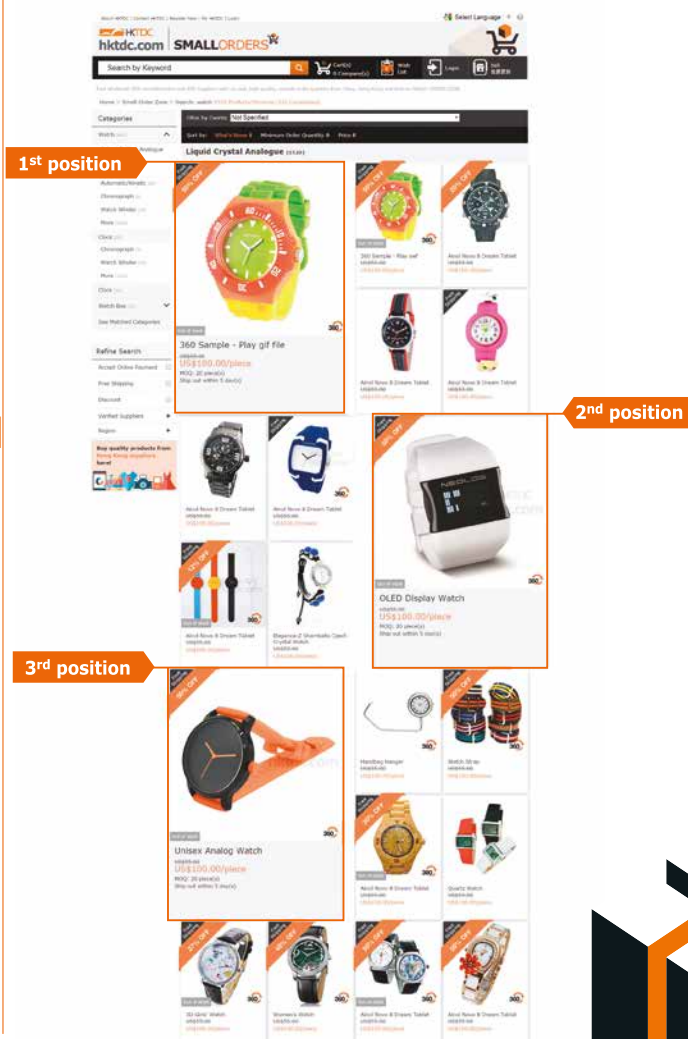
To stand out in the hktcdc.com Small Orders platform (<http://smallorders.hktcdc.com>), make use of **self-selected keywords/classified categories** and **thematic page priority listing** to catch bueyers' attention and increase online sales.

Different thematic promotions will be launched regularly, with products featured from related suppliers available for buyers to browse through and order. Buyers will be alerted about the latest promotions by email.

Thematic Pages Priority Listing



Keyword Search Result Page Priority Listing



* The HKTDC will allocate suppliers' products on suitable thematic pages according to the situation. Only advertisers who have enabled online transaction feature with products available for online sales are eligible for the service.

hktcd.com Small Orders Product Display at Trade Fairs

hktcd.com suppliers can also participate in the hktcd.com Small Orders product display at trade fairs to showcase quality products to tens of thousands of trade fair buyers and to increase enquiries and orders.



Product Displays at Trade Fairs

- Choose up to 10 types of products for display in different formats at trade fairs
- Prices in USD and MOQ (must be between 5 to 1,000 pieces) for each product are clearly specified to speed up buyers' sourcing decisions



Hot Picks Showcase

Allows interested buyers to experience the quality of the displayed products



Premium Showcase

Displays branded jewellery or watches at the Jewellery Show and Watch & Clock Fair



Garment Rack, Table-top Display and Mannequin

Display clothing accessories, handbags, fashion jewellery and accessories during Fashion Week



Standard Showcase

Approx. 400x400x400mm in size with a 500-watt square pin socket

* Showcases with double locks will be used at Jewellery Show. Suppliers have to display and remove their products on a daily basis.



Toys Fair



Jewellery Show



Electronics Fair (Spring)



Gifts & Premium Fair



Watch & Clock Fair



Lighting Fair (Autumn)



Fashion Week (Fall/Winter)



Lighting Fair (Spring)



Houseware Fair



Fashion Week (Spring/Summer)



Electronics Fair (Autumn)



QR Codes Connect Businesses

- Each supplier is given a dedicated QR code. Buyers scan the code with smart phones or tablets to download product information, send enquiries and purchase products online immediately
- The hktcd.com Small Orders product display at trade fairs also attracts new buyer groups, such as members of Electronic Retailing Association, TV shopping channels, online retailers and mail order companies.



Buyers download the "HKTDC Product Magazines" App from the App Store or Google Play to scan suppliers' QR codes



Receive Buyers Lists to Follow Up

- Suppliers will receive the list of buyers who have scanned the company's QR codes or orders placed on hktcd.com through email
- Suppliers can continue promoting the latest small-order products via hktcd.com all year round, even after the fair

Dedicated HKTDC staff help facilitate business deals by collecting buyer enquiries and arranging on-site meetings



Sample buyers list received by suppliers

Positive feedback from buyers and suppliers

"The scale of the Lighting Fair is so big! It is really amazing that I can locate a number of interesting products within a few minutes here at the hktcdc.com Small Orders product display zone. The idea of small order quantities perfectly fits our needs as it is our practice to place trial orders for quality testing, usually of around 20 pieces. If the product performs satisfactorily, we will then place an order for around 1,000 pieces as a follow-up order." In addition to sourcing from different trade fairs, the company also looks for new products from the internet. "We are also a fan of hktcdc.com and have successfully found good suppliers there. It is great to learn there is an online transaction website and we will surely check it out at <http://smallorders.hktcdc.com>."

**Blanca Tarrida, partner,
Mobile Power BCN s.l., Spain**



"There is always uncertainty when introducing a new product to the market. Small-order sourcing allows us to buy in small quantities and gauge the market response before we place bulk orders, meaning it truly lowers our risk."



**Russ Burchard, managing director,
The Sourcing Solution, US**

"Many buyers were referred to our booth after visiting our product displayed at the hktcdc.com Small Orders of the fair. Seven companies have placed orders with us onsite with the total amount exceeding US\$200,000. Currently we are negotiating with 20-30 buyers and are busy following-up with another 300 enquiries, the response is really overwhelming. The idea of hktcdc.com Small Orders product display is in line with the economy situation right now, buyers can purchase more varieties with the same amount of money and lower the inventory pressure on a particular item. Having bulk orders pose for us, as a supplier, risks on payment, while small orders can ease the pressure on the sides of both the buyers and suppliers."

**Danny Pang, manager,
Bonita Accessories Co, Hong Kong**



"With the diversification of HKTDC exhibitions, buyers come from all walks of life and that helps us to attract new customers. The cost of participating in the hktcdc.com Small Orders product display is low; however, the effect is unimaginably ideal. After the fairs, we received nearly 300 buyer enquiry emails daily, and have confirmed over 100 orders. We need to increase manpower to handle the new orders."



**Anthony So, director,
V Make Mfg & Printing Ltd,
Hong Kong**

For more details:

Hong Kong suppliers:

<http://smallorders.hktcdc.com/supplier>

Overseas suppliers:

<http://smallorders.hktcdc.com/globalsupplier>



Like us on
Facebook

HKTDC Small Orders



For enquiries, please contact the Customer Service Hotline at

(852) 1830 668 or email at

Hong Kong suppliers
supplier.soz@hktcdc.org

Overseas suppliers
os.supplier.soz@hktcdc.org



Hong Kong Trade Development Council - Publications & E-Commerce Department
30/F, Wu Chung House, 213 Queen's Road East,
Wan Chai, Hong Kong
Tel: (852) 1830 668 Fax: (852) 2575 0303 Email: os.supplier.soz@hktcdc.org

www.hktcdc.com

小生意 大商機



結合跨平台優勢

接觸優質買家 開拓無限商機

現時環球市場的買家都傾向以「單密量少」的形式採購，以測試市場反應，減低倉存費用，並為消費者提供多元化產品選擇。香港貿發局緊貼市場趨勢，推出「貿發網小批量採購」結合網上交易平台及展覽會產品陳列服務，讓您集中推廣接受小批量訂購的優質產品，並於網上與買家完成交易，締造更多商機。



網上網下推廣成效顯著

網上交易平台

供應商：**10,000+**

產品：**120,000+**

建立商貿聯繫：**1,900,000+**

(2016年8月數字)

展覽會 產品陳列區

參與供應商：**8,400+**

展示產品：**97,000+**

參觀買家人次：**620,000+**

建立商貿聯繫：**760,000+**

供應商在每個展覽會 平均獲取買家查詢：**70** (累計至2016年9月數字)

屢獲殊榮 業界推崇

美國萬維網
推廣協會



「超卓搜尋引擎獎」
「超卓國際商貿網站獎」
「超卓中小企業網站獎」



「最佳中小企業流動應用程式」

傳播獎



「商業」流動網站卓越大獎

UFI最佳市場營銷獎



「『貿發網小批量採購』產品陳列區的概念著重照顧展覽買家的需要。香港貿發局這項計劃不但支援買家參觀展覽，更提供了一個令人喜出望外、有效的營銷工具，讓買賣雙方能即時聯繫和洽商。」



Christian Glasmacher
UFI 市場委員會主席

「貿發網小批量採購」網上交易平台

<http://smallorders.hktdc.com>

「貿發網」是香港貿發局的網上商貿平台，匯聚逾1,700,000名國際登記買家，當中的「貿發網小批量採購」網上交易平台讓供應商集中推廣**可供5至1,000件小批量訂購的優質產品**。由2014年年底開始，供應商更可**直接與買家在網上實時完成交易**，盡享優勢：

- 

1 無額外上架費及佣金

供應商可透過「貿發網小批量採購」直接與買家網上交易，貿發局由現在至2017年年底，都不會收取額外的上架費及佣金。
- 

2 專享交易費用優惠

使用 PayPal 香港商業賬戶收款，享用專為「貿發網」客戶提供每宗海外交易低至2.9% + US\$0.3的手續費優惠。PayPal 可接納來自全球逾200個地區的買家付款，方便您拓展不同市場。
- 


3 具彈性的貨運安排

您可提供慣常採用的貨運模式供買家在網上自由選擇，讓您更準確地掌握倉存量，靈活地作出調控。
- 

4 賣家交易安全保障


當您收到未經授權的付款或買家對您提出未收到貨品時，符合條件的交易可獲得由 PayPal 提供的「賣家交易安全保障」，令您安枕無憂，詳情請瀏覽 <https://www.paypal.com/hk/webapps/mpp/paypal-seller-protection>。

網上交易如何運作？

- 


1 成為「貿發網」核實供應商

供應商只要登記成為「貿發網」/ 產品雜誌廣告客戶，或展覽會參展商，就可免費於「貿發網小批量採購」網上平台與買家進行網上交易。

 「貿發網」標準及至尊推廣計劃供應商更可獲國際權威機構認證公司資料及證書，突顯誠信優勢，並可優先獲推介予展覽買家以及參與買家採購會。




www.hktdc.com


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2 開設PayPal 賬戶

供應商須開設PayPal商業賬戶以收取款項，買家則可透過PayPal賬戶或以信用卡付款，非常便利。

 供應商可進行小批量及樣品交易，每宗網上交易最高限額為US\$10,000 (包括運費)。




- 

3 上載產品資料及相片到「貿發網」

將產品規格、相片、最低訂購數量、美元價格、運費及發貨時間等資料上載到「貿發網」，並清楚列明退款及退貨的條款及細則，加強買家購買信心。


 有部份產品如酒精類飲品不可在網上專區進行交易，詳情請瀏覽「產品發佈規則」：
<http://smallorders.hktdc.com/sell/tc/support/product-listing-policy.html>




- 

4 獲取買家訂單及收取貨款

每當買家在網上購買您的產品，您將透過電郵及「貿發網」的管理系統收到通知，而有關貨款及運費將即時存入您的PayPal賬戶。符合條件的交易更可受PayPal提供的「賣家交易安全保障」，詳情請瀏覽 <https://www.paypal.com/hk/webapps/mpp/paypal-seller-protection>


 網上專區提供「訂單金額調整」功能，讓買賣雙方就個別交易商議價格，特別適用於貨量或金額較大的交易。供應商可應買家要求在系統的「銷售訂單管理」作價格調整。



- 

5 安排貨運

根據買家在訂單所選擇的方式，儘快將貨品運送到指定地址，並將貨運公司提供的追蹤編碼填寫在「貿發網」的管理系統中，讓買家了解訂單進度，並達到PayPal提供的「賣家交易安全保障」基本要求。

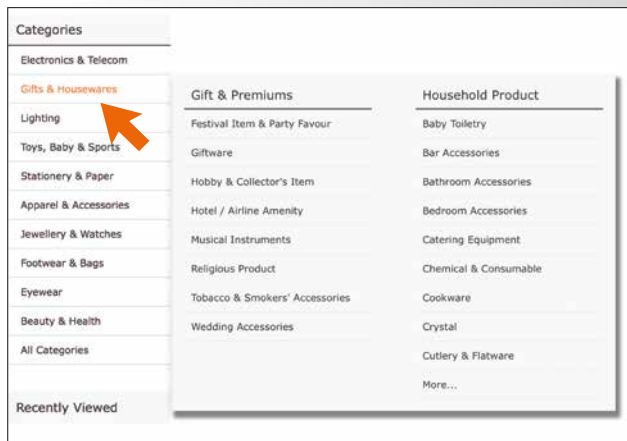
 網上交易的清關費用及稅項一般由買家負責。如貨物被扣關或要求打稅，請馬上聯繫買家處理。您更可在網頁中預先提示買家有關問題，避免引起不必要的爭拗。



網上即時交易 商機源源不絕

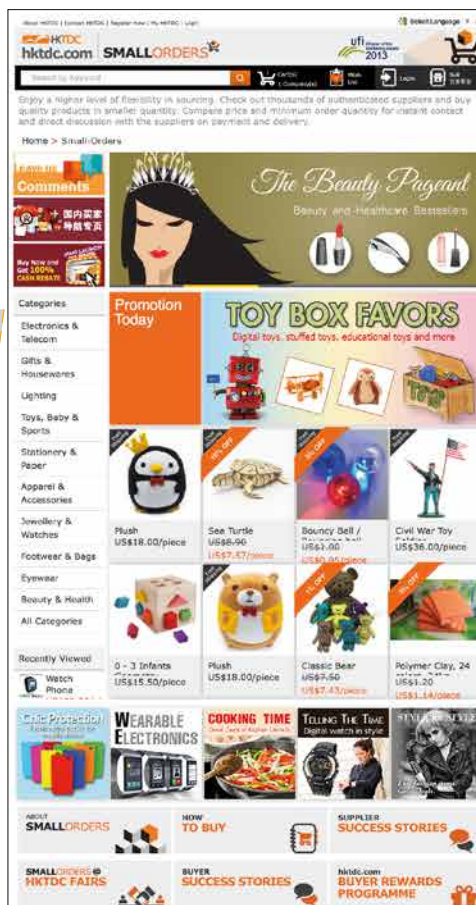
關鍵字搜尋 1

分類目錄搜尋 2



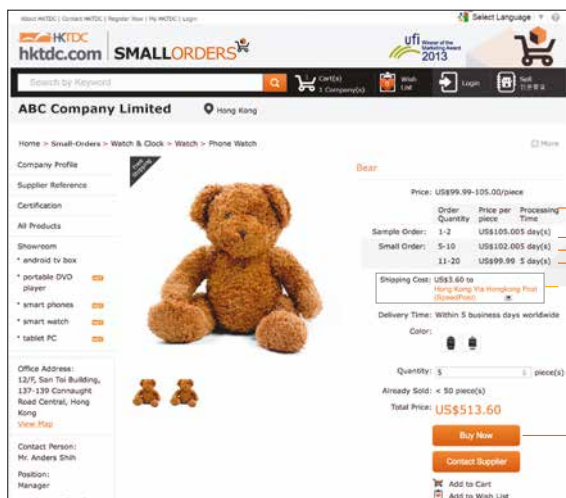
主頁

3 按此瀏覽各主題推廣專頁



3 按此瀏覽各主題推廣專頁

產品頁



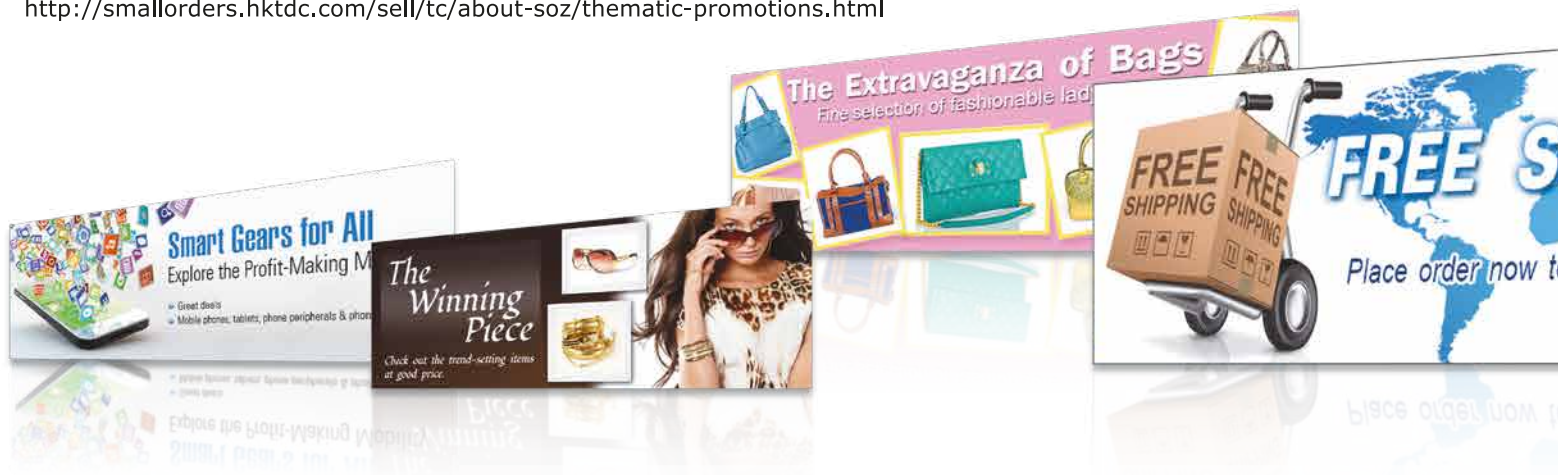
Ship my order(s) to: USA		
Choose Shipping Method:		
Service Provider	Estimated Delivery Time	Shipping Cost
<input checked="" type="radio"/> Hongkong Post (SpeedPost)	2 - 10 working days	Free Shipping
<input type="radio"/> DHL (Express Worldwide)	Delivery by the end of the next possible day	Free Shipping
<input type="radio"/> FedEx (International Economy)	Within 5 business days worldwide	Free Shipping
<input type="radio"/> UPS (Worldwide Expedited)	3 - 5 business days	Free Shipping
<input type="radio"/> TNT (Economy Express)	Delivery on a specified day within 2-5 working days	Free Shipping

- A 供應商在網上銷售樣品，減省收款的時間及行政程序
- B 您可因應訂單數量制定不同價錢
- C 買家即時與您網上交易，盡佔商機
- D 清楚列明貨運價格資料，一目了然

精選主題 *：

有關主題推廣的時間表，請瀏覽：

<http://smallorders.hktcdc.com/sell/tc/about-soz/thematic-promotions.html>



利用優先排名服務 搶先吸引買家目光

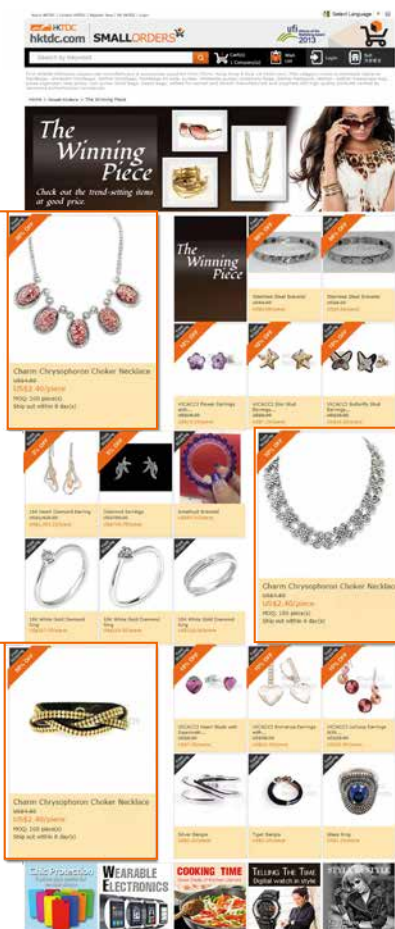
要在「貿發網小批量採購」網上交易平台突圍而出，供應商可考慮選用「自選關鍵字」及「分類目錄」搜尋結果頁或「主題推廣專頁」的優先排名服務，捕捉買家目光，增加網上銷售。

我們會定時推出不同的主題推廣專頁，輯錄相關供應商的產品供買家集中瀏覽及選購，並會透過電郵通訊通知相關買家。

主題推廣專頁優先排名

關鍵字搜尋結果頁優先排名

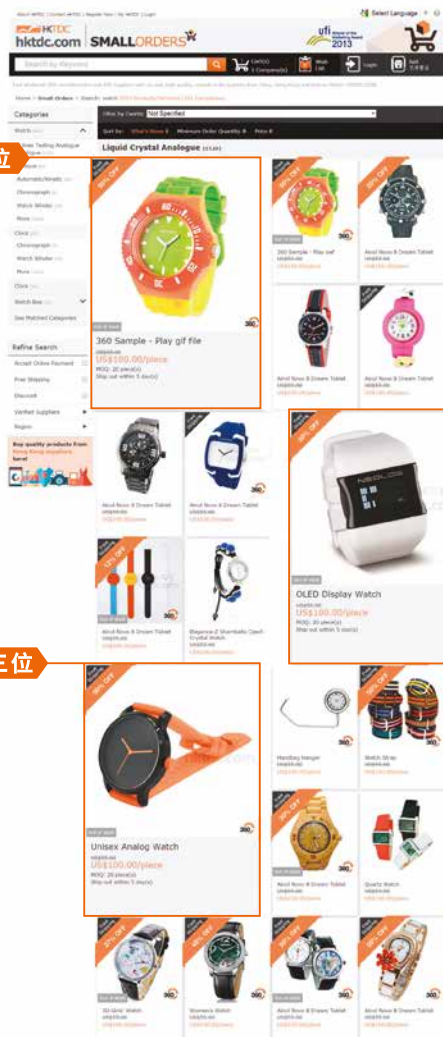
首位



次位

第三位

首位



次位

第三位



*本局將按情況安排供應商產品優先排名於合適的主題推廣專頁中。優先排名服務只供已開通「貿發網」即時網上交易功能的供應商，而有關產品必須可供買家即時網上訂購。

「貿發網小批量採購」 展覽會產品陳列區

「貿發網小批量採購」的供應商更可參與本局在相關行業展覽會設立的「貿發網小批量採購」產品陳列區，向數以萬計的入場買家展示您的優質產品，增加查詢及訂單。



展覽會中陳列產品

- 挑選最多10款產品於展覽會以不同模式展示
- 每件產品旁均清楚標示美元價格及最低訂購數量 (必須介乎5-1,000件)，加快買家的採購決定



體驗專櫃：

本局安排專人協助買家親身觸摸專櫃內的產品，了解質量



特級展櫃：

於珠寶及鐘表展陳列品牌珠寶首飾或名表



服裝展示架、產品展示桌或人體模型：

於時裝節陳列服飾、手袋、時尚首飾及配飾等



一般展櫃：

每格展櫃的長、闊及高均約為400毫米，
備有500瓦特三腳方頭電插座一個

* 珠寶展採用雙重上鎖展櫃，供應商須每天擺放及取回產品。



玩具展



珠寶展



春季電子展



禮品展



鐘表展



秋季燈飾展



秋冬時裝節



春季燈飾展



家庭用品展



春夏時裝節

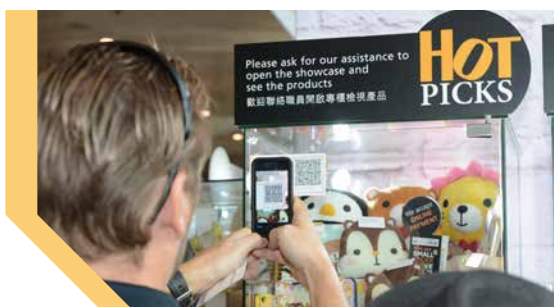


秋季電子展



二維碼連繫商機

- 提供專屬二維碼(QR Code)，買家可利用智能手機或平板電腦，即時下載供應商的公司及產品資料。流動版的「貿發網小批量採購」交易平台會根據不同裝置調整介面，讓買家輕易透過流動裝置採購產品，促成生意機會。
- 除展覽常客外，「貿發網小批量採購」產品陳列區更吸引不少新的買家群參觀，包括海外相關零售商會會員如Electronic Retailing Association、電視購物頻道、網上零售商、郵購公司等。



買家只需在 App Store 或 Google Play 下載「HKTDCE Product Magazines」，啟動應用程式後即可掃描供應商二維碼。



收取買家名單及跟進訂單

- 供應商以電郵方式收取曾掃描其二維碼的買家名單，以及跟進買家透過「貿發網」發出的訂單。
- 於展覽會後，供應商繼續透過「貿發網」全年無休止向買家銷售及推廣最新的小批量產品。

本局派員現場收集及跟進買家的產品查詢，並安排買賣雙方即場會面



供應商收取的買家名單範例

買賣雙方 一致好評

「雖然國際秋季燈飾展規模非常龐大，但只需短短幾分鐘我便能於『貿發網小批量採購』產品陳列區找到合意的產品。專區非常切合我們先訂購約20件較少數量去測試產品質素的習慣。如表現理想，我們其後的訂單將增加至約一千件。」

除到訪不同展覽會外，該公司亦於網上搜羅新產品。「我們正與不少的『貿發網』供應商合作，很高興他們推出了『貿發網小批量採購』網上交易平台，我們當然會經常瀏覽。」

Mobile Power BCN s.l.
(西班牙) 合夥人
Blanca Tarrida



「很多買家在專區看過我們的產品後陸續被介紹到我們的展台查詢。有七家公司即場已向我們訂貨，訂單總額超過20萬美元，商談中還有20-30個買家，需要時間設計和打造樣板，另外還有300多個查詢正在跟進，反應真的非常熱烈。『貿發網小批量採購』的構思很適合現時的大環境，小批量可讓買家用同等的資金採購到更多不同款式的首飾，減低個別產品的存貨量。而對於我們來說，大訂單的收數期很長，有一定風險，因此小批量實在可減少雙方的壓力。」

美式行 (香港) 東主
彭新光



「誰也不會知道市場對於一件新產品的反應。小批量採購讓我們可以先購入小量產品以評估市場的反應，然後才決定是否大批訂購，降低投資風險。」



The Sourcing Solution
(美國) 董事
Russ Burchard

「貿發局的展覽類型多元化，買家來自各行各業，有助我們吸引新客戶。而且於『貿發網小批量採購』產品陳列區參展成本低，效果卻十分理想。參展後每天收到三百封買家查詢電郵，其後更陸續落實訂單，數目至今已經逾百，甚至需要增加人手來應付新訂單。」



訂造皇有限公司 (香港) 董事
蘇達雄

詳情請瀏覽供應商指南：
<http://smallorders.hktdc.com/supplier>



Like us on
Facebook

HKTDC Small Orders

查詢請電客戶服務部



(852) 1830 668

或電郵：supplier.soz@hktdc.org



香港貿易發展局 — 刊物及電子商貿部
香港灣仔皇后大道東213號胡忠大廈30樓

電話：(852) 1830 668 傳真：(852) 2575 0303 電郵：supplier.soz@hktdc.org

www.hktdc.com

Date: 4 January 2017

For Selected Exhibitors

FREE - Social Media Collaboration with HKTDC

Social Media is becoming much more important to all natures of business nowadays. It's a powerful tool which provides a series of benefits to your business including brand development, product exposures, advertising and customers' loyalty building etc. HKTDC has been using different social media platforms to promote the fairs, and we have a very strong social media network to reach out to potential buyers locally and overseas.

3 steps to help you to go extra mile for enhanced publicity:

1) Share on your company's social media platforms

HKTDC will roll out a number of posts promoting the fairs at the following platforms. Simply share the feeds of the TDC fairs in concern (if applicable) onto your company social media accounts to help the potential visitors/ businessmen to know more of the fairs' development – in terms of scale, events and opportunities. **Together, we can create a viral campaign.**

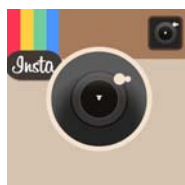
Please visit HKTDC's exhibitions social media accounts as follows, **LIKE** our pages and **SHARE** our key posts:



Facebook
HKTDC.Exhibition



Wechat
HKTDCfairs



Instagram
HKTDClifestyle



LinkedIn
HKTDC Electronic



Google+
HKTDC 香港貿發局

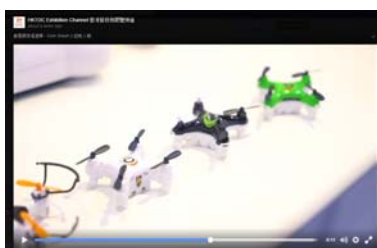
2) Inform us of your key posts/feeds relevant to the fair on social media platforms/blogs

If you are promoting your company's exhibits of the fair on your own social media platforms/blogs, or if you are sharing some market intelligence and insights in relation to the industry, please do let us know so that we can again share your information (if applicable) on HKTDC platforms.

Criterion of selection: 1) Useful Insights on the Markets/ Industry development 2) Innovative products or newly-launched products with special features at our fairs. Each company can provide us **2 blasted feeds** for consideration.

You can alert our colleague by email: Mr. Rick Chan: rick.c.chan@hktdc.org after your posts being rolled out on FB in the period of **1-31 March 2017**.

HKTDC Social Media feeds:



3) Simply #hashtag your posts/feeds relevant to the fair on social media platforms (e.g. #HKTDC #SpringElectronicsFair)

Simply add #hashtag on posts/ feeds that are related to our fair. It can facilitate searching by traders and us.

Remarks:

- This initiative is applicable for selected exhibitors only and successful participants of HKTDC Hong Kong Electronics Fair (Spring Edition) 2017.
- The Organizer reserves the right to decide whether your submitted information could be used and to decide on which content of your company/ products to share on HKTDC's social media channels.
- The Organizer reserves the right to decide on which channels and the frequency and the timing of blasting, without prior notice.

-----REPLY SLIP 回條-----

Email this reply slip to: rick.c.chan@hktdc.org

Deadline of Submission: 31 Jan 2017

Please fill in **your company's account name** on the following platforms (please tick where appropriate):

☐ Facebook Account name: _____

☐ Wechat Account name: _____

☐ Youtube Account name: _____

☐ Others (e.g. market information/ product information at your company blog, please specify): _____

() Your company agrees to allow HKTDC to use partial or entire information of the relevant (fair-related) information listed on your above-mentioned platforms on HKTDC's social media platforms, without prior notice.

Company Name: _____

Booth No.(if any): _____

Contact Person: _____ Position: _____

Tel.: _____ Fax: _____

Signature: _____ Date: _____

Please make copy for your own record.

~ End ~

Ref: 1st Package-efse2017

日期: 2017 年 1 月 4 日

只限指定展商

免費 – 與香港貿易發展局社交媒體平台推廣

社交媒體在商業上的應用漸趨廣泛和重要，並能達到非常強大的宣傳效用，為企業帶來一系列的好處，包括品牌發展、產品曝光、宣傳和建立客戶對公司的忠誠度等等。香港貿發局一直透過使用不同的社交媒體頻道，推廣貿發局展覽至全球各地的買家。

三個簡單步驟，即可免費獲得額外的宣傳機會：

1) 分享貿發局展覽資訊到 貴公司的社交媒體

貿發局社交媒體頻道不時發放展覽資訊，貴公司可分享至 閣下的社交媒體頻道，令更多買家和業內人士了解我們的展覽，以達至展前連環宣傳效果。

請即到以下的香港貿發局展覽頻道「讚好/追蹤」我們，並分享我們的展覽資訊：



Facebook
HKTDC.Exhibition



Wechat
HKTDCfairs



Instagram
HKTDClifestyle



LinkedIn
HKTDC Electronic



Google+
HKTDC 香港貿發局

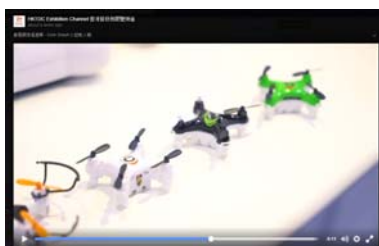
2) 分享 貴公司與展覽相關的發布內容到貿發局的社交媒體

如果貴公司在自己的社交媒體或網誌發布展品資訊或與業界發展相關的消息，請告訴我們以便我們可以分享到貿發局的社交媒體平台。

發布內容需符合這些條件: 1) 相關行業的發展或趨勢 2) 貴公司於展覽展出有的創新展品。
閣下可以提供不多於 2 個已發布的動態消息給我們選取。

閣下可透過電郵聯絡我們的社交媒體專員: 陳先生: rick.c.chan@hktdc.org，提供貴公司於 3 月 1-31 日期間已發布的動態消息。

貿發局的社交媒體發布例子:



3) 將#主題標籤 (Hashtag) 加到 貴公司與展覽相關的發布內容上

(e.g. #HKTDC #SpringElectronicsFair)

貴公司在自己的社交媒體發布展品資訊或與業界發展相關的消息，請在帖子加上#SpringElectronicsFair 主題標籤，以便更多買家和業內人士搜尋相關資訊，及讓我們可以分享到貿發局的社交媒體平台。

備注:

- 本宣傳活動只適用於指定展商及成功參展 2017 年香港貿發局香港春季電子產品展之展商。
- 貴公司所提供的社交媒體資料，主辦機構保留會否被使用及選取適合內容的最終決定權。
- 主辦機構保留決定社交媒體的發布頻道、發布數量和發布時間的絕對權利，而不需另行通知 貴公司。

-----**回條**-----

填妥以下回條並電郵至: rick.c.chan@hktdc.org

截止日期: 2017 年 1 月 31 日

請提供 貴公司的社交媒體頻道 (在適當的空格上打勾):

☐ Facebook 面書頻道名稱 : _____

☐ Wechat 微信頻道名稱 : _____

☐ Youtube 頻道名稱 : _____

☐ 其他(如於網誌分享的產品/文章，請指定篇章): _____

() 本公司同意和允許香港貿發局使用以上所提供的社交媒體頻道/網誌的動態消息內容，以發布到貿發局的相關媒體平台，而不需事前通知。

公司名稱: _____

攤位編號(如有): _____

聯絡人: _____ 職位: _____

電話: _____ 傳真: _____

簽名: _____ 日期: _____

請自行覆印副本，以作紀錄。

-----**完**-----



各位參展人士：

首先預祝各位在展覽會中展銷成功。

眾所周知，香港海關採取積極的執法行動，嚴厲打擊侵犯知識產權的活動，保障產權擁有人的權益。香港海關在此呼籲各位，應留意所展示或出售的物品是否正版正貨，以免觸犯法例。

根據《版權條例》，任何人士未經版權擁有人允許，公開陳列、出售或管有侵犯版權複製品作商業用途，即屬違法。一經定罪，最高刑罰為入獄四年及每件侵權品罰款五萬元。

根據《商品說明條例》，任何人士售賣冒牌或具虛假商品說明的貨品均屬刑事罪行。一經定罪，最高刑罰為入獄五年及罰款五十萬元。

各位如欲舉報有關侵權、偽冒商標或應用虛假商品說明的活動，可致電海關二十四小時熱線 2545 6182。一切資料將絕對保密。

海關關長

(吳潔貞



代行)

二零一三年一月



Dear Exhibitors,

May I wish you every success in the forthcoming exhibition.

The Customs and Excise Department takes proactive enforcement actions against piracy and counterfeiting activities to protect the rights of intellectual property rights owners. We would like to remind you to ensure that all products exhibited or sold are genuine to avoid breaking the law.

Under the Copyright Ordinance, anyone who, without the authorization of the copyright owner, exhibits in public, sells or possesses an infringing copy of a copyright work for commercial purpose is liable to prosecution. The maximum penalty is imprisonment for 4 years and a fine of HK\$50,000 for each infringing copy upon conviction.

Under the Trade Descriptions Ordinance, it is a criminal offence to sell goods with false trade descriptions or forged trade marks. The maximum penalty is imprisonment for 5 years and fine of HK\$500,000.

To report copyright infringement, forged trademark and false trade description activities, please call Customs' 24-hour hotline at 2545 6182. All information will be treated in strict confidence.

(K C Ng)

for Commissioner of Customs and Excise

January 2013

SME Export Marketing Fund

Expand markets outside Hong Kong



工業貿易署
Trade and Industry Department

SME Export Marketing Fund (EMF)

Purpose

To help small and medium enterprises (SMEs) expand markets outside Hong Kong through funding support for their participation in export promotion activities.



Eligibility

SMEs that are registered in Hong Kong under the Business Registration Ordinance (Chapter 310) with substantive business operations in Hong Kong.

"SMEs" are manufacturing businesses which employ fewer than 100 persons in Hong Kong; or non-manufacturing businesses which employ fewer than 50 persons in Hong Kong.^{Note}

Scope

- Participation in trade fairs/exhibitions and business missions outside Hong Kong, as well as local trade fairs/exhibitions which mainly target at markets outside Hong Kong.
- Advertisements on printed trade publications which mainly target at markets outside Hong Kong.
- Participation in export promotion activities (such as placing advertisements, keyword search, listing product information, setting up or enhancing online shop, etc.) conducted through electronic platforms/media which mainly target at markets outside Hong Kong.
- Setting up or enhancing a corporate website of the applicant enterprise which mainly targets at markets outside Hong Kong.



Expenditures such as the participation fees charged by organisers, travelling expenses, hotel accommodation expenses, fees for advertising in trade publications, fees for advertising, keyword search, product information listing, setting up or enhancing online shop on electronic platforms/media, and fees for setting up or enhancing a corporate website of the applicant enterprise are generally eligible for support under the EMF.

Amount of Grant

For each successful application, the maximum amount of grant will be 50% of the total approved expenditures incurred by the applicant or \$50,000, whichever is the less.



cumulative amount of grant an SME may obtain from the EMF is \$200,000.

The last \$50,000 of the total amount of grant must be used for participating in export promotion activities which are not previously funded by the initial grant amount of \$150,000. For more details regarding this requirement and its implementation, please enquire with the SME Export Marketing Fund Section (the EMF Section).



Application Procedures

An SME should submit application for grant within 60 calendar days after the completion date of the trade fair/exhibition or business mission; the issue date of the trade publication containing the advertisement; the completion date of the relevant contract of the export promotion activity conducted through an electronic platform/medium, or the completion date of the relevant project on setting up/enhancing the corporate website of the applicant enterprise. Duly completed application form with all necessary supporting documents should be submitted to the EMF Section either in person or by post.

For more details of the EMF, please refer to the Guide to Application. Application form and Guide to Application are obtainable free of charge at Trade and Industry Department or can be downloaded from the website of the SME Funding Schemes at www.smefund.tid.gov.hk.

For enquiries, please contact:

SME Export Marketing Fund Section
Trade and Industry Department
15/F, Trade and Industry Tower
3 Concorde Road, Kowloon City,
Hong Kong
Tel. : 2398 5127 / 2398 5125
Fax. : 2391 2646 / 3525 0329
Email : emf_enquiry@tid.gov.hk
Website : www.smefund.tid.gov.hk



Note: For the purpose of the EMF, "enterprise" refers to a legal entity who is engaged in any form of business for the purpose of gain. Non-profit-making or non-profit-distributing organisations are not eligible.

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中小企業 市場推廣基金

開拓香港境外市場



中小企業市場推廣基金

目的

透過資助中小企業參與出口推廣活動，從而協助其擴展香港境外市場。



申請資格

所有在香港按照商業登記條例(第310章)登記並在本港有實質業務運作的中小企業。

「中小企業」指從事製造業而在本港僱用少於100人；或從事非製造業而在本港僱用少於50人的企業^註。

資助範圍

- 參與香港境外展銷/展覽會及商貿考察團，及以香港境外市場為主要對象的本地展銷/展覽會。
- 在香港境外市場為主要對象的印刷貿易刊物上刊登的廣告。
- 通過以香港境外市場為主要對象的電子平台/媒介進行出口推廣活動，例如刊登廣告、關鍵字搜尋、上載產品資料、建立或優化網上商店等。
- 建立或優化申請企業所擁有的以香港境外市場為主要對象的公司網站作出口推廣。

由主辦機構收取的參加費，交通費，酒店住宿開支，貿易刊物的廣告費，在電子平台/媒介刊登廣告、作關鍵字搜尋、上載產品資料、建立或優化網上商店的費用，及建立或優化申請企業所擁有公司網站的費用，一般情況下可獲基金資助。

資助金額

每宗成功申請最高的資助額為申請企業就有關活動繳付的核准開支總費用的50%或5萬元，以較低者為準。每家中小企業的累積資助上限為20萬元。

資助總額中最後的5萬元資助額，必須用於參與未曾獲基金首15萬元資助額資助的出口推廣活動。如欲了解更多有關本規定及其實施的詳情，請向「中小企業市場推廣基金」組查詢。

申請手續

在展銷/展覽會或考察團完結日、刊登廣告的貿易刊物出版日、在電子平台/媒介進行的出口推廣活動的有關合約完結日，或建立/優化申請企業擁有的公司網站的有關項目完成日起計的六十個曆日內，把已填妥的申請表連同所需證明文件以郵遞方式或親身送交工業貿易署「中小企業市場推廣基金」組。

有關申請手續的詳情，請參閱申請指引。申請表格及申請指引可免費於工業貿易署索取，或從中小企業資助計劃網頁(www.smefund.tid.gov.hk)下載。

如有查詢，歡迎聯絡：

香港九龍城協調道3號

工業貿易大樓15樓

工業貿易署

中小企業市場推廣基金組

電話：2398 5127 / 2398 5125

傳真：2391 2646 / 3525 0329

電郵：emf_enquiry@tid.gov.hk

網頁：www.smefund.tid.gov.hk

註：就基金而言，「企業」是指為了圖利而從事任何形式的業務的法人。非圖利或非分配利潤組織並不符合資格。