

Asian Lighting Forum 2017 亞洲照明會議 2017

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Smart Lighting is rising to become one of the prominent fundamental in the lighting industry. HKTDC have invited trend specialist, renowned brands, government and lighting designer to share with us the crucial insights you may like to know. Come and join us to find out more!

於現在照明產品市場的發展中，智能照明成為市場內之發展趨勢。香港貿易發展局特意邀請有關之專家，著名照明產品品牌，香港政府有關部門以及燈飾設計師與大家分享他們對此行業趨勢之見解。歡迎大家勇躍參與，了解更多！

Date/Time 日期/時間 : 6 April 2017 (Thursday 星期四)
11am – 3:30pm
Venue 地點 : Meeting Room N101B, Hong Kong Convention & Exhibition Centre
香港會議展覽中心會議室 N101B
Language 語言 : English and Putonghua
(Simultaneous interpretation will be provided)
英語及普通話 (附設即時傳譯服務)
Remarks 備註 : Free Admission 免費入場

Session 1: The Primary Knowhow of Smart Lighting 第一節: 智能照明的趨勢及科技	
10:45am – 11am	Registration 登記
11am – 11:05am	Souvenir Presentation & Group Photo with Speakers 致送紀念品及拍攝團體照
11:05am – 11:35am	State of the Industry – Lighting and the Emergence of Smart Lighting Mr Wang Shen, Senior Analyst, Lighting & LEDs Group, IHS Markit IHS Markit 照明&LED 高級分析師 王坤先生 《Question & Answer Session 問答環節》 
11:35am – 11:55am	When Smart Lighting Become Personal Mr Vincent Chow, Senior Marketing Manager, Philips Lighting Hong Kong Limited 飛利浦照明香港有限公司高級市場經理 周家俊先生 《Question & Answer Session 問答環節》 
11:55am – 12:15pm	What is Light? Before, Now and Future 什麼是光? 過去, 現在及未來 Mr Lawrence Chan, Director, Head of Marketing and Strategy, Asia Pacific Region, OSRAM Lighting Solutions Asia Pacific 歐司朗專業照明系統解決方案(亞太區) 市場及策略部總監 陳俊義先生 《Question & Answer Session 問答環節》 
12:15pm – 12:35pm	Cyber Security for Smart Lighting 智能照明的網絡安全 Mr Magic Tong, Assistant Technical Manager - Lighting, DEKRA DEKRA 技術副經理 – 照明產品 童池兵先生 《Question & Answer Session 問答環節》 
Session 2: The Forthcoming of Smart Lighting Applications 第二節: 智能照明的技術應用	
2:15pm – 2:30pm	Registration 登記
2:30pm – 3pm	Lighting for More with Less @ BEC Ms Macy Wong, Energy Efficiency Office, Electrical and Mechanical Services Department 《Question & Answer Session 問答環節》 
3pm – 3:30pm	How Smart is your Lighting Design? Mr Martin Klaasen, Founder and Principal, Klaasen Lighting Design 《Question & Answer Session 問答環節》 

Remarks: The Organisers reserve the right to alter the programme without notification. 備註: 以上內容及編排以主辦機構最後公佈為準。

* Conditions apply: offer available on first come first served basis while stock lasts. 優惠視乎供應情況而定，送完即止。

Organisers 主辦機構:

Supporting Organisations 支持機構:



Mr Wang Shen, Senior Analyst, Lighting & LED Group, IHS Markit

IHS Markit 照明&LED 高級分析師 王坤先生

Wang is the senior analyst in the lighting & LEDs group at IHS Markit, headquartered in London. He is responsible for the analysis on the East Asian market.

Prior to joining IHS in 2017, Wang worked at eldoLED-Acuity Brands in the Netherlands for 3 years, as a technical sales manager focusing on smart lighting control devices. He also worked in Philips Research Eindhoven, where he developed smart lighting products. In the meantime, Wang is also a technical translator on lighting books for China Machine Press. Shen earned an MSc (Ir.) degree in Smart Lighting from the Technical University of Eindhoven and a BEng degree in Electric Light Source

from Fudan University.

王坤是上海 IHS Markit 照明與 LED 行業的高級分析師，他主要負責東亞市場相關行業的研究與分析。

在 2017 年加入 IHS Markit 之前，王坤在 Acuity Brands 集團荷蘭子公司 eldoLED B.V.擔任智能照明控制產品的技術銷售經理。在此之前，他于埃因霍溫飛利浦研究院負責智能照明產品的開發。與此同時，他也是機械工業出版社的譯者，從事照明類技術書籍的翻譯。

王坤在埃因霍溫理工大學獲得了智能照明方向的科學碩士學位，工程師，在復旦大學獲得了光源與照明工程專業的工學學士學位。



Mr Vincent Chow, Senior Marketing Manager, Philips Lighting Hong Kong Limited

飛利浦照明香港有限公司高級市場經理 周家俊先生

Vincent is currently the senior marketing manager for Philips Lighting Sector in Hong Kong and Macau. Born in Hong Kong, Vincent obtained a master degree in Engineering Business Management at The University of Warwick, England. Vincent worked in ABB and Schnieder Electric before joining Philips, where he gained extensive knowledge in both consumer and professional businesses in Lighting and Electrical Engineering industries having product and marketing roles in China as well as Asia Pacific. Vincent spent 6 years in China markets and 5 years in Asia Pacific Region, now with the focus on domestic market; his experience includes 6 years in Electrical Engineering business, 5+ years in Lighting business and 3 years in manufacturing business.



Mr Lawrence Chan, Director, Head of Marketing and Strategy, Asia Pacific Region, OSRAM Lighting Solutions Asia Pacific

歐司朗專業照明系統解決方案(亞太區) 市場及策略部總監 陳俊義先生

Lawrence has more than 20 years of Asia Pacific regional experience in Strategy, Marketing, Product Planning, Business Development and Sales in various new technology organizations

Lawrence is currently leading the regional marketing team, strategy and vertical intelligence team, and product data management team in Asia Pacific Region at OSRAM Lighting Solutions.

Lawrence has a strong network & experience from his previous work in LED/advanced materials/new technology in Hong Kong Applied Science and Technology Research Institute (ASTRI) and the telecommunication industry.

陳俊義在亞太地區的新興科技公司工作超過 20 年，擁有豐富的戰略管理，市場營銷，產品策劃，業務拓展和銷售經驗。目前主管歐司朗亞太區專業照明解決方案的戰略、市場情報、方案策劃和產品數據管理團隊。陳俊義曾在香港應用科技研究院(ASTRI)和電信行業從事 LED，新材料，新科技相關工作，積累了強大的人脈和豐富的經驗。



Mr Magic Tong, Assistant Technical Manager - Lighting, DEKRA

DEKRA 技術副經理 – 照明產品 童池兵先生

Magic graduated from Automobile Technology at University of Wuhan in 1998. With 19 years' work experiences on quality control of power supplies, project improvement, safety approbation in manufacturers and testing and certification of lighting products. Magic is the assistant technical manager of DEKRA Guangzhou lighting team, with focus on testing and certificate of lighting products.

童池兵於 1998 年畢業於武漢汽車工業大學。擁有 19 年的工作經驗，多年來從事開關電源的品質控制，專案改善，工廠安規認可，以及燈具產品的安全檢測和認證工作。現就職於德凱品質認證（上海）有限公司廣州分公司，主要負責燈具產品的檢測和認證，任技術經理。



Ms Macy Wong, Energy Efficiency Office, Electrical and Mechanical Services Department

Macy obtained her Degree in Building Services Engineer at Hong Kong Polytechnic University and continued her study in MSc in Building Services Engineer at Herriot-Watt University in the UK. Macy has more than 15 years experience in Building Services Engineer and has plenty experience on the lighting application and project. She worked for the tunnel lighting with DALI control, high mast lighting, outdoor LED façade lighting, road lighting and indoor lighting. Macy worked in Energy Efficiency Office under EMSD since 2015 and focus on the works related to the Building Energy Efficiency Ordinance. She also worked in voluntary as Hon. Secretary for CIE (Hong Kong) since 2011.



Mr Martin Klaasen, Founder and Principal, Klaasen Lighting Design

Martin is an award winning lighting designer, design consultant, lecturer and resource speaker with more than 30 years of experience in the lighting industry operating predominantly in the Asia Pacific region. Martin has a master's degree in industrial design and started his career of many years in creative and innovative lighting design with Philips (in Holland and overseas). He furthered his career by setting up his own lighting consultancy practice in the nineties first with Lumino Design International, based in Singapore, later in Australia with Lighting Images. Since 2011 Martin applies his passion for lighting design exclusively through his own company Klaasen Lighting Design (KLD). Martin brings to his designs a unique awareness of lighting

technologies that improve and enhance the quality of lighting in professional installations. Some of his designs have received national and international lighting design awards. The list of his expertise and experiences spans all applications and projects around the globe. Martin is also passionate about sharing his knowledge by educating his clients and the public through his many articles in the media, public lighting forums and since the last few years his weekly blog. "Light Talk" is featured on the Professional Lighting Designers Magazine's website. Martin is a sought after impact speaker and has presented at major lighting events around the world.