

Asian Lighting Forum 2015 亞洲照明會議 2015

Date/Time 日期/時間 : 8 April 2015 (Wednesday 星期三) / 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 (Simultaneous interpretation in Putonghua will be provided)
 英語 (附設普通話即時傳譯服務)
 Remarks 備註 : Free Admission 免費入場

Session 1: Global Market Trends on Lighting Product Development 第一節: 照明產品發展之環球市場趨勢	
10:45am – 11am	Registration 登記
11am – 11:03am	Welcoming Remarks by Ir Henry Cheung, Chairman, Electronics Division, The Hong Kong Institution of Engineers 香港工程師學會電子分部主席 張年生工程師 致歡迎辭
11:03am – 11:05am	Souvenir Presentation & Group Photo with Speakers 致送紀念品及拍攝團體照
11:05am – 11:40am	Opportunities and Challenges in the LED Lighting Era LED 照明時代的機遇與挑戰 Mr Roger Chu, Research Director of LEDinside, TrendForce Corp. 講者: 集邦科技 LEDinside 研究協理 儲於超先生
11:40am – 12:15pm	The Trend of LED and Connected Lighting LED 及聯網照明趨勢 Ms Jo Shum, Senior Director and General Manager, Lighting Hong Kong and Macau Philips Electronics Hong Kong Limited 飛利浦電子香港有限公司飛利浦照明香港及澳門總經理 岑善思小姐 《Question & Answer Session 問答環節》
12:15pm – 12:45pm	Global Safety & Performance Standard Updates for Lighting Equipment 照明設備之最新環球安全及表現標準 Mr Terry Lau, Senior Lead Engineer, Intertek Hong Kong Limited 香港天祥高級工程師 劉啟勛先生 《Question & Answer Session 問答環節》
Session 2: Commercial/Technical Applications 第二節: 商業/技術照明的應用	
1:45pm – 2pm	Registration 登記
2pm – 2:05pm	Souvenir Presentation by Ir Victor Ng, Chairman, Hong Kong Electronics & Technologies Association 香港電子科技商會主席 吳國豪工程師 致送紀念品
2:05pm – 2:45pm	LED Lighting: Guiding HKIA To A Greener Future LED 照明引領綠色機場新世代 Ir Kelvin Wong, Senior Manager, Electrical and Mechanical Technical Services, Airport Authority Hong Kong 香港機場管理局高級經理 (技術服務) 黃家和工程師 《Question & Answer Session 問答環節》
2:45pm – 3:30pm	Lighting Design and Application – Creative and Pragmatic Approaches 燈光的設計和應用 – 創新與實用並重 Ir C W Hui, Senior Building Services Engineer, Hong Kong Housing Authority 香港房屋委員會高級屋宇裝備工程師 許松華先生 《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。

Organisers 主辦機構:

Supporting Organisations 支持機構:

Mr Roger Chu, Research Director of LEDinside, TrendForce Corp. 集邦科技 LEDinside 研究協理 儲于超先生

Roger Chu oversees the Green Energy Business Unit of TrendForce Corp., and specialises in market research on LED industry, including end-product makers ranging from LED components, lighting, backlight to manufacturers. He also handles research on batteries in Green Energy Business Unit. Mr Chu was once an analyst at DRAMeXchange and worked at Hua Nan Securities and Qunmao Management Consulting Company in the past. His previous research covered DRAM, packaging and testing etc. Mr Chu graduated from the Graduate Institute of Finance, Chaoyang University of Technology. 儲于超研究協理在 LED 產業有多年的研究資歷，包括 LED 零組件，照明，背光的整體供應鏈。此外，他同時負責電池產業觀察。儲于超先生過去曾在華南金控擔任分析師，針對 DRAM，封裝以及電子產業都有所擅長。

Ms Jo Shum, Senior Director and General Manager, Lighting Hong Kong and Macau, Philips Electronics Hong Kong Limited

飛利浦電子香港有限公司飛利浦照明香港及澳門總經理 岑善思小姐



Jo is currently the market leader for Philips Lighting Sector in Hong Kong and Macau. Born in Hong Kong, obtained a degree in Business Administrative and Commercial Studies at The University of Western Ontario, Canada, Jo gained extensive knowledge in both consumer and professional businesses in Lighting and Consumer Electronics industries having led product and marketing roles in China as well as Asia Pacific. Certified as a Six Sigma Master Black Belt, Jo also initiated key strategic transformation programs to improve business effectiveness in commercial organisations across Asia Pacific.

On top of managing business operations, Jo has moved into new arena of corporate M&A integrations as Senior Director of New Venture Integration managing company's acquisitions across Asia Pacific for period of 3 years. Jo is now 18 years with Royal Philips Electronics having spent 5 years in local markets and 13 years in Asia Pacific Region; her experience includes 9 years in Lighting business, 5 years in Consumer Electronics business and 5 years in cooperate functions.

Mr Terry Lau, Senior Lead Engineer, Intertek Hong Kong Limited 香港天祥高級工程師 劉啟勛先生

Mr Terry Lau (Lead Engineer) has about 10 years of wide range of technical knowledge and experience in conformity services.

Terry is an approved certifier and mandated reviewer of Safety (SEMKO, GS) in Hong Kong for the international standards in EU and US. He is involved in the development of safety of LED testing (e.g. IEC 62471, IEC 60598 series and UL standards etc), and also he has provided training, advisory and consultancy services to manufacturers, regarding the safety issues of lighting product application, design and development.

劉啟勛先生（工程師）在產品質量測試與安全認證領域擁有約 10 年廣泛的技術知識和專業經驗。劉先生擁有歐盟和美國的國際標準產品安規之認證經驗，他是獲批准的產品安規認證和審查員（歐洲 SEMKO、德國 GS）。他參與 LED 測試的安全發展（如 IEC 62471, IEC 60598 系列和 UL 標準等），而且還提供有關照明產品應用、設計與開發的安全問題之培訓、諮詢和顧問服務給予製造商。

Ir Kelvin Wong, Senior Manager, Electrical & Mechanical Technical Services, Airport Authority Hong Kong 香港機場管理局高級經理 (技術服務) 黃家和工程師

Ir Kelvin Wong is a Senior Manager of the Technical Services Department of the Airport Authority Hong Kong, overseeing the engineering and maintenance works of electrical power systems, mechanical systems, fire system, automated people mover system, lift and escalator, aircraft loading bridge, fixed ground power, pre-conditioned air system as well as aircraft parking aid system in the Hong Kong International Airport. He received his BEng from the Hong Kong Polytechnic University, and MSc from the University of Hong Kong. Ir Wong is a Member of the Hong Kong Institution of Engineers (HKIE), and the Institution of Electrical Engineers (IEE) as well as a Chartered Engineer. 黃家和 現職機場管理局的高級經理（技術服務），負責監督香港國際機場的技術和維修工程包括電力系統，機械系統，消防系統，捷運系統，電梯和自動扶梯，飛機橋，飛機地面固定電源，飛機空調系統以及飛機輔助泊機系統。他是一名特許電氣工程師。他畢業於香港理工大學並獲得了一等榮譽學士學位，和香港大學並獲得碩士學位。

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Ir C W Hui, Senior Building Services Engineer, Hong Kong Housing Authority 香港房屋委員會高級屋宇裝備工程師 許松華先生

Ir HUI has been working in the field of building services engineering over 30 years. He is currently a Senior Building Services Engineer of Housing Department and responsible for the design and contract administration of BS installations in new building constructions. He also oversees the design standard and specifications for electrical installation and lighting system of Housing Authority's new developments. 許工程師已從事屋宇裝備工程工作超過三十年。他現職是房屋署高級屋宇裝備工程師並負責新建樓宇的屋宇裝備設計及工程合約管理。他亦專責監管香港房屋委員會新發展項目的電力裝置和照明系統的設計標準及規格。