

Smart Lighting: IoT and its Supply Chain

智能照明物聯網供應鏈論壇

Date 日期	: 7 / 4 / 2019 (Sunday 星期日)
Time 時間	: 10:45am – 12:30pm ; 2:30pm – 4:30pm 上午 10 時 45 分至下午 12 時半;下午 2 時半至 4 時半
Venue 地點	: The Stage, Hall 3C, Hong Kong Convention & Exhibition Centre 香港會議展覽中心展覽廳 3C 「The Stage」
Language 語言	: English & Putonghua (Simultaneous interpretation service will be provided) 英語及普通話 (附設即時傳譯服務)
Remark 備註	: Free Admission (Please click Here to register online) 免費入場 (「 按此 」登記)

Time 時間	Programme 程式	
10:30am – 10:45am	Registration 登記	
10:45am – 10:47am	Welcome Remarks by Mr Jacky Chung, Regional Director, Eastern & Central China, HKTDC	
10:47am – 10:52am	Souvenir Presentation and Photo Session 致送紀念品及拍照	
10:52am – 11am	Mr Lighting Dai, Shanghai Pudong Intelligent Lighting Association 上海浦東智慧照明聯合會秘書長 代照亮先生	
11am – 11:20am	From Cloud to Ground – Tips to apply Smart Business 從雲端到地面——智能化商業的落地路徑 Mr Alex Yang, Co-founder and COO, Tuya 塗鴉智能聯合會創始人及 COO 楊懿先生	
11:20am – 11:40am	Greener and Smarter Lighting with BPsemi ICs Mr Jerry Sun, CTO, Shanghai Bright Power Semiconductor Co., Ltd. 上海晶豐明源半導體股份有限公司 CTO 孫順根先生	
11:40am – 12pm	Broaden Your Vision on the Cloud 大「視」界 盡在雲端 Mr Yi Zhang, General Manager, AIoT Department, JD Cloud 京東雲集團合作部總經理 張熠先生	
12pm – 12:20pm	Lighting Industry New Era 智能照明新時代 Mr Jack Chen, Head of LEDVANCE China R&D Center 朗德萬斯中國區研發負責人 陳華明先生	
2:25pm – 2:30pm	Souvenir Presentation and Photo Session 致送紀念品及拍照	
2:30pm – 2:50pm	萬物互聯的精靈聯盟 Mr Jack Hu, Senior Specialist of IoT in Alibaba A.I. Labs 阿里巴巴人工智能實驗室 高級技術專家 胡俊鋒先生	
2:50pm – 3:10pm	AI makes Smart Lighting Brighten the Future 人工智能照亮智慧未來 Mr Jerry Liu, CEO, Hangzhou Gubei Electronics Technology Co., Ltd 杭州博聯智能科技股份公司 CEO 劉宗孺先生	
3:10pm – 3:30pm	點亮智慧安全空間 Mr Ray Chen, Head of IoT Service Group, Arm China Arm 中國 物聯網服務集團負責人 陳曦先生	
3:30pm – 3:50pm	晶訊如何服務產品智能 Weiwei Xu, Marketing Manager, Shenzhen Jingxun Software Telecommunication Technology Co., Ltd 晶訊軟件 市場負責人 徐維維先生	
3:50pm – 4:10pm	Smart Lighting and wireless IoT 智能照明和無線物聯網 Mr Jianjiang Chen, CEO, Shanghai Shuncom Smart Technology Co., Ltd 上海順舟智能科技股份公司 CEO 陳建江先生	
4:10pm – 4:30pm	How to win the Smart Lighting innovation race with Industrial-grade IoT technologies ? 如何用工業級物聯網技術迎接智能照明的創新挑戰 ? Mr Jack Huang, CEO, Gizwits 機智雲 CEO 黃灼先生	

Remarks 備註: Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organiser 主辦機構: Co-organisers 合辦機構:

About the Speakers 講者簡介

Mr Lighting Dai, Shanghai Pudong Intelligent Lighting Association

上海浦東智能照明聯合會秘書長 代照亮先生

The Secretary General of the Smart Lighting 40 Forum and also the pioneer of integrating IoT into the lighting industry. Since 2013, Mr Dai has led the association to organise nearly 50 events with big names including XiaoMi, JD.com, Alibaba, Tencent, Baidu, Microsoft, Amazon and IBM, and also staged the Smart lighting 40 Forum. Mr Dai not only helped to promote and accelerate the cross-industry innovation in the sector of intelligent lighting, but also an important leader in the Shanghai Pudong Intelligent Lighting Association.

40 人智能照明論壇秘書長，是照明行業最早的物聯網跨界代表。自 2013 年以來，組織包括赴小米、京東、阿裡、騰訊、百度、微軟、亞馬遜、IBM 等近 50 場跨界交流活動，策劃並舉行了物聯網照明大會及 40 人智能照明論壇等跨界大型論壇，見證了小米與飛利浦、華為與歐普等近 20 餘家的跨界合作成果，推動了及加快了照明行業在智能照明跨界的佈局，是上海浦東智能照明聯合會重要的發起人及組織者。

**Mr Alex Yang, Co-founder and COO, Tuya**

塗鴉智能聯合會創始人及 COO 楊懿先生

Alex Yang, Co-founder, and COO of Tuya, has many years of international marketing and operation experience in manufacturing and the Internet industry. Joined Alibaba in 2011, he was responsible for the marketing, channel management, and operation in key business sectors including cloud e-commerce, cloud OS, AliDelivery, etc.

楊懿，塗鴉智能聯合會創始人兼 COO，具備多年的市場營銷及運營經歷、豐富的製造行業、互聯網行業及跨國公司運作經驗。曾于 2011 年加入阿裡巴巴，並先後負責雲電商、雲 OS、淘點點，等阿裡戰略業務的市場、渠道及運營。

**Mr Jerry Sun, CTO, Shanghai Bright Power Semiconductor Co., Ltd.**

上海晶豐明源半導體股份有限公司 CTO 孫順根先生

Jerry Sun is the chief technology officer of Bright Power Semiconductor Company. BPSemi is a virtual IDM company specializing in Analog/ Mixed-signal integrated circuit design. It focuses on R&D and sales of LED lighting driver chips and motor drive chips.

孫順根于 2011 年加入上海晶豐明源半導體股份有限公司並擔任首席技術官。晶豐明源是一家模擬和混合信號芯片設計公司，專注於 LED 照明驅動芯片和電機芯片的研發和銷售。

Presentation Abstract:

With rapid development of intelligent lighting, BPSemi work on products innovation and offer more efficient, low consumption and valuable experience to customers.

在智能照明飛速發展的浪潮中，晶豐明源通過對產品的創新，讓照明更為健康舒適，高效低耗，為客戶帶來價值體驗。



Organiser 主辦機構:

Co-organisers 合辦機構:

Mr Yi Zhang, General Manager, AIoT Department, JD Cloud

京東雲集團合作部總經理 張熠先生

張熠，京東雲 集團合作部總經理，CCSA TC11 副組長，北京通信協會外聘專家，在智能和雲相關領域工作十餘年。在其主導下，京東雲生態構建了 AIoT 戰略，並依次在智能教育、健康醫療、智能大屏、智能車載等領域佈局。其帶領的團隊在 AIoT 領域已經申請了近二百項專利，並參與了十餘項國家和地方政府的重大專項。

Presentation Abstract:

從生態賦能的角度，闡述了京東雲在大屏領域的戰略和佈局。京東雲智能大屏戰略框架主要包含基礎服務、資源服務、人工智能、應用生態等四方面，打造大屏生態圈一站式服務平臺。我們致力於將京東平臺能力賦能夥伴，讓大屏創造更大價值。

**Mr Jack Chen, Head of LEDVANCE China R&D Center**

朗德萬斯中國區研發負責人 陳華明先生

Jack Chen, Head of LEDVANCE China R&D Center. Close to 20 years lighting experiences, used to work in Philips Lighting as R&D engineer and senior R&D manager more than 12 years, has rich LED product development experiences and R&D team management experiences in global leading lighting company.

陳華明，郎德萬斯中國研發中心負責人，將近 20 年的照明行業經驗。曾經任職於飛利浦照明研發工程師和研發高級經理 12 年，在全球領先的 LED 照明公司有豐富的產品研發和管理經驗。

Presentation Abstract:

The presentation will introduce our LEDVANCE latest smart product portfolio, new technologies and global cooperation partners. And also will introduce our future product strategic and R&D focus area.

主要介紹郎德萬斯公司智能照明的最新發展情況，現有智能產品和銷售渠道，全球合作夥伴等。以及未來的智能產品的策略和研發的專注方向。

**Mr Jack Hu, Senior Specialist of IoT in Alibaba A.I. Labs**

阿里巴巴人工智能實驗室 高級技術專家 胡俊鋒先生

Jack Hu was graduated from ZheJiang University in 2005 and got master degree in Electrical Engineering. He was IoT specialist, especially in Bluetooth and WiFi connectivity. Jack Hu joined in Alibaba A.I. Labs in 2017 with over 12 years experiences in IoT technology. Jack Hu was the first person to setup Bluetooth mesh IoT platform in Alibaba A.I. Labs. The first product integrated with Bluetooth mesh was smart light and it was launched in June, 2017. Jack Hu was also in charge of WiFi technology. He had over 20 patents in IoT. He was dedicated to developing IoT ecosystem in Alibaba.

胡俊鋒 2005 年從浙江大學畢業，並獲得電子工程碩士學位。他是 IoT 專家，特別是在藍牙和 WiFi 領域。胡俊鋒在 2017 年加入阿里巴巴，他擁有 12 年以上的 IoT 技術經驗。胡俊鋒是阿里巴巴第一個把藍牙 mesh IoT 平臺落地的專家，第一個產品就是 2017 年 6 月份發佈的藍牙智能燈泡。胡俊鋒在阿裡巴巴也負責 WiFi 技術，擁有 20 多個 IoT 專利，他非常專注于在阿里巴巴拓展 IoT 生態。



Organiser 主辦機構: Co-organisers 合辦機構:

Mr Jerry Liu, CEO, Hangzhou Gubei Electronics Technology Co., Ltd

杭州古北電子科技有限公司 CEO 劉宗孺

Liu, PhD, CEO of Hangzhou Gubei Electronics Technology (BroadLink). As a member of IEEE 802.11 Working Group, Dr. Liu owns 10+ years' experience of R&D on Wi-Fi chips. Dr. Liu was selected in "Thousand Talents Program" of Zhejiang Province and granted as distinguished expert of Hangzhou, he is also entitled as visiting professor of Zhejiang University. The "BroadLink DNA" eco-system that Dr. Liu proposed has attracted 300+ famous brands worldwide to join and sold over 20M pcs of Wi-Fi module.

劉宗孺博士·杭州古北電子科技有限公司 (BroadLink) CEO·從事 Wi-Fi 芯片研發十餘年·是 IEEE802.11 工作組成員·浙江省“千人計劃”引進人才·杭州市特聘專家·擔任浙江大學兼職教授·他主導提出的“BroadLink DNA”生態體系吸引全球 300+ 知名品牌加入·2018 年銷售超過 2000 萬片 Wi-Fi 模塊。

**Mr Ray Chen, Head of IoT Service Group, Arm China**

Arm 中國 物聯網服務集團負責人 陳曦

Responsible for Arm IoT Services, Ecosystems, Business Development and Sales in China. 15+ year experiences in Industrial 4.0 and IoT market. Served as Industry Director in Siemens MPDV and VP of Siemens Industrial Software in China.

主要負責 Arm 物聯網服務及生態在中國地區的銷售及市場拓展·在工業 4.0 及物聯網領域有超過 15 年的豐富經驗·加入 Arm 之前在西門子工業軟件及 MPDV 歷任行業總監和中國區副總經理。

**Mr Jianjiang Chen, CEO, Shanghai Shuncom Smart Technology Co., Ltd**

上海順舟智能科技股份有限公司 CEO 陳建江先生

Jianjiang Chen, an undergraduate student majoring in industrial automation at Zhejiang University and obtained a master's degree in business administration from Shanghai University of Finance and Economics. In September 2004, he founded Shanghai Shuncom Smart Technology Co., Ltd. as the CEO of the company, dedicated to the field of wireless Internet of Things, around Zigbee., NB-IoT, LoRa, 4G and other wireless communication technologies, to create a smart city management platform, smart light poles, street light controllers, street lights centralized manager and other "cloud pipe edge" as one of the product ecosystem.

陳建江·本科就讀於浙江大學工業自動化專業並取得上海財經大學 MBA 工商管理學碩士學位·2004 年 9 月創辦上海順舟智能科技股份有限公司·擔任公司 CEO 職位·致力於無線物聯網領域·圍繞 Zigbee、NB-IoT、LoRa、4G 等多種無線通信技術·打造了智慧城市管理平臺·智慧燈杆·路燈控制器·路燈集中管理器等“雲管邊端”為一體的產品生態體系。



Organiser 主辦機構: Co-organisers 合辦機構:

Mr Jack Huang, CEO, Gizwits

機智雲 CEO 黃灼

Mr. Jack Huang is a successful serial entrepreneur and renowned innovator in the field of IoT. Before entering the field of IoT, Mr. Huang was a member of the founding team that launched from the New York the world's first Internet-based document printing and delivery services provider, Mimeo.com.

After returning to China from the United States in 2008, Mr. Huang launched China's first open IoT platform, Gizwits (www.gizwits.com). With investments from Qualcomm and top venture capital firms, as well as key partnerships with technology leaders such as Intel, TI, ST Microelectronics, Amazon, Alibaba and Tencent, Gizwits is on the leading edge of IoT, Big Data and AI innovation. Over 2 million mission-critical industrial IoT devices and over 10 million innovative consumer IoT products run on Gizwits technology, making the company of the world's largest IoT platforms for building and managing connected devices and related services. Corporate customers including global industry leaders like Bosch, Siemens, Honeywell, 3M, and Chrysler Daimler, ABB etc. Gizwits has been an Apple Certified MFi Licensee since 2010, and has been certified by ISO27001, German VDE, and Compliance with European GDPR regulations.

黃灼是一位成功的連續創業者以及知名的 IoT 領域專家。1999 年，他在紐約參與創立了全球第一家雲打印服務公司 Mimeo 並取得成功。2008 年回國出任機智雲 CEO，推出中國第一個智能硬件自助開發(PaaS)及雲服務(SaaS)平臺。憑藉高通公司 (Qualcomm) 和頂級風險投資公司的投資，以及與 Intel、TI、ST 意法半導體、亞馬遜、阿裡雲和騰訊雲等科技巨頭的深度合作，機智雲站在了 IoT、大數據、和 AI 的科技前沿，服務了博世、西門子、霍尼韋爾、3M、戴姆勒、ABB 等 10000 多家全球知名企業，奠定了其成為全球最大的物聯網雲服務平臺的領先地位。自 2010 年起，機智雲成為“蘋果 MFi 認證亞太地區優秀物聯網軟件解決方案提供商”，先後通過了 ISO27001 認證、德國 VDE 安全認證，符合歐洲 GDPR 法規要求認證。

Presentation Abstract:

The future market share in the lighting industry will no longer be won by traditional means such as cost, design and manufacturing efficiency. Technology innovation is the new answer for differentiation and price premium. Gizwits will share the best practices of how its customers are using IoT, Big Data and AI technologies to disrupt industries, and how the lighting industry can benefit from these innovations.

照明行業的未來將不再從價格、設計和製造效率等傳統維度來贏得市場份額，而技術創新將會成為產品差異化和價格溢價的最新答案。機智雲，作為全球領先的物聯網開發及雲服務平臺，將分享其如何憑藉物聯網、大數據和 AI 等技術幫助傳統製造業實現創新升級，以及為照明行業帶來哪些全新的創新挑戰和借鑒。



Organiser 主辦機構:

Co-organisers 合辦機構:



上海浦东智能照明联合会
Shanghai Pudong Intelligent Lighting Association