

Startup Events Introduction

初創企業活動簡介

We understand that Startups are under resource constraints and need to figure out how to break through the noise to let their target customers know they have a superior potential.


初創企業在資源限制的條件下，必需尋求突破，向客戶展示初創企業的無限潛力。

In the HK Electronics Fair (Autumn Edition) 2017, we are going to bring together the experienced tutors, entrepreneurs and VCs to dissect and explore the trends, techniques and tools for building successful portfolios and also the applicable strategies to turn the startups into next unicorn.

在秋電展 2017，我們邀請了來自不同範疇，經驗豐富之初創導師、企業家及投資者，為我們分析最新市場走勢、營運技巧及策略，引領初創更進一步，拓展客源成為業界獨角獸。

Not to miss, the startup exhibitors are going to showcase their creative innovations to the investors, media and the international Fair buyers!

初創展商更將有不同平台為傳媒、投資者及展會買家展示及推廣他們的創新意念及業務!

Pitch, Mix and Match 科創企業——提案·交流·配對	
<i>Selected tech startups to showcase their innovations to media judges, investors, distributors and manufacturing partners</i> 由科創企業向傳媒、投資者、銷售商及生產商展示創新意念及業務	
===By Invitation 憑柬出席@ Innovation Hub, Convention Hall 會議廳 創新匯點===	
13/10/ 2017 (Friday 星期五)	
HelloReporter Media Pitch Day - “On The Shoulder Of Giant: Startup-Corporate Collaborations” HelloReporter 傳媒演示日 - 「巨人肩上的我」- 小初創大企業的合作	
Time 時間	: 2pm-3:30pm
Co-organiser 協辦機構	: 
14 Oct 2017 (Saturday)	
Tech Startups – Pitch, Mix and Match 科創企業——提案·交流·配對	
Time 時間	: 2pm – 3pm
Co-organisers 協辦機構	:  HONG KONG BUSINESS ANGEL NETWORK 香港天使投資網絡  香港電子業商會 The Hong Kong Electronic Industries Association

Startup · Smart Launch 初創企業介紹會

Exclusive presentation timeslot for startups to reach out the Fair visitors
初創展商為展覽入場人士推展創新業務之專屬時段

===FREE Admission 免費入場 @ Innovation Hub, Convention Hall 會議廳 創新匯點===

13/10/2017 (Friday 星期五)

Time 時間	:	4pm – 5pm
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14/10/2017 (Saturday 星期六)

Time 時間	:	10am-11am
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15/10/2017 (Sunday 星期日)

Time 時間	:	10:30am – 11:30am
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16/10/2017 (Monday 星期一)

Time 時間	:	11am – 11:50am
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Meet the Mentors 科創企業啟導

1-on-1 exclusive meetings with experienced startup tutors to exchange opinion in formularizing the next step of business plan

由專業初創導師與初創企業展商進行一對一之專屬啟導會議，交流改善營商規劃意見


===By Invitation 憑柬出席 @ Innovation Hub, Convention Hall 會議廳 創新匯點===

14/10/2017 (Saturday 星期六)

Meet the Mentors – Session 1

科創企業啟導 – 第一節

Time 時間	:	4pm
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Co-organizer 協辦機構	:	 香港電子業商會 The Hong Kong Electronic Industries Association
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16/10/2017 (Monday 星期一)

Meet the Mentors – Session 2

科創企業啟導 – 第二節

Time 時間	:	11am
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Co-organiser 協辦機構	:	 Incu-Lab
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Startup Mentoring Class 初創導航

Experienced tutors, investors and entrepreneurs to share their expertise in equipping your startup to be the next Unicorn!

由經驗豐富之初創導師、投資者及企業家，引領初創成為業界獨角獸

===FREE Admission 免費入場@ Innovation Hub, Convention Hall 會議廳 創新匯點===

13/10/ 2017 (Friday 星期五)

創辦人, 你的出場策略是甚麼?

Founders, what is your exit strategy?

Upon starting a startup, should going IPO the only goal? In fact, founders have other paths to choose from and plan for! Formerly in-house legal at major tech companies, did his own startup, was in charge of a cross-border startup's Taiwan office, Jeffrey Ling, currently VP at Taiwan Startup Stadium, will do a light sharing on the importance of merger and acquisition to the tech startups and the startup ecosystem, as well as its trend and development, and perhaps some of the challenges in execution and regulatory requirements. Jeffrey will also share a few Taiwan startups as examples.

一旦創業，目標就只有上市 IPO 嗎？其實對創業者來說，有其它路可以選擇和規劃！曾待過科技大企業法務，自己搞過新創公司，也擔任過跨國新創在台負責人、現任職於台灣新創競技場的林德理副總經理，將來淺談併購對科技新創團隊及整體生態的重要性，放眼其趨勢發展，以及執行、法規上會遇到的一些挑戰。同時會分享幾個台灣網路新創的案例。

Time 時間

: 11am – 11:30am

Speaker 講者

: Mr Jeffrey Ling, Vice President, Operations & Startup Development, Taiwan Startup Stadium
台灣新創競技場營運暨新創發展副總經理
林德理先生



Taiwan Startup Stadium (TSS) has led 80+ companies to attend international conferences, helping them secure venture capital, gain media exposure, form partnerships, and acquire new customers.

台灣新創競技場（TSS）是帶領 80+ 家初創公司前往國際大型展覽，協助其獲得國際風投青睞、增加媒體曝光、建立合作關係及拓展新客戶。

Jeffrey handles operations and startup development at Taiwan Startup Stadium (TSS). He has helped and worked with 150+ startups in the past.
林德理在 TSS 負責營運及新創發展，過去協助超過 150 家新創公司。

Your first fundraiser?

What form you chose to use (SAFE, convertible bonds, preferred equity, straight equity or loans/warrants) may have an impact your future fundraises. Let's discuss what each of these are and whether they are appropriate for your company.

Time 時間

: 11:30am – 12nn

Speaker 講者

: Mr Andrew Yang, Partner, Addleshaw Goddard



Co-organiser

協辦機構

: Exploring Hong Kong's Startup Scene
JUMPSTART
Magazine




Andrew is active in the start-up community in Hong Kong and SE Asia. He works closely with a number of incubators and venture capitalists advising early stage companies primarily in the technology industry. In 2014, Andrew was named the “high-yield rising star” by the IFLR.

AI is a powerful tool for marketing - but it is not a genie!

How to leverage AI to make sense of customer and email data? Why customers should spend less, not more, on email marketing?

Time 時間 : 11:30am – 12nn

Speaker 講者 : Mr Paul Tenney, CEO/Founder, Ematic Solutions 

Co-organiser 協辦機構 : 



Paul has been working in the B2C, Retention-Based Email Marketing space for over 10 years. From his early days working with clients like Hewlett-Packard, Macys.com, eBay/PayPal and many more, he got a front row seat to just how clunky and difficult email marketing can be, blighting what is otherwise the most brilliant marketing channel on the planet.

14/10/2017 (Saturday 星期六)

Know Your Investors - How do enterprises invest via Private Board Network and Investment Blockchain
了解你的投資者－企業如何利用「國際私董網絡」及「投資區塊鏈」

Introducing how enterprises would invest via the Private Board Networking and Investment Blockchain in Taipei/Beijing/Shenzhen/Okinawa/Paris and New York.
將介紹企業如何透過台北/北京/深圳/沖繩/巴黎/紐約之「創業家國際私董網絡」以及「投資區塊鏈,掌握市場商機及獲取戰略性投資資金.

Time 時間 : 11am – 11:30am

Speaker 講者 : Mr Steve Hsu, General Manager, TXA Private Board 



Mr Hsu is the Chairman of Innovation Research Institute Corp. The TXA Private Board of Directors he found is the largest Advisory Board organization in Taiwan and South East Asia/North East Asia region with records of over 180 board meetings in major cities in Asia. Mr. Hsu has nurtured over 500 startups with over 20 listed in Taiwan Stock Market. He has been certified to be the official partner by France government's La French Tech program.

Powering Startup Ecosystem

With thinner and thinner lead-time window to get the innovation ideas from drawing board thru to prototype and to testing and evaluation to production line and finally arriving in customer's hands, it imposes extremely high pressure to entrepreneurs especially startups. How to overcome these barriers internally or get trusted technology partner working together becomes a prerequisite in their go-to-market strategy. This speech will examine the current technical industry ecosystem and provide a linkage for entrepreneurs to build their design-to-production-ready capabilities.

Time 時間 : 11:30am- 12nn

Speaker 講者 : Mr Jacky Wan , Vice President, Engineering - APAC
ARROW Open Labs



Jacky Wan is Vice President of Engineering for Arrow Electronics' Global Components business in the Asia-Pacific region. He leads the strategy and execution of expanding engineering expertise and developing technology ecosystem capabilities that drive business growth for Arrow's technology suppliers, customers and business partners.

Jacky joined Arrow in 2012. He held a number of regional marketing and business development roles through which he was responsible for building up business development team for several vertical segments, a regional engineering team, and forming close alliance with industry ecosystem partners. Before being promoted to his current position, he was regional director for Strategic Verticals. Prior to joining Arrow, Jacky was regional sales manager in National Semiconductor (acquired by Texas Instruments in 2011). Jacky began his career at National Semiconductor in 1999 as a testing engineer and moved into software design and application engineer roles. He was then promoted to take on various sales and product marketing positions. During his tenure at National Semiconductor, he won several top employee awards in recognition of his outstanding performance and contributions.

Jacky holds a bachelor's degree in engineering from the University of California, Los Angeles, and he completed the executive program in International Management from Stanford / National University of Singapore.

Is Crowdfunding Right For Your Business?

Crowdfunding, a more democratic approach to funding startups, which puts decision making in the hands of consumers and lets them decide whether to support your business.

Nicole Denholder from Next Chapter, invites you to join us as she gives an overview of the process, benefits and success factors of crowdfunding.

Time 時間 : 12nn – 12:30pm

Co-organiser
協辦機構



Speaker 講者 : Ms Nicole Denholder, Founder, Next Chapter




Nicole Denholder is the founder and CEO of Next Chapter, a funding portal especially for female entrepreneurs and women-owned businesses in Asia, to improve their access to funding. It's first service is a rewards-based crowdfunding platform that supports entrepreneurs wanting to raise funds, create market buzz and validate their business ideas.

From Idea Creation to A Maker - Be with Exceleator	
Time 時間	: 3:30pm -5pm
Co-organiser 協辦機構	:  Gadget Exceleator Lab (GELAB) is an insightful incubator for creative designs. It provides potential makers with enormous support given by our team and valuable partners, including production management and distribution channel. Gelab' services also include marketing research, product design, business planning / Analysis, R&D, crowdfunding, selling and investment seeking. Gelab does all this for only one ambition, improving the level of global innovation. Gadget Exceleator Lab (GELAB) 是一個孵化創意產品的企業，藉其於創科界的眼光，配合合作伙伴強大的生產及銷售網絡，為現時區內有潛力的產品創客疏通服務網絡，替他們由市場調查，產品設計，商業規劃，研發，籌集資金，銷售，以及尋找投資者，務求提升全球創科界的水平。
Speaker 講者	: <ul style="list-style-type: none">• Ms Susanna Chiu, Director & Group Chief Representative - Eastern China, Fung's Group• Mr Benson Lam, Chief Creative Officer, AR BaseWorld Digital Solution's• Mr Handon Hu, CEO, Makers Origin• Mr Francois Lee, CEO, GELAB
	Mr Benson Lam Chin Yin, Chief Creative Officer, AR BaseWorld Digital Solution's Benson, a creative expert with over 25 years' experience in brand and resources integration and a multi-talented creative force. In the advertising industry for more than ten years, he has traveled all over Hongkong and the mainland 4A international advertising company, has served 500 strong enterprises, involving automotive, finance, real estate and other fields. He won the U. S. Mo Advertising Award for two times and numerous advertising awards. Solo business school, founded the "Dragons studio" and "creative writing" seed ", " cheese enough, won the "Chinese advertising" invited hired experts committee.
	Mr Handon Hu, CEO, Makers Origin Handon has many years of experience in management and operation and he has held senior positions in several startup companies. He is a veteran from SINA and Yahoo.
	Mr Francois Lee, CEO, GELAB Francois is a sales & marketing expert with over 25 years track record in entrepreneurship and innovation. In 2015, he founded Innobator in Hong Kong and Shanghai to provide incubation for start-upstartups and young entrepreneurs targeting Mainland China market.



15/10/2017 (Sunday 星期日)

**Po Leung Kuk Young Entrepreneurship Foundation Presents:
“Hello Startup: How Cool is Your Brand?”**

Creating and managing brands is one of the most important and challenging activities in all of marketing. A brand can be an enormously valuable asset for your company if it's done properly. Jonathan Wong will share the true idea of branding and guide to Building Your Startup Brand and marketing in 21st Century.

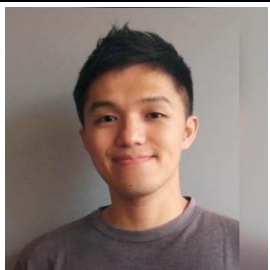
Time 時間	:	11:30am – 1pm
Co-organiser 協辦機構	:	Po Leung Kuk Young Entrepreneurship Foundation
Speaker 講者	:	Mr Jonathan Wong 王湘文先生
	:	<p>Jonathan Wong has over 20 years extensive international business experience in fast-paced industries, including TV, film and hi-tech media. He is currently Project Director at The Centre of Entrepreneurship at The Chinese University of Hong Kong (CUHK) and Business Consultant at Social Enterprise and Business Centre (SEBC) at The Hong Kong Council of Social Service (HKCSS). He is also one of the judges for Po Leung Kuk Young Entrepreneurship Foundation.</p> <p>王湘文先生從事電視、電影及高科技傳媒等行業逾二十年，擅於處理迅速萬變的國際商業活動。他曾多次作為創業比賽及平台的營商導師、評審、商務顧問及項目總監，現在是香港中文大學創業研究中心項目總監，及香港社會服務聯會商務顧問，亦是保良局青年創業基金的評審委員之一。</p>

Principles of the A.I. Era

Time 時間	:	2:30pm – 3pm
Co-organiser 協辦機構	:	
Speaker 講者	:	Liza Lichtinger, M.A, Psychologist
	:	<p>Liza Lichtinger, M.A is a Psychologist, serves as an advisor and/or mentor at Incubators and Accelerators such as Chinaaccelerator, StartX, Founder Institute, NewPathVR, and at several graduate level university programs. She is also one of the few Female Futurists (as listed on Ross Dawson's list) who leads the Research and Training at her company Future Design, is Wellness Tech advisor and strategic business coach for thought leaders and executives. Liza is a visiting Researcher and Scholar Associate at the Institute of Advanced Executive Education at PolyU School of Design, and working on special projects at Hanson Robotics. Relationship resilience at the intersection of exponential technology and human (consumer) behavior is a focus that Liza has presented on both nationally and internationally as a sought after practitioner in the correlation between well-being and the economy (as a NeuroEconomist).</p>

How to skyrocket your business with Growth Marketing Tactics in 2017

Time 時間	:	3:30pm – 4:15pm
Co-organiser 協辦機構	:	GrowthMarketer ACADEMY
Speaker 講者	:	Mr Tim Chan. Founder of Growth Marketer Academy

	:	Tim is the founder of Growth Marketer Academy with a mission to promote Actionable Growth Tactics to marketers & founders in APAC. Tim is incubatee of Appworks (TW), Cyberport (HK), Google EYE, HKFYG SIC etc. He is the HK Chapter Lead of Tech in Asia, and also the curator of CMX HK, TEDxHKBU and Code4HK. Tim is a contributor of Tech in Asia, Startupbeat, TechRitual etc. Tim Chan is also founder of HelloReporter & HelloPR, leveraging technology to do PR for Startup & SME.
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16/10/2017 (Monday 星期一)

CE marking and related directive used for the product imported to EU countries
企業產品進口歐洲CE 標示和相關指令的要求

Time 時間	:	10:30am – 11am
Speaker 講者	:	Mr Wilson Loke, Senior Manager of Electrical Division, CMA Testing and Certification Laboratories 廠商會檢定中心電氣及電子產品部高級經理陸世傑先生