

Hong Kong Pavilion at

IFA 2015 – International Consumer Electronics Show, Berlin

香港館@柏林國際消費電子產品展 4 – 9 September 2015



Europe's largest exhibition for consumer electronics 歐洲最大型消費電子產品展

Facts & 2014 Fair Figures:

- ✓ Attracted 240,000+ visitors and 1,500+ exhibitors
吸引超過二十四萬人進場參觀及超過一千五百家參展商
- ✓ Number One marketing platform to meet international buyers, industry professional & decision makers
一個接觸國際買家及決策人仕的最佳平台
- ✓ Ordering volume during IFA: more than 4 billion Euros
展會其間交易總額超過四十億歐元

Act Now!
Application deadline:
30 April 2015

GAIN EXTRA BENEFITS by joining the HK Pavilion:

- ✓ FREE on-site Business Matching Service 免費現場商貿配對服務
- ✓ FREE WIFI service 免費無線上網服務 (availability subject to HKTDC's final decision)
- ✓ Turn-key booth design with booth facilities 一站式展覽攤位設計及設施 · 減省成本
- ✓ Pre-show invitation to potential buyers 展前邀請涵予潛在買家 · 開拓商機

Hong Kong Pavilion	Participation Fee	Participate in (✓)
1. Booth	HKD47,300/9sqm HKD62,400/12sqm	<input type="checkbox"/> <input type="checkbox"/>
2. Showcase Display 0.5m(L)X0.5m(W)X0.4m(H)	HKD2,800* *(HKD4,000 after 30 Apr 15)	<input type="checkbox"/>

We also offer more economical participation package as low as HKD500! Please contact us for more details.

- Space is limited and it will be reserved on a first-come-first-served basis.
- SME Export Marketing Fund: successful applicants (for booth and showcase display) can apply for the SME Export Marketing Fund. For details, please visit www.smefund.tid.gov.hk (Enquiry: 2398 5127)

Enquiry

Ms Maggie Lam Tel: 2584 4154 Email: maggie.lam@hktdc.org
Mr Kenneth Tse Tel: 2584 4178 Email: kenneth.yk.tse@hktdc.org

HKTDC HK Pavilion at IFA 2015 - Reply Slip 回條

Please return this form for an official application. Fax: 2169 9490 or email: maggie.lam@hktdc.org

請即填妥以下回條並傳真/電郵至本局以索取正式之申請表格。

Company Name 公司名稱: _____

Contact Person 聯絡人: _____ E-mail 電子郵件: _____

Tel 電話: _____ Fax 傳真: _____

Product Range 產品類別: _____ Company Website 公司網址: _____

I agree that the above information may be used by the Hong Kong Trade Development Council (HKTDC) for incorporation in all or any of its database for direct marketing and business matching, and for any other purposes as stated in the Privacy Policy Statement (available at www.hktdc.com/mis/pps/en). 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.

Please tick here if you object to our use of your data for direct marketing.

Name _____ Signature _____ Date _____

If you do not wish to receive any promotional and other materials from the Hong Kong Trade Development Council via fax, please contact us at tel [852-1830668] or complete the following information and return at fax [852-28034198] or [datbank@hktdc.org].

若閣下不欲繼續收取香港貿易發展局以傳真發送的任何宣傳及其他資料, 請致電本局[852-1830668], 或填寫下列資料並以傳真[852-28034198] / 電郵[datbank@hktdc.org]交回。

傳真號碼 _____ 公司 _____ 聯絡人 _____
Fax No. () _____ Co. Name _____ Contact Person _____



Name of Exhibition	IFA 2015, Berlin, Germany										
Exhibition Dates & Venue	4-9 September 2015 / Berlin Exhibition Ground, Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany										
Fair Organizer	Messe Berlin										
Results of 2014	1,500+ exhibitors with 149,500 square metres 240,000+ visitors and 5,900 journalists										
Product Segments	Audio & Visual Products Digital Imaging Products	Home Appliances Products Telecommunication Products									
Organiser of Hong Kong Pavilion	Hong Kong Trade Development Council (HKTDC)										
Hong Kong Pavilion - Format of Participation	<p>A commercial delegation of Hong Kong companies. Each company will occupy a furnished booth for product display and business negotiations.</p> <p>Successful applicants for this fair are eligible for applying the SME Export Marketing Fund sponsored by the HKSAR Government amounting to HK\$200,000 in maximum. For details, please visit: http://www.smefund.tid.gov.hk/</p>										
Participation Fee	<p>The participation fee includes space rental fee, booth construction, furniture and promotional activities arranged by HKTDC:</p> <table border="1"> <thead> <tr> <th>Booth Type</th> <th>Booth Size</th> <th>Participation Fee (per booth)</th> </tr> </thead> <tbody> <tr> <td>Standard</td> <td>9sqm</td> <td>HK\$47,300</td> </tr> <tr> <td>Standard</td> <td>12sqm</td> <td>HK\$62,400</td> </tr> </tbody> </table>		Booth Type	Booth Size	Participation Fee (per booth)	Standard	9sqm	HK\$47,300	Standard	12sqm	HK\$62,400
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Standard	9sqm	HK\$47,300									
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Condition of Participation	Applicant must be a Hong Kong registered company and with substantial operation in the territory.										
Travel and shipping arrangements	HKTDC will recommend an official travel agent and a forwarding agent to provide services to exhibitors at their own cost.										
Official Website	www.ifa-berlin.com										
Contact at HKTDC	<p>Mr Kenneth Tse, Assistant Manager, Product Promotion Tel: 2584 4178 Fax: 3521 3144 Email: kenneth.yk.tse@hktdc.org Ms Maggie Lam, Project Executive, Product Promotion Tel: 2584 4154 Fax: 2169 9490 Email: maggie.lam@hktdc.org</p>										