

ASIAN LIGHTING FORUM 2020

亞洲照明會議 2020

SHAPING THE FUTURE OF LIGHTS 啟創燈飾業未來

CPD Available

FREE REGISTRATION

The lighting industry is now entering to an exciting era with the convergence of technology innovations. Spotlights are shed on not only the smart solutions but also the ways to improve the human health and behavior via the impact of "lights". What are the dynamic trends that should not be missed and how will they drive the industry forward? REGISTER the Forum and share the insights with our star speakers NOW!

燈飾業的未來發展及有關科技應用，正引領行業進入一個新世代。行業焦點不只聚焦智慧程式發展，更著重在人本角度下「燈光」應用可如何改善人類健康及生活。想了解最新的行業趨勢及影響？請即登記會議，與我們的星級講者交流意見！



27 July 2020 (Monday 星期一)

2:30pm – 4:15pm




the STAGE @ Grand Hall, Hong Kong Convention & Exhibition Centre

香港會議展覽中心展覽廳大會堂 the STAGE



English (Simultaneous interpretation in Putonghua will be provided)

英語 (附設普通話即時傳譯服務)

2pm – 2:25pm	Registration 登記	
2:25pm – 2:30pm	Souvenir Presentation & Group Photo 致送紀念品及拍攝團體照	
2:30pm – 2:50pm	Global Trends on Lighting Industry Representative from Trend Forecasting Agency	
2:50pm – 3:10pm	Lighting beyond Lighting Mr Vincent Chow, Head of Marketing - CLP Innovation Enterprise	 powered by CLP
3:10pm – 3:30pm	Human Centric Lighting Mr Jacques Fischer - Director of System Solutions and Product Portfolio, OSRAM	
3:30pm – 3:50pm	RETAIL LIGHTING – past, present and future in RETAILTAINMENT Mr Alexander Nestle, Director Asia Pacific – LK Lichtkompetenz Asia Ltd., Hong Kong	
3:50pm – 4:10pm	Make the Circadian Lighting System More Humanized by Modern IOT Technology Mr Tin Cheng, CMO & Co-Founder, IOTENA Technology Limited	
4:10pm – 4:15pm	Lucky Draw Session 抽獎環節	

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。

Organiser 主辦機構:



Co-organisers 合辦機構:



Supporting Organisations 支持機構:



MR VINCENT CHOW

HEAD OF MARKETING - CLP INNOVATION ENTERPRISE



ABOUT THE SPEAKER

Vincent is currently the head of marketing for digital product in CLP Innovation. Born in Hong Kong, obtained a master's degree in Engineering Business Management at The University of Warwick, England. Vincent worked in ABB, Schneider Electric and Philips before joining CLP, gained extensive knowledge in both consumer and professional businesses in Lighting and Electrical Engineering industries having product and marketing roles in Hong Kong, China as well as Asia Pacific.

ABOUT THE PRESENTATION

Urbanisation is unfolding at an unprecedented rate, heightening concerns about reliable energy supply, as well as subsequent environmental impacts. Mounting needs for energy has posted greater drains on resources, the efficiency of which has become a heated topic.

Lighting is one of the areas to be focused, but lighting or any of other the smart solution alone is insufficient. What customers need in the century is a total energy management solution, that is compatible and inter-connected with other smart energy management systems. The greater the penetration, the more data we could gather from different energy meters, and the smarter decisions we could make. Only with this holistic view can we make the most out of available energy, without sacrificing our comfort.

MR JACQUES FISCHER - DIRECTOR OF SYSTEM SOLUTIONS AND
PRODUCT PORTFOLIO, OSRAM



ABOUT THE SPEAKER

Mr Jacques Fischer joined the lighting industry after completing his Master degree in Mechanical Engineering. As a thorough lighting professional with more than 20 years of experience in various fields of lighting, Mr Fischer is now Director of System Solutions and Product Portfolio, and primarily oversees product development & project management. He is one of the key experts behind major marvelous projects such as Suzhou Centre in China, Golden Temple in India, and Landmark 81 in Vietnam etc.

MR ALEXANDER NESTLE

DIRECTOR ASIA PACIFIC – LK LICHTKOMPETENZ ASIA LTD., HONG KONG



ABOUT THE SPEAKER

Educated in both Switzerland and Germany, Alex's project approach is derived from Swiss precision in planning and German quality in execution. From having started his career as an architect over 15 years ago in Shanghai, until today where he is Director of Lichtkompetenz Asia managing the Hong Kong Office specialised in global lighting design projects with an international team based in Zurich and Sofia. Prior to that, he was Associate heading up the Hong Kong lighting design department of an multinational façade specialist Inhabit Group. During his years in the design industry, He has worked on a variety of large scale projects including high-end retail, boutique and 5 star hotels in all areas of F&B, SPAs, rooms, façade, outdoor etc. as well as an eclectic mix of museums, art exhibitions, landscapes and urban spaces such as public transport facilities All of these were executed in collaboration with globally renowned clients, designers, and architectural firms such as AEDAS, WoodsBagot, Atkins, Foster Partners, Benoy, Malherbe, Paola Navone, Henning Larsen Architects, Snohetta, etc. with project teams in China, Hong Kong, Macau, Singapore, Malaysia, Vietnam, India, Qatar, Taiwan and Switzerland.

Key Projects Overview

Retail:

DFS T Galleria Canton Road, Department Store | Hong Kong TST (2018 - 2021/22)

DFS MOKO Mall Beauty Department Store | Hong Kong Mong Kok (2018-2020)

DFS Four Seasons Macau Beauty Hall | Venetian Cotai, Macau (2015 – 2020)

DFS Wynn Palace Beauty Store | Wynn Palace, Macau (2018 – 2019)

Lane Crawford Flagship Store IFS | Chengdu, P.R.C. (2012 – 2014)

Joyce Flagship Store Queens Road Central | Central, Hong Kong (2014 – 2016)

Cerruti 1881 Concept Store Harbour City | TST, Hong Kong (2014 -2016)

Apple Flagship Store exterior | Cotai, Macau (2015 – 2018)

SHK New Town Plaza | Beijing, P.R.C. (2016 – 2019)

Hospitality:

LRC (Ladies' Recreation Club) Renovation | Hong Kong Peak (2019 – 2021)

Tung Chung Hotel Sheraton and Four Points | Hong Kong (2015 – est. 2021)

8 Conlay Kempinski | Kuala Lumpur, Malaysia (2015 – est. 2021)

Lisboa Palace Karl Lagerfeld Sky Casino | Cotai, Macau (2017 – est. 2020)

Kimberly Road Entertainment Development | Hong Kong (2015 – 2019)

Emperor Hotel Queens Road East | Hong Kong (2015 - 2018)

Grand Bay Hotel | Zhuhai, P.R.C. (2015 – 2018)

City of Dreams Porte Cochere | Cotai, Macau (2016 – 2018)

Courtyard Marriott | Seoul, Korea (2015 – 2018)

Conrad Hotel Pacific Place | Admiralty, Hong Kong (2012 – 2015)

Club Marina Cove Membership Clubhouse | Sai Kung, Hong Kong (2012 – 2014)

Big Scale/Public Buildings:

Indira Gandhi International Airport Terminal 1 | New Delhi, India (2019 – 2022)

Qatar Railways | Doha Metro Main Stations (2016 – 2020)

HKUST Shaw Auditorium | Clearwater Bay Hong Kong (2016 – est. 2021)

ABOUT THE PRESENTATION

A history of shop and lighting design in parallel over the last century with an outlook to the importance of lighting in today's and future's retail landscape.

What is retail architecture, how can potential shoppers be attracted to a store and how can lighting design help to facilitate a stronger retail experience?

Illustrated by the development of retail architecture with a parallel view on lighting design over the last century until today with a conclusion and outlook how the future of retail and lighting design will influence and change the retail landscape. This will be supported with successful concepts/samples of the past around the globe that have also been used and adapted in Asia as well as unique stand-alone/Flagship projects.

What can we learn from the past, how does the present react to the current climate and influence the future of retail and lighting design?

Outlook on the future of retail and the new experience that needs to be created with more focus on interactive and intelligent lighting to generate a unique customer experience. Lighting design and interior design will form an even stronger synergy in the future than today in order to allure potential clients in an environment rather focused on retailtainment than sales transactions. A new interpretation of Mies van der Rohe's famous quote 'less is more' translated into 'less shopping more experience'.

MR TIN CHENG

CMO & Co-FOUNDER, IOTENA TECHNOLOGY LIMITED



ABOUT THE SPEAKER

Mr Tin Cheng is CMO & Co-Founder at IOTENA, an IoT company providing excellent solutions to improve human health. As a marketing entrepreneur and technology enthusiast, Tin can always transform science theories to practical products and solutions with successful marketing strategy. Before joining IOTENA, he co-founded NEWSEMI Technology Limited (a company which is working with CREE as a CREE chip distributor) in 2012 and KALAR Limited (a professional architectural lighting products and systems company) in 2010. In these two companies, he was in the top-level management team and responsible for marketing and technology issues. Besides, Tin is also a qualified engineer and holds a Master degree in Mechanical Engineering Department from Johns Hopkins University, Baltimore, USA. From the past 20 years of his career and academic training, Tin has a diverse knowledge on opto-electronics, bio-mechanics, fluid dynamics, and information technology.

ABOUT THE PRESENTATION

A lot of research already proved that "lighting" can affect human circadian rhythm deeply. The effect becomes more and more important when people spend 90% of their time under the artificial lighting systems. Many kinds of important lighting factors such as spectrum, intensity, distribution, timing, and interval of artificial lighting systems has been studied. Also, a new term named Equivalent Melanopic Lux (EML) has also been discussed seriously now a days. However, it was very difficult to compose a practical and user-friendly lighting system in the before due to the complexity of controlling all those factors. Furthermore, it is getting more difficult when those factors are interactive with each other.

Fortunately, situation now is changing due to the modern IoT technology. With higher computation speed, wider network bandwidth, larger memory space and smarter algorithms, people now can build a more advanced self-running circadian lighting system with reasonable cost to benefit human circadian rhythm in real and practical way. In this talk, some possibilities and scenarios will be demonstrated to give us a clearer view of what we can reach for the coming future. Moreover, some important theorem and technologies will also be discussed to enhance our understanding of the relationship between lighting and human circadian rhythm.
