

# A world of new medical devices and supplies

## 放眼全球最新醫療器材及用品



### Hong Kong International Medical Devices and Supplies Fair

### 香港國際醫療器材及用品展

14-16/5/2013

Hong Kong Convention and Exhibition Centre

香港會議展覽中心



#### What is Tech Exchange?

- **Tech Exchange** provides a platform to develop the commercial potential of new concepts and prototypes.

#### How Tech Exchange Works

- Hong Kong's educational and research institutions display and demonstrate the results of their research ranging from concept plan to prototype.
- Investors, entrepreneurs, manufacturers and other industry players come to Tech Exchange to find products with commercial potential for the medical devices and equipment market.

#### Tech Exchange works because...

- It is a **specialist zone**, exclusive to those institutions which have new concepts.
- It is part of the region's **premier fair** for medical devices and supplies.
- It is attractive to fair visitors who are **experienced** in turning ideas into reality.
- It is a **safe environment** as Hong Kong and HKTDC fairs are highly conscious of protecting intellectual property.
- It generates **publicity** through its newsworthy exhibits and is included in the fair's own print and electronic advertising and marketing campaigns, including pre-fair activities to attract buyers, at the fairground itself and post-fair media coverage.

#### 「科技匯點」是甚麼？

- **科技匯點**為參展商提供一個理想平台，以便展示嶄新意念和產品原型，開發箇中商業潛力。

#### 「科技匯點」特色

- 香港的教育科研機構將展出及示範他們的研究成果，包括概念藍圖及產品原型等。
- 投資者、企業家、生產商和其他業界人士都會前來參觀，物色在醫療儀器及設備市場上有商業潛力的產品。

#### 「科技匯點」成效顯著，因為...

- 這個專門展區專為教育科研機構而設，以便展示嶄新意念。
- 此展區是區內首屈一指的醫療器材及用品展之重要一環。
- 能夠吸引具備豐富經驗並擅長把意念化為實際產品的參觀者。
- 香港以及香港貿發局的展覽會都致力保護知識產權，能為參展商提供安全的展示環境。
- 展區內有不少具新聞價值的展品，吸引媒體報道，產生**宣傳效果**；此外，科技匯點是宣傳重點的展區之一，展覽會將進行凌厲的報章雜誌和電子媒體宣傳推廣攻勢，包括舉辦展前活動以招徠買家，並在會場及於展後安排媒體採訪，延續宣傳效應。

[www.hktdc.com](http://www.hktdc.com)

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## Who Can Join Tech Exchange?

Institutions whose R&D project fulfils all of the following three conditions are welcome to apply to join Tech Exchange:

- The project is being developed by a tertiary institution, either in or outside Hong Kong.
- The project relates to medical devices, supplies or concepts (note that R&D projects related to medicine are NOT eligible).
- The project has not been previously commercialised.

## Application Procedures

All applicants should submit the following:

- a completed Tech Exchange application form
- proof that the R&D project is being developed by a tertiary institution
- a research brief (including any brochures, articles or leaflets on the R&D project)
- any additional information supporting the application

## 誰可在科技匯點展區參展?

任何機構若有符合以下3項條件的研發項目，均歡迎申請在科技匯點展區參展：

- 香港或外地專上院校進行的研發項目
- 與醫療器材、用品或概念有關 (與醫藥有關的項目不符資格)
- 項目仍未轉作商業用途

## 申請程序

申請者必須提交以下資料：

- 填妥的科技匯點展區參加表格
- 有關研發項目由專上院校進行的證明
- 研發項目簡介 (包括有關研發項目的小冊子、文章或單張)
- 任何有助參展申請的額外資料



### Please Note 注意事項：

1. Each applicant invited to take part in the Tech Exchange can request one complimentary display panel for their R&D project. (Participation eligibility will be determined by the Hong Kong Trade Development Council.) Each display panel can feature only one R&D project.  
每名獲邀在科技匯點展區參展的申請者(參展資格由香港貿易發展局決定)可為其研發項目要求主辦機構提供一塊免費展板。每塊展板只可展示一項研發項目。

2. Additional panels may be requested and they will be allocated according to the sole discretion of HKTDC. The HKTDC has sole discretion to reject such application.  
申請者可以要求主辦機構提供額外展板，惟香港貿易發展局有權進行分配，並可拒絕有關要求。

3. The HKTDC reserves the right not to accept an application.  
香港貿易發展局有權拒絕參展申請。

**Reserve Your Space Today**  
**請即報名參展！**  
**Participation Fee 參展費用**

**Free 免費**

**Display Panel (1.2m x 1m) 展板 (1.2米 x 1米)**

**Application Deadline: 31 Jan 2013**  
**截止申請日期：2013年1月31日**

**Please fax the reply form to (852) 2824 0026 | or you may mail to Hong Kong Trade Development Council**  
**請傳真表格至 或郵寄至「香港貿易發展局」**

**Please send us further information and the application form. 請惠寄有關資料及申請表格。**

Tertiary Institution / Organisation Name 專上院校 / 機構名稱：

\_\_\_\_\_

Contact Person 聯絡人 (Mr 先生 / Ms 小姐 / Mrs 女士)：

Title 職銜：

\_\_\_\_\_

Address 地址：

\_\_\_\_\_

Country / Region 國家 / 地區：

Postal Code 郵政編碼：

\_\_\_\_\_

Tel 電話：

Fax 傳真：

( ) \_\_\_\_\_

Email 電郵：

Institution / Organisation Website 院校 / 機構網址：

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Please attach your business card for easy reference. 請附上閣下名片以供參考。

[www.hktdc.com/hkmedicalfair](http://www.hktdc.com/hkmedicalfair)

Organiser 主辦機構：



**Hong Kong Trade Development Council - Exhibitions Department**  
Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre,  
1 Expo Drive, Wan Chai, Hong Kong  
Tel: (852) 2584 4333 Fax: (852) 2824 0026 Email: exhibitions@hktdc.org

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香港灣仔博覽道1號香港會議展覽中心博覽商場13號

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Co-organiser 協辦機構：



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