Nanotechnology helping to save energy – Hong Kong at IFA 2010 in Berlin

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Hong Kong is one of the world's most important marketplaces for electronic and electro-technical products. The 50th anniversary of the IFA, from September 3rd to 8th, 2010, will therefore once again be a centre of attraction with 55 companies from the metropolis attending the trade fair this year (2009: 50) in order to present the latest developments in entertainment electronics and the household appliances sector. Thirty-five of those companies (2009: 24 exhibitors) will be exhibiting in the country pavilion organised by the Hong Kong Trade Development Council (HKTDC) which is located at Stand 800, Hall 26C. In addition, there is a showcase area presenting "green products" from 26 companies.

Attractive designs and competitive prices are symbolic for the extensive range of products and services supplied by the Hong Kong firms, stretching from home entertainment systems, entertainment electronics for automobiles and backpacks with solar modules all the way to small energy-saving electrical household appliances.

Attractive designs und musical LEDs

It is no longer possible to imagine the entertainment electronics sector without trend products such as iPhone and iPod manufactured by Apple. These are supplemented with attractive docking stations, free-standing loudspeakers and accessories in signal colours by Sinowise Industrial (HK) Ltd. (Stand 842). Anyone looking for something a little more subtle can pick the KW1019 wireless sound station by Kenwin Industrial (HK) Ltd. (Stand 801) in classical black for receiving music by iPhone or Internet radio. Using products from Sensor Industries Ltd. (Stand 824), favourite tunes can be installed as a door chime. As an additional piece of musical fun, the manufacturer also offers an LED "Singing Bulb". Although it looks like a standard commercial energy-saving lamp, it contains not only nine LEDs but also a wireless 2.4 Ghz receiver and a 2-watt loudspeaker. The Singing Bulb is compatible with iPods as well as standard MP3 players.

Mobile scanners and electronic menus

Tablet PCs and eBook-Readers are on the advance worldwide. The current models integrate attractive additional functions such as MP3 players, video player and screen-reading possibilities. The Hong Kong appliance manufacturer Pipo Technology Co. Ltd. (Stand 807) supplies up to 85 % of its products to Europe and the US. The eBook-Reader of the series EB02 to EB71 have various brightness levels so that they function even in direct sunlight and are available with the option of E-Ink or TFT screen. Depending on the intensity of use, they have a running time of up to 22 hours or 7500 pages.

The long-term objective of GS Group Sense Int. Ltd. (Stand 828) is to incorporate environmentally and energy-saving light

solutions into electronic equipment. The company will be exhibiting a new eBook-Reader at the IFA. In this respect, the company is able to fall back on years of experience from the development of electronic dictionaries, navigation equipment and modules for palms, handheld PCs and organisers. Another new introduction to the range is the “Restaurant Self Order Terminal”. With this electronic menu, restaurant guests can order their meals direct from the kitchen.

Music lovers know just how important a role is played by the quality of the right headphones. This is why Imego Infinity Ltd. (Stand 831) has extended its range of ear- and headphones to include a retro series and introduced the “vintage” headphones onto the market for three music directions: depending on musical tastes there is a suitable product for fans of heavy metal, classical music or music with distinctive bass sounds.

Charging stations “to go”

This year, the exhibitors of the Hong Kong pavilion will be placing their hopes on not only attractive designs but also environmental friendliness and energy efficiency. The functional solar bags and backpacks from Mascotte Ind. (Stand 818), for example, enable electronic equipment to be recharged using integrated solar cells. Mobile phones, MP3 players and netbooks are connected inside the bag. This means that there is no need for the use of solar modules on the device itself, e.g. as on mobile phone covers. The flexible Thin Film Solar Technology (DSTF) being used allows energy generation at different temperatures and even when there is a shortage of light. The coloured backpacks and leisure bags are real lightweights, while at the same time rugged and water resistant.

Mobile phones from Sun Bright Global Business Ltd. (Stand 818) with large keys are aimed in particular at the needs of older consumers. The range of models now also includes solar modules so that natural resources can be used.

Nanotechnology reduces energy consumption by small electrical appliances

Replacing old appliances in the home with modern products is worthwhile for consumers not only because it helps to protect the environment and reduce energy cost, the new products also offer attractive additional functions.

AME Advanced Materials Enterprises Co. Ltd. (Stand 812) offers consumers household appliances with the benefit of nanotechnology. Thanks to the patented NanoHeat®Technology, the Diamant Toaster HTT-901 operates on 180 watts and is therefore up to five times as energy efficient as comparable models that use up to 1000 watts. Increased functionality is guaranteed by the adjustable height for toast, sandwiches and baguettes with a thickness range from 1 cm to 9 cm and the easy-to-clean glass-ceramic surface. In January, AME was presented with the Technological Achievement Award 2009 – one of the highest awards for technology companies in Hong Kong – by the Hong Kong Science and Technology Park Cooperation for the development of the NanoHeat®Technology.

The industry in figures

In 2009, Hong Kong continued to be the second largest exporter of electronic articles in the world. Of these, 35 % related to the sectors of audio-visual products including TV and radio appliances (USD 27.8 billion), telecommunications and accessories (USD 28.4 billion) and small electrical household appliances (USD 2.3 billion). The exports represented a merchandise value of USD 85.5 billion. Hong Kong’s most important trade partners were mainland China, the US and Europe. Except for telecommunications Germany was the top trade partner of the metropolis in Europe. During 2009 the Hong Kong economy was hit by the economic and financial crisis and the companies saw a decline up to more than 20 % - according to the industries. But exports from January to July 2010 increased again significantly (between 16 % and 29 %) and reached already USD 37.9 billion by end of July.

About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online.

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