

## Special Circular: e-Badge for buyers

With rapid development of mobile technology, e-Badge will be launched for the first time at the Hong Kong Optical Fair to upgrade buyer's experience at the fair as well as support environmental protection.

Buyers are required to download the "HKTDC Marketplace" mobile App and complete visitor registration, then login to retrieve e-Badge. When entering fairground, Bluetooth service of the mobile device has to be enabled to obtain a "green tick" on the e-Badge and show to staffs for seamless fairground access. Paper badge for buyers would still be available, and e-Badge is not applicable to exhibitors.

After the launch at Optical Fair, more functions would be introduced in later stage. Based on the buyers' needs and preferences, customised information in the "HKTDC Marketplace" App will be provided for buyers to find and connect with exhibitors, and receive latest fair information and special offers at fingertips, providing convenience and all-rounded fair experience.

## 特別通告：買家電子入場證

現今流動技術日益普及，大會亦與時並進，於眼鏡展首推買家電子入場證( e-Badge )，期望提升買家的展會體驗，同時響應環保。

買家只需下載香港貿發局商貿平台 ( HKTDC Marketplace ) 流動應用程式，完成登記後，便可索取電子入場證。進入會場時，先啟動藍牙，並向工作人員展示「綠剔」，即可進入會場。買家仍可選擇以實體買家證進場，而大會暫未推行參展商電子入場證。

大會將在眼鏡展後逐步加入更多功能，稍後 App 能針對買家需求及喜好設定，提供個人化資訊；方便買家搜尋及連繫目標展商，更容易獲取最新展會資訊及優惠，帶來更便捷及全面的展會體驗。