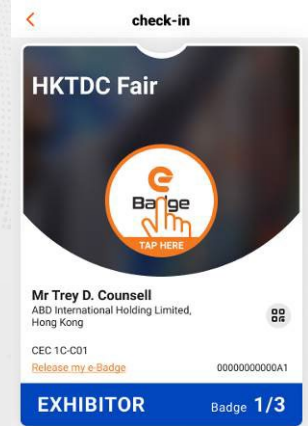
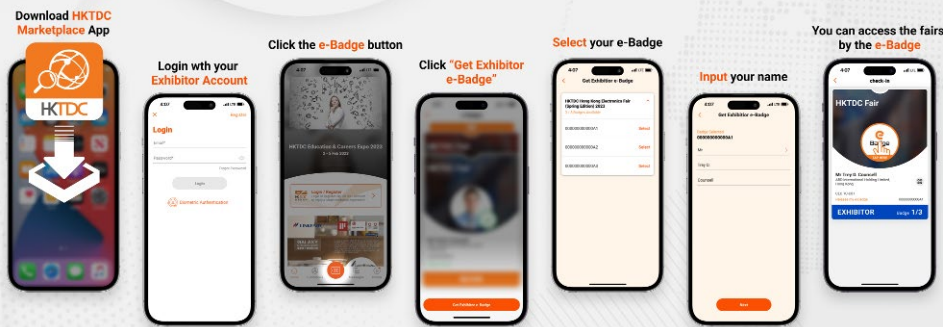


Special Circular 2 – e-Badge for Exhibitors and Buyers

HKTDC Marketplace App

Your Smart Sourcing Companion

HOW TO GET YOUR EXHIBITOR E-BADGE



With rapid development of mobile technology and to provide the essential tools for SMEs to maximise business opportunities in the digital era, the [HKTDC Marketplace App](#) has been enhanced to upgrade buyer and exhibitor experience..

As part of this enhancement, we have launched the exhibitor e-Badge function within the App for a seamless fairground experience while being environmental friendly. You are highly recommended to make use of this new feature. You and your colleagues are required to **use your own personal device to redeem your own badge through logging in the App with your company Exhibitor Account.**



Please redeem your own Exhibitor e-Badge and assist your colleagues on the arrangements before the move-in date (7 November 2023).

Exhibitors are reminded that the Check-in counters are expected to be very busy on the move-in date, so you and your colleagues are **STRONGLY** recommended to redeem your Exhibitor e-Badge in advance so that you can **DIRECTLY** enter the fairground by showing your e-Badge upon arrival.

For more information, please visit <https://eplussupport.hktdc.com/hc/en-us/sections/16520626832665-e-Badge>.



Feel free to contact us at **+852-1830668**, e-mail exhibitions@hktdc.org or contact the HK International Optical Fair team for further assistance.

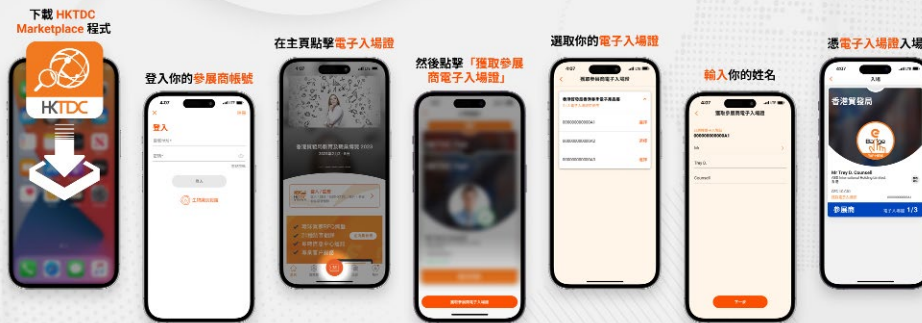
特別通告 2 – 參展商及買家電子入場證

香港貿發局商貿平台

您的智能流動應用程式



如何取得 **參展商電子入場證**



隨著流動技術的快速發展，同時為了提供中小企必要的工具以增加商貿配對機會，[HKTDC Marketplace App](#) (貿發局商貿平台應用程式) 已新增功能，提升買家及參展商的展會體驗。

為了令企業能夠在數碼時代把握商機，參展商現可在到達會場前透過使用 HKTDC Marketplace App 登入貴司的參展商帳號，預先換領參展商電子入場證 (Exhibitor e-Badge)。各參展商需透過個人電子設備(手提電話、平板電腦等)以貴司的參展商帳號登入 [HKTDC Marketplace App](#) 以換領其參展商電子入場證。煩請於進館日前(11月7日)安排換領您及貴司同事的參展商電子入場證。



由於我們預計「參展商登記進場櫃位」於進館日將會非常繁忙，因此**強烈建議**您在進場前預先換領有關的參展商電子入場證，以便您可以在抵達時展示 e-Badge 直接進入展覽場地。

更多資訊，可瀏覽：<https://eplusupport.hktdc.com/hc/zh-hk/sections/16520626832665-%E9%9B%BB%E5%AD%90%E5%85%A5%E5%A0%B4%E8%AD%89-e-Badge->

如有任何查詢，可致電+852-1830668、電郵 exhibitions@hktdc.org 或與香港國際眼鏡展項目團隊聯絡。

