

8-10 Nov 2023

**Revolutionising Eyewear Design:
Exploring 3D Technologies, Innovations and Material Trends**

眼鏡設計變革 - 3D 技術、創新及物料趨勢

Date 日期 : 9/ 11/ 2023 (Thursday 星期四)

Time 時間 : 2:30pm – 3:30pm

Venue 地點 : The Forum, Hall 1D, HKCEC
香港會議展覽中心, 展覽廳 1D, The Forum

Language 語言 : English/ Cantonese (No simultaneous interpretation service will be provided)
英語/ 廣東話 (不設即時傳譯服務)

Technological advancements continue to drive revolutionary development in the field of eyewear design, including the latest 3D technologies, innovative design and materials trends.

Experts will uncover the most important innovative trends in eyewear design that you must know.

創新技術持續推進眼鏡業設計牽革命。本場研討會邀請多位業內專家，詳盡解構眼鏡 3D 打印技術、創新設計意念及物料等最新趨勢。

| Time 時間 | Programme 講座內容 |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2:30pm – 2:50pm | <p>Innovative Eyewear Design Trends 創新眼鏡設計趨勢</p> <p>With 35 years of professional experience in optometry, Mr. Georg Günter Libuda has witnessed firsthand the significant changes in the eyewear business landscape, particularly with the emergence of the internet and the increasing costs associated with the industry. However, despite the challenges, Georg firmly believes in a positive future for the eyewear industry. In this section, Georg will introduce the concept of CUT, an acronym that represents three key elements for driving innovation and success in the Hong Kong eyewear industry. The letter "C" symbolizes the comfort zone, "U" represents the unique selling proposition (USP), and "T" stands for the necessary goals.</p> <p>The past was interesting, but the future will be exciting if you are open for it?</p> <p>在光學領域擁有 35 年的專業經驗，Georg Günter Libuda 先生親眼見證了眼鏡業的重大變化，特別是隨著互聯網的出現和與該行業相關的成本不斷增加。然而，儘管面臨挑戰，Georg 堅信眼鏡行業有一個積極的未來。在本節中，Georg 將介紹 CUT 的概念，這是一個代表香港眼鏡行業推動創新和成功的三個關鍵要素的首字母縮寫。字母"C"代表舒適區域，"U"代表獨特的銷售主張 (USP)，而"T"則代表必要的目標。</p> <p>過去是有趣的，但未來將會否出現更多激動人心的機會？</p> <p>Speaker 講者: Mr Georg G. Libuda, Consultant of Chu Kong Optical Mfy., Ltd 珠江眼鏡製造廠有限公司 顧問 Mr Georg G. Libuda</p> <p>Question & Answer Session 答問環節</p> |

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2:50pm –
3:10pm

Smart Glasses Development Trends 智能眼鏡最新發展趨勢

From era of “non-eyewear tech giants” dominating development & product realization of Smart Eyewear, to now “Eyewear Giants” one-by-one announcing their plans and announcing release dates of their take on Smart Eyewear... Is Eyewear industry going to face the evolution path that Watch industries had encountered? What is the best way for Traditional Eyewear companies to jump on this accelerating train of Smart-Wearable Industry-wide evolution, and not be missed out? Come join us for this compressed discussed session & begin your journey with us (if you haven't secretly / confidentially started already)...

從幾年前“(非眼鏡)科技巨頭”主導智能眼鏡的開發和產品實現的時代，到今年一個接一個“眼鏡巨頭”宣布他們的計劃並公佈他們各自品牌智能眼鏡的推出日期... 眼鏡行業是否將面臨如手錶行業曾經遇到的進化道路？傳統眼鏡公司如何最順暢地跳上這架“正加速發展中的智能穿戴產業列車”，而不被遺漏？快來香港展會參與我們 HKOMA.HKPC 的交流與分享，和我們一起開始您眼鏡產品智能化的旅程（如果你還沒有暗地裡/保密地已經開始了）...

Speaker 講者:

Mr Delon Cheng, Director of Sunbond Optix Ltd.

新聯光學科技有限公司 業務拓展經理 鄭德龍先生

Question & Answer Session 答問環節

3:10pm –
3:30pm

Additive Manufacturing for Optical Industry – 3D Printing for Eyewear

眼鏡工業的增材製造 - 眼鏡 3D 打印技術

With ever challenging world of competition, a new way of manufacturing method is vital to success. As 3D software and printing technology progress, it might revolutionize our way of manufacturing in the very near future. Perhaps it is already happening as we speak.

在競爭日益激烈的世界裏，一種新的製造方法對於成功至關重要。

隨著 3D 軟件和列印科技的進步，它可能會在不久的將來徹底改變我們的製造方式。也許就在我們講話的時候，它已經發生了。

Speaker 講者:

Mr Daniel Chan, Head of Design and Production Development of Stepper Division of Arts Optical Company Ltd

雅視光學有限公司, Stepper 設計與產品開發總監, 陳德浩先生

Question & Answer Session 答問環節

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About Speakers 講者介紹:**Mr Georg G. Libuda, Consultant of Chu Kong Optical Mfy. Ltd**
珠江眼鏡製造廠有限公司 顧問 **Mr Georg G. Libuda**

Mr Libuda started his own eyewear business since year 1988, he has over 35 years experiences in eyewear industry.

With his innovative sense, he started the well-known Pull-Up case business in year 2010 and established office in China since 2012 as he sees the importance and fast growing of China and Hong Kong eyewear industry. Online sales percentage shown drastic increase during recent years, Mr Libuda showed his success in 2022 with the good online sales through Amazon Germany.

To cope with the new era and innovative demand from new generation, Chu Kong pleased to bring in Mr. Libuda as our consultant for coming business development.

Libuda 先生自 1988 年開始經營自己的眼鏡業務，他在眼鏡行業擁有超過 35 年的經驗。

憑藉他的創新意識，他於 2010 年創辦了著名的拉伸式眼鏡盒業務，並自 2012 年起在中國設立了辦事處，因為他看到了中國和香港眼鏡行業的重要性和快速增長。近年來，網路銷售比例呈現出急劇增長，Libuda 先生透過亞馬遜德國在 2022 年展示了他在網路銷售方面的成功。

為了因應新時代和新一代的創新需求，珠江邀請 Libuda 先生擔任未來業務發展顧問。

**Mr. Delon Cheng, Director of Sunbond Optix. Ltd**
新聯光學科技有限公司 業務拓展經理 鄭德龍先生

With a fortunate 20 years career path within Eyewear & Helmet manufacturing sector, until today Delon have gained ground-up knowledge and hands-on experience in Lens Production, Laboratory Quality Testing, International Standard Compliance & new standards drafting, to Automated Vision Inspection System in this Industry 4.0 era. What's most exciting & motivating in his journey is to see that through his continuous learning and unconditional sharing mentality, a technology from outside our industry gets successfully adapted in mass scale at brand level and manufacturing level.

The trend & transition (just like traditional watches towards smart watches) is seen to be hitting traditional eyewear and helmet market.

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On top of Delon's core equipment business, he is in parallel invested into helpful traditional industry-mates in this "Smart Eyewear" & "Smart Helmet" adaptation process.

在眼鏡和頭盔製造領域有著 20 年職業生涯，鄭德龍先生到今天為止在鏡片生產、實驗室品質測試、國際標準合規和新標準起草以及眼鏡行業 4.0 時代的自動化視覺檢測系統方面積累了從基礎 知識到實務經驗。在他的旅程中，最令人興奮和激勵的是透過他持續學習和無條件分享的心態，外部技術成功地在品牌和製造層面上被大規模採用。

眼鏡和頭盔市場正處於類似傳統手錶向智慧手錶過渡的趨勢中。除了 Delon 的核心設備業務外，他同時在這個「智慧眼鏡」和「智慧頭盔」適應過程中投資了有幫助的傳統產業夥伴。



Mr Daniel Chan, Head of Design and Production Development of Stepper Division of Arts Optical Company Ltd

雅視光學有限公司, Stepper 設計與產品開發總監, 陳德浩先生

Mr Daniel Chan is the head of Design and Production Development in Stepper Division. He studied industrial design in Australia and been into optical industry since 1998 and been working for Stepper since 2005.

陳德浩先生是 Stepper 部門設計與生產發展部的負責人，他在澳洲學習工業設計，並早於 1998 年加入了眼鏡行業。自 2005 年起於 Stepper 工作。