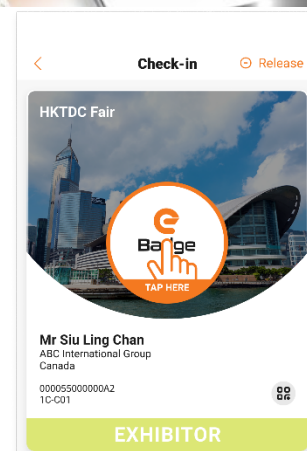
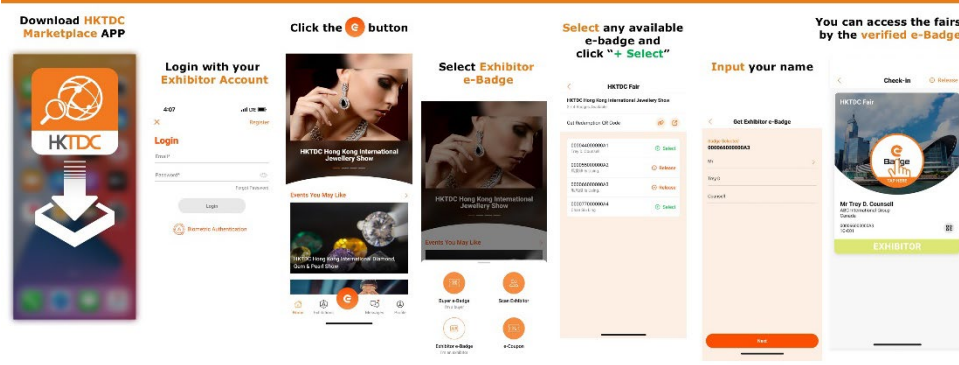


Special Circular 2 – e-Badge for Exhibitors and Buyers

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 (4 November 2025).

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/16520786256537-e-Badge>.



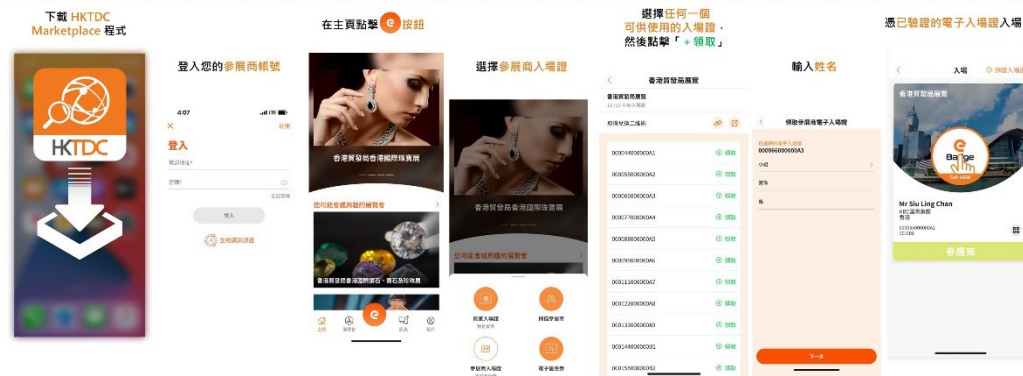
Feel free to contact us at +852-1830668, e-mail exhibitions@hktdc.org or contact the HK International Optical Fair team for further assistance.

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4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://eplussupport.hktcdc.com/hc/zh-hk/sections/16520786256537-%E9%9B%BB%E5%AD%90%E5%85%A5%E5%A0%B4%E8%AD%89-e-Badge>

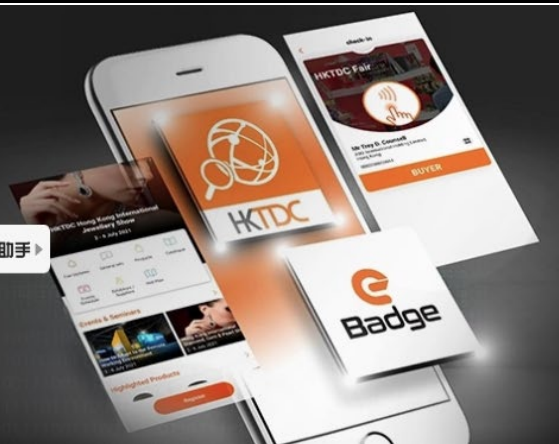
如有任何查詢，可致電+852-1830668、電郵 exhibitions@hktcdc.org 或與香港國際眼鏡展項目團隊聯絡。



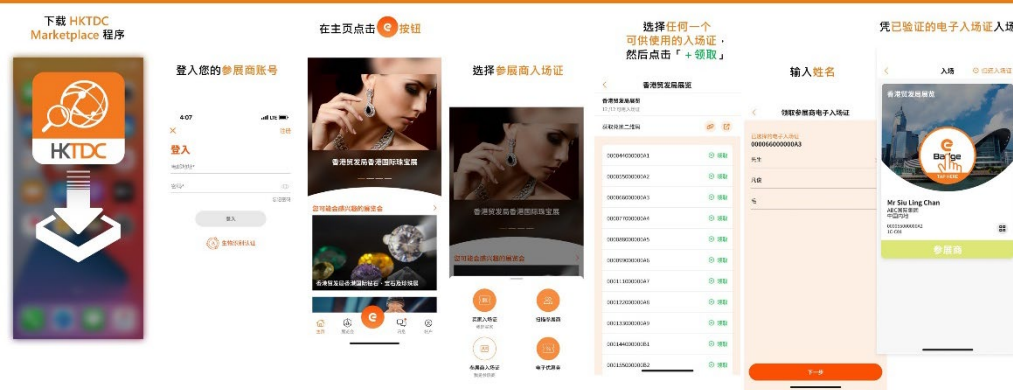
特别通告 2 - 参展商及买家电子入场证

香港贸发局商贸平台

您的智能流动应用程序



如何取得参展商电子入场证



随着流动技术的快速发展，同时为了提供中小企必要的工具以增加商贸配对机会，[HKTDC Marketplace App](#)（贸发局商贸平台应用程序）已新增功能，提升买家及参展商的展会体验。

为了令企业能够在数码时代把握商机，参展商现可在到达会场前透过使用 [HKTDC Marketplace App](#) 登入 贵司的参展商账号，预先换领参展商电子入场证（Exhibitor e-Badge）。各参展商需透过个人电子设备（手提电话、平板电脑等）以 贵司的参展商账号登入 [HKTDC Marketplace App](#) 以换领其参展商电子入场证。登入 HKTDC Marketplace App 或需透过手机号接收验证码，请确保在有效接收短讯的地区提前进行登记。烦请于进馆日前（11月4日）安排换领您及 贵司同事的参展商电子入场证。

由于我们预计「参展商登记进场柜位」于进馆日将会非常繁忙，因此**强烈建议**您在进场前预先换领有关的参展商电子入场证，以便您可以在抵达时展示 e-Badge 直接进入展览场地。

更多信息，可浏览：<https://eplussupport.hktdc.com/hc/zh-cn/sections/16520786256537-%E7%94%B5%E5%AD%90%E5%85%A5%E5%9C%BA%E8%AF%81-e-Badge>



如有任何查询，可致电+852-1830668、电邮 exhibitions@hktdc.org 或与香港国际眼镜展项目团队联络。



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