

## Riding the Wave of Outdoor and Sporting Goods

### 戶外及運動用品潮流趨勢

Date 日期	: 30 / 4 / 2024 ( Tuesday 星期二)
Time 時間	: 11:00am – 11:45am 上午 11 時正至 11 時 45 分
Venue 地點	: the STAGE, Hall 5E, HKCEC 香港會議展覽中心 展覽廳 5E the STAGE
Language 語言	: English (with simultaneous interpretation in Putonghua) 英語 (設普通話即時傳譯)
Remark 備註	: Free Admission (Please click <a href="#">HERE</a> to register online) 免費入場 (「 <a href="#">按此</a> 」登記)

Time 時間	Programme 程序
10:45am – 11:00am	Registration 登記
11:00am – 11:05am	Speakers Group Photo 演講嘉賓合照留念
11:05am – 11:25am	<p><b><u>Sporting Goods Industry in GBA – Trends and Opportunities</u></b> <b><u>大灣區運動用品市場趨勢與商機</u></b></p> <p><b>Speaker 講者:</b> <b>Mr Nicholas Fu</b>, Economist (Global Research), HKTDC Research 香港貿發局 環球市場經濟師 <b>傅至樂先生</b></p> <p><b>Q&amp;A session 問答環節</b></p> 
11:25am – 11:45pm	<p><b><u>Ensuring Safety and Performance for Outdoor &amp; Sporting Goods</u></b> <b><u>戶外及運動用品的功能與安全</u></b></p> <p><b>Speaker 講者:</b> <b>Mr Ben Lau</b>, Director, Group Operations, Hong Kong Standards and Testing Centre – STC STC (香港標準及檢定中心) 營運總監 <b>劉兵先生</b></p> <p><b>Q&amp;A session 問答環節</b></p> 

Remarks 備註:

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Registered persons will be given priority in seating. Please arrive at the venue 15 minutes before the event starts. After that, the Organizer reserves the right to assign seats to unregistered persons based on on-site conditions. 已登記人士將獲安排優先入座。請各已登記人士於活動開始前 15 分鐘到達活動場地。此後主辦機構有權因應現場情況安排未登記人士入座。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organiser 主辦機構:

## About the Speakers 講者簡介

### **Mr Nicholas Fu, Economist (Global Research), HKTDC Research**

香港貿發局 環球市場經濟師 傅至樂先生

Responsible for North and Latin American market development research, Nicholas also provides key insights into a broad range of product and service sectors, including fur, footwear, spectacles, sporting goods, watches and clocks, marketing and publishing.

Sustainability is another primary research focus for Nicholas, about which he has published several analysis articles, including the findings of a year round survey at HKTDC events in 2022-2023, and case studies that showcase how local and overseas firms leverage Hong Kong's sustainability position and resources.

傅至樂(Nicholas)主力研究北美洲及拉丁美洲市場發展，並深入分析多個產品及服務行業，包括毛皮、鞋履、眼鏡、體育用品、鐘錶，以及市場推廣服務及出版業等。

可持續發展是 Nicholas 的另一個研究範圍。他曾發表多篇分析文章，包括 2022-2023 年香港貿發局活動的全年調查結果，以及多個案例研究，展示本地和海外公司如何善用香港的可持續發展地位和資源。



### **Mr Ben Lau, Director, Group Operations, Hong Kong Standards and Testing Centre – STC**

STC (香港標準及檢定中心) 營運總監 劉兵先生

Ben Lau has over 25 years experience in consumer products manufacturing, testing, inspection and certification industry.

Over the years, Ben has been holding for:

- 20+ Act as industrial or association forums panelists;
- 50+ Consultation projects to client's quality assurance program and risk management system;
- 100+ Host public seminars, trainings, workshops to vendors and clients;
- 200+ Third party lab and test capability development cross Hardlines, Toys, Juvenile Products, Food, Chinese Medicines, Medical Devices and Sporting Goods;

Ben holds Master Degrees in Engineering, Operation Management and Business Administration from City University of Hong Kong.

Ben Lau 在消費品製造、測試、檢驗和認證擁有超過 25 年經驗。Ben 多年來的成就包括：

- 20+ 擔任業界或協會論壇小組成員；
- 50+ 提供品質保證與風險管理系統的客戶諮詢；
- 100+ 為供應商和客戶舉辦公開研討會、培訓、工作坊；
- 200+ 第三方實驗室和測試能力開發，涵蓋家居用品、玩具、兒童用品、食品、中藥、醫療器材和體育用品。

此外，Ben 擁有香港城市大學工程、營運管理和工商管理碩士學位。

