

Press Release

Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies will participate in SmartHK, Guangzhou

HONG KONG, May 5, 2011 – Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) will participate in SmartHK from May 12 - 13, 2011 at the Guangzhou Jinhan Exhibition Centre, Guangzhou.

Organised by Hong Kong Trade Development Council (HKTDC), SmartHK provides a trade platform for Hong Kong service providers to promote their professional expertise to mainland enterprises, learn the latest market information and expand business networks. The exhibition consists of 3 themes: Innovation & Design, Technological Advancement, and Marketing & Management Upgrading.

RFID Technologies showcase in Technological Advancement Zone

Our Centre will set up a booth in the Technological Advancement Zone (Booth T28) to showcase two projects - Lightweight RFID Reader Chip for NFC and Mobile Applications and RFID Tagging and Packaging Technology for Food Products. The first project proposes a low-cost and lightweight RFID reader chip for near-field-communication (NFC) applications, which play an important role in product verification, authentication and proof-of-transaction in the supply chain automation. Besides, RFID technology is also regarded as the ideal solution for the food safety issue. The latter project proposes specific RFID tags tailor-made and optimized for different food products. By applying the RFID tags to the packages, food products will become tractable and traceable. Products with embedded RFID labels will also give consumers a reliable mechanism for tamper-proof and authentication, thus ensure a safe and secured food supply chain from farm to store.

Highlights of SmartHK

With the aim to help Hong Kong companies building partnerships and customer-base on the mainland, SmartHK attracts more than 150 Hong Kong companies covering a wide range of services and technology to join. The two-day event will include an exhibition, a symposium and business-matching meetings. By showcasing the creativity, services and innovative technology, it will inspired mainland enterprises on how Hong Kong companies can help them to facilitate modernization and transformation. To learn more details and get the free entry of SmartHK, please visit <http://www.hktdc.com/fair/smarthkgz-en/SmartHK--Guangzhou.html>.

General Information of SmartHK

Fair Dates: 12-13 May 2011 (Thursday to Friday)

Opening Hours: 9:00am - 5:00pm

Venue: Guangzhou Jinhan Exhibition Centre (廣州錦漢展覽中心)
No.119, Liu Hua Road, Guangzhou, 510010
People's Republic of China

Admission Fee: Free admission

About LSCM R&D Centre

Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) was found in April 2006. It is established with funding support from the Innovation and Technology Commission and is commissioned to provide a one-stop shop for applied research, technology transfer and commercialization. It is hosted by three leading universities in Hong Kong: The University of Hong Kong, The Chinese University of Hong Kong, and The Hong Kong University of Science and Technology. The establishment of LSCM R&D Centre is a realization of the coherent force and enthusiasm that is exhibited by the HKSAR Government, industries and universities.

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