

# High-calibre visitors

## More than 110,000 visitors = Unmatched diversity & High internationality

### Unmatched buyer diversity

**Project-based buyers** – with the broadest product spectrum, the fair attracts project-based buyers sourcing different lighting applications and solutions, including:

- Architects
- Planners and Engineers
- Designers
- Building contractors
- Energy suppliers
- Property developers
- Housing / Property management
- Construction / Planning authorities
- Procurement authorities
- Industry end users (e.g. hotels, entertainment venues, retailers, restaurants, etc)

“It’s been four years since I first started coming to the fair. I’ve come back every year to source commercial LED lighting products for hotels, offices and industrial projects. The exhibitor quality is impressive and it keeps getting better every year.”

**Mr Scott Davis, Marketing & Business Development Director, Dowin Global Limited, China** (Visitor)

**Manufacturers** – the fair is also focused on attracting lighting manufacturers, as well as up- and middle-stream LED manufactures, looking to source raw materials, components and accessories. Fields of focus for manufacturers include:

- LED epitaxial wafers
- LED components
- LED packaging
- Finished lighting products
- LED chips
- Displays and signs

“I’ve come to the fair now for seven years. I come back every year because there is always a huge number of suppliers with quality products. I source industrial and commercial LED lighting panels. With such a wide range of products, I continue to find good items here that boost my business every year. I’ll definitely keep coming back to the show.”

**Mr Cesar Anon Sande, Founder & President, Techsoled, Spain** (Visitor)

**Trade-based buyers** – located in China’s lighting industry’s trading hub, the Guangzhou fair attracts trading firms worldwide:

- Importers
- Exporters
- Wholesalers / Distributors
- Buying offices
- e-Retailers
- Retailers
- Chain stores
- Department stores

“I have been coming to the show for the past 15 years. I came to look for new LED designs as I’m a wholesale importer. The show’s LED halls are quite impressive. I believe the lighting fair easily lets you see a number of current developments in the industry in one convenient place.”

**Mr S.S. Moorthy, Managing Director, Falcone Light (Pvt) Ltd, Sri Lanka** (Visitor)



### High internationality

“We have been exhibiting at the show for seven years. It’s an exhibition in the lighting field that is becoming bigger and bigger each time. We’re here to sell not only to China but to the global lighting market as this is an international exhibition. Potential customers from Iraq, Mauritius, Spain and Syria have all come to our booth. The show’s professionalism seems to get better and better each year.”

**Dr Chiara Fumagalli, Developing Department Manager, Fumagalli S.r.l., Italy** (Exhibitor)

“It’s the first time we have exhibited at the show. The fair was very busy and good for us. We had a number of quality buyers and a constant stream of people to our booth from countries in Africa, Europe and North America.”

**Ms Ashley Liu, Business Development Manager, Carclo Technical Plastics Shanghai, China** (Exhibitor)



## Key visitor figures for 2012 fair

**110,406 visitors from 111 countries & regions**

- 89,429 domestic visitors
- 20,977 overseas visitors

**Top 10 visiting overseas countries & regions (in order of highest attendance)**

- |                |              |
|----------------|--------------|
| 1. Hong Kong   | 6. Singapore |
| 2. Taiwan      | 7. Japan     |
| 3. India       | 8. Thailand  |
| 4. South Korea | 9. Australia |
| 5. USA         | 10. Malaysia |

**Overseas visitor breakdown by region**

