

# guangzhou international lighting exhibition

广州国际照明展览会

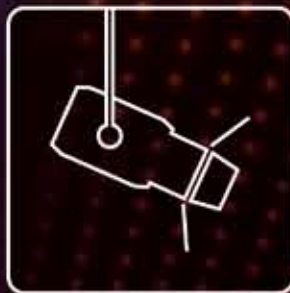
# 18<sup>th</sup>

**The most influential and comprehensive lighting  
and LED event in Asia**

## 9 – 12 June 2013

China Import and Export Fair Complex  
Guangzhou, China

[www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn)



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# Guangzhou International Lighting Exhibition

creates new values for your lighting business



## High-calibre visitors

- More than 110,000 visitors from 111 countries and regions

## Industry networking gala

- Gathering international industry associations, trade councils & leading brands

## Foresight into market trends

- Cutting-edge lighting technology & lighting project design presented across 110 sessions of seminars, conferences and networking events

## Broadest product spectrum ever

- In 2012, the show featured over 2,600 exhibitors from 27 countries and regions representing lighting solutions from all industry categories

# 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

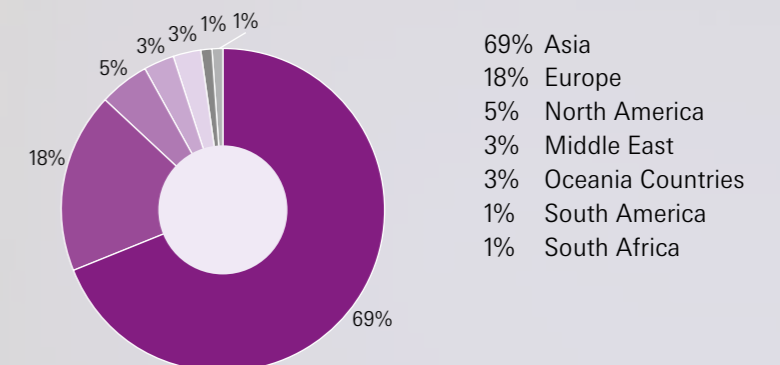
**110,406 visitors from 111 countries & regions**

- 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**



# Industry networking gala

## Government officials, embassies and trade council representatives in 2012 included:



Mr Gregory M Wong (left), Commercial Consul, U.S. Commercial Service, American Consulate General Guangzhou at the opening ceremony



Mr Martin Woller (middle), Consul (Commercial Affairs), Austrian Consulate General Guangzhou Commercial Section, at AGORA



Mr Wang Xudong (left), Director-General of Economic and Trade Commission of Guangzhou Municipality, China and Mr Wei Weihai (middle), Deputy Secretary General of Guangzhou Municipal People's Government, China, at VIP tour

## Industry association representatives in 2012 included:



Ms Barbara Horton LC, Directorial Board Member, International Association of Lighting Designers (IALD)



Mr James Wallace, International Development Director, Professional Lighting Designers' Association (PLDA)



Mr Alexandre Colombani, General Manager, Lighting Urban Community International (LUCI)



(From left to right) Mr Fahir Gök, Chairman, Lighting Fixture Manufacturers Association of Turkey, Mr Russell Loane, Chairman, Lighting Council Australia, Mr David Chang, Chairman, Taiwan Lighting Fixture Export Association, Mr Bryan Douglas, Chief Executive Officer, Lighting Council Australia



(From left to right) Ir Steven K.H. Ng, Deputy President, The Electrical and Electronics Association of Malaysia, Ir CHAN Lee Shing William, JP, President of The Federation of Asian and Pacific Electrical Contractors Associations, Ir Howard Lok, President of Hong Kong Electrical Contractors' Association, Mr Basil Wai, CEO, The Hong Kong Electronic Industries Association

## Leading brands at the 2012 show included:



## Fair supporters at a glance:

- China Association of Lighting Industry
- China Hotel Purchasing & Supplying Association (CHPSA)
- China Illuminating Engineering Society
- China Real Estate Association
- Asian Association of Lighting Designers (AALD)
- The Hong Kong Electronic Industries Association
- Institute of Chinese Architects, ASC
- International Association of Lighting Designers (IALD)
- Korea Illuminating Industry Cooperative
- LUCI Association (Lighting Urban Community International)
- Macau Construction Association
- Professional Lighting Designers' Association (PLDA)
- Taiwan Lighting Fixture Export Association
- The Electrical and Electronics Association of Malaysia
- The Federation of Asian and Pacific Electrical Contractors Associations
- The Hong Kong Federation of Electrical & Mechanical Contractors Ltd
- The Hong Kong Institution of Engineers Building Services Division
- The Macau Institution of Engineers

# Foresight into market trends

The 2012 show offered a range of thought-provoking programmes on the lighting industry's future

## Cutting-edge lighting technology

### 2012 Asia LED Summit

- Attracted over 1,600 attendees and 1,133 corporations
- Featured 57 presentations and discussion panels – including keynote speeches and CEO-, CMO- and CTO-lead forums
- Discussions focused on innovative LED technology in LED chips and packaging, drivers and PCBs, as well as LED optics and heat dissipation
- Hosted a dedicated session on the Zhaga standard



Inventor of the yellow light-emitting diode, **Dr George Craford**, Ex-CTO, Philips Lumileds US, presented: "How to improve LED lighting systems"



Inventor of the GaN Blue Light LED, **Dr Shuji Nakamura**, Professor, University of California Santa Barbara, delivered a speech on: "Current Status and Future Prospects of Nitride-based LEDs"

Attendees to **Dr George Craford's** session learned about the current trend of increasing luminosity while conserving the utmost energy for lighting systems. Audience member **Mr Alex Xu**, Engineer, International Business, Dongguan Kingsun Optoelectronic Co Ltd., China shared: "I came to listen to Dr Craford's speech and hoped to learn more about LED trends from his professional experience in lighting development. The summit was very informative."

### Innovation in Lighting Symposium

- Featured 3 sessions on the latest developments in intelligent lighting control, the reliability of outdoor lighting and dimming technology for LED lights



**Mr Zhao Yong**, Gore Protective Vents Product Specialist – Lighting Segment, presented: "Improving the real life reliability of outdoor luminaires"

### LED Lighting Standards Promotional Meeting, organised by China Association of Lighting Industry

- Featured 4 sessions on LED lighting standards in China



**Mr Chen Yansheng**, Routine vice-president, National Lighting Equipment Standardization Technical Committee, presented: "Brief introduction of standards system for LED lighting"

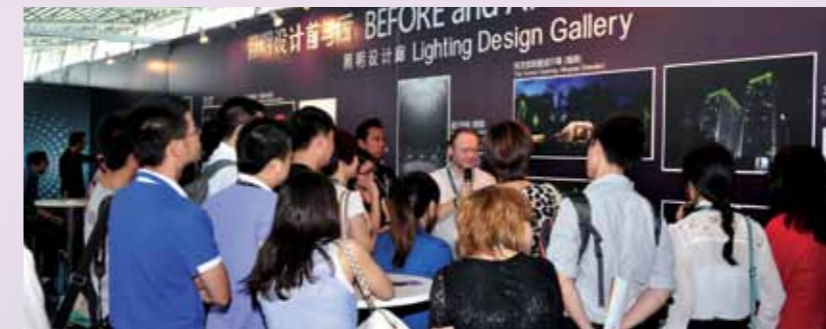
## Ideas for lighting design

### Lighting Design Gallery 2012

- Featured 8 presentations on worldwide lighting design trends

"The gallery gave me insight to city projects and planning initiatives. It was inspiring as I work in events and am interested in media and the use of lighting technology."

**Ms Rainie Ma**, Senior Project Manager, VOK Dams, China (Visitor)



**Mr Thomas Braedikow**, Managing Director, Professional Lighting Designers' Association (PLDA), presentation on "Before and after – virtual change through applied lighting techniques"

### Guangzhou International Lighting Technology Symposium

- Featured 8 presentations on the design, professional development and interactivity of lighting and the relationship between health and lighting
- No. of audience: 1,066

"This is the fourth time I've come to the show. Experts from all areas of lighting can be found here. It's a very good platform to collect information and learn from them."

**Mr Yingbo Hao**, Senior Lighting Designer, Ople Lighting Co Ltd, China (Visitor)



**Mr Francesco Iannone** (left), President, Professional Lighting Designers' Association and **Mr Shih HENCHAO** (right), Director, J+B Studios Architectural Lighting Design

## Latest trends witnessed at the 2012 fair

The 2012 fair gave attendees great insight into both the domestic and international lighting industry's latest trends. As a whole, the industry is committed to providing better luminosity with less energy used at a lower price-point, ultimately matching all various types of general lighting products. Below is a breakdown of key growth areas:

### Product focus

LED bulbs have had the largest increase in development compared to all other LED-based products in lighting. In addition to bulbs, demand within the industry is primarily focused on consumer- and commercial-grade lighting, including T8 tubes, ceiling lights, down lights and outdoor lighting.

### Industry focus

In China, manufacturers are placing a stronger focus on advanced technology in LED package development. Manufacturers believe this focus will ultimately lead to better energy conservation. In the overseas market, a stronger focus is being placed on integrating lighting technology into our environment. By utilising innovative design, overseas lighting professionals are placing a stronger emphasis on lighting products that naturally blend with both interior and exterior spaces.

### Plasma Lighting – a new frontier in luminosity

"We have a new programme called "Light Emitting Plasma". It's a very bright light source for high ceiling locations, and this year was the first time it had ever been shown by an exhibitor at the lighting fair. The light is very efficient as it draws only a fraction of energy compared to traditional lighting products. We came to the fair to increase our brand's recognition within China's market. We increased our booth size this year due to our wider range of products, and I believe visitors have been thoroughly impressed. This is an excellent fair not only to meet domestic customers, but also a high number of foreign clients."

**Mr Brian H Wald**, CEO, Fulham Co Inc, USA (Exhibitor)

# Broadest product spectrum



## Decorative lighting

- Chandeliers
- Floor and table lamps
- Wall lights
- Modern and traditional lights
- Crystal lights
- Christmas lights



## Accessories and electronic components

- Lampshades
- Reflectors
- Raw materials and assembly technology
- Ballasts, capacitors, relays and other electronic components
- Cables
- Lampholders and lamphoods
- Hardware components
- Leads and related accessories



## Electric lights

- Incandescent lamps (e.g. Halogen lamps)
- Discharge lamps (e.g. fluorescent lamps and high intensity discharge (HID) lamps)
- Electrodeless lamps



## Technical lighting

- Exterior / street lighting
- Workplace and factory lighting
- Architectural, commercial and construction lighting
- Sport arena, garden and public area lighting
- Explosion protected lights and mine lights
- Emergency lights
- Solar-powered lights



## LED technology

- Raw, substrate and packaging materials
- Epitaxial wafers, chips
- Packaging, components and modules
- Drivers and controllers
- Manufacturing and inspection equipment
- Lighting fixtures and retrofit lamps
- Backlights
- Display panels
- OLEDs

## Exhibitor feedback

"We have been at the fair for three years. Our main reason for coming back is to meet existing customers as well as new ones. Each year, we've come back to the lighting fair because of the show's massive scale. The show attracts exhibitors from all areas of lighting, which is great for us as some of them are also our customers. Visitors to the show have praised our products, and our sales numbers keep growing annually. We're definitely looking forward to returning next year."

**Mr Au Chi Yu**  
Sales Representative, Nichia Chemical Hong Kong Limited

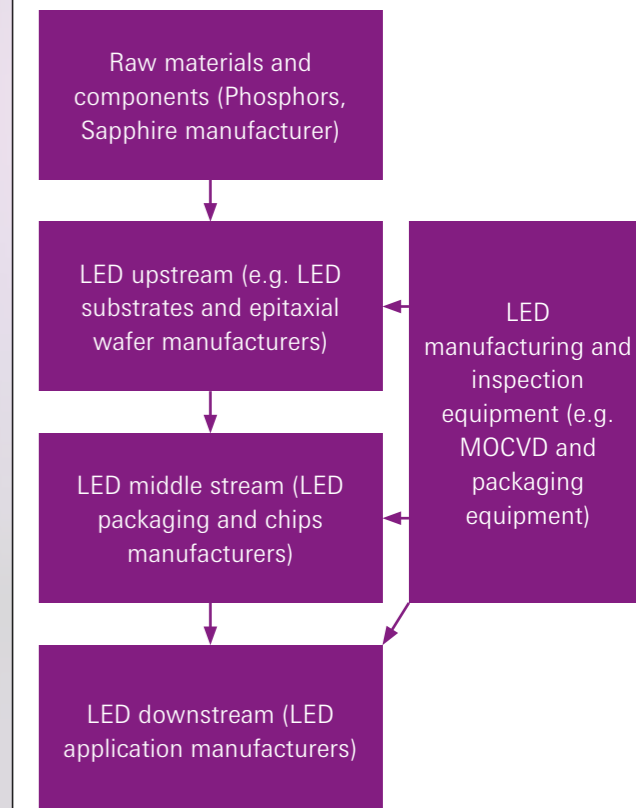
"This is our fourth year at the lighting fair. We keep coming back because Guangzhou International Lighting Exhibition is the largest industry fair in China and all of our target customers are here. We believe that the fair greatly helps to expand our customer base every year. Interestingly, a lot of our customers are also exhibitors at the show. We definitely plan to come back to the show next year."

**Mr Edmond Wong**  
General Manager, C-E (Hong Kong) Ltd.  
A Division of CITIZEN ELECTRONICS CO, LTD.



Making its debut in 2011, LED Asia caters to the market's need for energy-efficient products. It serves as a one-stop sourcing platform for manufacturers involved in all areas of the LED industry and showcases each developmental step in LED lighting production.

## Concept of LED Asia:



## Benefits to being a part of LED Asia:

- Gain access to thousands of visitors and discover potential synergies with other manufacturers and end-users involved in all aspects of LED development at the fair.
- For large-scale display manufacturers, exhibiting at LED Asia offers opportunities to meet a range of potential customers, including planners, property developers, architects and industry end-users such as hotels and retailers.

# Seize new business opportunities in China

Whether you're looking to sell your range of lighting solutions, set up production plants or build partnerships with OEMs, China offers you a wealth of opportunities. Take a look below at some of the most in-demand lighting products according to data from the China Customs and the Hong Kong Census & Statistics Department.

## Electric lamps & lighting fittings (HS Code: 940540)

- Total import value in 2011: USD 186.6 million
- Top five countries and regions imported from: Japan, USA, Germany, Taiwan and Vietnam

## Chandeliers & other electric ceiling/wall lighting fittings (HS Code: 940510)

- Total import value in 2011: USD 37.2 million\*
- Top five countries imported from: Italy, Spain, Germany, Czech Republic and South Korea

## Lamp & lighting fitting parts (HS Code: 940599)

- Total import value in 2011: USD 186.4 million
- Top five countries and regions imported from: Japan, Indonesia, Taiwan, South Korea and Hong Kong

## Electric table, desk, bedside and floor-standing lamps (HS Code: 940520)

- Total import value in 2011: USD 11.1 million\*\*
- Top five countries imported from: Italy, India, Lithuania, Germany and Australia

\* (51.4% increase from 2010); \*\* (62.9% increase from 2010)

## The Light+Building family of fairs [Show Details](#)

### Shanghai Intelligent Building Technology

20 – 22 September 2012, Shanghai, China

### Light Middle East

1 – 3 October 2012, Dubai, UAE

### Light India

5 – 8 October 2012, New Delhi, India

### Interlight Moscow

6 – 9 November 2012, Moscow, Russia

### Beijing International Building Technology

8 – 10 April 2013, Beijing, China

### Guangzhou International Lighting Exhibition

9 – 12 June 2013, Guangzhou, China

### Guangzhou Electrical Building Technology

9 – 12 June 2013, Guangzhou, China

### BIEL Light+Building Buenos Aires

10 – 14 September 2013, Buenos Aires, Argentina

### Light+Building

30 March 2014 – 4 April 2014, Frankfurt, Germany

### For more information, please contact Messe Frankfurt (HK) Ltd

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### Date

9 – 12 June 2013

### Opening hours

9 – 11 June 2013 (09:30 – 18:00)

12 June 2013 (09:30 – 16:00)

### Venue

China Import and Export Fair Complex  
No. 380 Yuejiang Zhong Road, Haizhu District  
Guangzhou, China

### Admission

Trade buyers only  
(Persons aged under 18 are not admitted)  
Entry fee: RMB 50  
(Entry is free-of-charge with invitation card)

### Participation fees

Standard booth package: RMB 16,000 / 9sqm (min 9sqm)  
Raw space package: RMB 1,500 / sqm (min 36sqm)

### Organiser

Guangzhou Guangya Messe Frankfurt Co Ltd

### Concurrent event

**guangzhou electrical  
building technology**

### Official Online Partner

**A**lighting.cn

