

The 4th edition of U.S. Pavilion at Guangzhou International Lighting Exhibition 2013

Interview with Mr Gregory M. Wong, Commercial Consul, U.S. Commercial Service, U.S. Consulate General Guangzhou

1. The 2013 edition is the 4th consecutive year of USDOC to organize the US pavilion at Guangzhou International Lighting Exhibition, may I know your reason for choosing our platform once again?



Guangzhou International Lighting Exhibition is recognized as Asia's largest and most comprehensive lighting event. Rather than being a trading hub, the show is an ideal meeting place for the world's lighting industry.

As the exhibition grows more internationally, we keep receiving positive feedback from our U.S. exhibitors reporting that this platform brings them quality buyers and customers from various countries and regions, especially South China.

Over the past 3 years, we have witnessed increasing sales deals worth millions of dollars from our U.S. exhibitors, either new-to-market or new-to-export companies. U.S. Commercial Service Guangzhou is pleased to continue our strategic collaboration with Messe Frankfurt for the 4th consecutive year in 2013. Up till now, the U.S.A. pavilion focusing on LED related technology has expanded 100% from last year to a scale of 81 square meters.

In addition to the U.S.A. pavilion, there are many other U.S. suppliers located in different halls. Apart from the burgeoning LED market potential in South China, the comprehensive service packages designed and provided by Messe Frankfurt and Commercial Service Guangzhou have attracted large attention and high expectation from U.S. LED and lighting products' suppliers.

2. May I know the plan of USDOC in U.S.A Day in the 2013 fair?



Mr. Gregory M. Wong,
Commercial Consul,
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America serves as the global leader in the energy efficiency lighting industry particularly in efficiency, engine, and ballast. Thus, in the upcoming fair, the U.S. Pavilion will be technology-oriented, introducing the advanced technologies of the U.S. companies.

U.S. Commercial Service Guangzhou will host a "U.S.A. Day" event on June 10 geared towards all local buyers and individuals interested in mingling with U.S. suppliers. We welcome all buyers, customers and engineers to participate at our event.

Preview of U.S. Pavilion exhibitors (as of 11 April 2013)

<p>Booth no.: 11.2 B22</p> 	<p>AI Technology, Inc</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - AIT manufacturers IPA-wax for LED wafer thinning, white insulating thermal die-attach, metal-like silver die-attach and compressible thermal interface gap-filling pad. <p>Product group(s):</p> <ul style="list-style-type: none"> - LED raw material, substrate material, packaging material - LED packaging, LED component, LED modules - Raw materials and assembly technology
<p>Booth no.: 11.2 B26</p> 	<p>Alpha</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Alpha's LED Materials Technologies offer value added process solutions for today's high-volume applications, like Automotive, General Lighting, Display and Die Attach. <p>Product group(s):</p> <ul style="list-style-type: none"> - LED raw material, substrate material, and packaging material - Accessories and electronic components – Raw material and assembly technology
<p>Booth no.: 11.2 C27</p> 	<p>ERP - Energy Recovery Products</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - High efficiency high power density and reliability dimmable LED drivers and power supplies <p>Product group(s):</p> <ul style="list-style-type: none"> - Light control, management and measurement systems
<p>Booth no.: 11.2 C25</p> 	<p>Keeler</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Light Integrated Trim is a lighting system combining decorative hardware tiles, LED technology and traditional trims to produce accent lighting <p>Product group(s):</p> <ul style="list-style-type: none"> - Architectural lights, commercial lights and construction lights - Modern and traditional lights - LED lighting fixtures & retrofit lamps
<p>Booth no.: 11.2 B24</p> 	<p>Luminit</p> <p>Highlighted technologies/ products:</p> <p>Light Shaping Diffusers in many circular and elliptical angles available in rolls, rigid sheets, or injection molded lenses.</p> <p>Product group(s):</p> <ul style="list-style-type: none"> - Light Shaping Diffusers

Booth no.: 11.2 C26	M-Tech International Corporation
 	<p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - ODM (Original Design Manufacturer), Proto-type and Volume LED PCB and FR4 Production, Timely Design Support <p>Product group(s):</p> <ul style="list-style-type: none"> - Lights for workplace and factory; - Architectural lights, commercial lights and construction lights - LED packaging, LED component, LED modules - Raw materials and assembly technology - Ballast, capacitors, relays and other electronic components
Booth no.: 11.2 C21	Topanga Technologies
 	<p>Highlighted technologies/ products:</p> <p>For street, outdoor and high bay lighting, Topanga is the leader in energy efficient solid state plasma lighting</p> <p>Product group(s):</p> <ul style="list-style-type: none"> - Exterior lighting / street lights - Lights for workplace and factory - Architectural lights, commercial lights and construction lights - Sport arena lights, garden lights and public area lights - Electric lights such as electrodeless lamps