

## Exhibitor's comments

### **Ms Sandra Niederberger, Divisional Manager, Customer Relations, Kny Deisgn GmbH**

This is our first time exhibiting at Guangzhou International Lighting Exhibition as we are looking for new customers in the increasingly affluent Chinese market. The fair provides a good background for us to achieve this goal. We target project-based businesses, particularly in the high-end residential and hotel development sectors. We are confident that the Messe Frankfurt brand and the organizer could offer a platform for great business opportunities in China. Visitor interaction at our booth was excellent. We got a lot of positive feedback. We will continue to participate at this fair.

### **Mr Mikhail Berest, Senior Vice President of Sales & Marketing, Monocrystal**

We are the biggest manufacturer of synthetic sapphires in the world. We decided to join the Guangzhou International Lighting Exhibition for the first time is because of the increasing demand for our product in Chinese market. The fair is an ideal industry event for us to learn a lot about the Chinese market. At the fair, we met our existing customers such as Philips and OSRAM, as well as Asian brands like Lexstar, ETI and LG. The Guangzhou fair also offers opportunities to do research on how to bring new technology to emerging market, such as Russia. We consider the fair is a great networking and sourcing destination for us. We for sure will come back next year.

## Visitor's comments

### **Mr Jim Prior, President, Architectural Lighting Works (USA)**

We are US-based import of commercial lighting products. This is my eighth time visiting Guangzhou International Lighting Exhibition to look for parts, pieces and various components for lighting products. Based on my observation at the show, I can found a number of quality LED lighting manufacturers. I think the fair has matured and become more and more professional every year. This is a very important event for my business, and I will continue to visit it for years to come.

### **Mr Karamyzov Zaur, Director, Novator (Russian VIP Buyer)**

I run a retail business in Russia and came to the fair to find new lighting technology components as well as unique designs. I found Guangzhou International Lighting Exhibition is the best annual event as it provided me access to meet great suppliers. This allows Russian firms like me to meet face to face with Chinese companies and build formidable relationships. I will be back again next year for sure.