

# CEO Talk: Envisioning the FUTURE of Lights

**9 June 2015 (15:45 – 17:45)**  
Meeting Room 8 (North), Area B

**Program highlights:**  
Preview the future of lights from business perspectives

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## **Content:**

The phase 3 of LED market transformation is ready on the horizon, brand new configurations in lighting design concepts and solutions aroused, as well as new possibilities opened with the end-users on a fresh interactional level that bring in new industry dynamics:

- #Market: opportunities connected with lighting & sustainable lighting
- #Partnership & acquisition: blurring of boundaries in the industry value chain
- #Competition: hundreds of new entrants, value beyond Lumen/\$
- #Technology: acceleration of LED efficiency, quality and reliability, emerging technologies
- #Buying behavior: application focused, customer Intimacy, lighting as a service

It is also the best time for those manufacturers who pursue for success to offer momentous innovation and plan ahead for phase 3.

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## **Agenda:**

CEOs from top Lighting and LED brands share their insights and perspectives on the FUTURE of lighting.

# ISA International Forum

**10 June 2015 (09:30 – 17:30)**

Meeting Room 1, Area B

**Theme:**

The Perspective, Dynamics and Opportunity of SSL Markets in Emerging Economies

**Program highlights:**

The introduction of the current status of the SSL industry and market in 5 countries. Enterprises will present their respective advantages and business cooperation intentions

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**Content:**

With growing environmental concerns and rising fuel prices, manufacturers have adopted the new technology of LED and adaptive lighting technologies. LED lights are more desirable as they enhance the fuel efficiency and decrease energy consumption.

Brazil, Russia, India and China are considered the fastest growing markets for LED Lighting with China showing tremendous potential. Thailand and South Africa are few other regions which offer great opportunity for the growth of LED lighting market. Representatives from BRICS countries will present their views on current emerging markets, the business models and policies towards the promotion and share the trends and needs of those potential markets.

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**Speakers:**

Invite leading Solid State Lighting industry players, academic experts and enterprises representatives from around the world host in-depth presentation and interactive discussion