

Meet potential business partners Join the Hong Kong Pavilion!



1 Prospect leads from international and China market in one show

Global Lighting Trend

(Global General Lighting Market 2016 - 2020, Technavio, 2016)

Demand for architectural lighting fixtures is increasing

Increasing number of global architectural projects uses LED architectural lighting. MGM Resorts International—the park-shade structures, Las Vegas; Philips lighting project of the Headquarters of Cisco Canada Waterpark Place III; and Kirikkale Merkez Nur Mosque, Turkey all uses LED lighting for illuminating structure.

The penetration of LEDs in the global general lighting market will see a significant increase

LED which is capable of saving up to 40% of the power consumed by traditional lighting sources is considered as more energy-efficient. It also provides more light intensity as compared with other lighting sources. With the phasing out of incandescent lamps, many governments too, are promoting the use and adoption of LEDs.

China Market

China is the 2nd major lighting fixtures consumption country (weighing 19%) in the world* in 2015, total amount is valued at USD \$16,232 million and the average growth rate from 2010 to 2015 is 7.2%.

*Among 70 countries studied. Source: The Lighting Fixture Market in China 2016, CSIL

China Import Statistics:

Source: World Trade Atlas

| HS Code | Description | 06/2016 (US \$) | Percentage change (compared to 06/2015) | Ranking in the world in 2016 |
|----------|---|--------------------|--|---------------------------------|
| 85414010 | LED | 4,162,246 | +24.44 | 12 |
| 94054020 | Spotlights | 122,526 | +1212.54 | 9 |
| 94059100 | Lamps & Lighting Fittings Parts of glass | 24,968 | +261.7 | 13 |

LED (HS code: 85414010) imports to China has reached around 4.2 million US dollars as of Jun 2016, ranking no. 12 in the world.

Spotlights (HS code: 94054020) is ranking no 9 of the China importing list among other counties. The growth is 10 times more than same time last year.

Lamps & Lighting Fittings Parts of glass (HS code: 94052000) has a significant increase of 261.7% compared to same time last year.

2 Partnership opportunities with diversified visitors

2016 Show Statistics:

175,000 sqm exhibition area

145,080 visitors from **137** countries and regions

2016 Buyer Nature:

| | |
|------------------------|---|
| 44% Trade based | Exporters, importers, wholesalers, distributors, chain stores, commercial agents, e-retailers |
| 29% Manufacturers | Displays and signs, LED chips, LED components, LED packaging, lighting fixtures, wafers |
| 19% Project based | Architects, building contractors, building technology service providers, design studios, energy suppliers, planners and engineers, procurement authorities, property developers, system integrators |
| 8% Industry related | Associations, media, organisations |

3 Collaborate with upstream and downstream industry players

2017 Exhibit Profile:

Lighting accessories, component & equipment: Lighting accessories, LED packaging components, electronic components, optical component, measurement equipment, LED packaging equipment, testing equipment

LED Technology: LED & light sources, power supply, drivers and electronics, LED specialty applications

Luminaries: Residential lighting, commercial lighting, industrial lighting, urban lighting, architectural lighting, smart lighting, electric lights, LED display and signage

Participated international brand:



SHUN SZE



Brands in 2016 & 2017



4 We sincerely offer you more benefits...

Before the show

- Added publicity opportunities in visitor flyer, website and press release, etc.
- Reach international buyers through facilitated contacts with organisers and in-country promotional campaign (e.g. send show invitations, distributes show tickets to potential buyers or government agencies, etc.)

During the show

- Showcase your latest technologies and products to diversified quality buyers
- Brand and image building
- Gain inspiration and latest market intelligence
- Special highlight of pavilion in on-site signage and promotion materials

Pavilion Package

| | |
|---------------------------|---|
| <u>Booth type</u> | Standard booth |
| <u>Participation fee</u> | RMB 17,000 / 9 sqm |
| <u>Materials included</u> | Carpeted floor Booth construction Fascia board with company name and booth number Spotlights x 3 (2 used on fascia, 1 used inside booth) Square table x 1 Folding chair x 2 3Amp, 500W socket x 1 Waste paper basket x 1 |



See how the participants feel:

“This show is indeed a good platform to not only source products but also to learn about new ideas floating around in the industry. Variety and the latest technologies, coupled with clear cost advantages will bring us back to this exhibition next year. We have already met several prospective business partners.”

Mr Rupesh Mehta, True Light (India)

“We have been organizing the Hong Kong Pavilion in Guangzhou International Lighting Exhibition (GILE) for several years. It is a good place for Hong Kong companies to collect market intelligence and build brand awareness. The pavilion exhibitors got a lot of sales leads from GILE. The business atmosphere has been very positive.”

Mr. Basil Wai, CEO of The Hong Kong Electronic Industries Association (HK)

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