

Seize business opportunities! Join the Japan 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 \$)	Ranking in the world in 2016
85414010	LED	571,667,871	3
8539	Electric Filament or Discharge Lamps, including Sealed Beam Lamp Units and Ultraviolet or Infrared Lamps; Arc Lamps; Parts thereof	98,221,119	2
94059100	Lamps & Lighting Fittings Parts of Glass	130,630	6
94054090	Electric Lamps & Lighting Fittings, Nes	22,140,136	1

LED (HS code: 85414010) imports to China has reached 571 million US dollars as of Jun 2016, ranking no. 3 in the world, followed by **Electric Filament or Discharge Lamps, including Sealed Beam Lamp Units and Ultraviolet or Infrared Lamps; Arc Lamps and Ultraviolet or Infrared Lamps (HS code:8539)** valued at 98 million US dollars, ranking no 2. **Lamps & Lighting Fittings Part of Glass (HS code: 94059100)** has a significant of 71%. **Electric Lamps & Fitting, Nes** also has an increase of 36% as well.

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 brands:



Brands in 2016 & 2017

Information as of Sep 2016, subject to change without prior notice.

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

Exhibitor's comment

“We connect with industry professionals and competitors to better understand the real market situation and dynamics. The exhibition also provides me a good chance to learn how many players are in the industry and how active they are. China and some other Southeast Asian countries are our target markets so it is important for us to be present at this centrally located fair to meet our clients. Also, we can influence and educate players on better product design of LED packaging.”

Mr Toshiki Nakata – Japan Optical Liquid Product Development Group Leader, Dow Corning (Japan)

Contact information:

Ishii, Yukiko (Ms.) Overseas Fairs / Coordinator
Mesago Messe Frankfurt Corporation,
(Tel)+81-3-3262-8444, (Fax)+81-3-3262-8442
(Email) Yukiko.Ishii@japan.messefrankfurt.com