

# Meet potential business partners Join the Taiwan 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 parkshade 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 2<sup>nd</sup> 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
94059900	Lamps & Lighting Fittings, Parts of nes	22,184,773	+797.32	1
85414010	LED	640,732,530	-58.18	2
94052000	Electric Table, Desk, besides or Floor-standing Lamps	453,458	+332.06	6

**Lamps & Lighting Fittings, Parts of nes (HS code: 94059900)** imports to China has reached around 22.2 million US dollars as of Jun 2016, ranking no. 1 in the world.

**LED (HS code: 85414010)** is ranking no 2 of the China importing list among other counties. The import value as of Jun 2016 is 640 million US dollars.

**Electric Table, Desk, besides or Floor-Standing Lamps (HS code: 94052000)** has a significant increase of 332% 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:

Aitek



FCN

EVERLIGHT

EMPREX

EmCom



HARVATEK HARVATEK CORPORATION

bitec

SIL-MORE 高越百賽有限公司 Sil-More Industrial Ltd.

PSC

EDISON

VENTO



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
<u>Raw Space</u>	RMB 1,600 / sqm (min 36 sqm)

### See how the participants feel:

“GILE is the biggest lighting event in Asia. We meet with clients face to face and interact with upstream business partners here. The show gives us valuable business opportunities every year. GILE provides the latest market information and it is more international. We will definitely come again next year.”

*Mr Rose Lin – Head of PM Department, Product Research & Management Business Unit, Everlight Electronics Co Ltd (Taiwan)*

“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)*

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