

US Pavilion 美国展团



展团历史 Edition	第七届 7 th edition
主办单位 Organiser	美国商务部商务处 U.S. Commercial Service, U.S. Department of Commerce
主题 Theme	「互联网+时代 — 连接美国创新照明和SSL技术」 Internet + Era — Connect to US innovative lighting & SSL technology
展团亮点 Pavilion highlights	<p>美国展商将在6月9至10日研讨会上介绍他们最新的LED技术和照明解决方案。该展团亦将展示固态照明技术，包括LED照明组件、封装及散热材料、高效节能灯和光学解决方案。</p> <p>A two-day seminar covering the latest technologies and products from the US for promoting the competitiveness of solid state lighting. Showcases include LED luminaire components, LED thermal management materials, energy-efficient lamps and optical solutions.</p>

美国展团主办单位简介 Introduction of US Pavilion organiser



The U.S. Department of Commerce is a leading economic and trade agency of the U.S. Government. The Department serves as the voice of U.S. business within the President's Cabinet. The Department works with businesses, communities, and the Nation's workers to promote job creation, economic growth, sustainable development, and improved standards of living for Americans.

As a leading trade agency of the U.S. Government, the Department has 12 Bureaus and nearly 47,000 employees located in all 50 states and territories and more than 86 countries worldwide. The Department's Bureaus work together to drive progress in four business-related key goal areas: 1) trade and investment, 2) innovation, 3) environment, and 4) data and to administer critical programs that touch the lives of every American.

The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.

Interview with U.S. Department of Commerce

The global lighting industry continues to lead the way in both energy conservation and overall performance capabilities in the world construction sector. Leaders in the lighting sector are exploring new technologies, designs, and systems that are high-performing, innovative, cost-effective, and energy-saving. As designers, builders, and consumers continue to demand better quality, more reliable lighting systems and products, the global lighting industry, led by the United States and China, will need to continue to advance, adapt, and engineer materials and technologies to satisfy an ever-changing world marketplace. For several years, manufacturers of LED and other Solid-State Lighting (SSL) systems have been leading the way in this area as the world continues to transition away from traditional incandescent and fluorescent lighting in lieu of products and systems that demonstrate increased savings and performance.

In addition, the global lighting market is growing in terms of its complexity. Customers in the residential, commercial, industrial, environmental, and infrastructure end-user segments each have unique, customer-specific requirements that require greater product design, engineering, and manufacturing to meet the demands of a diverse customer base. Demand is expected to increase significantly in both the outdoor and indoor lighting segments. Street lighting, railways lighting and other types of outdoor lighting will be crucial to upgrading urban infrastructure. Indoor lighting demand is also changing and growing rapidly across government and private enterprise, with a focus on more advanced, energy efficient products. On the individual consumer side, the same shift reflects rising personal incomes, changes in consumer preferences following exposure to advanced interior lighting products in hotels, offices and homes, and desires to embrace technological advances. Demand also is expected to continue growing in lighting controls, as the smart, integrated built environment takes the spotlight. This robust all-segments demand may create opportunities for U.S. lighting suppliers to expand their global annual export sales in lighting products and systems.

The global lighting market could be nearly \$125 billion by 2025, reflecting anticipated ongoing strong growth for both new projects and retrofits of existing lighting systems. Lighting is well recognized as an area in which building energy performance may be increased quickly, in both new construction and retrofit projects. Awareness that potential lighting systems can offer value beyond energy efficiency is shaping potential market opportunities for U.S. exporters:

- Smart, connected, controllable lighting: Sensors and lighting level adjusters are becoming more advanced and connectable, allowing lighting system components to communicate within the lighting system and also with other devices. Adding smart features to lighting also may create new opportunities in retrofit markets that have already seen strong LED uptake and may be open to further retrofit only when provided new offerings.
- Lighting systems as data networks: Increasing interest in the Internet of Things, in part, means that lighting systems are increasingly being seen as potential data transmission networks.
- Smart LED street lighting as a core element of smart cities: The movement seeking smart city infrastructure creates a global opportunity for manufacturers of smart exterior lighting, which is increasingly seen as a key component of smart city infrastructure. Such lighting offers not only energy efficiency benefits but also offers increases in public safety and public space usability.
- Focus on quality, especially LED: Highly energy efficient LED lighting is well established in the global marketplace, and adopters are beginning to signal awareness of quality and performance differences among LED products.
- Bio-dynamic aspects of lighting: Lighting can play a key role when occupants' sense of wellbeing, comfort, productivity and ability to learn are under consideration. This is increasingly a factor in schools, hospitals, government buildings and workplaces, among other building segments.

The Guangzhou International Lighting Exhibition (GILE) is an ideal event for those in the lighting sector to attend in order to meet industry experts from around the world. The GILE is recognized as one of the most comprehensive international lighting shows in Asia. For more than 20 years, the show has brought together lighting industry leaders from around the world. The breadth and depth of products included in their 17 exhibition halls is outstanding and displays materials and systems from more than 2,000 global industry exhibitors. The USG is delighted to work closely with Messe Frankfurt in support of the GILE. We value the partnership with Messe Frankfurt and look forward to working with the US lighting industry and Messe Frankfurt to make the GILE trade show productive and beneficial for participating U.S. companies.

Mr Gary Stanley, Director,
Forest Products and Building Materials Division, USDOC

US Pavilion presentation schedule

时间 Time	主题 Topic	演讲嘉宾 Speaker
9 June 2016 (Thursday)		
13:30 - 14:00	Opening Ceremony by U.S. Department of Commerce	
14:00 - 15:00	Smart City	Mr Stephen Zhou Vice President McWong International, Inc
15:15 - 16:15	LSD - Shape your light with advanced conception and technology	Mr D.F. Guo General Manager Luminit, LLC
10 June 2016 (Friday)		
10:00 - 11:00	Super High Reliability Solder Paste for Automotive and Outdoor LED Applications	Mr Amit Patel Project Manager - Engineer Alpha Assembly Solutions
11:15 - 12:15	IoT "Internet of Things" — McWong Solutions	Mr Blane Goettle Vice President McWong International, Inc.
Lunch break		
14:00 - 15:00	ENERGY STAR, California Title 24, and Safety Certifications needed for Light Sources in the USA Market	Mr Chris Primous V.P. of Sales Maxlite Inc

美国展团展商 US Pavilion exhibitors



Alpha Assembly Solutions

More companies trust Alpha to optimize the LED industry's technology drivers of cost per lumen, efficiency, brightness, and reliability over lifetime. Our value-adding products are the result of our strong commitment to researching and developing technologies that positively impact each key step of the LED manufacturing process, from package on board through to the assemblies of the luminaire and power drive and control.



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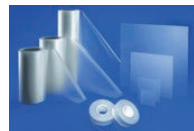
Luminit LLC

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Luminit Light Shaping Diffusers (LSDs) homogenize, hide hot spots, mix color, and offer angular control of light, all with high transmission efficiency. Chose thin film sheets, rolls, mini-rolls, rigid sheets or injection molded lenses in a variety of substrates and circular and elliptical angles.

<http://www.luminitco.com/products/light-shaping-diffusers>

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Maxlite Inc

MaxLite has more than 20 years of experience providing certified, energy efficient lighting solutions to the architectural, commercial, industrial and residential markets. We are a three-time recipient of the prestigious ENERGY STAR® Partner of the Year Award for our industry leadership, and continue to be at the forefront of energy efficient technologies through the innovative research and development capabilities of our facilities and teams in New Jersey and California.

One of the first movers into LED technology in the industry, MaxLite offers an extensive line of quality, certified indoor and outdoor LED lamps and luminaires. We stand behind our products with the highest standards of quality assurance and customer support. MaxLite LED products are LM-79 and LM-80 tested, UL or ETL listed, and backed by industry-leading warranties. Most MaxLite LED products are certified by ENERGY STAR®, DesignLights Consortium® (DLC) and the U.S. Department of Energy's Lighting Facts program.

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McWong International, Inc

Systems Solutions & Stand-alone LED Luminaire Components:

Sensors and controls :Patent-pending Bluetooth enabled 0-10V Dim-to-off sensor line :

- Stepdown transformers: One of the industry's broadest lines of stepdown transformers for LED applications.

- Surge Protectors: UL 1449 recognized 10kA and 20kA protection for 277V and 480V applications.

- LED Emergency: Battery back-up emergency drivers designed to power LED emergency lighting for safety compliance to UL924; CAN/CSA-C22.2 No. 141-10 and NFPA requirements.

- LED Drivers: Full range of indoor & outdoor drivers, UL recognized. Focus on high power 250W — 400W programmable, Dim-to-off, with 12Vaux.

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