

Reap numerous benefits Join the US 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 such as MGM Resorts International—the park-shade structures, Las Vegas and Philips lighting project of the Headquarters of Cisco Canada Waterpark Place III 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:

HS Code	Description	06/2016 (US \$)	Ranking in the world in 2016
85414010	LED	36,021,154	7
8539	Electric Filament or Discharge Lamps	25,095,183	4
940540	Electric Lamps and Lighting Fittings, Nesoi	20,107,357	2
94052000	Electric Table, Desk, beside or Floor-Standing Lamps	473,805	5

Source: World Trade Atlas

LED (HS code:85414010), Electric Filament or Discharge Lamps (HS code: 8539), Electric Lamps and Lighting Fittings and Nesoi (HS code: 940540) have been ranking in top 10 of China import lighting products in 2016. **Electric Table, Desk, beside or Floor - Standing Lamps (HS code: 94052000)** has a significant increase of 44% at year-on-year basis, ranking no. 5 in the world of China import statistics.

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



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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 (Booth space + Product presentation)

- 9 sqm booth package or above
- Participation fee: RMB 21,900 or above (approximately USD 3,170)

Material included

Carpeted floor
Fascia board with
company name and booth number
Spotlights x 3
Square table x 1
Folding chair x 2
3Amp, 500W socket x 1
Waste paper basket x 1

Presentation topic

"Internet +" Era –Connect to
US innovative lighting & SSL technologies

Format of presentation

Presentation duration: Around one hour
Set up time: Around 15 minutes

Facilities provided at seminar area

-Laptop
-Projector
-Screen
-Mic& amplifier
-Seating arrangement

For more details, please contact:



Ms Jericho Li

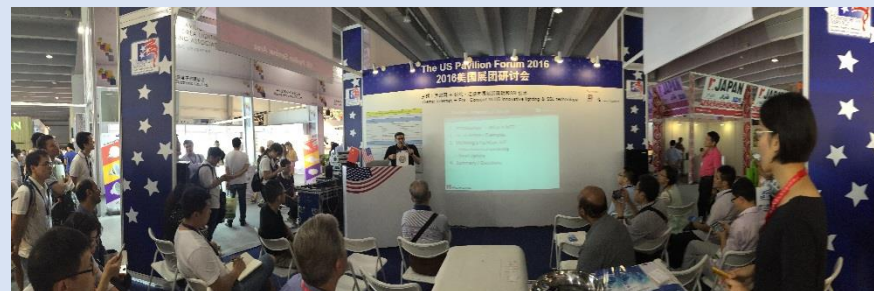
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Comments from organisers and visitors:

"The United States Government and industry benefitted greatly in the opportunity to work closely with Messe-Frankfurt in support of the GILE. U.S. companies were able to effectively display their products and services and network with many global leaders and potential business and trade partners in the lighting sector."

Mr Gary Stanley, Director, Forest Products and Building Materials Division, USDOC – Organiser of US Pavilion (USA)

"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 are confident that this show will help us get closer to our company's vision and we have already met several prospective business partners."

Mr Rupesh Mehta, True Light (India)

Trade Fair Certification endorsed by U.S.
Department of Commerce

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