

# 01

千人论道“攻守”对话未来 与时代共振  
讨论大会 - 是攻是守？

## 引言

透过“新时代，新生活——御风而行”及“寒冬下的逆袭——御寒之道”两大方向，与同业共话照明行业前程。日新月异的技术推动行业前行，展望未来之时，企业亦需坚守匠人之心，厘清产业发展路向。

### 新时代，新生活——御风而行

#### AIOT、5G 新时代

照明企业积极进攻，改变思维，重塑照明产业，释放光的无限可能性——从单一照明变革至万物互联照明，企业向高科技转型，亦与物联网企业相融合。

#### 新生活

今天，大众正在追求新生活，活用灯光视觉美学，提升空间生活品味，令我们的生活更美好。新的生活模式开启了照明业的跨界合作，建构出崭新的行业生态圈

### 寒冬下的逆袭——御寒之道

新时代的来临虽然为照明企业带来新的发展机遇，但随之而来的是在技术驱动下，行业面对资源短缺、政府政策改变、消费需求日新月异、市场波动等一系列挑战。企业有何御寒之道会，如何守位本业，重新思考照明的本质，把使用者的需要和人文关怀置于首位，用心制作每一件产品，传承「匠人精神」。

# 01

## THINKLIGHT: Envisage the New Move

### New Era

Embracing the new era of AIoT and 5G, the lighting industry encompasses a broad sense as well as builds up cross partnership in digital system.

- Era of AIoT – Light delivers value beyond illumination
- The new 5G era – Lighting system will be informative, sensory and integrated with everyone

### New Lifestyle

The evolving digital technologies allow us to reinvent the ways in which the lighting is designed, installed and perceived in built environments and cities. Interactivity, personalization, well being and the human centric concept have become influential elements to consider. Connected lighting future simplifies our lives through space management, remote monitoring, predictive maintenance, tracking, indoor navigating, dynamic lighting, advance parking and energy management.

- New Retail Era – Enhance experience, engage customers, improve sustainability
- City Lighting 4.0 – Safe, sustainable, marketable and smart
- Boutique Home – Comfort, personalized and smart

### Break away from Red Ocean

Since 2015, the LED lighting market has caught in a tug of war between the Chinese and international companies which pursues low cost strategies and maximizes the profit. Going forward, how could industry players apply different strategies to break way from the “red sea” ?

- Illuminated ingenuity – Creative ingenuity, technical ingenuity
- Craftsmanship – Quality and specialization
- Counter-market expansion

# 09.06

AIOT 时代  
10:15 – 17:15

智能照明应具备自我学习的能力，根据大数据的分析和学习提升，更新智能化揣测出用户的需求，自主给出更为个性化、更贴心的照明解决方案。这为照明企业带来新商业模式、数字化战略、转型，为照明企业开拓广阔的前景，挖掘光在传统照明外的潜力，通过创新应用，提升人民生活质量，用光重新定义生活。

Era of AIOT – AI machine learning analyses data, makes assumptions, learns and provides predictions. The new technology comes with endless possibilities and more personalized lighting solutions. Digitalisation enables new modes of lighting and unlocks the potential of light. The innovative applications of light bring new experience and enhance the quality of life. Light lights up your life

序幕  
Prelude

10:15 – 12:15

• 唐十一有约: 新时代 – 御风而行  
Kick Off Panel - Dialogue with Mr Guoqing Tang  
New Era – What is Next for Lighting?

欧司朗专场  
OSRAM Session

12:15 – 13:30

• 数字时代 – 赋予城市全新生命  
Digitalisation and Get Connected

微软专场  
Microsoft Session

13:30 – 14:45

• 泛人工智能驱动智能照明前行  
How Could Computing Evolves Smart Lighting?

Yeelight专场  
Yeelight session

14:45 – 16:00

• 向光而生：智慧照明未来的重新思考  
Smart Lighting: Rethink about the Future

欧普专场  
OPPLE Session

16:00 – 17:15

• 跨界合作 · 共建生态  
Building up a Convergent Future

# 10.06

5G 时代  
10:15 – 17:15

5G来了，零延迟高清画面、实时数据分析，这种大容量、低延迟的网络输送，物联网将万物互联的能力将充分发挥。

The new 5G era: 5G is happening faster than we expected. Devices with 5G network are lower latency and more reliable. It enables faster and better transmission of larger data streams. It will bring the ability of interconnecting everything into full play.

昕诺飞专场  
Signify Session  
10:00 – 11:15

- 物联网时代转型、升级 – 智慧照明重新定义“光”  
Era of Internet of Light – Smart Lighting Redefines Light

广州中国科学院软件应用技术研究专所  
Institute of Software Application Technology,  
Guangzhou  
& Chinese Academy of Sciences (GZIS) Session  
11:15 – 12:45

- 万物互联使能 — 云端一体化 · 多场景应用实践  
Internet of Light with Cloud-Network  
Integration, Applications and Communication

广州阿拉丁物联网络科技股份有限公司  
Guangzhou Alighting IoT & Technology Co Ltd.  
12:45 – 13:30

- 2018- 2019 中国智慧灯杆调研白皮书发表  
Announcement of [ White Paper] — China  
Smart Light Pole Industry 2018- 2019

中国大数据应用联盟智能灯杆联盟专场  
China Big Data Application Alliance & Wisdom  
Lamp Pole Alliance  
13:30 – 15:15

- 5G基站与智慧灯杆融合  
When 5G meets smart lighting infrastructures

上海浦东智慧照明联合会专场  
Shanghai Pudong Intelligent Lighting Association  
15:15 – 17:15

- 智能照明跨界生态圈共建  
Smart Lighting and Industry Convergence

# 11.06

10:00 – 10:45

新零售时代 —

新商品视觉 · 新照明需求

以用户需求为中心 · 注重人与商品的互动体验 · 把灯光与商品融入场景 · 为顾客带来沉浸式的购物。

Today' s Retail – Enhance

experience, engage customers, improve sustainability

10:45 – 12:00

景观照明4.0时代 — 智慧时代的景观照明会是什么样？

A new era of landscape

lighting – The best practices for successful IoT deployment

This session will focus on how to fully utilize internet of things to landscape lighting projects. With the use of the new technology, landscape lighting showcases local culture, encourages night-time economy and promotes sustainability.

15:00 –16:00

精装房时代 — 照明与房地产能擦出怎样的火花？

Real estate and lighting

新零售时代

陈列共和专场

New Retail Era

Mr Au Yeung King Section

10:00 – 10:45

- 消费升级下的场景打造和视觉营销趋势

The VMD and Retail scenes Trend in the Consumption Upgrading Era

景观照明4.0时代

设计专场

City Lighting 4.0

10:45 – 12:00

- 智慧时代的景观照明会是什么样？

The Shades of Nights - City Lighting 4.0

精装房时代

地建师网专场

Real estate and lighting

DJSER.com

15:00 –16:00

- 照明与房地产能擦出怎样的火花？

The Relationship between Lighting Designers, Architects and Real Estate Management

# 11.06

12:00 – 15:00

大师分享

Master Sharing Series

Brad Koerner大师专场

Brad Koerner Section

12:00 – 13:00

- 从建筑照明到建筑传播媒介  
Transforming Architectural Lighting to  
Architecture Media

关永权大师专场

Tino Kwan Section

13:00 – 14:00

- 从生活中 · 寻找灯光悟与行  
The Inspiration of Success in Life

Enrique Peiniger 大师专场

Enrique Peiniger Section

14:00 – 15:00

- 照明的10次方：不同尺度的照明设计方法  
Lighting Powers of Ten: Methodology for  
Different Scales of Lighting Design

# 11.06

16:00 – 17:15

寒冬下的逆袭 — 御寒之道

纵使行业面临生存大挑战，仍有企业保留对行业的激情，选择坚守本业，回归照明本质，或是保存实力，坚守盈余阵地；或是回归初心，潜心产品优化，重新思考产品设计及价值。他们以守为攻，积聚力量，耐心积厚静待时变，稳占行业一席之地。

## Break away from Red Ocean

As both opportunities and challenges for the industry manifest in this new era of lighting, this final section of the event programme will explore whether the risks of leaping forward into new areas and technologies outweigh the risks of maintaining a key grip on the basics. Technical ingenuity, craftsmanship and globalisation within the industry will all be up for debate.

中国进出口商品交易会展馆A区  
珠江散步道, 3.1展馆外  
China Import and Export Fair  
Complex, Pearl Promenade,  
Opposite to Hall 3.1

闭幕

16:00 – 17:15

「温秘有约」- 寒冬下的逆袭 — 御寒之道  
Dialogue with Mr Qidong Wen, Deputy  
Secretary General China Association of  
Lighting Industry: Break away from red ocean,  
strengthen your business

温秘与徐松炎

杭州勇电照明有限公司 董事长

匠心独具 · 谁在坚守

**Illuminated ingenuity – Creative ingenuity,  
technical ingenuity**

Mr Songyan Xu

President

Hangzhou Yongdian Illumination Co Ltd

温秘与宋定龙先生

上海三思电子工程有限公司

市场总监 宋定龙先生

专而美

**Craftsmanship – Quality and specialization**

Mr Dinglong Song

Marketing Director

Shanghai Sansi Technology Co Ltd

温秘与王建民先生

华灿光电集团销售总监

逆市扩产

**Counter-market expansion**

Mr Jianmin Wang

Sales Director

HC SemiTek Cooperation

寒冬下的逆袭 — 御寒之道

新时代 — 御风而行

New Lifestyle — We Leap Forwards