

Press

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Final Report

Guangzhou International Lighting Exhibition
9 – 12 June 2012
China Import and Export Fair Complex,
Guangzhou, China

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Guangzhou International Lighting Exhibition: Largest ever exhibitor and visitor attendance in show's history

LED technology continues to be main area of interest

Fringe programmes provided knowledge and networking opportunities

The Guangzhou International Lighting Exhibition, Asia's most influential and comprehensive lighting and LED event, which was held 9 – 12 June at the China Import and Export Fair Complex, Guangzhou, has set new records for exhibitor and visitor attendance.

The 17th edition of the show was held concurrently with Guangzhou Electrical Building Technology which supports the electrical engineering and building and home automation industries and Building Solar China – Conference and Exhibition featuring integrated solar technologies and smart solutions for buildings. The Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology were organised by Guangzhou Guangya Messe Frankfurt Co Ltd and Building Solar China – Conference and Exhibition was jointly organised by WIP Wirtschaft und Infrastruktur GmbH & Co Planungs-KG and Messe Frankfurt (HK) Ltd. Together the shows attracted 2,914 exhibitors showcasing their products in 21 halls covering 210,000 sqm.

Visitor numbers increased by ten percent compared to the 2011 shows with the final count being 110,406 from 111 countries and regions.

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Guangzhou International Lighting Exhibition figures at a glance:

Total number of visitors	110,406
Local visitors	89,429, an increase of 11 per cent, compared to 2011
Overseas visitors	20,977, an increase of five per cent compared to 2011
Number of represented countries and regions	111
Top 10 visiting countries and regions (in order of highest attendance)	Hong Kong, Taiwan, India, Korea, USA, Singapore, Japan, Thailand, Australia and Malaysia
Total number of exhibitors	2,653
Number of exhibitor countries and regions represented	27
Total sqm (gross)	190,000

LED technology continues to be main area of interest

Mr Richard Li, Deputy General Manager of Messe Frankfurt in China said that the Guangzhou International Lighting Exhibition is now firmly established as Asia Pacific's major sourcing, networking and knowledge hub for the LED industry. "This year's record figures leave no doubt that the show has become the number one event for exhibitors and visitors wanting to gain a comprehensive global overview of what's happening in the fast moving LED industry," Mr Li said. "Supporting the show's reputation is the fact that our exhibitors are major domestic and international players in the increasingly competitive LED market."

Altogether there were 1,900 exhibitors displaying LED products and technologies. For easy sourcing, the LED Asia theme zone was divided into different LED market sectors – retrofit lamps and lighting fixtures, raw material, manufacturing and processing equipment, manufacturing and inspection equipment, substrate

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and packaging materials; epitaxial wafers; chips and packaging; components and modules as well as drivers and controls.

Leading domestic and international LED industry players at the show included Citizen (Japan), CREE (USA), Delta (Taiwan), Everlight (Taiwan), GE (USA), Hongli (China), Lextar (Taiwan), Nationstar (China), Nichia (Japan), Osram (Germany), Panasonic (Japan), Philips Lumileds (USA), ROHM (Japan), Seoul Semiconductor (Korea), Tsinghua Tongfang (China) and Toshiba (Japan).

GE, one of the world's top three lighting manufacturers showcased their LED products for various applications such as retail and hospitality. Commenting on the show, Mr Qi Fei, Territory Sales Manager, GE Appliances & Lighting said: "This show is very helpful to develop this industry. It is a national meeting place every year for all the customers to meet to share their information and products and to find some more opportunities between themselves. We can meet many kinds of customers from all kind of verticals from different cities and Asian countries."

Taiwanese company Lextar Electronics Corporation, exhibiting for the third time, were promoting their new blue ray LED product. Mr Emerson Yeh, the company's Senior Associate Vice President for their OM Component Biz Unit remarked: "This is a leading exhibition to promote products. It is professional and the scale meets our expectation. The show is an important networking platform for the industry and because many leading manufacturers and companies are here, we have a chance to see new developments and learn from each other."

For the second year running Panasonic Corporation of China has chosen to exhibit at the Guangzhou International Lighting Exhibition. Mr Kondo Tomohiro, the company's Vice Director of Electrical Construction said: "Our goal is to raise the Panasonic LED light brand as well as build better relationships with our existing customers. We believe the show is very important to China and the

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Asian lighting industry. It allows us to reach our main customers, who are both manufacturers and distributors in the hub of China's lighting industry – Guangzhou.”

Lighting giant Philips had two large booths at the show, one featuring general lighting and the other specialising in LED lighting. Representing Philips Lumileds, Hong Kong, Mr Jacob Trost, Distribution Manager, Asia Pacific and Japan said that the LED lighting industry tastes, requirements and technology were changing rapidly. He explained: “Realistically every six months or so we need to be at one of these events to show our latest and greatest products and how we differentiating them. That's why it's important to participate in a show like this. It serves as a good ground for education as the requirements for LED technology are much different from traditional fluorescent lighting.”

Toshiba from Japan was making its third appearance at the show as the company believes it's important to reaffirm their brand. “This year we are exhibiting LED lamps, fixtures and fluorescent lighting solutions for office and hotel use,” explained Mr Yoshinao Kodama, Toshiba's International Sales & Marketing Manager. “Our main goals are brand promotion and building our customer base. Since we focus primarily on finished products, we are here to find distributors. The show is very important to the lighting industry as it is the biggest one in China for lighting and is a meeting place for all major industry players. We firmly believe that if we are going to meet quality distributors, this is the place to be.”

Chinese exhibitor Tsinghua Tongfang Co Ltd has been showcasing their products at the show for 15 years and this year were featuring their commercial-grade LED lighting solutions for retail and hotel use as well as television development and projection lighting. Mr Peter Yee, General Manager said: “We gain a number of new customers every time we come to the show. It's also important because it gives us access to the key local players in Guangdong province so our customers can easily meet us and learn about our solutions.”

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The show also attracted many exhibitors such as Italian company Fumagalli Srl who for the past seven years have experienced the show as a dynamic hub for attracting international customers. Dr Chaira Fumagalli, the company's Developing Department, Manager explained: "We are here not to sell to China but to sell to outside of China as this is an international exhibition. We have met with our customers from Spain and people from Iraq, Syria and Mauritius. They are mainly looking for LED solutions with a good balance between lumen and watt."

As well as LED related lighting, other product groups at the show included:

- Technical lighting
- Decorative lighting
- Professional lights
- Electric lights
- Accessories and electronic components
- Light control, management and measurement systems
- Light production and measurement equipment
- Display products and technologies

Exhibitors in these lighting sectors included A.A.G. Stucchi (Italy), ESTO Lighting (Austria), and Verbatim (HK) Ltd.

Mr Thomas Lausegger, Sales Manager, ESTO Lighting GMBH, Austria commented: "I think the show is good because you have a very wide range of suppliers and exhibitors. When you are part of something bigger you have the chance to get recognised by some customers from parts of the world where, with your single marketing you don't have a chance to get there."

First time exhibitor Verbatim (HK) Ltd from Hong Kong also praised the show. Mr Jason Tan, from the company's Marketing Department remarked: "We meet many visitors and government representatives at the show, and they are good quality. I believe the

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show is a good place for industry information exchange, brand building, sourcing, and a chance for foreign visitors to visit manufacturers too.”

Visitors to the Guangzhou International Lighting Exhibition continue to be impressed with the show’s comprehensive range of lighting products and technologies. Mr Eric Rao, a Sales Engineer for JAE Hong Kong Limited was able to successfully source LED light bulbs. “It’s a good place for meeting suppliers and customers and getting new market information,” he said. “The show is a leading fair in the industry as there are many big brands here and it provides a chance to meet industry experts.”

Visiting the show for the first time was Mr James Li, Sourcing Senior Manager for Home Depot Asia Sourcing, China. “The exhibitors are providing good quality products and I can find what I want easily,” he said. Another first time visitor was Mr Ross Dickson, a Design Engineer from Astro Lighting Ltd, a UK company involved in domestic and contract lighting. He commented: “A show like this is good because a lot of development and technology gets shared. It’s good to see what’s out there and what the development trend is.” Third time visitor Mr Subhash Pawar, Director, from VIN LED Lighting, India added: “The exhibitor quality seems to get more sophisticated each year. The show is a meeting place and for me, it’s the perfect fair to find out what’s going on in China’s lighting market.”

Fringe programmes provided knowledge and networking opportunities

A capacity audience of more than 1,600 people attended the three-day Asia LED Summit which featured LED industry experts from around the world, including China, Japan, Korea and Taiwan. The summit was opened by Mr M. George Craford, Solid State Lighting, Fellow, Philips Lumileds, inventor of the light-emitting diode. Other summit speakers included Dr Shuji Nakamura, inventor of the high brightness GaN blue light LED.

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Commenting on the show and summit Mr Craford said: “This show is a good platform for leading companies like Philips to speak to the industry. Through my speech, I hope to give directions to the industry and let Chinese companies understand the trends. I hope they can learn something from the summit and that small companies can develop further.” Audience member Mr Alex Xu, an Engineer with the International Business Division of Dongguan Kingsun Optoelectronic Co Ltd was impressed by Mr Craford’s speech. “I hoped to know more about the LED trend from the professional view of Philips an industry leading company and it was a very informative talk.”

The two-day Guangzhou International Lighting Technology Symposium provided a forum for international and domestic lighting experts to exchange first-hand information, particularly relating to lighting design. One of the speakers was Mr David Kaneda, Managing Principal of US company Integral Group and his session was entitled “The role LEED in lighting design – How Sustainability is Influencing Lighting Design”. He spoke about LEED certification and how it affects the lighting industry. Mr Kaneda remarked: “I believe that as the lighting industry becomes more sophisticated, LED product developers as well as engineers will gain more knowledge, so that issues such as energy efficiency will become a stronger key point with China’s building professionals.”

AGORA networking forums for industry associations were held at two locations and were well attended by show visitors. Commenting on a Spanish Information Day session organised by the Guangzhou Spanish Chamber of Commerce, audience member Mr Miguel Gomez, Sales Manager for LED Solutions, Argentina said: “Our main aim is to get a foot into the Spanish market. We want to know more about the situation in Spain because the market is developing. Spain and Argentina have a lot of cultural similarities and I think it will improve our knowledge and we will be able to develop this for our clients in Spain.”

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Associations taking part in the AGORA were:

- Austrian Consulate General Guangzhou Commercial Section
- China Association of International Trade
- China Shenzhen LED Association
- Fujian Optoelectronics Manufacturers Association
- Guangdong Light Emitting Diode Industry Association
- Industrial Technology Research Institute (ITRI)
- Japan Luminaires Association
- Macau Construction Association
- Nikkei Inc
- Spanish Chamber of Commerce in China, South China
- The Federation Asian and Pacific Electrical Contractors Associations (FAPECA)
- The Hong Kong Electronic Industries Association
- U.S. Commercial Service, American Consulate General Guangzhou
- Xiamen Optoelectronics Industry Association

Other fringe programmes included:

- Lighting Design Gallery
- Guangzhou International Lighting Technology Symposium
- Innovation in Lighting Symposium
- China Lighting Distribution Market Summit
- Business Matchmaking Programme
- Hong Kong Information Day
- Asia LED Hi-tech Transaction Festival
- LED Lighting Standards Promotional Meeting
- Lighting Award Presentation

The Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology are part of Messe Frankfurt's architecture and technology shows, headed by the biennial Light+Building event in Frankfurt which will take place from 30 March – 4 April 2014. The next Guangzhou International Lighting

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Exhibition will be held 9 – 12 June 2013 at the China Import and Export Fair Complex, Guangzhou, China.

To find out more information about the shows, please visit
www.light.messefrankfurt.com.cn or email
light@china.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 457* million euros in sales and more than 1,769 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 101 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2011)