

Lighting Fair The 22nd

The 22nd China (Guzhen) International Lighting Fair

Concurrently: Guzhen Lighting Manufacturing, Supply and Services Expo 2018 (Autumn)

2018.10.22~26

Post Show Report



上海博华国际展览有限公司

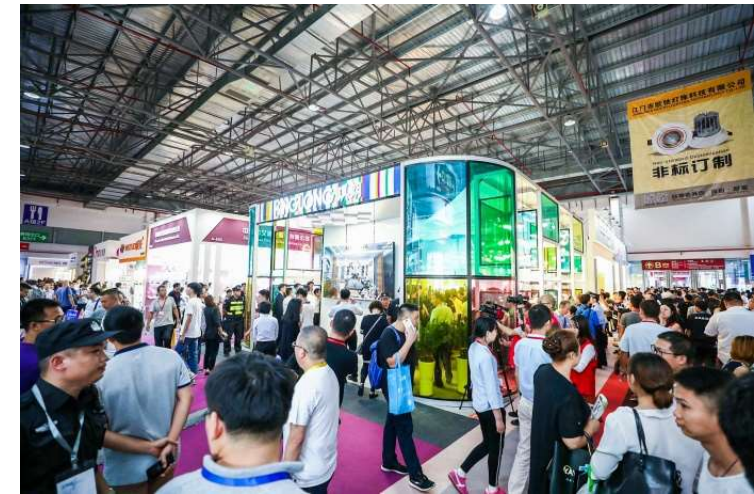
Shanghai UBM Sinoexpo International Exhibition Co., Ltd.



中山古镇灯都博览有限公司
Guzhen Lighting Expo Co., Ltd.

CONTENTS

- ▶▶ 1. Fair Details
- ▶▶ 2. Fair Impression
- ▶▶ 3. Themes & Events
- ▶▶ 4. Onsite Services
- ▶▶ 5. Overseas VIP Program
- ▶▶ 6. Visitors Analysis
- ▶▶ 7. Exhibitors Analysis
- ▶▶ 8. Media Support



The 22nd China (Guzhen) International Lighting Fair (GILF) was held on 22-26 October 2018, and concurrently with “Guzhen Lighting Manufacturing, Supply and Services Expo 2018” .

Took Guzhen Convention and Exhibition Center as the main venue, the fair joined hands with 7 sub-venues to achieve an exhibition area of 1,500,000 sq. m and 2,000 quality brands. The numbers of exhibitors, exhibition scale and exhibits all hit new high.

The newly launched “GILF+Denggle Mini Program” effectively reduced the number of apps in your cellphone. Users were allowed to access to the B2B website, visiting pre-registration, booth reservation, check the E-catalog, receive E-invitation with the program.

Other intelligent services like facial recognition admission system were applied so as to ensure the security of the fair.

Moreover, Hosted Buyer Program offered buyers more exchanges with quality exhibitors via matching meeting, networking party and sourcing tour to sub-venues, with free accommodation and transportation.

Dates	22-26 October 2018
Venues	Main Venue: Guzhen Convention and Exhibition Center Sub Venues: Lihe Lighting Expo Center Huayi Plaza Star Alliance Global Brand Lighting Center Lighting Era Center Besun Lighting Plaza Huayu Plaza International Streetlight City
Space	Over 1,500,000 sq. m
Exhibitors	Over 2,000, including 816 exhibitors in main venues
Exhibits	GILF: Decorative Lighting, Household Lighting, Commercial Lighting, LED Lighting & Technology, Outdoor Lighting, Electrical Products GMS: Equipment, Accessory, Raw Material, 3D Printing, Business Services
Visitors	89,658 visitors from 118 countries attend the show, including 5,433 overseas buyers. 310,000 person time of entrance were recorded .
Sponsors	China Association of Lighting Industry Guzhen- China Lighting Capital
Organizer	Guzhen Lighting Expo Co., Ltd Zhongshan (Guzhen) Federation of Industry & Commerce Electric Lighting Industry Association of Zhongshan City



GILF+7 Sub-venues

The 22nd GILF linked with 7 sub-venues to achieve a mega exhibition space reach 1,500,000sqm. Over 2,000 brands are available for buyers' option. During the exhibition, free shuttles to sub-venues are offered.



- Lihe Lighting Expo Center**
 3+1 Lighting Complex
 Space: 550K Sqm, Shops: 483
- Huayi Plaza**
 1+5 World-class Business Complex
 Space: 420K Sqm, Shops: 336
- Star Alliance**
 Gather Top Lighting Brands
 Space: 360K Sqm, Shops: 500
- Lighting Era Center**
 Lighting Mall with International Sales Mode
 Space: 79K Sqm, Shops: 170
- Besun Lighting Plaza**
 For Retail, Wholesales and Engineering Sourcing
 Space: 100K Sqm, Shops: 73
- Huayu Plaza**
 Chinese-style Lighting Sourcing Platform
 Space: 50K Sqm, Shops: 23
- China International Streetlight City**
 LED Outdoor Lighting Sourcing Base
 Space: 200K Sqm, Shops: 108

The 22nd GILF linked with 7 sub-venues, creating an exhibition area of over **1,500,000 sq. m**

The number of exhibitors in main venue has increased to 816, a 0.6% rise compared to 2017

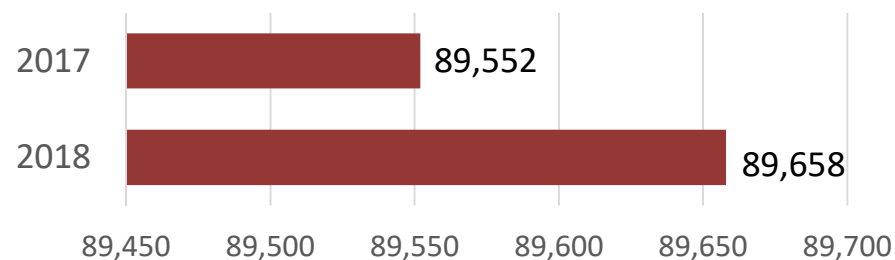
The 5-day fair recorded 310,000 person time of entrance, with 89,658 buyers from **118 countries and regions**

Overseas buyers reached to **5,433**, a **20%** increase compared to the same period last year

The mode of free admission for pre-registrant continues to apply

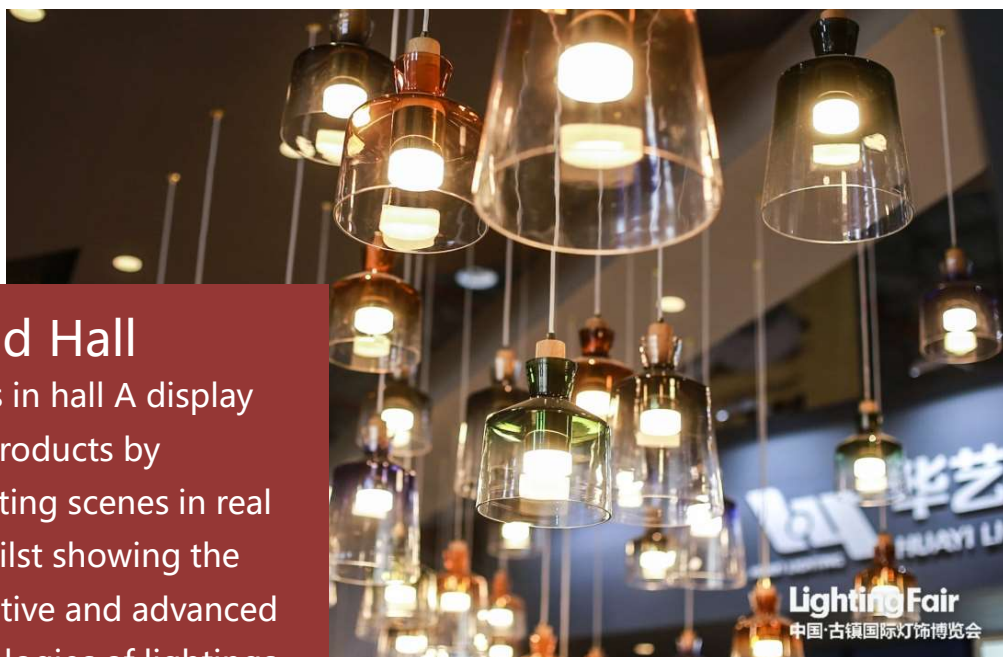


Numbers of Buyers



Brand Hall

Brands in hall A display their products by simulating scenes in real life whilst showing the innovative and advanced technologies of lightings.



Innovation Blossoms

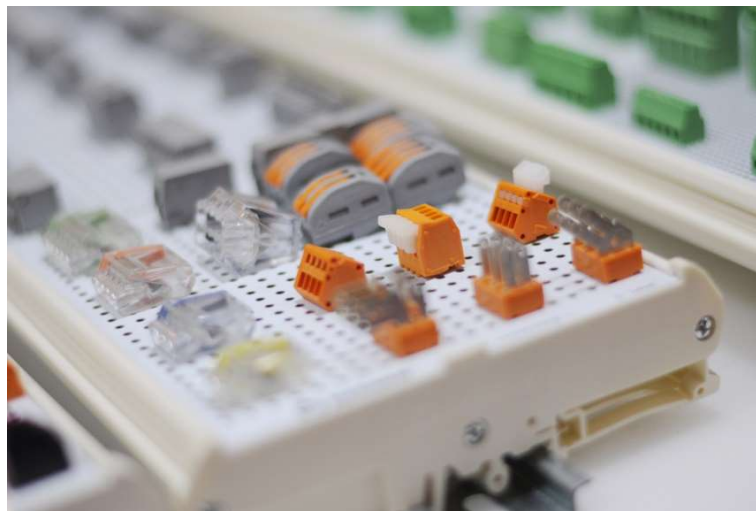
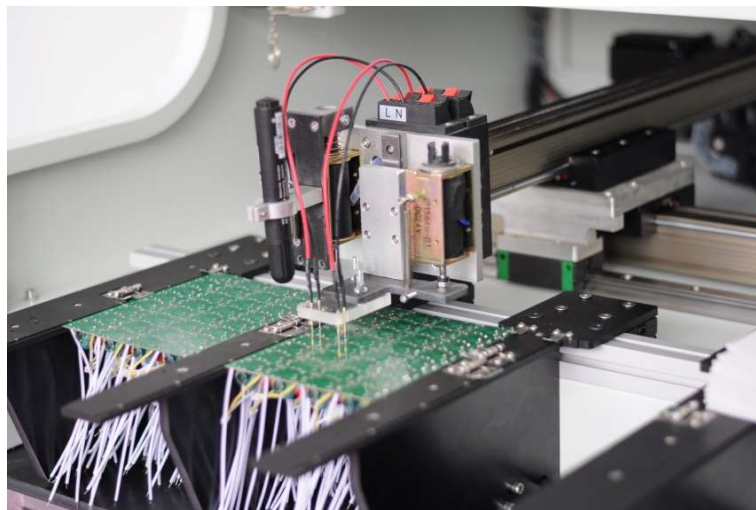
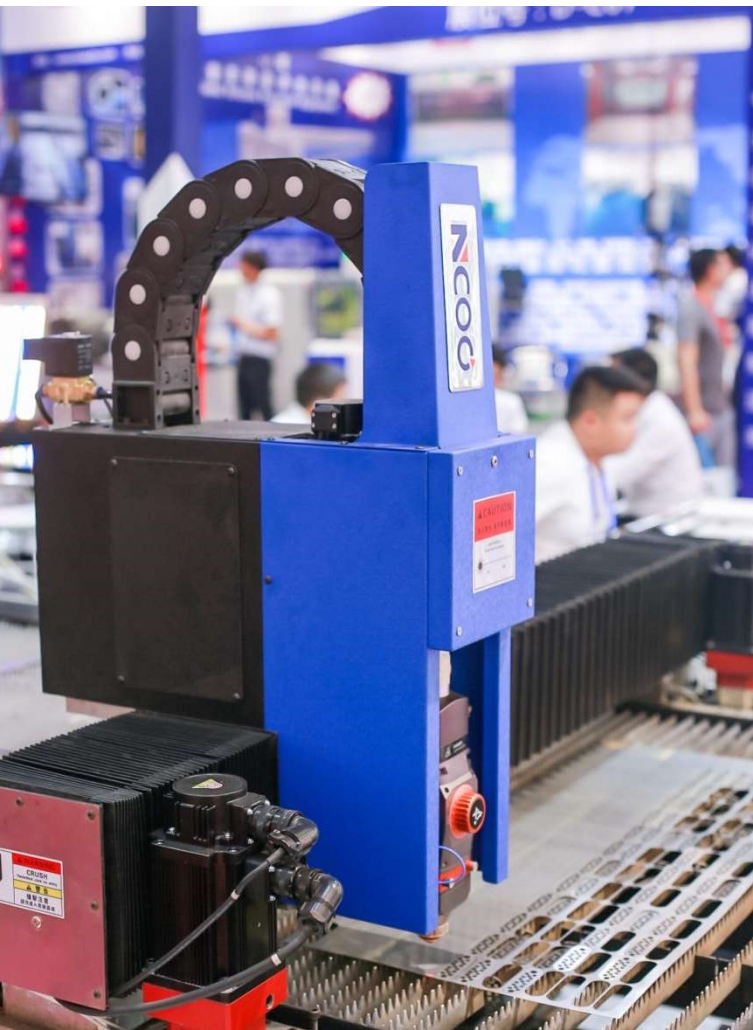
Innovative ideas and original designs can be spotted in almost all lightings.



Smart Lighting

Smart lighting solution, smart streetlight, the internet of things and AI technologies are in the spotlight of the fair.

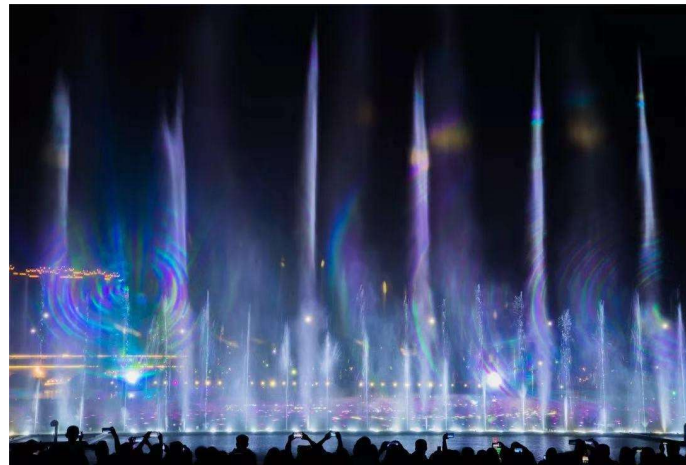




Intelligent Manufacturing

Find robots, AI technologies, 3D printing and new materials at the 2 outdoor halls-Equipment and Accessories Halls.





2018 Guzhen International Lighting Festival

Guzhen International Lighting Festival is a perfect demonstration of lighting technology and art's combination. The festival was made up by 3D Lighting Fountain, lighting sculptures, Lighting dragon boats and concerts and local snacks. One of the most appealing spot is the lighting architectures which tell the story of Guzhen Lighting exploring the "one belt and one road" market.





2018 China International Lighting Design Awards

In the evening of October 21st, the 2018 China International Lighting Design Awards came to conclusion. Among the 651 pieces of lightings, 43 award winning pieces were displayed at GILF.

The 22nd China (Guzhen) International Lighting Fair & 2018 Guzhen International Lighting Festival Opening Ceremony

The 22nd China (Guzhen) International Lighting Fair & 2018 Guzhen International Lighting Festival grandly opened at Guzhen Convention and Exhibition Center at 10am on 22 October 2018.

Chairmen of China National Light Industry Council--Mr. Zhang Conghe, former executive vice governor of Guangdong Provincial People's Government-Mr. Tang Bingquan, Zhongshan municipal party committee secretary -Mr. Chen Xudong, president of China Association of Lighting Industry-Mr. Chen Yansheng, executive president of China Association of Lighting Industry-Ms. Liu Shengping , former deputy director of WIPO China Office-Mr. Lv Guoniang, vice counsel of Guangdong Intellectual Property Office-Mr. Huang Guanghua, general director of POLIdesign· MIP Politecnico di Milano-Mr. Matteo Ingaramo, commercial attache of Angola- Mr.Nelson Justino Manuel Jose and Mr. Joao Filipe da Costa, officer of Vietnam Lighting Association-Ms. Nguyen Thi Toan and Ms. Nguyen Thi Tuyet Nhung and main leaders from Zhongshan Municipal Government and Guzhen Township Government attended the ceremony.

After that, guests visited the main venue and were highly impressed by the business atmosphere, visitor flow and services of the fair.



International Certification Symposium on Lighting Products

Introduced international standard and explained some new standards and their requirements to audience.

2018 Zhongshan (Guzhen) Cross-border E-Commerce Summit and Alibaba Lighting Selections Matchmaking
GILF and Alibaba.com presented 2018 Zhongshan (Guzhen) Cross-border E-Commerce Summit and Alibaba Lighting Selections Matchmaking, diversifying lighting buyers' sourcing channels.



Google will Upgrade the New Pattern of Lighting Foreign Trade

Representatives of Google Aword explained to audience of how to leverage the Google platform to reach potential buyers and shared some successful foreign trading cases of lighting industry.

2018 China (Guzhen) International Lighting Fair Overseas Market Procurement Matchmaking
Shenzhen Lighting and Display Engineering Industry Association and China Association of Lighting Industry joined hands to host the matchmaking, unveiled the market trend and assisted exhibitors to open up international market.





Market Opportunities in East and Central Africa

Shirley Shen, the director of Mie Group exhibition department, analyzed the lighting market potential of Africa, showing ways for lighting enterprises.

New Marketing Mode Facilitates Enterprises' Retail Leap

Specialists of home marketing and online community operators shared tips to achieve retail sales leap.

Tik Tok× Lighting Discover

Find out how you can better use your lightings with Tik Tok, the live video platform.

Be the Top of Lighting Industry with SF Express

SF Express shared safe and fast logistic solutions.

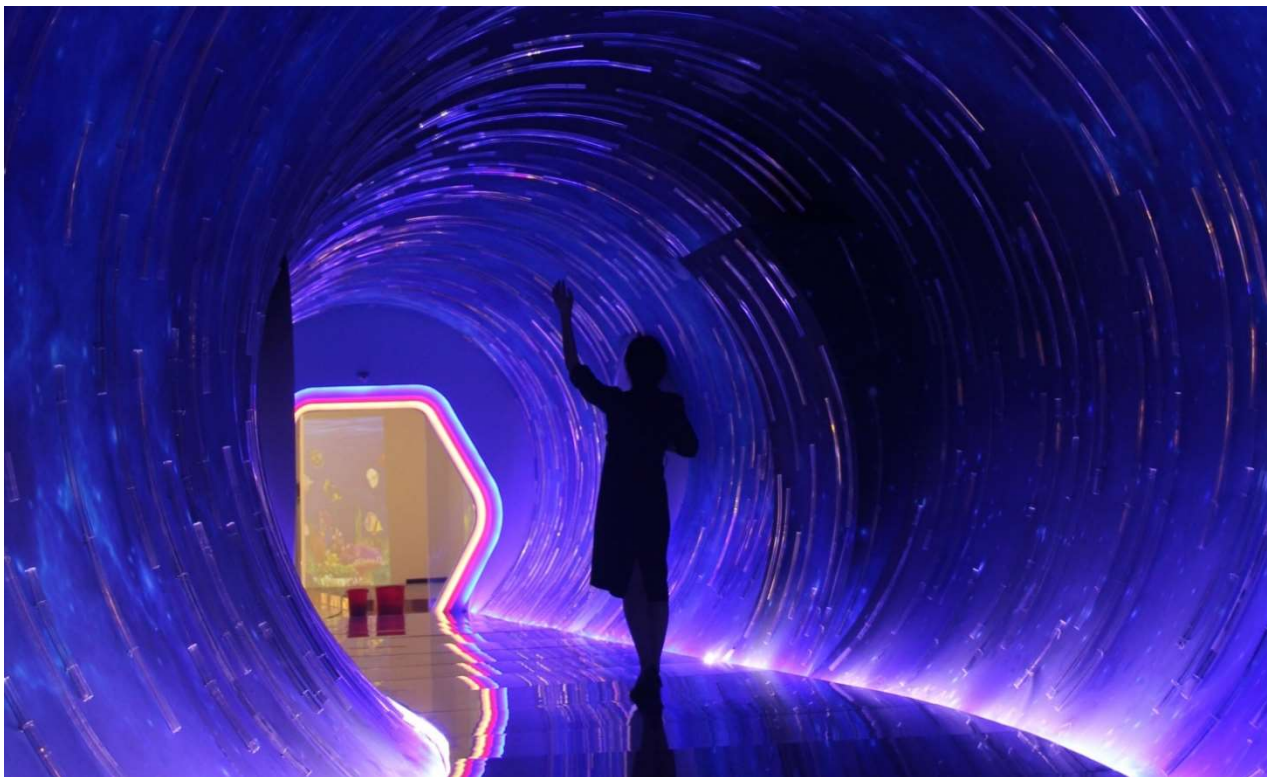
Smart Lighting Solution Innovative Marketing Plans and Channels Forum

Specialists of the industry provided insights on the upgrade of smart lighting technologies, production innovation and ways to generate profits.

2018 China International Lighting Design Awards Ceremony

The 2018 China International Lighting Design Awards Ceremony staged at Lihe Lighting Expo Center. The event rewarded prizes to enterprises with original lighting design.





EVENTS AT SUB-VENUES

Lihe Lighting Expo Center

Brand Lighting at Wholesales Price
Sales of Lighting at Lighting Capital-Guzhen

Huayi Plaza

The 4th Lighting Art & Culture Show

Star Alliance

Light & View- City Landscape Lighting Forum

Besun Lighting Plaza-Lighting Sales Feast

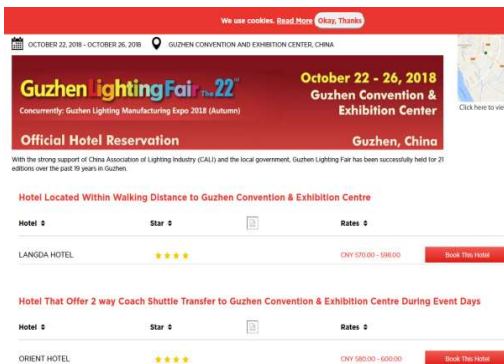
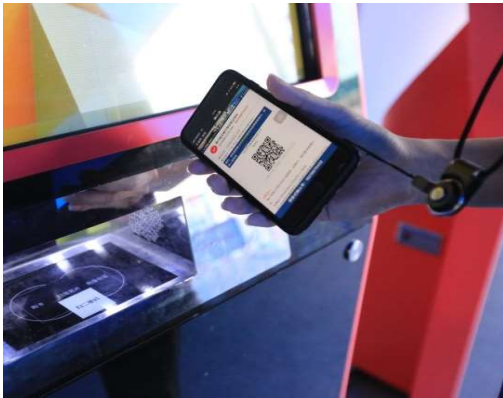
Huayu Plaza

Zhongshan Taobao College Training Hub Launch
Ceremony

The 2nd Chinese-style Lighting Festival

International Streetlight City

Outdoor Lighting Show and Outdoor
Lighting Purchase Feast



Tailor Made Services

Various Forms to Attend

Pre-register via website, Wechat, email or phone call
Register onsite with business card or via Wechat mini program

VIP Lounge

Offer free lunch, free access to wi-fi, drinks and snacks

Hotel Booking System

Reserve your accommodation online at discounted rate

Exhibitor Inquiry System

Find all the 816 exhibitors at main venues and other 2,000 suppliers at sub-venues

Free Shuttle

Free shuttles to sub-venues, light-rail station, Guangzhou Baiyun Airport and Zhongshan Port

E-services

The fair is equipped with Wechat mini program (consist of B2B website, online registration, online payment system and booth reservation system), E-catalog, facial recognition system.

Hosted Buyer Program

The 22nd GILF-Hosted Buyer Program is consisted of 3 parts- Business Matching Meeting, Networking Party and VIP Sourcing Tour. Hosted buyers were offered with **free accommodation, airport pick-up and drop off services and free shuttles** to the activity site. In general, 570 buyers from east Europe, Southeast Asia and Africa attended the program.

► Business Matching Meeting

Pre-arrange 168 meetings for buyers from east Europe, Southeast Asia and Africa. Products covered 9 categories of lighting, matching successful rate reached **65%**, overall satisfaction rate reached **80%**.



► Networking Party



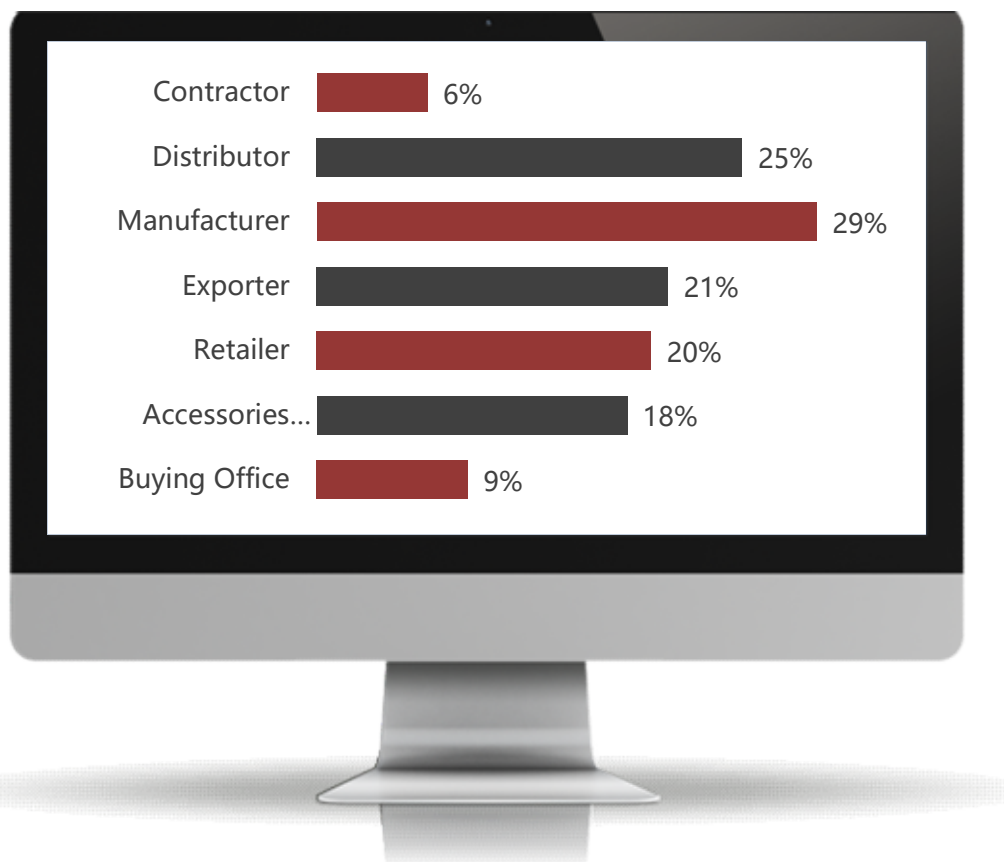
VIP Sourcing Tour ◀

Domestic Buyers

84,225 of visitors from the country attended the fair.

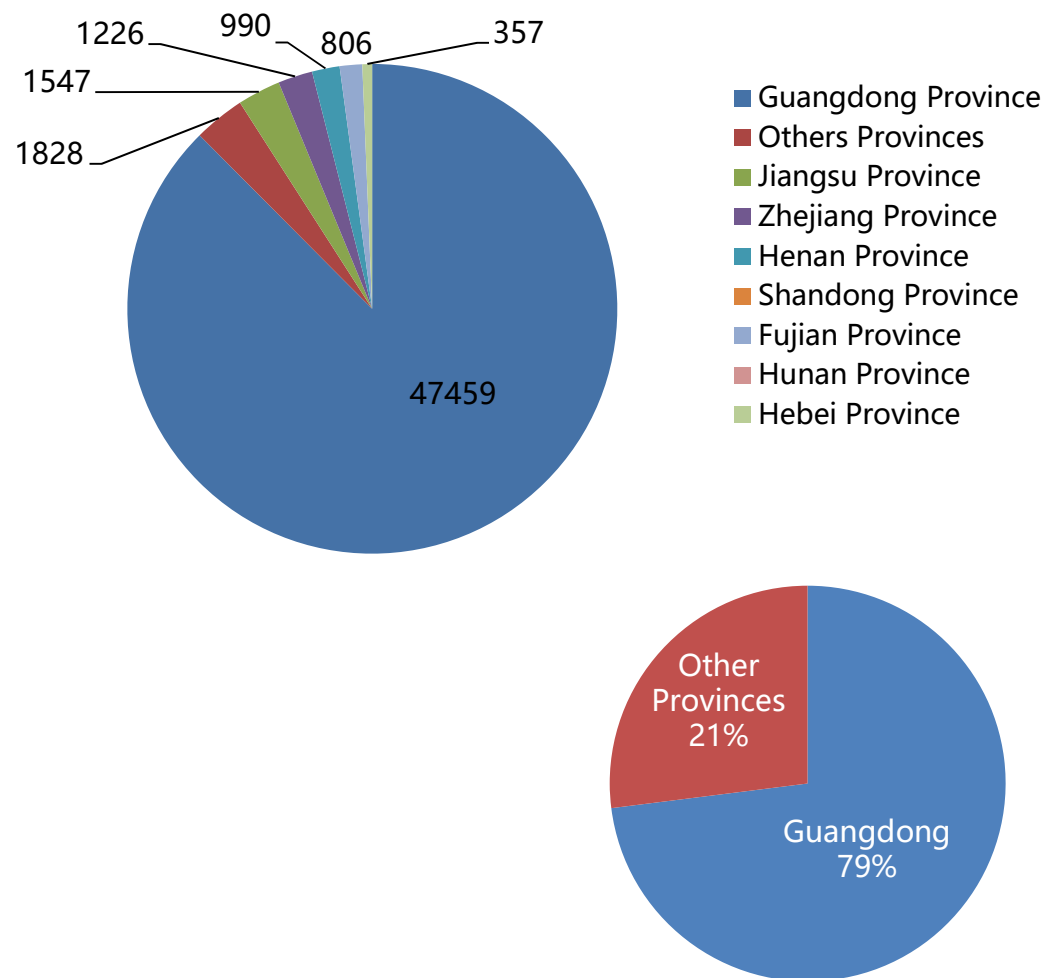
Business Nature

Most of the buyers are manufacturers or distributors.



Regional Scope

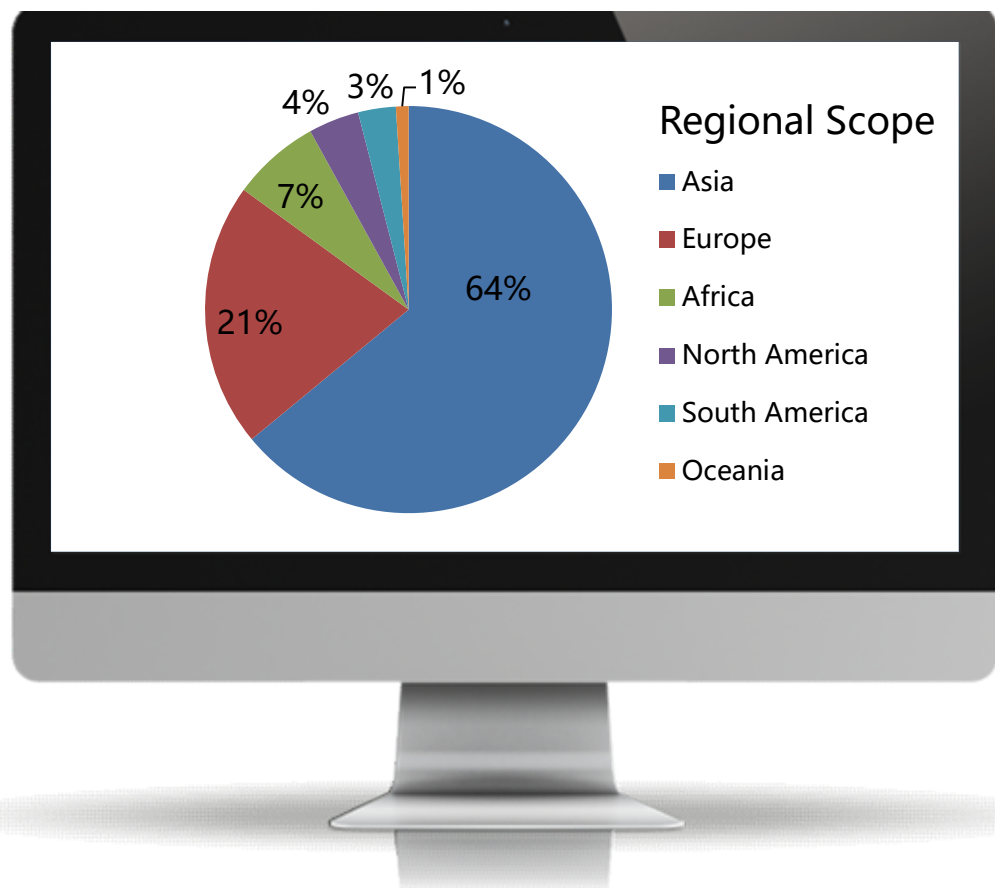
Visitors are mainly from Guangdong province, accounted for 73%. Jiangsu province came to the next.



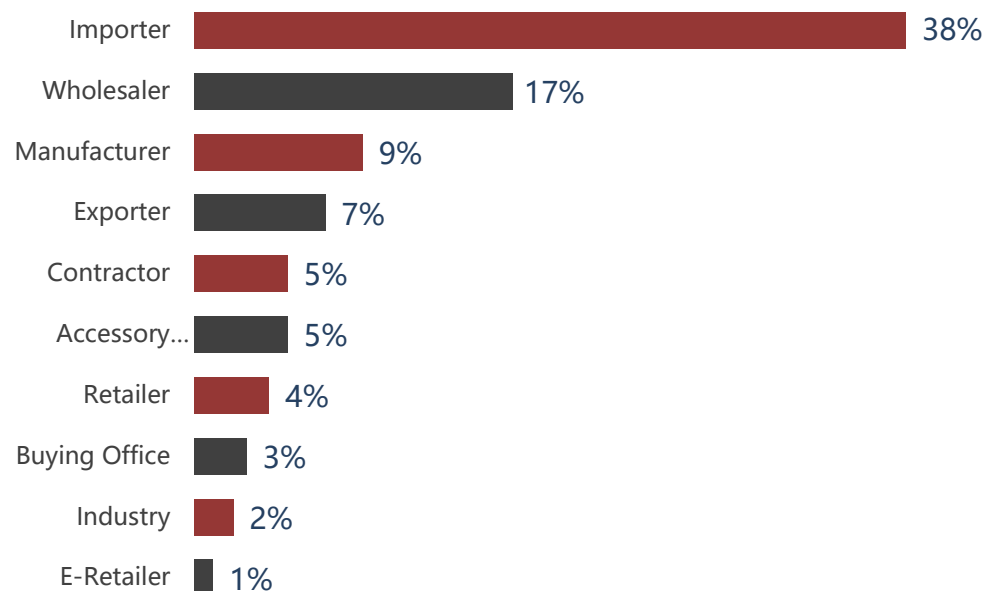
Overseas Buyers

This fair attracted **5,433** overseas visitors from **118** countries, increased by **20%** compared to last year.

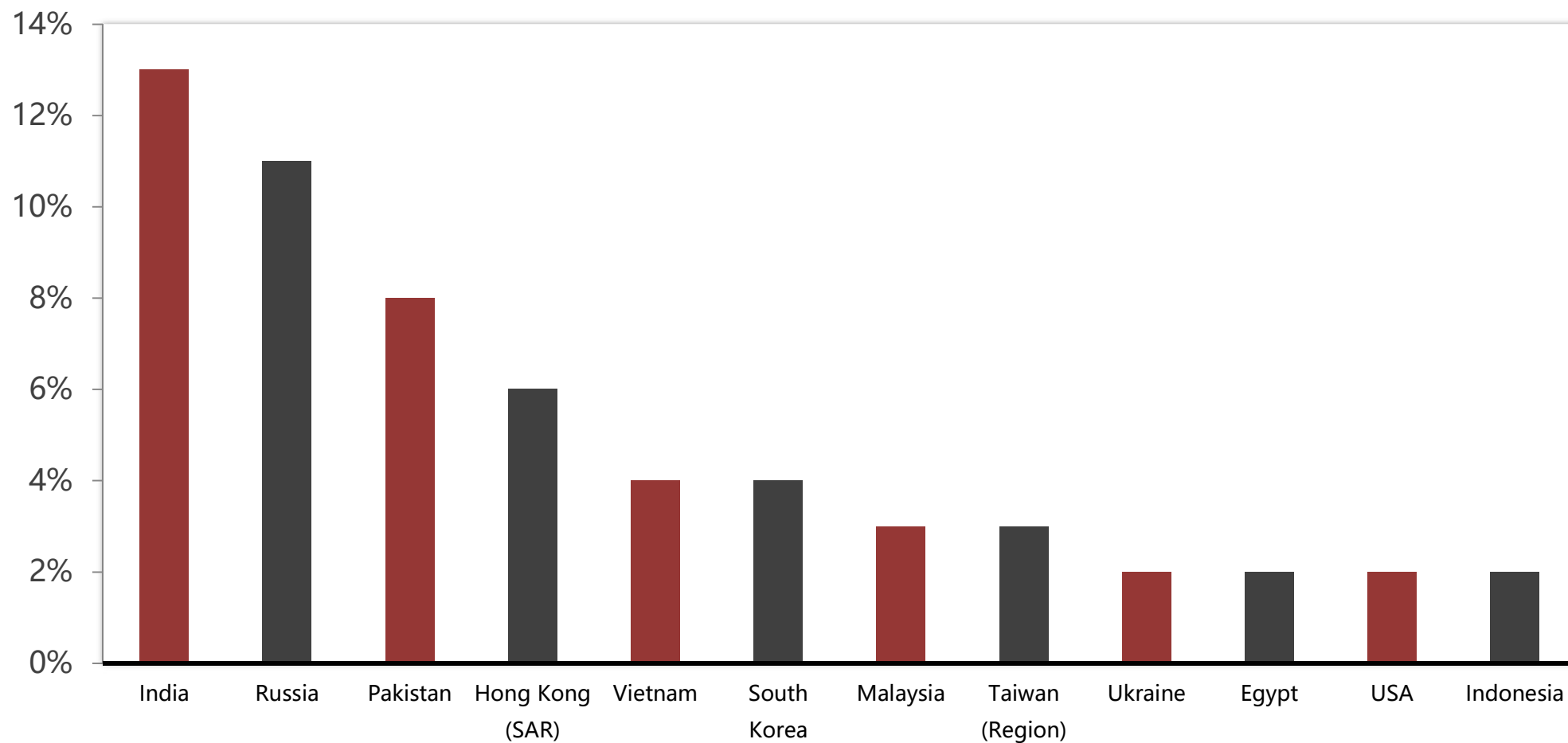
Visitors cover 6 continents of the world, nearly 70% are from Asia. 21% visitors are from Europe, a 7% increase in comparison to the same period last year.



Business Nature

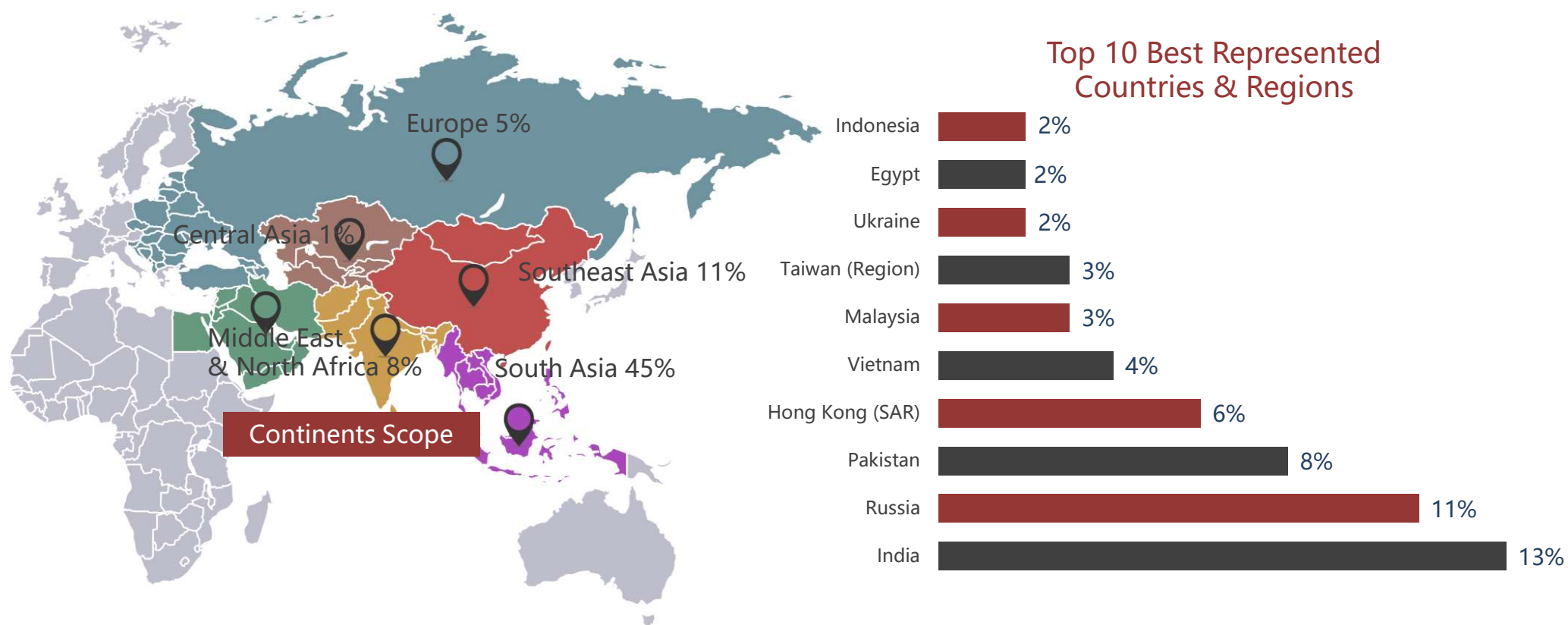


Top 12 Best Represented Countries & Regions



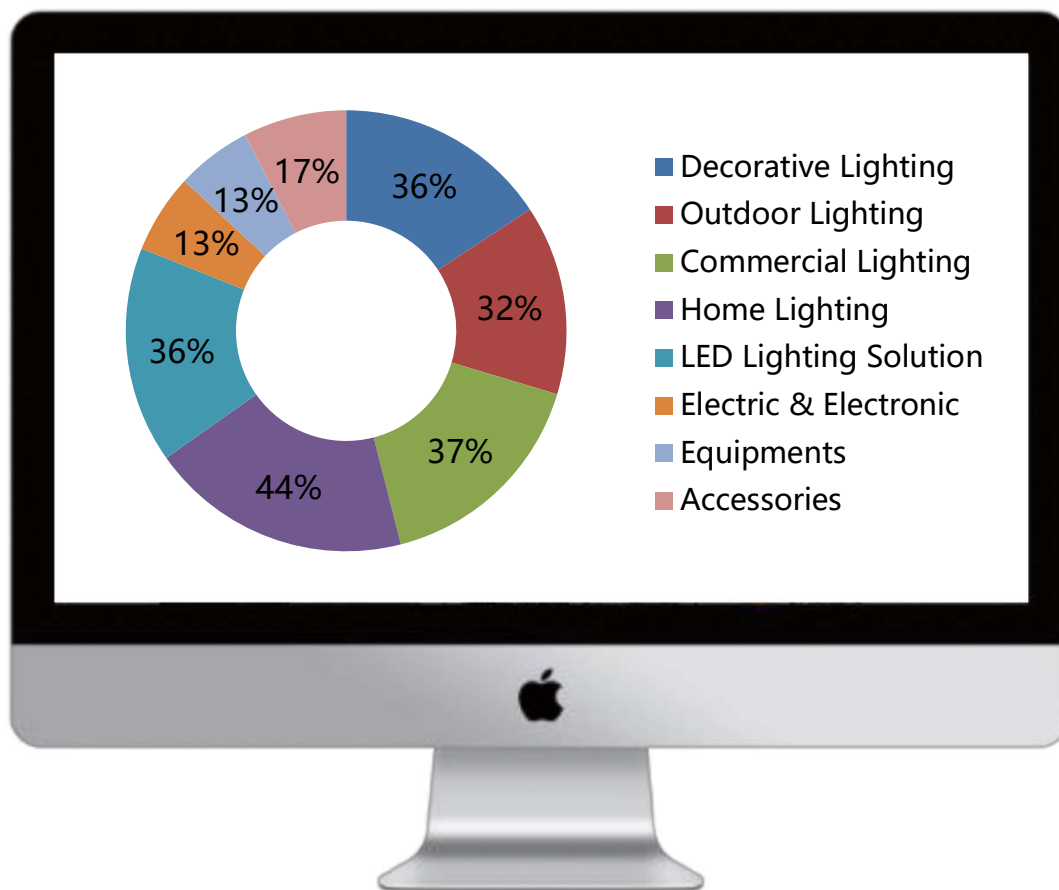
Visitors from Belt and Road Countries

Around 60% of the visitors are from Asia. India, Russia and Pakistan are the major sources.

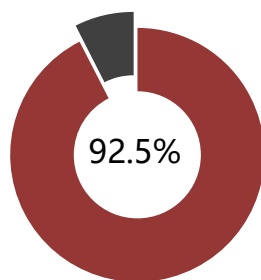
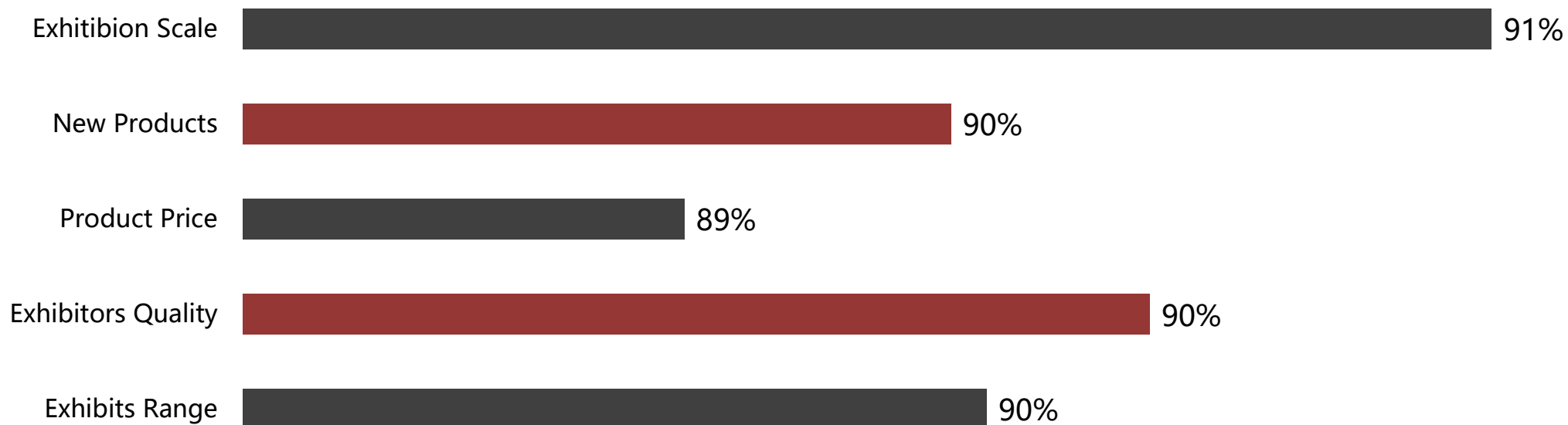


Sourcing Preference

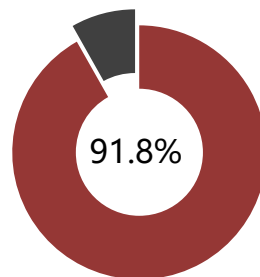
Home Lighting, Commercial Lighting and Decorative Lighting are most favored by trade buyers.



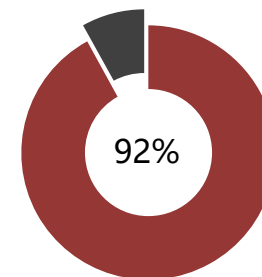
Achieved Objectives



Overall Satisfaction



Willing to recommend
colleagues to the fair



Willing to attend
to next edition



CHATZIKONTIDIS SA
ALEXANDROS CHATZIKONTIDIS

It's been our 6th years of coming from Greece. The lightings here are very price competitive and we are always very fruitful.

TNA MARKETING

Akashdeep Arora

I am a regular visitors of Guzhen Lighting Fair and I can see many improvements every time coming. I am intended to invite some of my business partners, like Walmart and Amazon to come next year.



CONTROLES ELECTRONICOS INDUSTRIALES, S.A. DE CV.

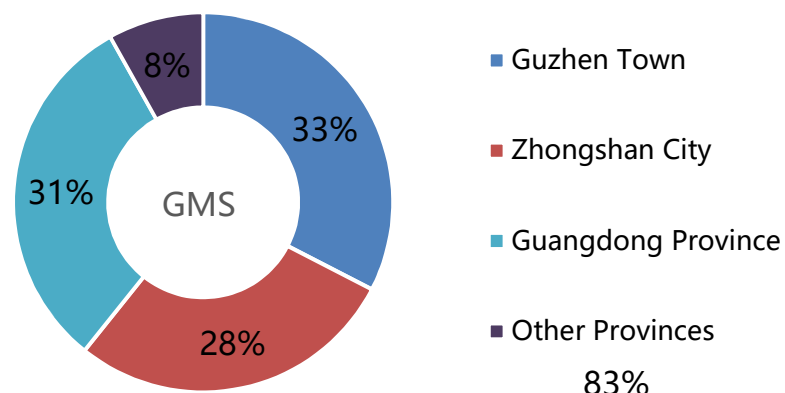
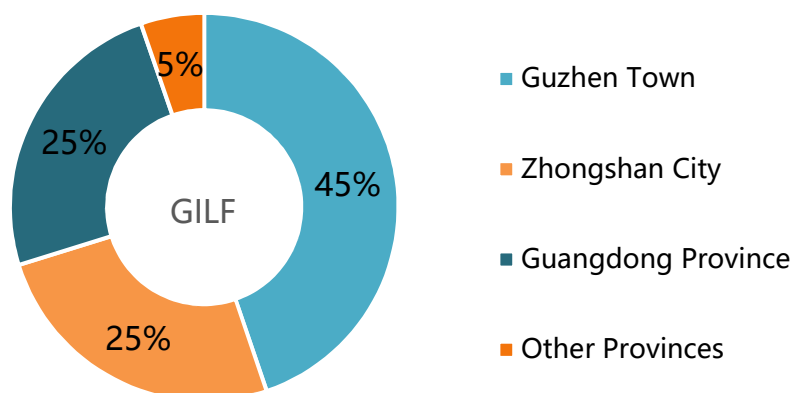
Victor Antonio

I attended the VIP sourcing tour last year and am impressed to find more forms of networking this year.



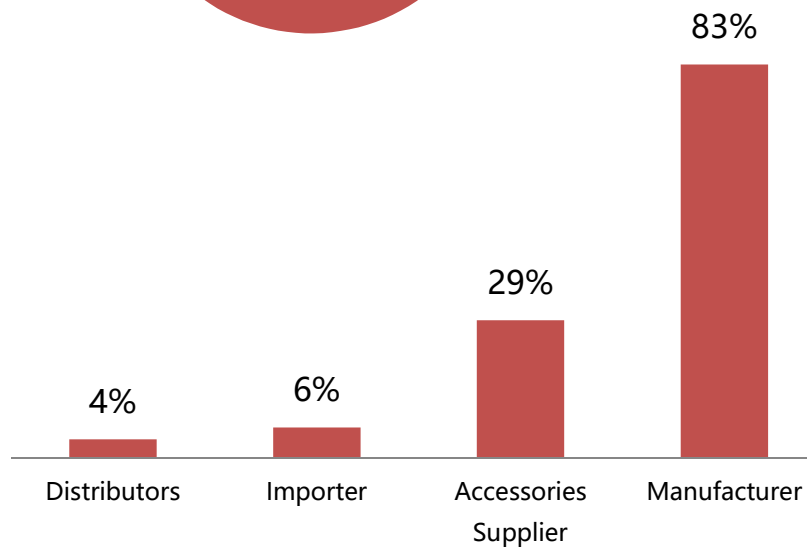
Regional Scope

The fair attracted 816 quality exhibitors to participate in the main venue, including 681 exhibitors for GILF and 135 for GMS.



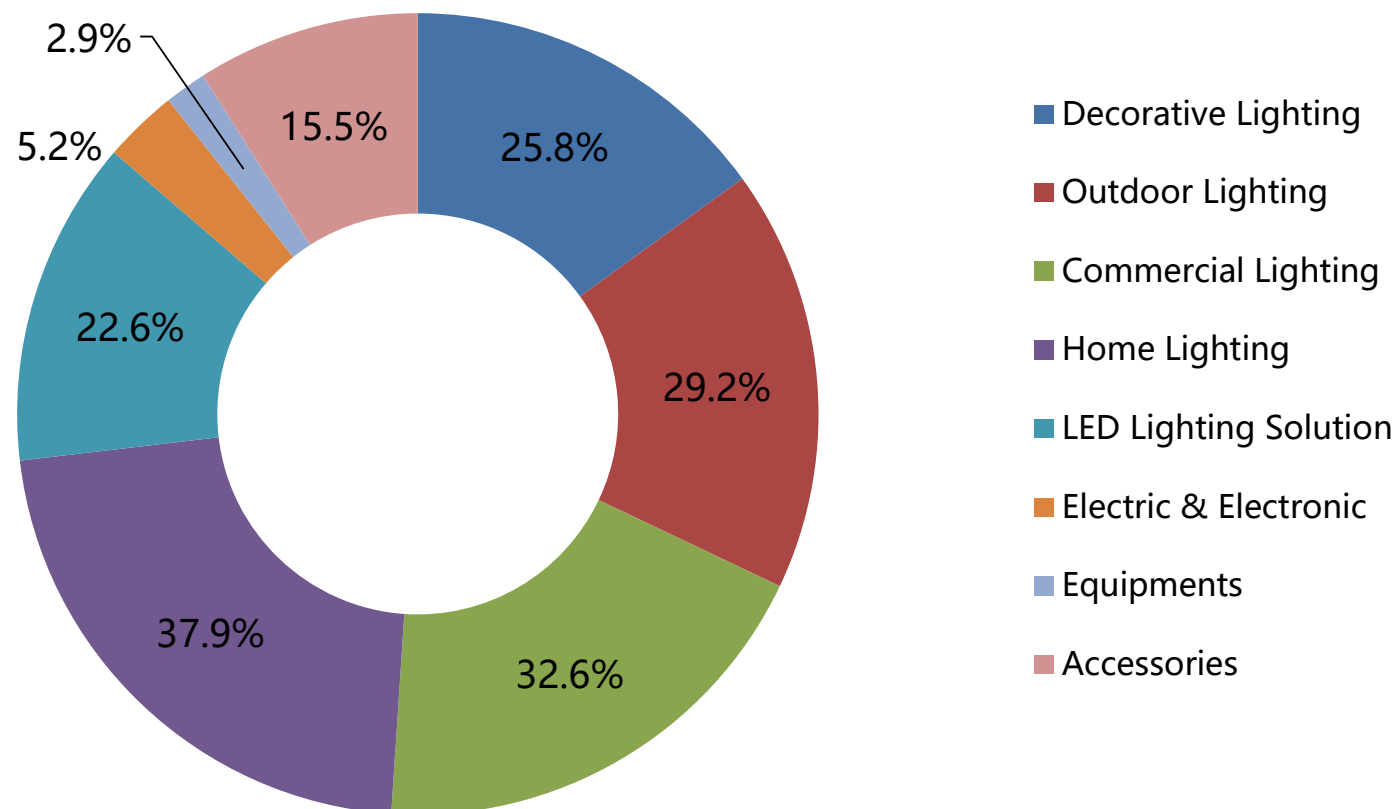
Exhibitor Profile

83% of the exhibitors are manufacturers, others are accessories suppliers, importers and distributors.

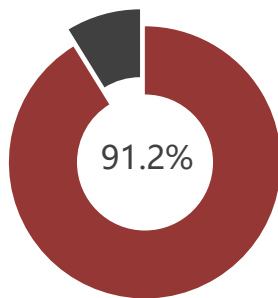
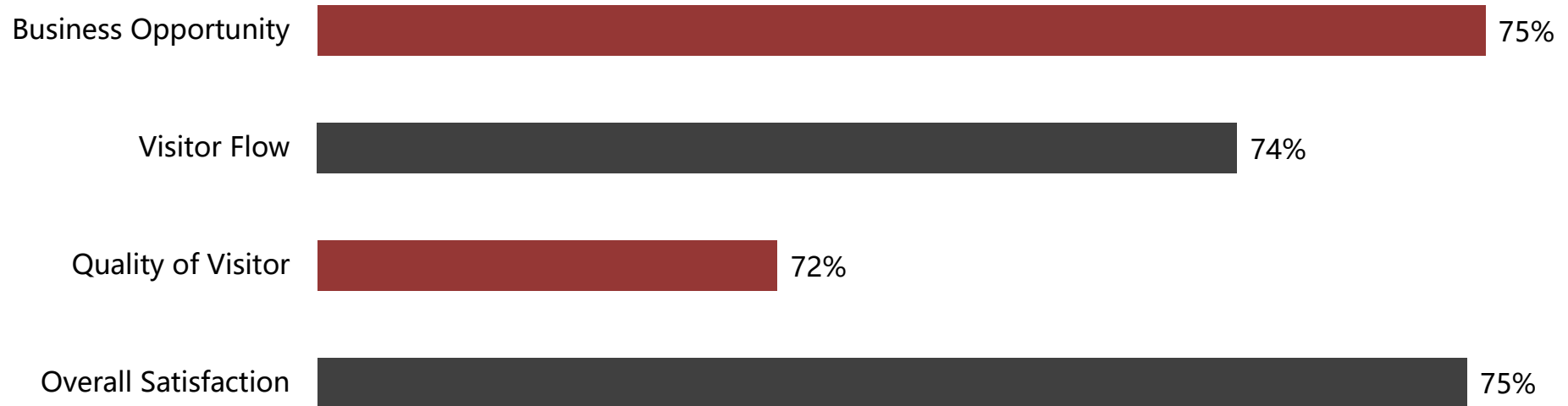


Exhibits Profile

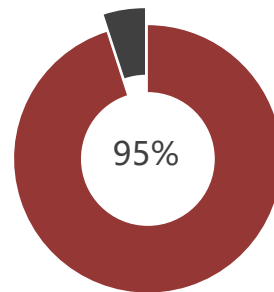
Most of the exhibits in the fair are Commercial Lighting and Home Lighting, followed by Outdoor Lighting, LED Lighting Solution and Decorative Lighting.



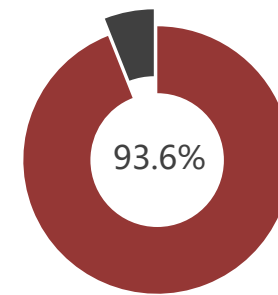
Satisfaction of Exhibitors



Willing to recommend
peer to the GILF



Willing to participate
in the 23rd GILF



Willing to participate
in the 24th GILF

Media Support

Press Releases of the 22nd China (Guzhen) International Lighting Fair in Nearly **100** Media

