

Press release

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## Guangzhou International Lighting Exhibition returns with a new show theme – THINKLIGHT: Envisage The Next Move

Callum Wiggins  
Tel. +852 2238 9941  
[callum.wiggins@hongkong.messefrankfurt.com](mailto:callum.wiggins@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn)

**The Guangzhou International Lighting Exhibition will return to the China Import and Export Fair Complex in Guangzhou, China, from June 9 – 12, 2019. Continuing to serve as the most influential lighting and LED event in Asia, the 24<sup>th</sup> edition of the show will adopt a new show theme – THINKLIGHT: Envisage The Next Move.**

The last edition of the show emphasised the importance of embracing change in the lighting industry, whether that be in the shape of smart and connected lighting, LED miniaturisation or even human-centric lighting. The lighting supply chain is also undergoing change with the growth of smart lighting and IoT applications as software developers, electronic engineers and lighting manufacturers begin to collaborate and analyse the facets of the end-user product together.

New digital technologies are transforming the lighting industry and ‘disruption’ has been a key talking point among industry players. The theme of Guangzhou International Lighting Exhibition 2019 (GILE) – THINKLIGHT: Envisage The Next Move – aims to encourage the lighting community to see the changes as a means of progression and innovation.

Commenting on next year’s show theme, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: “Vast changes in the lighting industry have led to the convergence of distinct technologies, industries and devices. Today, those in the lighting community have to consider many complex factors while making their next move. GILE offers a dynamic hub for the lighting industry to learn and share ideas across different disciplines and sectors, establishing dialogue about strategies for a new, complex and ever-changing market place.”

### **Lighting beyond illumination**

By embracing the digital transformation, the lighting industry has been bestowed with new opportunities to create lighting that is smart, sustainable and connected and which is able to collect data and communicate. Intelligent lighting controls, predictive management, space and occupancy analytics, beacon networking among many other applications have created additional value to the basic illumination function of a lighting fixture.

In addition to the technological aspect, there has been a change in the business model of the lighting industry. Lighting vendors no longer sell light bulbs but sell lighting-as-a-service based on IoT connectivity. New lighting applications like automotive LEDs, small interval LEDs,

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

horticultural lighting, UV and IR LEDs offer new possibilities for the industry.

The latest cutting-edge technologies and solutions will be showcased throughout the 19 halls comprising the exhibition while the concurrent event programme will invite industry experts from around the world to delve deeper into the latest industry trends and developments.

### **The fundamentals of light**

In the midst of industry-wide change, many people are taking a moment to consider the fundamental purpose of lighting – illumination. While lighting has become the primary choice of carrier of IoT data and is forming the backbone of smart buildings and cities, the critical factors of good quality lighting such as colour, glare and flicker must not be diminished. The 2019 show seeks to encourage the industry to use technology with care and find a balance between the desire for low-cost, low-energy solutions with the need for exquisite lighting that is beneficial to people's needs and comfort.

Looking ahead to next year's show, Ms Wong added: "We must embrace this digital age by applying technology into lighting in an intelligent and purposeful way. GILE will continue to work together with the industry to cultivate the core elements for creating light".

The Guangzhou International Lighting Exhibition is a part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial Light + Building event.

Messe Frankfurt also offers a series of other light and building technology events worldwide, including the Shanghai International Lighting Fair, Thailand Lighting Fair, BIEL Light + Building in Argentina, Light Middle East in the United Arab Emirates, Interlight Moscow powered by Light + Building in Russia as well as Light India, the LED Expo New Delhi, and the LED Expo Mumbai in India.

For more information on Light + Building shows worldwide, please visit [www.brand.light-building.com](http://www.brand.light-building.com). For more information regarding the lighting shows in China, please visit [www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn) or email [light@china.messefrankfurt.com](mailto:light@china.messefrankfurt.com).

**Press information and photographic material can be found [here](#)**

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018

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