

Press release

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Guangzhou International Lighting Exhibition opens its doors this week to mark 25 years as a trusted industry platform

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The four-day Guangzhou International Lighting Exhibition (GILE), one of the most influential lighting and LED events in Asia, will open its doors on 10 October, marking the show's 25th anniversary. This year, the fair introduces the theme 'Connect and Rebound Together!' to encourage the industry to regather and revive in the midst of the pandemic recovery. GILE 2020 welcomes 2,028 exhibitors from eight countries and regions spanning 18 halls and 190,000 sqm. With more than 100 concurrent seminars and forums, the show also provides a platform for the industry to communicate, cooperate and create valuable business opportunities.

Commenting on the show, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd said, "Thanks to the input and dedication of our industry peers, the lighting sector is moving forward positively, despite the challenges faced this year. And as we celebrate the show's 25th anniversary – a tremendous achievement for us as the fair organiser and for the industry as a whole – we are proud that even during these unprecedented times, GILE continues to serve as a leading platform to facilitate business exchange, communication and knowledge sharing. This year, the fair will showcase products from the entire supply chain along with new technologies in the midst of this current transformative period for the industry. Some exciting, new innovations to be explored at this edition include: lighting digitalisation, smart lighting solutions, human-centric lighting, LED miniaturisation and integration, and more."

In addition to displaying the entire lighting supply chain, the show will also host a concurrent event programme titled 'Entrepreneurship – To Think & To Act'. The event aims to encourage the industry to face current changes with confidence and positivity and will boost the exploration of new technological innovations and breakthroughs. Thus, under the theme 'To Evolve, To Accomplish, To Prevail', the programme invites distinguished entrepreneurs to share their industry insights. Some topic areas are as follows:

The digital transformation of lighting

The 5G era has reshaped business strategies in the industry, with innovative smart lighting products consistently being launched, welcoming rapid growth. By embracing new technologies, the industry

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has unlocked opportunities to develop smart, sustainable and connected lighting which is able to collect data and communicate. Intelligent lighting controls, predictive management, space and occupancy analytics, and beacon networking among other applications have created additional values to the basic functions of a lighting fixture.

Niche market development

New lighting applications such as automotive LEDs, small interval LEDs, horticultural lighting, and UV and IR LEDs offer new possibilities for the industry. Meanwhile, as the demand for hygiene and sanitation products surges amid the pandemic, UVC LEDs with their disinfecting functionality have become extremely popular.

New business models

Lighting vendors no longer sell just light bulbs, but a new form of lighting-as-a-service based on IoT connectivity as the industry continues to evolve and develop. To address these changes, a seminar focused on lighting digitalisation will discuss the needs of the global lighting production chain and invite brand owners, traditional business channels, innovative B2B platforms, factory owners and digital account service providers from upstream and mid-stream companies to discuss practical sales and marketing ideas to project a full picture for businesses.

Different new fields such as LED technologies, smart control systems and human-centric engineering are emerging rapidly, bringing more innovative varieties for lighting, technologies and designs. Thus future lighting trends will range from low to high-quality products, be personalised and enable cross-platform integration; while miniaturised lighting will be used on engraved and personalised designs for customisation and for the convergence of human-centric and natural lights.

In addition to presentations from individual speakers, industry experts have also been invited to participate in panel discussions about the future of the lighting industry. Conversations will revolve around issues such as the future strategic roadmap of the industry's development as well as how businesses should evolve with the market.

PowerMatch business matching event adds extra opportunities

The most effective way of expanding a business network is to have face-to-face communications. During the four-day show, overseas and domestic buyers are invited to have in-person, as well as online business meetings with suppliers, widening the scope of business opportunities on offer.

Anticipating the 2020 show, Ms Wong concluded, "I would like to extend my gratitude towards our exhibitors, supporting associations, professionals and media who continue to show their support for the fair. Over the past 25 years, GILE has advanced with the lighting industry and continues to provide an ideal platform for businesses across the entire supply chain. Today, 5G is changing consumers' lifestyles and the lighting market also faces a new era of digitalisation. Moving forward, GILE will continue to contribute to the development of the industry and to

motivate businesses to progress and evolve together.”

The Guangzhou International Lighting Exhibition is a part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial Light + Building event. The next edition will take place from 13 – 18 March 2022 in Frankfurt, Germany.

Messe Frankfurt also offers a series of other light and building technology events worldwide, including the Thailand Lighting Fair, BIEL Light + Building in Argentina, Light Middle East in the United Arab Emirates, Interlight 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 <http://www.brand.light-building.com>. For more information regarding the lighting shows in China, please visit <http://www.light.messefrankfurt.com.cn> or email light@china.messefrankfurt.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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