

Press release

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The Future is Now: Guangzhou International Lighting Exhibition aims to advance together with the lighting industry in 2021

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The 25th edition of Guangzhou International Lighting Exhibition (GILE) concluded successfully last October, welcoming a total of 2,028 exhibitors together with 141,868 visitors. Continuing its status as the preeminent lighting exhibition in China, the 26th edition will be held from 9 – 12 June 2021 at the China Import and Export Fair Complex in Guangzhou, with the theme ‘The Future is Now’. The fair will continue with both online and in-person formats to ensure lighting industry peers from throughout the world can gather to project future developments and business opportunities, and to encourage each other to keep advancing in the recovery of the global lighting industry.

According to TrendForce research, global LED demand is forecast to rebound in 2021, resulting in annual revenue of USD 15.7 billion, a 3.8% increase year-on-year. Embracing this positivity is behind the creation of the 2021 show theme: The Future is Now. Commenting on the theme, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd said: “The hurdles that the lighting industry is now facing have motivated us to take a leap forward. At the same time, the lighting industry’s future is full of possibilities. Rather than just being about illumination or individual products, the focus will be on people and offering a service. The health and wellbeing of users, for example, can be improved by modifying various aspects of lighting. It is our view that the industry ought to take a holistic approach, considering digitalisation, resource integration and context marketing to formulate new business plans. Through the fair, we aim to encourage the lighting industry to seek breakthroughs and be optimistic about the upcoming developments. In a time of challenges and risks there are always opportunities, so how and in which direction should the industry progress, and what tone should be set are the key questions.”

Ms Wong continued: “What’s more, we will encourage the lighting industry to enhance the value of light, to expand the horizons of the lighting sector. For example, the development in horticulture lighting applications could enhance the food supply. The recent breakthrough in deep ultraviolet UVC LED application as well as development in human-centric lighting could be applied to the healthcare segment. The adoption of new LiDAR lasers has motivated the development of autonomous vehicles. We believe the industry is prepared to move forward by

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developing new philosophies of light such as these.”

Smart-health crossover demonstration pavilion to feature at the fair for the first time

With the latest smart and health trends in mind, the organisers of the fair are collaborating with the Shanghai Pudong Intelligent Lighting Association (SILA) to develop the first-ever smart-health crossover demonstration pavilion to better highlight the latest IoT and smart technologies, and various smart lighting applications. The pavilion aims to support lighting manufacturers to develop partnerships related to various applications, including smart modules, cloud computing, gateways, industrial design, IoT solutions, apps, sensors, big data and AI.

The two main industry themes covered in the demonstration pavilion are smart lighting and human-centric lighting.

Smart lighting

Smart lighting will continue its rapid development in the coming years, due largely to the rise of IoT which has transformed LED lighting into a high-value, digital product. Smart systems can now make adjustments to lighting devices after collecting and analysing various data. In the future, the industry will concentrate more on personalised, human-centric and smart lighting.

Human-centric lighting

The healthcare industry is another area experiencing rapid growth due to the human-centric lighting trend. Human-centric lighting is being driven by demand for smart and energy efficient lighting solutions, the growth in smart cities and more.

Anticipating the coming show, Ms Wong continued: “The evolution of new technologies means LEDs are not limited to mere lighting instruments, but are emerging in areas such as photobiology, health lighting, optical communication and other applications. The backbone of the industry going forward will be IoT, in preparation of future smart upgrades. To this end, GILE will continue to promote industry innovations, transformations and modernisation to create more collaboration opportunities for the lighting sector.”

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.

Guangzhou International Lighting
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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
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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

* preliminary figures 2020