

Press release

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Guangzhou International Lighting Exhibition 2022 to bring about a new era of opportunities for lighting in China

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Guangzhou International Lighting Exhibition (GILE) celebrated its 26th anniversary this summer, gathering 2,036 exhibitors and 97,688 visitors. Over 26 years of success, the fair has grown to provide a platform connecting industry and inspiring innovation. GILE will aim to continue this success next year and will be held at the China Import and Export Fair Complex from 9 to 12 June 2022.

Driven by the maturing of the LED market, the lighting industry is moving increasingly towards smart lighting technologies. By embracing the digital transformation, the lighting industry faces new opportunities in intelligent lighting controls, predictive management, space and occupancy analytics, beacon networking among many other applications that have created additional value to basic lighting fixtures. In addition to the technological advances, there are also changes in business models. Lighting vendors no longer merely sell light as a product but instead sell lighting as a service based on IoT connectivity. New lighting applications such as automotive LEDs, micro and mini LEDs, horticultural lighting, UV and IR LEDs offer new possibilities for the industry. Today, those in the lighting industry have to consider many complex factors while making their next decision in the new era of lighting.

With this in mind, the theme chosen for the 27th edition of GILE is 'New Era, New Opportunity' along with the theme of the fringe programme 'Turning Ideas Into Action', promising to share different ways of thinking about lighting in the new era, as well as how to put those ideas into practice. GILE will therefore once again offer a dynamic hub for the lighting industry to share ideas across different market segments, establishing dialogue around strategies for a new, complex and ever-changing marketplace.

On the theme of the 2022 show, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd commented: "The lighting industry is currently going through significant adjustments. As we move into the post globalisation era, cross-industry collaboration is growing and there is a shift towards value-added production and innovation. Efforts have been made in different directions including digitalisation and smart solutions, with an aim to improve users' lighting experience. We believe the lighting industry has a bright future ahead, and by recognising the true value of lighting to society and people's lives, we can avoid price wars and product uniformity and instead seek to open up new markets. We therefore welcome a new era and new opportunity to bring about a

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better future for lighting.”

Three key topics for GILE 2022 – ‘Cross-industry business cooperation’, ‘Cross-industry application’ and ‘The power of design and technology’

Promoting two key trends

As the industry’s trendsetter, GILE also has a responsibility to contribute to the sustainable and healthy development of the lighting industry. The fair will strive to provide a platform for the lighting industry to communicate with each other and share the latest market trends. It will also help companies to explore new ideas and business models, in order to respond effectively to changes on the horizon.

The way we will live our lives in the future can be summarised by two key trends, namely healthy living and smart solutions. To reflect this, the 2022 edition of GILE will feature the following zones within the exhibition:

- **Smart-health crossover demonstration pavilion**
GILE and the concurrent Guangzhou Electrical Building Technology will once again cooperate with Shanghai Pudong Intelligent Lighting Association (SILA) to create a smart-health crossover demonstration pavilion, to promote cross-industry integration of smart health solutions and to showcase the new integration of supply chain. Continuing from the success of the previous edition, the pavilion will further expand to halls 9.2 and 10.2. The pavilion will highlight the latest smart technologies, scenario designs and various smart lighting applications.
- **Optical application zone**
Optical applications continue to improve people’s lives. One key piece of technology within this field is UVC LEDs, which are mainly used in the disinfection and sterilisation market, and will likely see an increase in demand following an improvement in people’s quality of life. In addition, the popularisation of horticulture lighting also provides new opportunities for the food industry supply chain. New technologies will be able to speed up crop growth as well as increasing their nutritional content. Next year’s exhibition will therefore include a special ‘Optical application zone’, as well as forums to present cutting-edge technologies in this space.

Demonstrating three cross-industry lighting applications

Three major applications will be explored at the fair to highlight the current opportunities for the cross-industry development of lighting applications, including:

- **Lighting art and cultural lighting demonstration pavilion**
The first ‘Art of light and cultural & night tourism area’ held in 2021 brought together 24 well-known designers and 21 well-known brands to jointly create 29 sets of light based works of art. With an attempt to promote an enhanced cultural and tourism business model and unfold new business opportunities, the 2022

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edition will continue to promote cross-industry collaboration for the industry by featuring the cultural & night tourism area in hall 2.1. Cooperating with seven major sectors including property owners, investors, project planners, design companies, innovative product suppliers, engineering and construction companies, and project management, GILE will improve upon last year's success with larger floor space, a greater variety of ways to showcase products, participation from a wider spectrum across the supply chain, as well as seminars covering forward-thinking topics.

- **Smart city lighting**

With large increases in new infrastructure construction, the demand for smart street lights is growing, opening up new opportunities for manufacturers. Smart cities of the future will feature new areas of infrastructure such as 5G base stations and new energy vehicle charging points. Next year's fair will highlight 'Smart city lighting', focusing on three types of smart city suppliers, within sectors such as traditional lighting, pylons, communications and internet technology, security, display screens, electric vehicle charging points and more.

- **New energy sources for lighting**

According to China's 14th Five-Year Plan, 2021 was the first step towards carbon neutrality and peak carbon emissions, with pursuing this goal being a key objective of the first year of the plan. Next year's fair will explore innovations in energy sources for lighting, as well as their application, which will help the development of standardisation, smart transformation and internationalisation of new energy lighting.

GILE 2022 fringe programme to emphasise 'The power of design and technology'

The current trends within the lighting industry include a focus on creative designs, good quality products as well as lighting that aims to create spaces with atmospheres that take people's emotional well-being into account. Innovative design in lighting combines science, technology, culture and art to create a unique new product. The main forum for next year's exhibition will adopt the theme 'Turning ideas into action', emphasising the idea of 'The power of design and technology'. Various sub-forums will explore a variety of applications and new lighting technologies in greater depth.

Commenting on the development of the show, Ms Wong continued: "GILE has positioned itself as a comprehensive platform for the lighting industry. In 2022, we will continue to work with the industry and keep it moving forward. Through showcasing products and hosting fringe events, we will explore topics relating to artificial intelligence, digital economy, night tourism economy, the integration of residential and commercial spaces with smart lighting, as well as diversified smart lighting scenario applications, moving towards a more eco-friendly and low-carbon lighting industry."

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The Guangzhou International Lighting Exhibition will be held concurrently with Guangzhou Electrical Building Technology. Both shows are part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial [Light + Building](#) event. The next edition will be held from 13 – 18 March 2022 in Frankfurt, Germany.

Messe Frankfurt organises a number of trade fairs for the light and building technology sectors in Asia, including Shanghai Intelligent Building Technology, Shanghai Smart Home Technology, Parking China, Thailand Building Fair and Thailand Lighting Fair. The company's lighting and building technology trade fairs also cover the markets in Argentina, India, Russia and the UAE.

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 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