

Press release

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GILE22 to power up the industry in August

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Originally scheduled to take place in June, the 27th edition of Guangzhou International Lighting Exhibition (GILE) will now be held on 3 – 6 August 2022 at the China Import and Export Fair Complex in Guangzhou. The show will continue to provide a platform for exchanging ideas, showcasing technologies and expanding business networks. This will be achieved through converging the latest lighting products at the fairground and by exploring the latest trends through the fair’s fringe programme. Furthermore, the fair’s new matching service “Power Match” will help exhibitors and buyers to connect and seize business opportunities together.

On the announcement of the new dates, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd said: “We would like to thank those who have continued to support GILE over the past 26 years, including all the exhibitors, industry associations, media partners and other industry players. After close coordination with the industry, we have decided to set new dates, with the show to now be held on 3 – 6 August 2022. We hope to gather lighting professionals, help them to achieve their business goals and lead the industry into a new era.”

This “new era of lighting” will promote improvements in the quality of lighting products, advancements in human-centric lighting practices, further smart and healthy lighting integration as well as increased cross-industry cooperation. GILE has been striving to update the fair every year to keep up with the rapidly developing lighting industry. This year, specialised product zones and events at the show will be organised under several key themes including:

- Smart-health crossover demonstration pavilion 2.0
- Lighting control technologies – LED drivers and power supplies
- Light art – The 2nd light art exhibition
- Culture & night tourism – Cultural & night tourism pavilion
- Dual Carbon – Carbon neutrality forum
- Light and quality of life – Light and quality of life pavilion
- Horticultural lighting – Horticultural lighting demonstration zone
- Smart city and urban planning
- Residential and commercial lighting

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Comprehensive fringe programme to explore the latest trends and foster cross-industry cooperation

GILE and its concurrent events always focus on the key trends of the

lighting industry as well as how different industries can work together to take further advantage of them. This year will see the introduction of the new 'Power Match' online business matching service. With it, industry players will be able to break down geographical barriers to connect with each other more efficiently to seize business opportunities.

Through the synergies between the fair and conference, GILE 2022 will continue to be a platform for information exchange, technical expertise sharing, design inspiration and business cooperation. To complement this, online and offline content will be offered to engage audiences before, during and after the show. This will help to connect industry players around the world and create in-depth communication between exhibitors and buyers.

Five themes to power the industry

This year's GILE fringe programme will be organised under the theme of 'Industry Power' in order to demonstrate the strong growth and momentum of the lighting industry. One aspect of this development is that industry players are looking to upgrade their capabilities by adopting new technological breakthroughs, strengthening their business in the process. As one of the leading lighting exhibitions, GILE organises a wide range of activities, gathering those from the traditional lighting industry, smart lighting technology, logistics and more to foster business opportunities and help drive the industry forward.

This year's concurrent events will unite different industry associations and institutions into five themed categories.

The power of branding

Lighting players are constantly striving to improve their brand, by creating innovative and high-quality products, and keeping up to date with the latest trends. Through continuous research and development, new breakthroughs in lighting technology have created unlimited possibilities for improving people's lives. Activities related to this theme will include:

- "New era, New opportunity" – GILE 2022 opening ceremony
- Alighting award ceremony

The power of cross-industry cooperation

Cross-industry cooperation has become one of the main drivers of the lighting industry's transformation. With the increasing popularity of smart home products, supply chains are being upgraded, incorporating diverse components ranging from drivers to packaging, lamps, smart control systems, smart sensors and software. To take advantage of the benefits of integrating resources from different sectors, lighting companies must learn how to collaborate with other industries effectively. Activities related to this theme will include:

- Smart-health crossover forum
 - Intelligent lighting forum
 - PLC symposium – The smart lighting ecosystem
 - Innovative lighting applications in the IoT era forum by DALI
 - Home automation and innovation seminar

- Supply chain collaboration forum
- Smart lighting design discussion forum
- Carbon neutrality forum
- Cultural & night tourism forum

The power of research and development

Lighting professionals are driven by innovation and empowered by technology to ensure the sustainable growth of their businesses. Over the years, the industry has continued to evolve with new technologies aimed not just at increasing the brightness and intensity of lighting but also towards other functions such as human-centric and health lighting.

Events related to this theme will include:

- The 2nd China horticultural lighting discussion forum
- 2022 Alighting forum
 - Human-centric lighting
 - Educational lighting
 - 'Dual Carbon' and road lighting
 - 'Dual Carbon' and architecture lighting
- Light and quality of life – The 9th China innovative LED lighting conference

The power of design

With the development of the country's economy, Chinese society is entering an era of originality and innovative thinking. Today, new design trends place a heavier focus on the relationship between lighting with health and liveability. Events related to this theme will include:

- Zhinaer – Smart home era, explore new ideas of space design
- ITH Care – The 1st circadian lighting and smart elderly care lighting forum
- International WELL Building Institute™ (IWBI™) forum – Health and lighting environment
- Design session: Luce e design – Lighting art
- Design session: Dengguang Bang – Healthy lighting forum
- Cross-industry collaboration designer's conference
- 2022 Asian lighting arts symposium

The power of sales channels

B2C lighting firms are improving and transforming their businesses by offering personalised services to their customers. With China's "Internet Plus" initiative promoting online and offline integration, businesses are increasingly using e-commerce data to gain a deeper understanding of their consumers' preferences. This approach is helping to connect manufacturers with customers, so they can produce products which fit their needs. Events related to this theme will include:

- "Future and Life" – Home decor forum
- Lighting export forum
- "Power Match" business matching service

Ms Lucia Wong added "The lighting industry will reach new milestones over the next decade, with innovation becoming a main focus. We hope that GILE can continue to provide a platform for the industry to share lighting design concepts and advanced technologies. We aim to bring about a new era of lighting, with increased business opportunities for all

industry players.”

The Guangzhou International Lighting Exhibition will be held concurrently with Guangzhou Electrical Building Technology (GEBT). 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 2 – 6 October 2022 in Frankfurt, Germany.

Messe Frankfurt organises several 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, Thailand 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.

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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 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021

Guangzhou International Lighting
Exhibition
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