

Press release

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GILE 2022 product zones to highlight emerging trends in lighting technology

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The 27th edition of Guangzhou International Lighting Exhibition (GILE) will take place alongside Guangzhou Electrical Building Technology (GEBT) at the China Import and Export Fair Complex from 3 – 6 August 2022. With advances in technology and increased cross-industry cooperation, the future of lighting looks increasingly bright. This year's edition will showcase these developments through a variety of product zones, conferences and other fringe events.

With new consumption patterns and changes to existing sales channels, the lighting industry is facing many challenges in 2022. At the same time, new movements such as Industry 4.0, the Chinese government's "Internet Plus" initiative as well as new lighting areas such as human-centric lighting have created new opportunities for the industry. The outlook therefore looks strong, with the TrendForce 2022 Global LED Lighting Market Analysis projecting the global LED lighting market to reach USD 72.10 billion in 2022. This will account for an increase of 11.7% compared to the previous year and the market is expected to reach USD 93.47 billion by 2026.¹

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd believes the lighting industry in China is undergoing a revolution. With more focus on cross-industry cooperation, companies are attempting to move beyond traditional models to seek new opportunities within the emerging areas of lighting.

"Over the last 26 years, GILE has been working with the lighting industry to help industry players evolve and transform by providing a comprehensive communication platform for all participants. This year, the fair will highlight the emerging areas of lighting technology, support lighting research and development, encourage innovative design, and transform existing sales channels. In the process, more business opportunities for fairgoers will be created," Ms Wong said.

This year's fair will feature a variety of specialised product zones, product showcases, conferences, fringe events and more, covering the most advanced lighting technologies on the market and beyond.

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¹ "New Edition Arrival! TrendForce 2022 Global LED Lighting Market Analysis", LED Inside of TrendForce Corp., 24 Feb 2022, https://www.ledinside.com/intelligence/2022/2/lighting_led, Retrieved 11 May 2022

Smart health crossover demonstration pavilion 2.0 to encourage digital transformation in the lighting industry

Jointly organised with the Shanghai Pudong Intelligent Lighting Association (SILA), the smart-health crossover demonstration pavilion 2.0 will showcase the entire smart and healthy lighting supply chain. In doing so, it will encourage further cross-industry cooperation and satisfy the needs of product users, system integrators and distributors. Doubling its size to 20,000 sqm, the pavilion will cover smart and healthy lighting products and help the industry to explore new target audiences. As of 6 July 2022, participating brands include:

- **Smart lighting applications and solutions, IoT lighting systems and commercial lighting solutions:**
Allway, Alpha, Arclux, B&D, CREP, Dilux, eboy, Ecolor, Fcreate Energy, FSL, Gamder, GDLED, Gemstone, Gesung, Go&Sun, Ground-Space, iLamp, INDLEDs, Jiasheng, Jojo Lighting, Judalai, LediFuture, LumiAether, Mason Light, MELAY, New Lights, OML, PAK, Rongweng Kubai, ShineSky, Skyled, Sky-Lighting, Topband, Upshine Lighting, VACE, Warom, Wisva, Xi'an Elite, Yuanzhikang IoT, Yunju, Zemcho, Zhengfeng and ZOH0.
- **Smart home solutions and smart audio-visual systems:**
Broadlink, EOGO and Linptech.
- **Smart lighting control systems and power supply:**
AiDimming, BOKE, Bright Power Semiconductor, Chuandian, Elite, Gallop, Helvar, Hoion, Inventronics, Kiwi, Lanzhao, Lifud, LTECH, Maxic, Ming Se, OSRAM, Skydance, Sunricher, Signify, Ten Pao, TIGI and Wiki.
- **Radar and sensors:** AirTouch, EasyDetek, Long-join, Merrytek, MoreSense and YuanSheng.
- **IoT solutions, communication technologies and protocols, IoT chips, IoT core connectors, smart hardware, intelligent gateways, smart electricity usage solutions, semiconductors and integrated circuits:** CoolKit, Delta, Ding Ding Safe, EARDATEK, Eonlink, Espressif, EZVIZ, Fullness, Granwin IoT, iLightIn, Insona, ITON, KUJIALE, MXCHIP, Shuncom AIoT, Taolink, TUYA, WorthCloud and Zhongneng IoT.
- **PLC controllers:**
FN-Link, GSD, Jiapu, Leaguer, MicroNature, Siqi and Wuqi.
- **Optical technologies:** Darkoo, Evercore, Luminus and TongYiFang.
- **Standardisation and testing authorities:** DEKRA, UL and ZHAGA.

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With young, internet-savvy consumers' preferences towards smart lighting, it is expected that the market will account for around 8 to 10% of the industry within a decade. This will not only be the case

internationally, with the Chinese market also set to gradually expand due to increasing domestic demand. There are also synergies between the growth of smart home with smart lighting. With the launch of an increasing number of smart home experience stores, companies are able to incorporate smart lighting technologies into their displays and demonstrate the advantages of these products directly to their customers. The smart-health crossover demonstration pavilion 2.0 is therefore well-positioned to become an experience centre for smart lighting and smart home solutions, driving both industries forward in the process.

Urban lighting, smart cities and the night tourism economy

Outdoor urban lighting is focusing more on human well-being and creating a comfortable environment which brings both social and economic benefits to cities. Four halls at GILE22 will showcase outdoor lighting products in the areas of urban lighting, smart city and night tourism:

- Light art, cultural and night tourism demonstration pavilion
- Smart city
- Urban and public lighting
- City lighting and urban planning

As of 6 July 2022, participating companies include Allison, Chengguang, Eshine, Everbright Environment, FYT, Fonda, HEM Lighting, HPWinner, HY Lighting, Haoyang, Huihongxing, JeeYee, MTC, Minvol, SNC, Shylon, Tecnon, Tiede, Tuolong, Unilumin, Watran, Xineng, Yaham, Yellow River, ZK-Link, ZZTY and more.

Light and quality of life

This year's fair will introduce the 'Light and quality of life' pavilion exploring the future of how our lives will be improved by the use of lighting products. Advances in scientific research have enhanced lighting products, not only in the traditional sense of providing greater illumination but also in changing the environment people live in. For example, UVC-enabled LEDs can help to kill bacteria and improve indoor air quality. However, these technologies can be harmful to the skin, so sensor control products can help us to use these technologies more safely. The combination of these two technologies is clearly beneficial to our lives, and therefore represents the "quality of life" aspect of the pavilion.

Horticultural lighting

The fair will also promote the development of horticultural lighting, with the "Horticultural lighting demonstration zone" and the "2nd horticultural lighting series forum" co-organised by GILE and the Shenzhen Facilities Agricultural Industry Association.

China has over 3.6 million hectares worth of greenhouse farms, accounting for 80% of the world's indoor farming facilities. This suggests many opportunities are available in the country's horticultural lighting sector. The market could reach a value of approximately US\$75 billion in the next few years should the application of these technologies be accelerated. If the agrivoltaic sector is also taken into account, then this

number could be expected to double.

There is also huge potential in the domestic livestock market, with 700 million pigs, 97 million cows and 15 billion chickens and other poultry slaughtered in the country every year. Using the latest lighting technologies, livestock breeding cycles can be shortened and feed conversion ratios can be lowered to increase profits.

Horticultural lighting also covers the medical, beauty and wellness industries. By encouraging the industry to become more carbon-neutral, there is potential for significant further adoption of these kinds of technologies in the future.

Lighting production technologies

There will also be a showcase of lighting production technologies. These displays will bring together lighting accessories and electronic components, packaging, devices and LED drivers and power supplies to make it easier for buyers to purchase lighting-related components.

Participating brands as of 6 July 2022, include Anhui, Chuanglian, DONE, DOW, Dupont, Euchips, Fahold, Guibao, H-Great, HSG, Hyrite, Inventronics, KMT, Kegou, Lepower, LiFUD, Lightning, MOSO, Mean Well, Nationstar, Powerland, Pusiasat, SOSEN, Shineon, Smalite, XKE, Yanshuoda, Youte and more.

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 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.

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of

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Messe Frankfurt's strength is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. 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