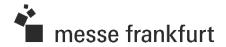
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Source: World Trade Atlas

# Meet potential business partners Join the Hong Kong Pavilion!

# Prospect leads from international and China market in one show

#### Global Lighting Trend

(Global General Lighting Market 2016 - 2020, Technavio, 2016)

Demand for architectural lighting fixtures is increasing Increasing number of global architectural projects uses LED architectural lighting. MGM Resorts International—the parkshade structures, Las Vegas; Philips lighting project of the Headquarters of Cisco Canada Waterpark Place III; and Kirikkale Merkez Nur Mosque, Turkey all uses LED lighting for illuminating structure.

### The penetration of LEDs in the global general lighting market will see a significant increase

LED which is capable of saving up to 40% of the power consumed by traditional lighting sources is considered as more energy-efficient. It also provides more light intensity as compared with other lighting sources. With the phasing out of incandescent lamps, many governments too, are promoting the use and adoption of LEDs.



#### **China Market**

China is the 2<sup>nd</sup> major lighting fixtures consumption country (weighing 19%) in the world\* in 2015, total amount is valued at USD \$16,232 million and the average growth rate from 2010 to 2015 is 7.2%.

\*Among 70 countries studied. Source: The Lighting Fixture Market in China 2016, CSIL

**China Import Statistics:** 

HS Code	Description	06/2016 (US \$)	Percentage change (compared to 06/2015)	Ranking in the world in 2016
85414010	LED	4,162,246	+24.44	12
94054020	Spotlights	122,526	+1212.54	9
94059100	Lamps & Lighting Fittings Parts of glass	24,968	+261.7	13

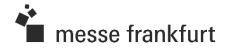
**LED (HS code: 85414010)** imports to China has reached around 4.2 million US dollars as of Jun 2016, ranking no. 12 in the world.

**Spotlights (HS code: 94054020)** is ranking no 9 of the China importing list among other counties. The growth is 10 times more than same time last year.

**Lamps & Lighting Fittings Parts of glass (HS code: 94052000)** has a significant increase of 261.7% compared to same time last year.

Information as of Sep 2016, subject to change without prior notice.

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# 2 Partnership opportunities with diversified visitors

2016 Show Statistics:175,000 sqm exhibition area145,080 visitors from 137 countries and regions

#### 2016 Buyer Nature:

44% Trade based	Exporters, importers, wholesalers, distributors, chain stores, commercial agents, e-retailers  Displays and signs, LED chips, LED components, LED packaging, lighting fixtures, wafers		
29% Manufacturers			
19% Project based	Architects, building contractors, building technology service providers, design studios, energy suppliers, planners and engineers, procurement authorities, property developers, system integrators		
8% Industry related	Associations, media, organisations		

Collaborate with upstream and downstream industry players

#### 2017 Exhibit Profile:

Lighting accessories, component & equipment: Lighting accessories, LED packaging components, electronic components, optical component, measurement equipment, LED packaging equipment, testing equipment

<u>LED Technology:</u> LED & light sources, power supply, drivers and electronics, LED specialty applications

<u>Luminaries:</u> Residential lighting, commercial lighting, industrial lighting, urban lighting, architectural lighting, smart lighting, electric lights, LED display and signage

#### Participated international brand:















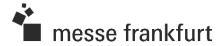


Brands in 2016 & 2017



## guangzhou international lighting exhibition

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### We sincerely offer you more benefits...

#### Before the show

- Added publicity opportunities in visitor flyer, website etc.
- Reach international buyers through facilitated contacts with organisers and in-country promotional campaign (e.g. send show invitations, distributes show tickets to potential buyers or government agencies, etc.)

#### **During the show**

- Showcase your latest technologies and products to diversified quality buyers
- Brand and image building
- Gain inspiration and latest market intelligence
- Special highlight of pavilion in on-site signage and promotion materials

#### **Pavilion Package**

Booth type Participation fee Standard booth RMB 17,000 / 9 sqm

Materials included Carpeted floor

Booth construction

Fascia board with company name and booth number Spotlights x 3 (2 used on fascia, 1 used inside booth)

Square table x 1

Folding chair x 2

3Amp, 500W socket x 1

Waste paper basket x 1



#### See how the participants feel:

"This show is indeed a good platform to not only source products but also to learn about new ideas floating around in the industry. Variety and the latest technologies, coupled with clear cost advantages will bring us back to this exhibition next year. We have already met several prospective business partners."

Mr Rupesh Mehta, True Light (India)

"We have been organizing the Hong Kong Pavilion in Guangzhou International Lighting Exhibition (GILE) for several years. It is a good place for Hong Kong companies to collect market intelligence and build brand awareness. The pavilion exhibitors got a lot of sales leads from GILE. The business atmosphere has been very positive."

Mr. Basil Wai, CEO of The Hong Kong Electronic Industries Association (HK)

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