

# Reap numerous benefits Join the Korea Pavilion!

**1** 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 park-shade 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:

*Source: World Trade Atlas*

HS Code	Description	06/2016 (US \$)	Percentage change (compared to 06/2015)	Ranking in the world in 2016
85414010	LED	311,963,658	-31.43	5
94052000	Electric Table, Desk, beside or Floor-Standing Lamps	2,361,265	+328.39	1
94056000	Illuminated Signs, Illuminated Name-Plates & the like	1,196,675	+88.45	4

**LED (HS code: 85414010)** imports to China has reached around 312 million US dollars as of Jun 2016, ranking no. 5 in the world. **Electric Table, Desk, beside or Floor-Standing Lamps (HS code: 94052000)** has been growing to 3 times compared to same time last year at 2.3 million US dollars and it is ranking at the top of the China importing list. **Illuminated Signs, Illuminated name-Plates & the like (HS code: 94056000)** is also one of the top growing products, import value at 1.2 million US dollars as of Jun 2016.

# 2

## Partnership opportunities with diversified visitors

### 2016 Show Statistics:

**175,000** sqm exhibition area

**145,080** visitors from **137** countries and regions

### 2016 Buyer Nature:

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



# 3

## 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

LED Technology: LED & light sources, power supply, drivers and electronics, LED specialty applications

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

### Participated international brands:



Brands in 2016 & 2017

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

### Before the show

- Added publicity opportunities in visitor flyer, website and press release, 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

<u>Booth type</u>	Standard booth
<u>Participation fee</u>	RMB 17,000 / 9 sqm
<u>Materials included</u>	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

### Positive feedback from organiser and buyer

“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 are pleased to attend the GILE in 2016 to promote our members’ products. GILE has lots of international visitors. We meet with buyers from all over the world, learn the demand for decorative lighting and the development of the industry. We stay in touch with these buyers after the exhibition and build business relationship. GILE is definitely a very useful platform for brand and image building.”

*China Lighting Manufacturing Association*

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