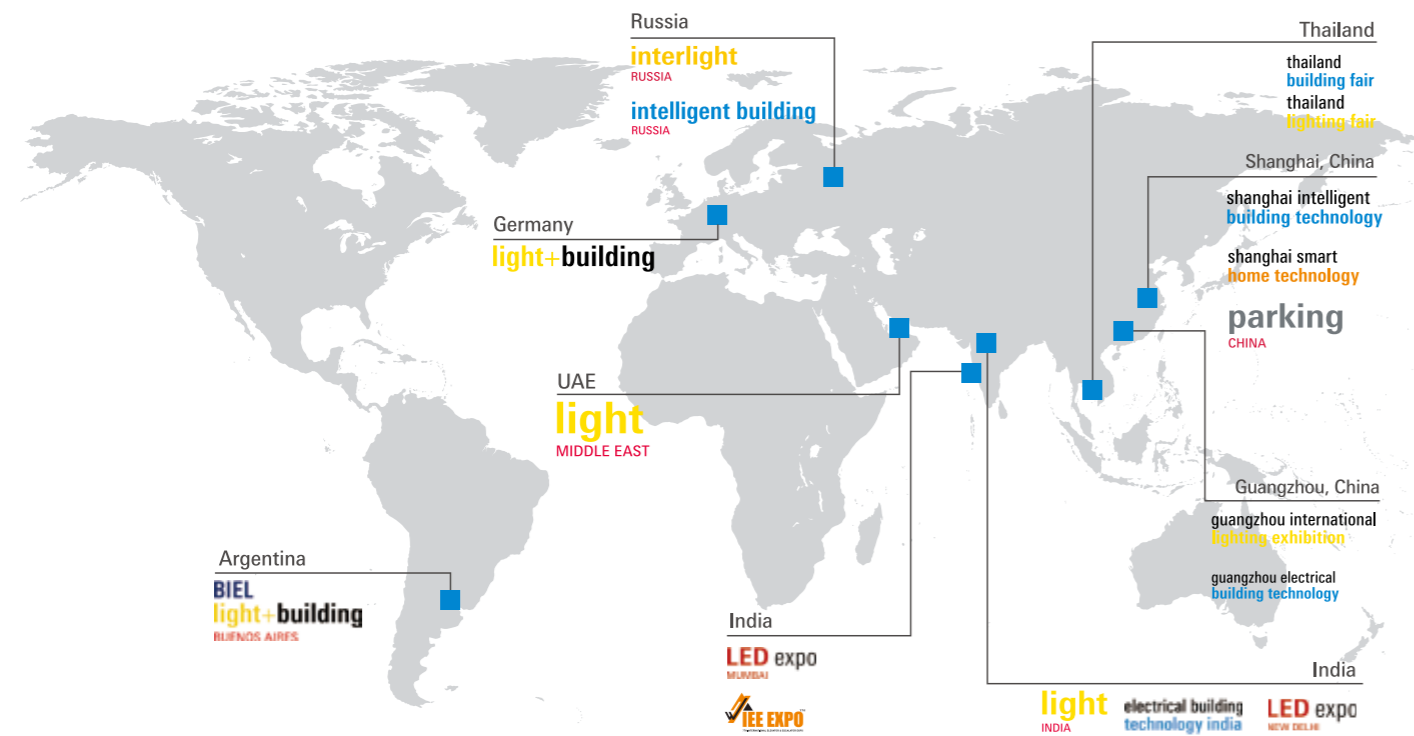


# Light + Building Technology Fairs Worldwide



# guangzhou international lighting exhibition

# 26<sup>th</sup>

The most influential and comprehensive lighting and LED event in Asia

## 3 – 6 August 2021

China Import and Export Fair Complex  
Guangzhou, China

[www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn)

## Show details

**Date**  
3 – 6 August 2021

**Opening hours**  
3 – 5 August 2021 09:30 – 18:00  
6 August 2021 09:30 – 14:00

**Venue**  
China Import and Export Fair Complex  
No 380 Yuejiang Zhong Road, Haizhu District,  
Guangzhou China

**Admission**  
Trade visitors aged 18 or above only  
Entry fee: RMB 50  
(Free entry with invitation card)

**Organiser**  
Guangzhou Guangya Messe Frankfurt Co Ltd

**Participation fees**  
Standard booth package:  
RMB 17,000 / 9 sqm (min 9 sqm)  
Raw space: RMB 1,600 / sqm (min 36 sqm)

### Concurrent event

guangzhou electrical  
building technology



**Official online partner**  
For more information, please contact:  
Messe Frankfurt (HK) Ltd  
Ms Scarlet Mak  
Tel: +852 2238 9969  
Fax: +852 2597 7887  
light@china.messefrankfurt.com  
www.light.messefrankfurt.com.cn

\*Subjected to change, as of January 2021



# guangzhou international lighting exhibition

## Exhibitors

**2,028** exhibitors from

**8** countries and regions

**77%** of exhibitors attained their participation objectives

**88%** of exhibitors intend to participate in GILE 2021

## PowerMatch

business matching event

**250+** registered suppliers

**200+** buyers from

**45+** countries and regions

## Concurrent events

'Entrepreneurship – To Think & To Act'

## Visitors

**141,868** visitors from

**59** countries and regions

**95%** of visitors are satisfied with the fair

**93%** of visitors intend to visit again next year

## The most influential and comprehensive lighting and LED event in Asia

The Guangzhou International Lighting Exhibition is a part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial Light + Building event. As the most influential and comprehensive lighting and LED event in Asia, GILE provides a platform to assist businesses to rebound, reconnect and regain momentum.

# Guangzhou International Lighting Exhibition

In 2021, GILE will be gathering industry professionals to showcase the latest lighting products and solutions under 3 categories, "Lighting accessories, component & equipment", "LED Technology" and "Luminaries", to see "light" in a new perspective.





# FUTURE NOW



2020 was a difficult year not only for the lighting industry but also the entire world, bringing an unprecedented situation with numerous challenges. However, the lighting industry could always find opportunities in the midst of these demanding circumstances. The urge for emerging fields such as full-on smart lighting and lifestyle, health lighting, educational lighting and night-time economy are stimulating the future of the industry and forming a new disposition, shaping a new future for the industry. Taking this year's situation and bottleneck the industry faces into consideration, and keeping the faith for a bright future together with the industry's dedication to craftsmanship, GILE 2021 announces the show theme –

## The **FUTURE** is **NOW!**

GILE 2021 will address the current situation and discuss elements that shape the future lighting community. This is achieved through the fair's cross-sector event programme, training activities and cutting-edge technological showcases. With this year's show theme, the event programme will be segmented into two sections – Now and Future inviting some of the leading figures from the lighting community to contribute and generate the event program through a fruitful lineup of talks, presentations and panel discussions.



The **FUTURE** is **NOW!**

**NOW**

The lighting industry is evolving from LED lights and landscape lighting towards smart lighting. However, under the full-turbo development of 5G technology, how could the industry break through the dilemmas it faces and stand out? Also, the post-pandemic conditions might lead to the slowing down of the macro economy, possible isolationism among countries and the intensification of price competition. How can the lighting industry take such a leap and set new trends during such a time?

**FUTURE**

### Industrial lighting – investing from the start

thanks to a number of clean-energy advocates, the financial benefits of LED lighting are understood by more CEOs, contractors, investors and consumers than ever before. One of the consequences is that new commercial building projects are making the investment in LED overhead lighting right from the start, as opposed to putting it off as a “future improvement”.



### Education lighting

lighting plays an important role in schools in many different ways, in which ergonomic and geometric integrative lighting directly affects students’ performances. The demands for classroom light personalisation, better light quality and output, the usage of tunable lighting and lighting control systems to improve mood and behaviour are all prepping education lighting for the future of smart lighting.

## The **FUTURE** is **NOW**



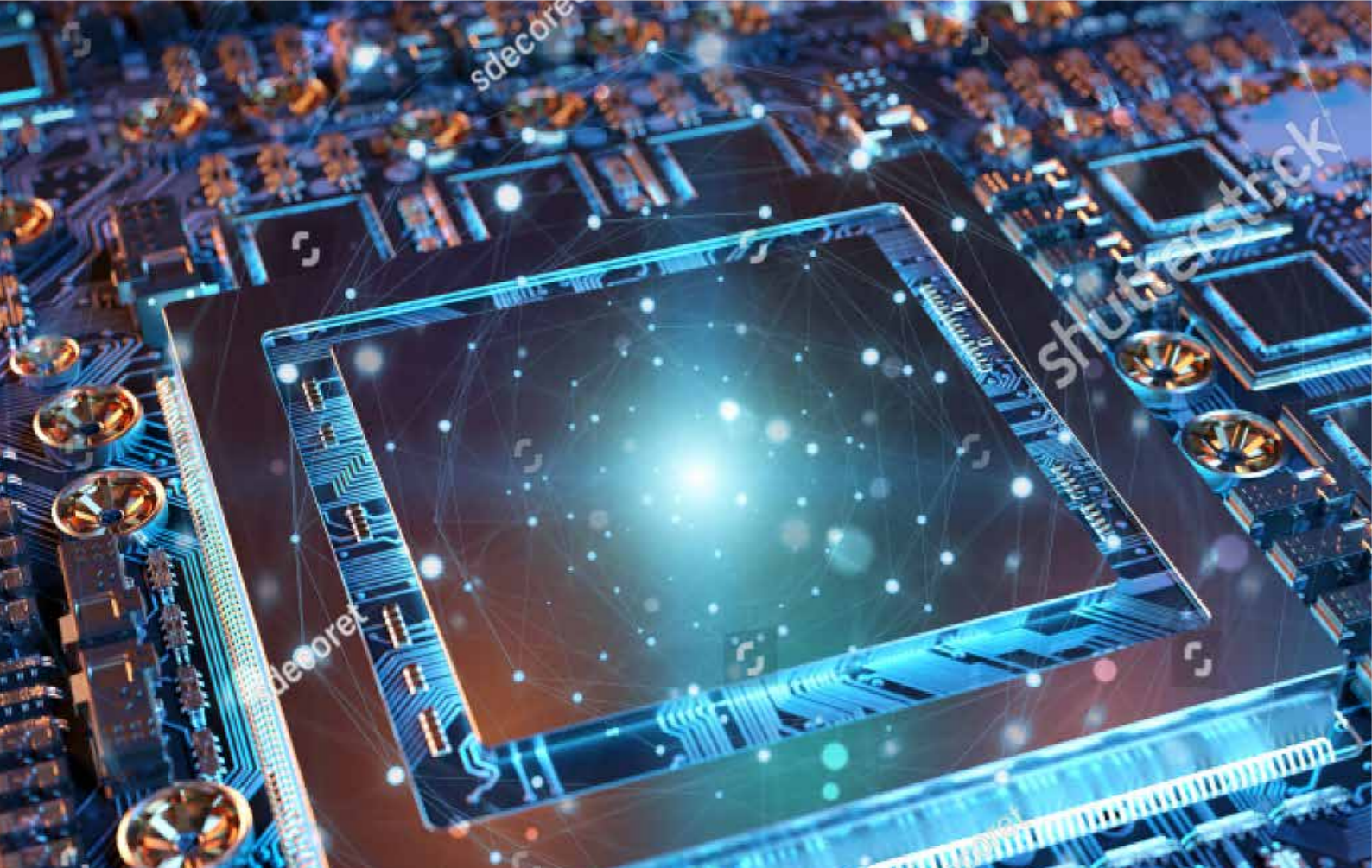
### Creating ambience and atmosphere in retail lighting

LED lighting is here to stay with lots of restaurants and shops making the switch to recessed LED lighting or simply opening with LEDs already in place mainly due to the reason that LEDs have a higher versatility in both colours and intensity which is a lot more than traditional bulbs can deliver.

### Nightscaping / Outdoor lighting

light pollution has become one of the most important concerns for lighting designers around the world. Outdoor lighting or nightscaping has been a huge trend since 2019 and will continue to remain an increasingly popular one. Aside from the practical benefits of nightscaping, it also has the ability to add a sense of magic to outdoor spaces.





The FUTURE is NOW!

FUTURE

NOW

It is always difficult to change the tide in order to welcome a better future, it must be done with the collaborative efforts and dedication of the unified industry. The lighting industry ought to be prepared for the advancements and embrace the new trends with an open attitude together. With last year's situation and the experiences gained along the way, the industry is ready to raise the awareness, harmonise the knowledge and actions, continue to keep learning and improve the new applications and technologies to meet the better lighting industry in the near future.



### Eye-pleasing and non-polluting commercial and industrial LED lighting

LED lighting is widely adopted across commercial and industrial spaces as the LED lights contribute towards delivering maximum visibility for an appropriate work environment. The introduction of LEDs in the lighting industry readily became an accepted standard for commercial and industrial buildings. Moreover, technological advancements such as connected and app-controlled smart lighting proved to be vital for boosting the market growth. Improvements in lighting technology have led to the emergence of flicker-free LED products which is also appropriate for uninterrupted bright lights for application areas such as classrooms, hospitals, offices and so on.

### Retail 4.0

retail facility managers respond to the high need of differentiation from competitors by tailoring lighting to customer profiles. As a whole, retail lighting options are trending towards low lighting and high contrast levels through spotlights and downlights especially in small specialty shops. Big box retail stores are less affected by cosmetic trends of decorative lighting and more by the shift towards even more energy-efficient lighting, bringing a higher demand to drive down overhead costs and makes each transaction with a consumer much more profitable to the business.



# The FUTURE is NOW!

### Healthcare LED lighting

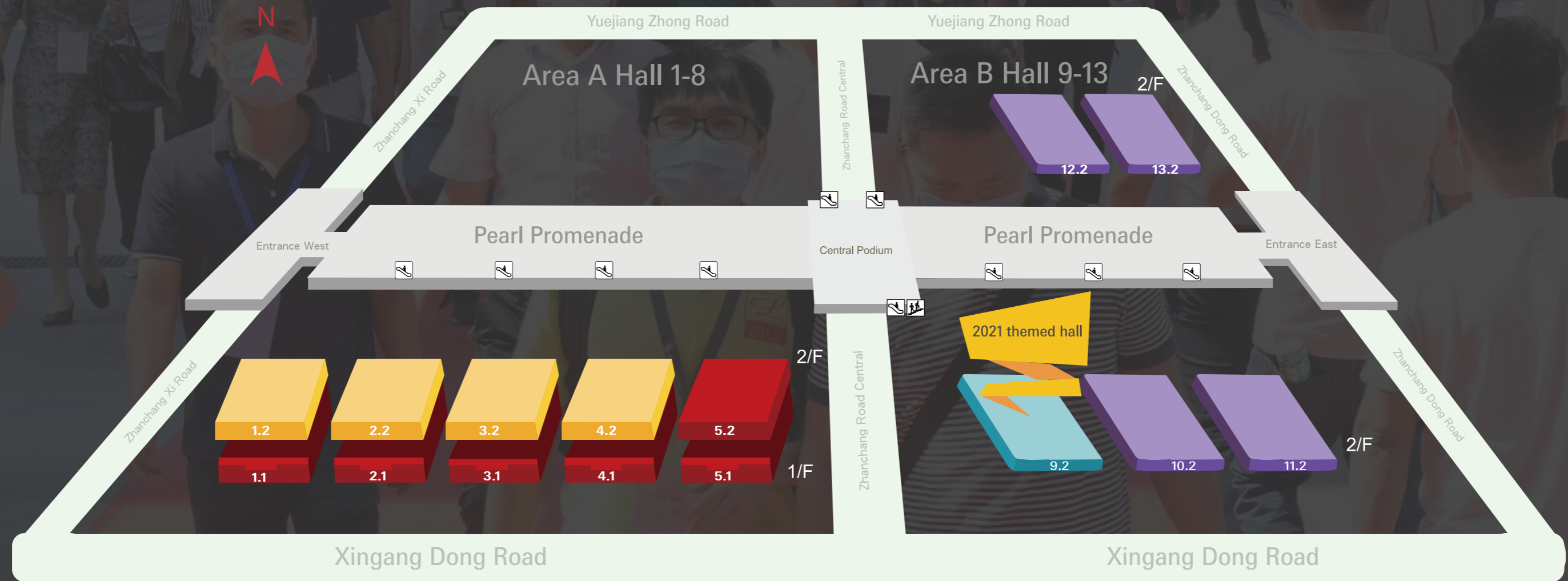
a growing body of research has elevated our understanding on the non-visual effects of light such as how light affects our circadian rhythm. New LED technology provides great potential and flexibility as lighting trends continue to move toward quality, energy efficiency and maintainable lighting systems for healthcare facilities. Lighting designers are also very aware of energy efficiencies and are constantly looking to create quality, hospitable lighting environments with the most energy-efficient and long-lasting equipment. As the research in light and human health evolves, the demand of incorporating knowledge-based designs in healthcare will increase.



### Horticulture lighting

the surging global population growth has resulted in an increased need for and stable supply of food. Professional horticulture lighting not only provides sufficient light for plant growth through the improvement of photosynthesis but also shortens or extend a specific growing period of the plants, optimising the ratio and provision of produce. With suitable support systems, custom and adjustable "light recipes" could give full control of the outcome of the crop qualities and allow the ecosystem to be more sustainable, driving the success of horticultural lighting systems.

# 15 cross-sector exhibition halls experience the power of light



## City

- 1.1: Landscape Lighting / Architectural Lighting / Street Lighting
- 2.1: Brand Hall – Landscape Lighting / Architectural Lighting
- 3.1: Brand Hall – Smart City Lighting
- 4.1: Brand Hall – City Lighting
- 5.1: Brand Hall – Smart Street Lighting / Lamp Posts
- 5.2: Landscape Lighting / Architectural Lighting / Street Lighting

## Luminaire production & Electronic accessories

- 1.2: Manufacturing / Raw Materials / Measuring Equipment and Components / Testing
- 2.2: Lighting Accessories and Electronic Components
- 3.2: Brand Hall – LED Chips and Packaging / LED Components / LED Modules / LED Drivers
- 4.2: LED Drivers and Power Supplies

## 2021 themed hall

- 9.2: Cross-sectoral innovation demonstration zone

## Commercial lighting & Residential lighting

- 10.2: Brand Hall – Commercial Lighting
- 11.2: Commercial Lighting
- 12.2: Residential Lighting / Commercial Lighting
- 13.2: Residential Lighting

# Guangzhou International Lighting Exhibition Your choice for exhibiting



Asia's largest hybrid show



Meet buyers for your business  
Networking opportunities Enhance business opportunities  
Get potential customers



Enhance brand positioning  
Improve brand awareness



Trend forecasting  
Market insights from experts  
Collect industry information



Online – offline promotion  
Expand business channels



# Lighting accessories, components & equipment

## Latest technologies and products showcase

### Product showcase:

- Lighting accessories
- LED packaging components
- Electronic components
- Optical components
- Measurement equipment
- LED packaging equipment
- Testing equipment

### Target buyers:

- Exporters
- Commercial agents
- Distributor / Wholesale trade
- Manufacturing industry
- Retailers
- Purchasing departments
- Building and construction industry
- Government purchasing departments
- Property developers & owners
- Engineers
- Engineering and planning offices
- Property management offices

### 2020 highlighted exhibitors:



### LED packaging market overview

The LED Packaging Market was valued at USD 20.60 billion in 2019 and is expected to reach USD 29.23 billion by 2025, at a CAGR of 6% over the forecast period 2020 – 2025. LED technology has captured the imagination of the lighting industry, by offering small and efficient lighting solutions to a diverse set of consumers, with power-saving features and enhanced efficiency. Thus, manufacturers are focusing on LED design for appropriate packaging and viability of the end product.



Source: LED packaging market – growth, trends and forecast (2020 – 2025), by Mordor Intelligence

“ It is my first time visiting GILE and I am interested in talking to some exhibitors focusing on LED accessories. I discovered that the lighting industry has been rapidly changing and found inspirations for the future development of our company. We are now negotiating with some manufacturing companies met at GILE. I also spent some time to attend the forums. It is the most direct way to get to know the latest innovations and new developments in the market. ”

*Mr Kai Guo, Product Manager*



# LED technology & special application

## Redefine the meaning of light

### Product showcase:

- LED chipsets & light sources
- Power supplies, drivers and electronics
- LED specialty applications: automobile, medical, agriculture, museum

### Target buyers:

- Engineers
- Engineering and planning offices
- Exporters
- Commercial agents
- Manufacturing industry
- Distributor / Wholesale trade
- System integrators
- Power service providers
- Power service providers

### 2020 highlighted exhibitors:



### LED light engine market to grow at steady rate from 2019 to 2024

The LED light engine market is expected to be valued at USD 30.0 billion in 2019 and is anticipated to reach USD 59.5 billion by 2024, growing at a CAGR of 14.7% over this period.

Source: LED Light Engine Market by Product Type, Installation Type, End-Use Application And Geography - Forecast to 2024

The LED driver market is expected to register a CAGR of 29.28% between 2020 – 2025. LED drivers have become the bottleneck of LED lighting, both in terms of size and reliability. They provide fundamental advantages for LED lighting with smaller form factors, higher reliability and improved efficiency over the dimming curve. The increasing energy-efficient policies by federal governments and councils across various countries have deliberately motivated investment in energy-efficient practices and technologies. The display devices, such as smartphones, tablets, laptops and televisions, have widely adopted LED backlighting systems due to their low power consumption, and small and thin packing ability. Despite their wide adoption, manufacturers are continuing to invest in backlighting systems to enhance the user experience



“ I have been visiting GILE for 10 years. Here I can find light sources, LED drivers and materials, including heat dissipation materials, etc. This year, I met some service providers and explored new technologies at GILE. I will definitely visit the show again in 2021. ”

*Mr Jinrong Huang, Senior Electronics Engineer*



## TrendForce Global LED Demand Set to Rebound from Rock Bottom in 2021, with Forecasted USD 15.7 billion in Yearly Revenue, Says TrendForce

The COVID-19 pandemic had a substantial impact on the LED industry in 2020, resulting in a considerable drop in market demand and a projected yearly revenue of merely USD 15.127 billion, a 10% decrease YoY, according to TrendForce's latest investigations. Although the YoY decline in 2020 represents a magnitude of historic proportions, as COVID vaccines become more widely available in 2021, long-term pent-up market demand will likely rebound from rock-bottom levels, resulting in a forecasted yearly revenue of USD 15.7 billion for the global LED industry next year, a 3.8% increase YoY.

Source: LEDinside (23 December 2020)



## Luminaries

### To explore the infinite possibility of light

#### Product showcase:

- Residential lighting
- Commercial lighting / Industrial lighting
- Urban lighting / Architectural lighting
- Smart lighting
- Light Sources
- LED displays & signage

#### Target buyers:

- Architects
- Designers
- Property developers & owners
- Property management offices
- Building and construction industry
- Exporters
- Distributor / Wholesale trade
- Retailers
- Purchasing departments
- Online retailers
- End users from hotels, shopping malls & restaurants
- Government purchasing departments
- Engineering and planning offices
- Commercial agents

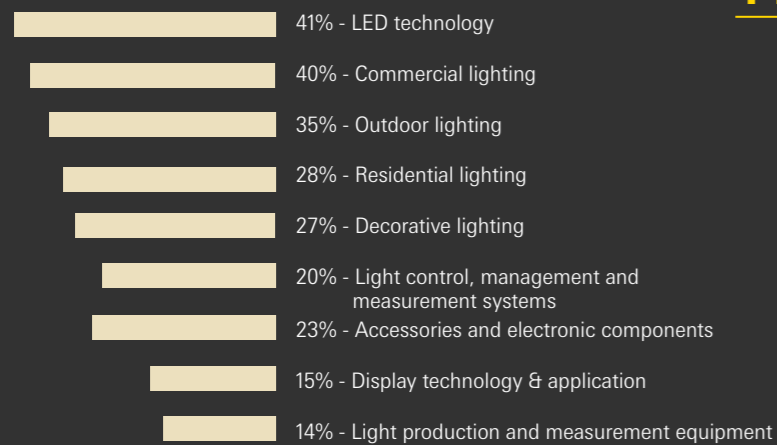
#### 2020 highlighted exhibitors:



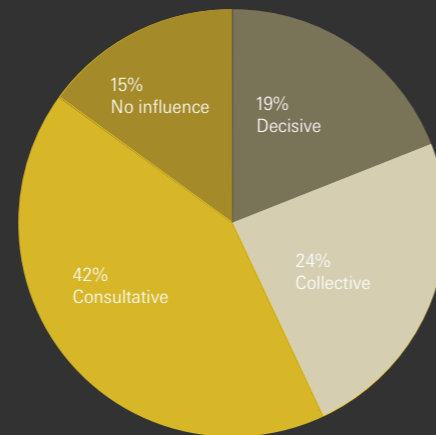
“ Our company focuses on the production of smart light poles. We can see that most of the manufacturers had applied all the new concepts that the industry had been discussing about smart poles to their latest products. GILE provided a platform for both buyers and exhibitors to connect and meet under the influence of the COVID-19 pandemic. I wish the event a great success in the coming future. ”

*Mr Longgao Wu , Regional Director  
Beijing Linktech Technology Co Ltd (Linktech)*

## Visitor's interests\*



## Influence on purchasing / Procurement decisions



## PowerMatch business matching event adds extra opportunities

The most effective way of expanding a business network is to have face-to-face communications. During the four-day show, over 200 buyers from 45 countries and regions were invited to have in-person, as well as online business meetings with more than 250 registered suppliers, widening the scope of business opportunities on offer.

Indoor lighting applications:  
 · Industrial lighting, residential lighting  
 · Commercial lighting, hospitality lighting

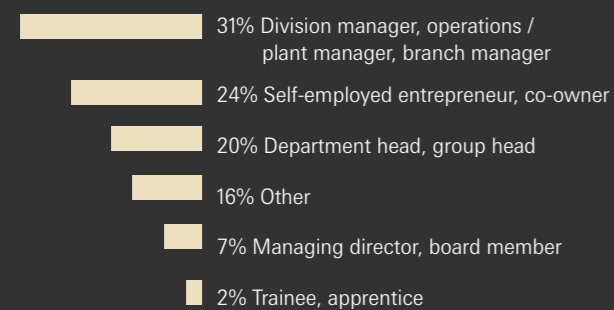
Lighting accessories  
 Lighting components & equipment

LED technology  
 · LED chipsets & light sources  
 · Power supplies, drivers and electronics

Outdoor lighting applications:  
 · City lighting  
 · Media façades  
 · Road lighting



## Occupational status



## Objectives in visiting GILE\*



## 2020 concurrent events: 'Entrepreneurship – To Think & To Act

The event aimed to encourage the industry to face current changes with confidence and positivity and boosted the exploration of new technological innovations and breakthroughs. Thus, under the theme 'To Evolve, To Accomplish, To Prevail', the programme invited distinguished entrepreneurs to share their industry insights.

## Highlighted brands:



