

34 China(Guzhen) International LIGHTING FAIR 古镇灯博会

广东省·中山市·灯都古镇会议展览中心
2026/3/18-21

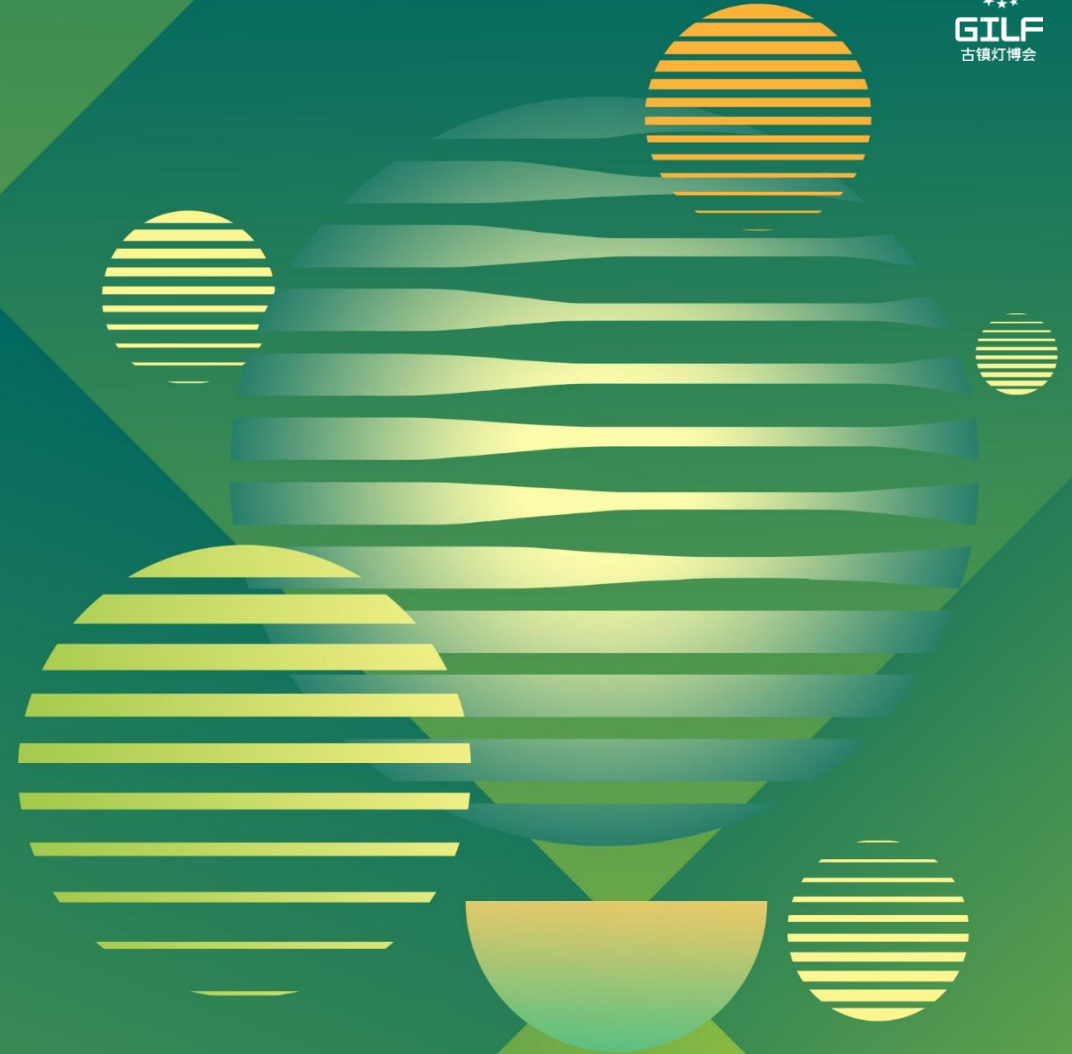
展后报告 Post Show Report

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中山古镇灯都博览有限公司
Guzhen Lighting Expo Co., Ltd.



目录 Catalog



- | | |
|------------------------------|--|
| 01 展会概述 Overview | 07 全球买家春季行 Global Buyers Spring Sourcing |
| 02 展会亮点 Featured Sectors | 08 会议活动 Conference & Event |
| 03 观众分析 Visitors Profile | 09 线上直播 Live Streaming |
| 04 观众评语 Voice of Visitors | 10 新媒体传播大赛 New Media Communication Competition |
| 05 参展商分析 Exhibitors Profile | 11 数字赋能 Digital Platform |
| 06 参展商寄语 Voice of Exhibitors | 12 媒体合作 Cooperation with Media |

01 | 展会概述

Overview



开春旺季，光影聚势

Spring Peak, Light Unites Power

2026年3月18-21日，2026 中国（古镇）国际灯饰博览会（春季）（简称：第34届古镇灯博会）在广东省中山市灯都古镇会议展览中心盛大开启。本届展会依托“1+8+N”大灯博会格局，延续“古镇灯饰 照亮世界”主题，锚定“开春采购”黄金节点，通过展览展示、配套活动、资源对接等多元形式，凸显“专业化、市场化、国际化”定位。

作为国家商务部批复的重要国际性展会，本届灯博会不仅是古镇镇提出“建设世界照明灯饰之都”目标后的首场大型经贸盛会，更巩固了“中国灯饰之都”的产业源头地位，推动照明产业向高端化、智能化、绿色化转型，助力企业拓展国际市场、深化跨境商贸合作。

From March 18 to 21, 2026, the 2026 China (Guzhen) International Lighting Fair (Spring Edition), also known as the 34th Guzhen Lighting Fair, opened at the Guzhen Convention and Exhibition Center in Zhongshan City, Guangdong Province, China. Building on the "1+8+N" mega expo framework, the fair continued the theme of "Guzhen Lights Up the World," seized the golden window of spring procurement, and highlighted its "professional, market-oriented, and international" positioning through exhibitions, supporting events, and resource matchmaking.

As an important international exhibition approved by the Ministry of Commerce of China, this edition was not only the first major economic and trade event following Guzhen Town's goal of "Building a World Capital of Lighting", but also consolidated the town's status as the industrial source of the "China Lighting Capital." It further advanced the lighting industry's transformation toward high-end, intelligent, and green development, helping enterprises expand into international markets and deepen cross-border business cooperation.



灯聚全球，超24 万人次共赴开春采购盛会

Lights Unite the Globe, Over 240,000 Visits Converged for the Spring Procurement Gala



1,500,000+ SQM
展览面积 / Scale



3,600+
展商 / Exhibitors



240,000+
人次观众 / Visits



9
会场 / Venues



主会场：灯都古镇会议展览中心

Main Venue : Guzhen Convention and Exhibition Center



58,000 + SQM
展览面积 / Scale



978
展商 / Exhibitors



94,996
人次观众 / Visits



127
国家与地区
Countries and Regions

02 | 展会亮点

Featured Sectors



“1+8+N” 格局，展店联动辐射广

"1+8+N" Pattern: Extensive Radiation via Exhibition-Store Linkage

主会场灯都古镇会议展览中心，联合星光联盟全球品牌灯饰中心、利和灯博中心、华艺广场、灯都时代广场、古镇长安灯配电子城、曹三国际灯配城、古一瑞丰国际灯配城、古一庆丰LED商贸广场8大分会场，构建“1+8+N”大灯博会格局。通过“前展后厂、展店联动、展网融合”的办展模式，打造展览总面积超150万平方米的全产业链国际贸易平台，全面放大展会的行业影响力与辐射带动效应。



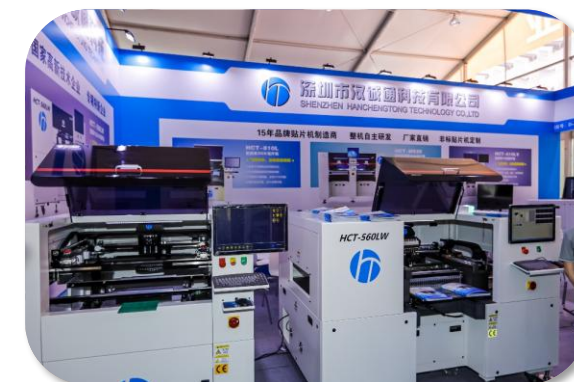
The main venue, Guzhen Convention and Exhibition Center, partnered with eight major professional lighting megastores in the town. Together, they gathered over 3,600 high-quality enterprises to build a full-industry-chain international trade platform, with a total exhibition area exceeding 1.5 million square meters. It featured the distinctive "1+8+N" large lighting expo pattern, characterized by "showroom-front, factory-back model, exhibition-store linkage, and online-offline integration".

产品聚焦三大趋势，引领行业全新转型

Three Trends Leading Industry Transformation

主会场汇聚近1,000家优质品牌企业，展品涵盖智能、家居、商业、户外、专用灯具及机械设备、辅料配件等全品类，并延伸至陶瓷卫浴、智能锁具等泛家居领域，展现多元产业生态。展会聚焦智能照明、绿色低碳、健康光环境三大产品趋势，集中展示数万款新品与前沿技术，推出智能光控、全场景智能方案、光伏储能一体化等成果，推动产业从传统制造向“智造+设计+场景”升级，加速迈向高端化、智能化、绿色化。

The main venue brought together nearly 1,000 premium brand enterprises, showcasing a comprehensive range of products across categories, offering a full-spectrum display of a rich and diverse industrial ecosystem. From the launch of ground breaking new products and immersive lighting scene displays at the main venue to on-site product selection and in-depth business discussions at the sub-venues, the fair showcased three major industry trends: "smart lighting, green and low-carbon solutions, and healthy lighting environments", delivering an array of remarkable highlights.



H馆焕新升级，精铸“专精特新”

Hall H Upgraded, Showcasing "Specialized, Sophisticated, Distinctive and Innovative" Enterprises

主会场7个展馆科学规划、各有侧重，其中H馆优化升级，集聚一批“专精特新”照明灯饰企业，集中展示照明灯饰领域的创新技术与高附加值产品，通过“产品+场景”、“技术+应用”的展示模式，将创新成果与家庭、办公、商业等多元场景深度融合，有效促进上下游企业对接交流，强化产业链资源整合，进一步推动照明灯饰产业链协同创新。



The 7 halls at the main venue were scientifically planned with different focuses. Hall H was upgraded and gathered a number of Specialized, Sophisticated, Distinctive and Innovative lighting enterprises. They showcased cutting-edge technologies and high-value-added products. Through a display model of “Product + Scene” and “Technology + Application”, innovative achievements were deeply integrated into household, office, commercial and other scenarios.

This effectively promoted communication between upstream and downstream enterprises, strengthened industrial chain resource integration, and further boosted collaborative innovation in the lighting industry chain.

精准商贸对接，内外贸双轮驱动

Business Matching, Dual-Driven Domestic & Foreign Trade

本届展会依托灯饰在线平台，全新推出“全球买家春季行”，首次联合马来西亚—中国总商会，同时邀约俄罗斯、东南亚、西亚、欧洲、非洲、拉丁美洲等超百名海外优质大买家组成采购团，与展商专场对接、实景选品。同期举办3场“灯饰在线商贸配对会”，以“智能算法+人工审核”精准匹配，确保受邀买家有采购意向，具备长期合作潜力。并增设星际灯饰广场导赏团活动，通过探店走访提升供需信任度，助力企业拓展东南亚及全球市场。

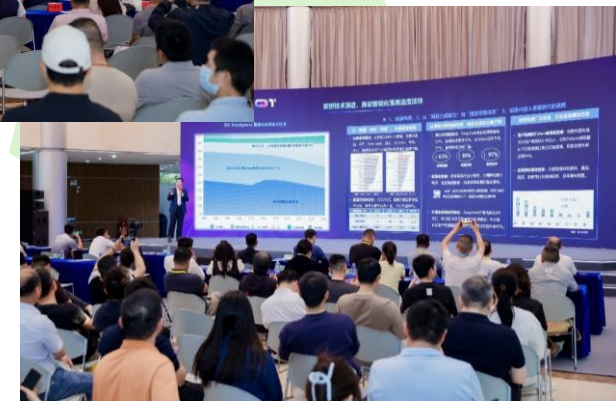


Relying on the "Denggle.com" platform, the exhibition launched the brand-new "Global Buyers Spring Sourcing", cooperating with the Malaysia-China Chamber of Commerce for the first time and inviting over 100 high-quality overseas buyers worldwide to form purchasing delegations for on-site matching and product selection. Three business matching meetings were held simultaneously with "intelligent algorithms + manual review" for precise matching, and Interstellar Plaza Sourcing Tour had been added to help enterprises expand the global market.

交流活动赋能，洞察行业趋势

Industry Dialogue to Explore Future Development Paths

携手中国照明电器协会、广东省照明电器协会、广东省电子商务协会、天猫家装、中山市跨境电子商务协会、古镇灯饰传媒等专业机构，重磅举办6场高质量主题活动。活动聚焦消费升级、智能照明、绿色发展、跨境电商、产业出海等热点议题，汇聚行业专家与企业代表深入研讨、思想碰撞，为照明灯饰产业高质量发展持续注入新思路、新动能。



The organizer collaborated with professional organizations such as China Association of Lighting Industry, Guangdong Lighting Association, and Guangdong Electronic Commerce Association to host 6 high-quality themed events. The events centered on key topics such as consumption upgrades, smart lighting, green development, cross-border e-commerce, and global industry expansion, bringing together industry experts and corporate representatives for in-depth discussions and exchanges of ideas. These efforts continuously infused fresh perspectives and momentum into the high-quality development of the lighting industry.

03 | 观众分析

Visitors Profile



境内观众
Domestic Visitors

90,628

人次
Visits

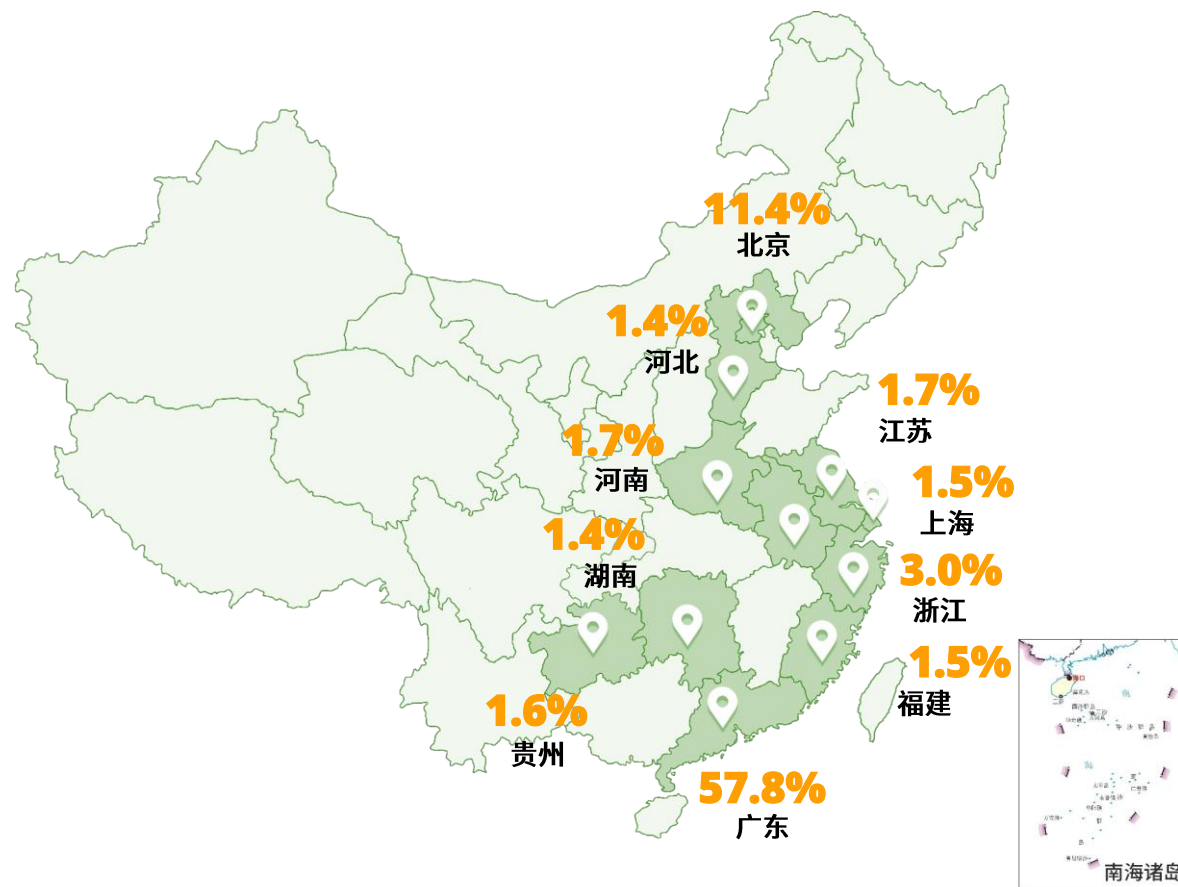
主要来自于 **广东省**，

其次是 **华东、华北、华中** 等地区

Primarily from Guangdong Province,
followed by East China, North China and Central China

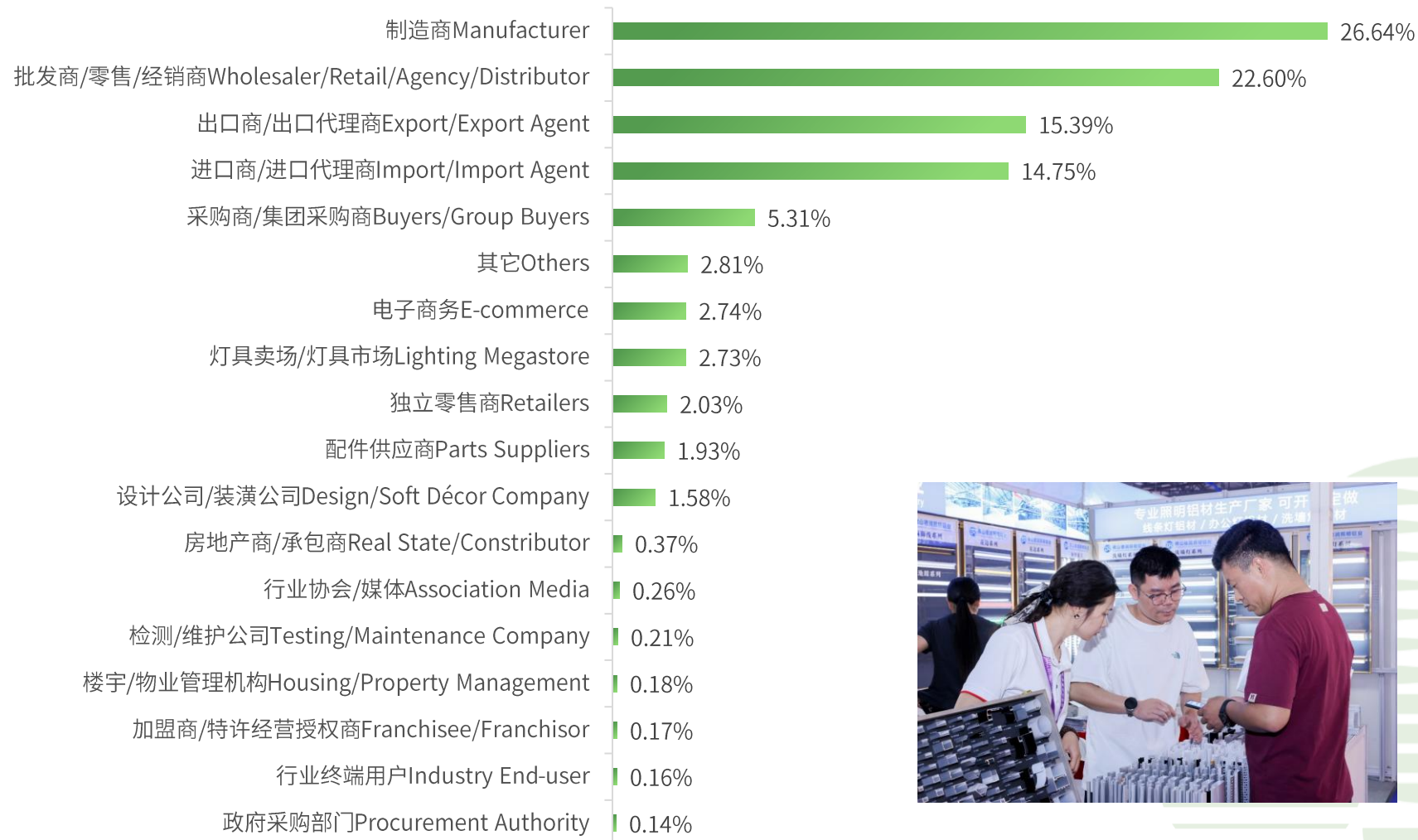


Top10 境内观众省份地区
Regions of Domestic Visitors



境内观众业务性质

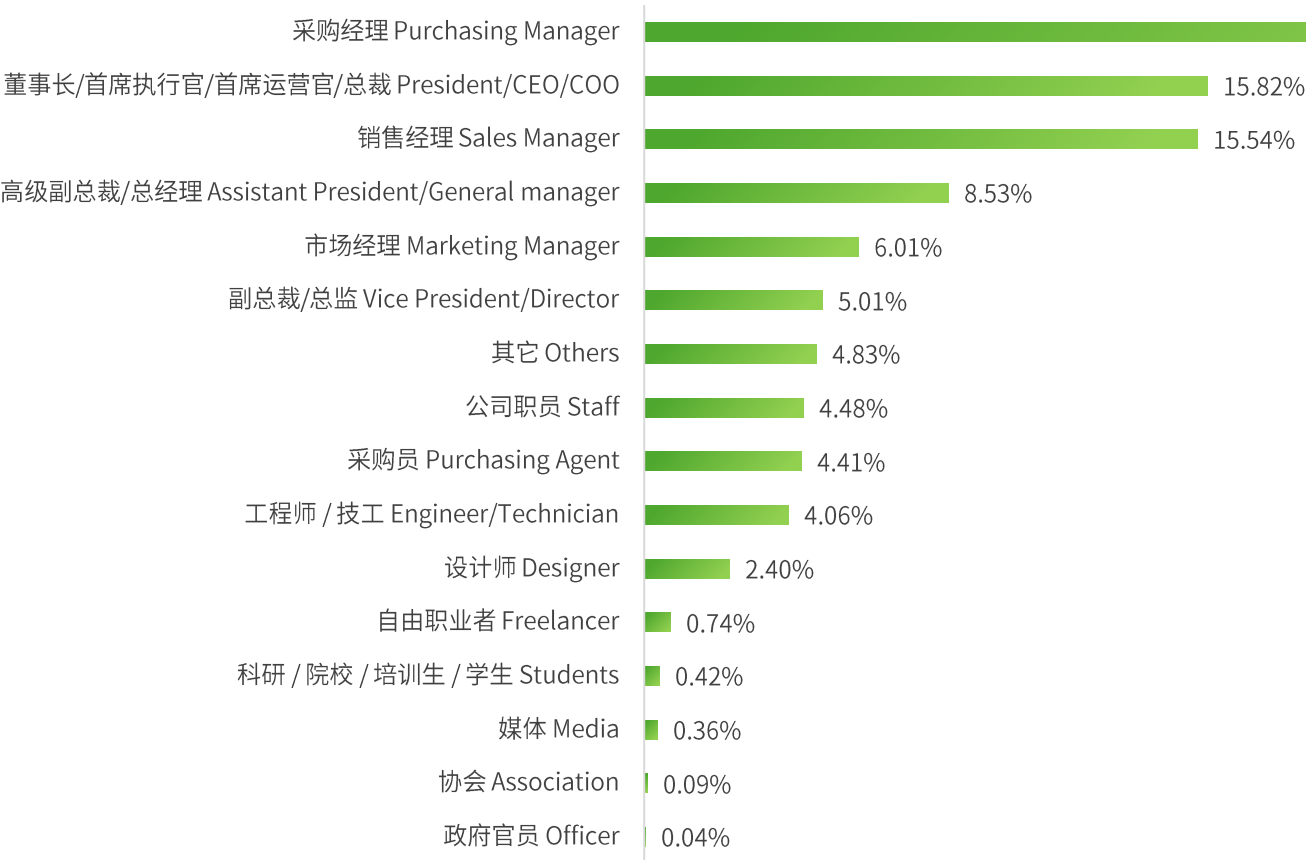
Local Visitors Business Nature



境内观众职务分析 Local Visitors Profile

通过对境内观众所任职务进行分析，可以了解到境内企业对展会的重视度高，超 **78%** 为企业的管理阶层。

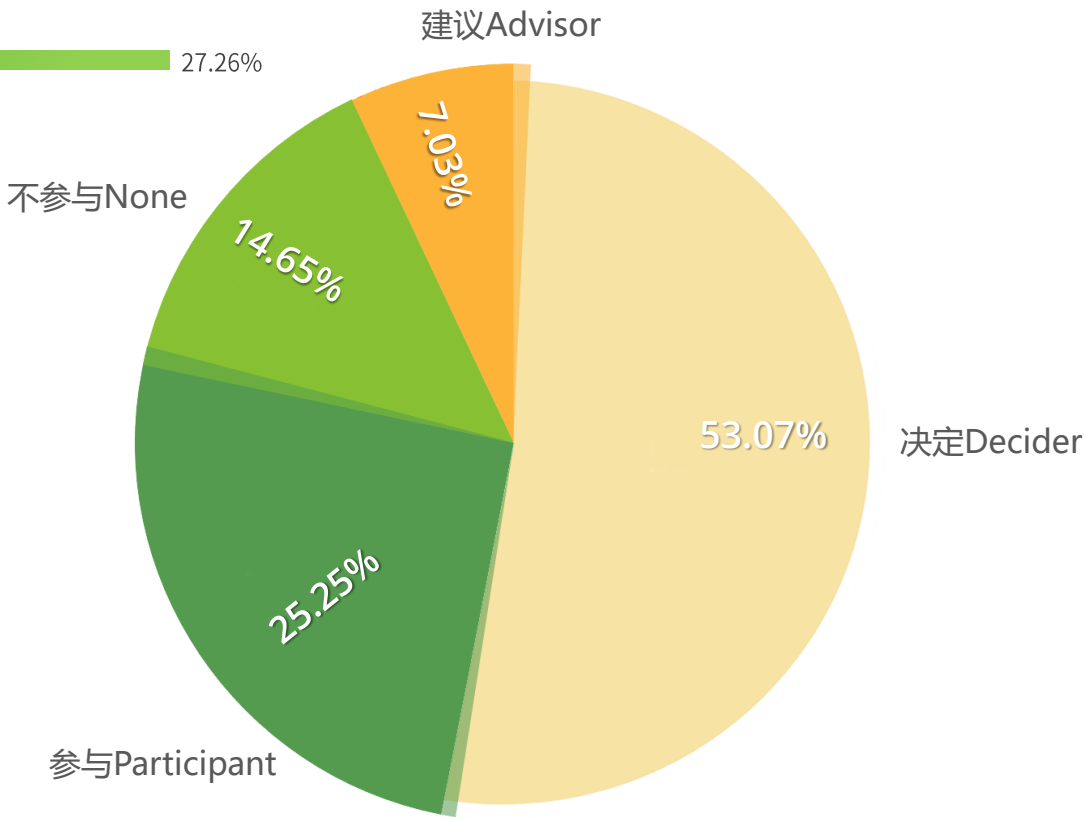
Over **78%** of the visitors are key personnel of the company.



境内观众采购角色分析 Local Visitors Profile Analysis

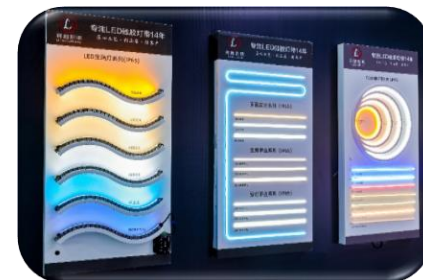
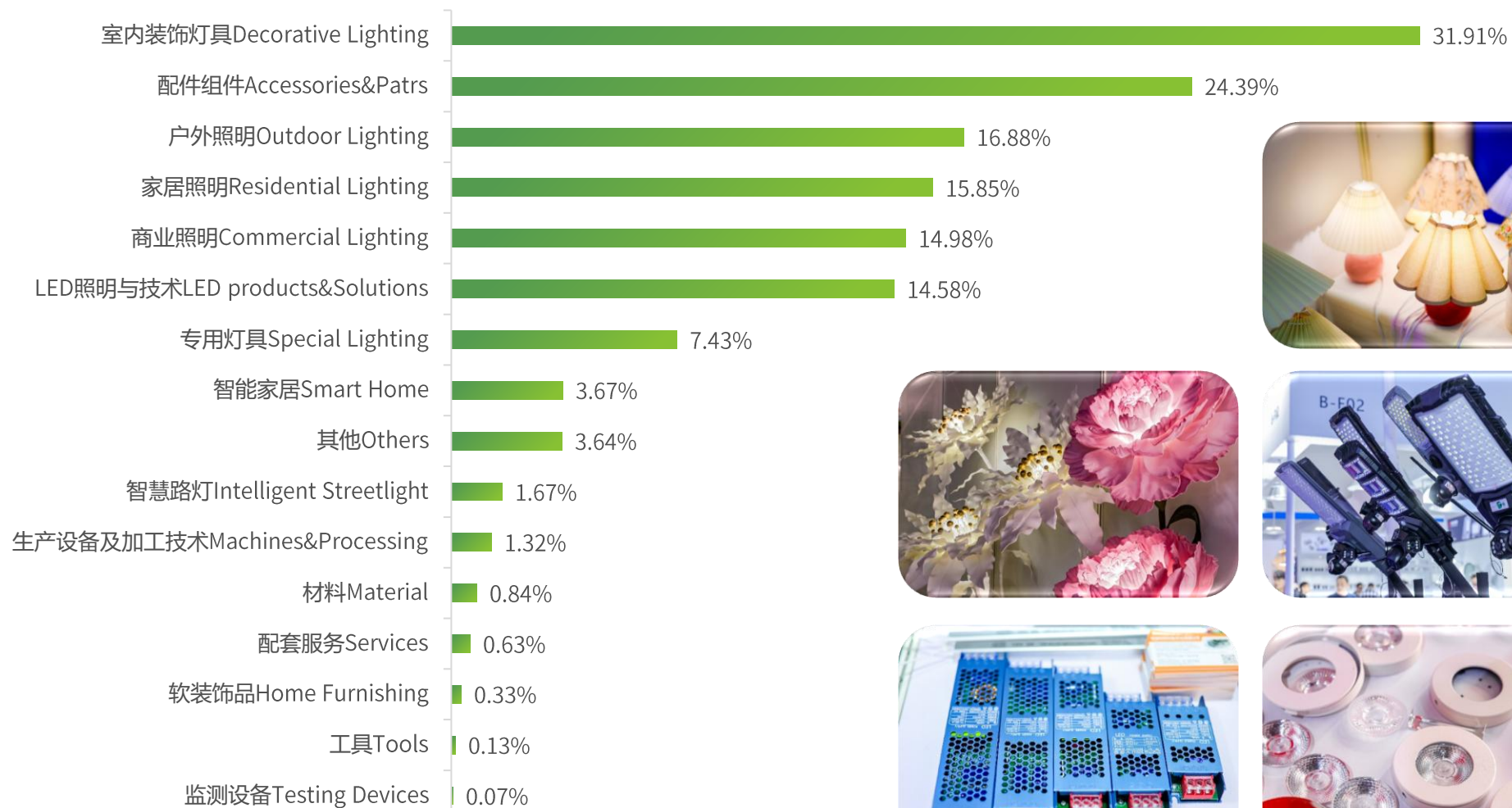
通过对境内观众采购角色分析，了解到超 **78%** 观众具备有决定或参与采购能力。

Over **78%** of the visitors can determine the purchasing plan.



境内观众感兴趣产品

Local Visitors Interested Products



境内观众满意度评价

Local Visitors Satisfaction



99.13%的观众对本届灯博会
表示满意

99.13% visitors are satisfied
with the fair



99.23%的观众将再次参观
古镇灯博会

99.23% visitors will visit
the fair again



99.26%的观众会推荐朋友/同事
参观古镇灯博会

99.26% visitors will recommend
the fair to other people



境外观众
Overseas Visitors

4,368

人次
Visits

来自
from

127

个国家与地区
countries and regions

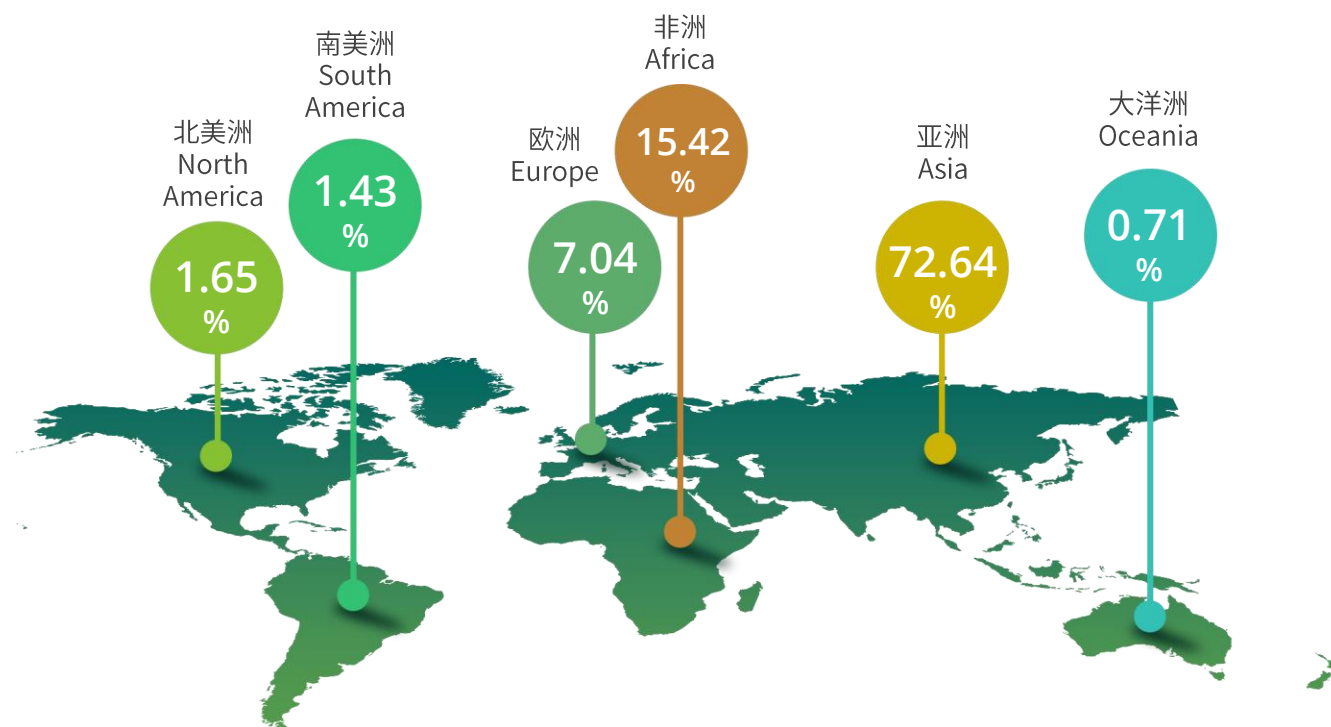
48% 来源于“一带一路”共建国家和地区
from "Belt and Road" partner countries and regions

如俄罗斯、马来西亚、韩国、越南等
including Russia, Malaysia, Republic of South Korea, Vietnam, etc.

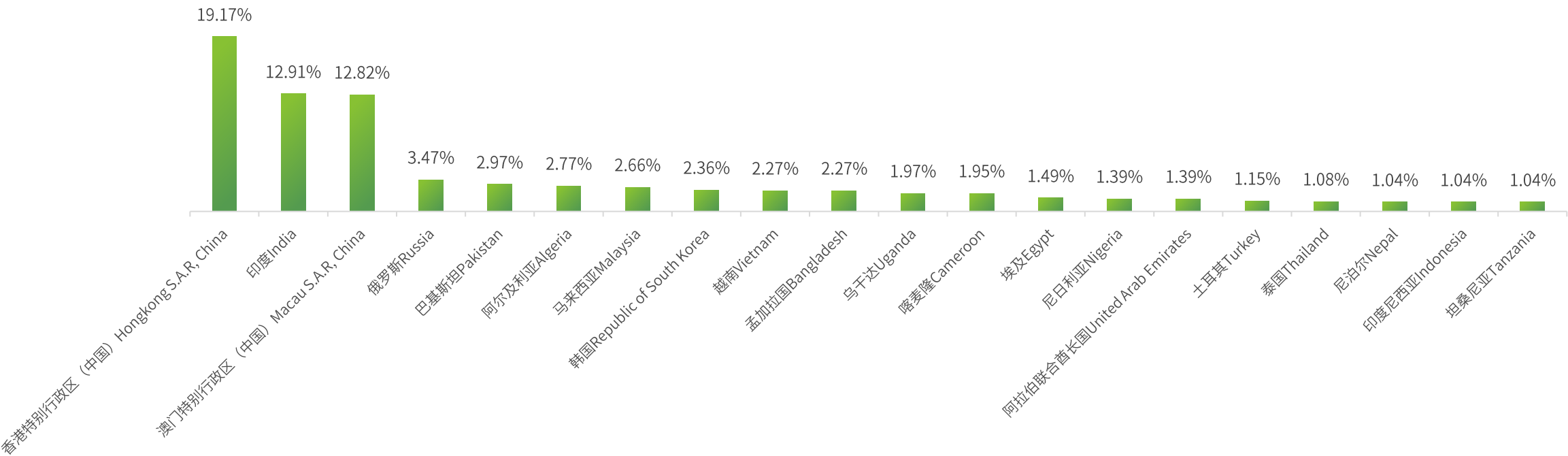
覆盖
covering

111

个国家和地区
countries and regions



境外观众来源排名前20的国家和地区
Top 20 Countries and Regions of Overseas Visitors

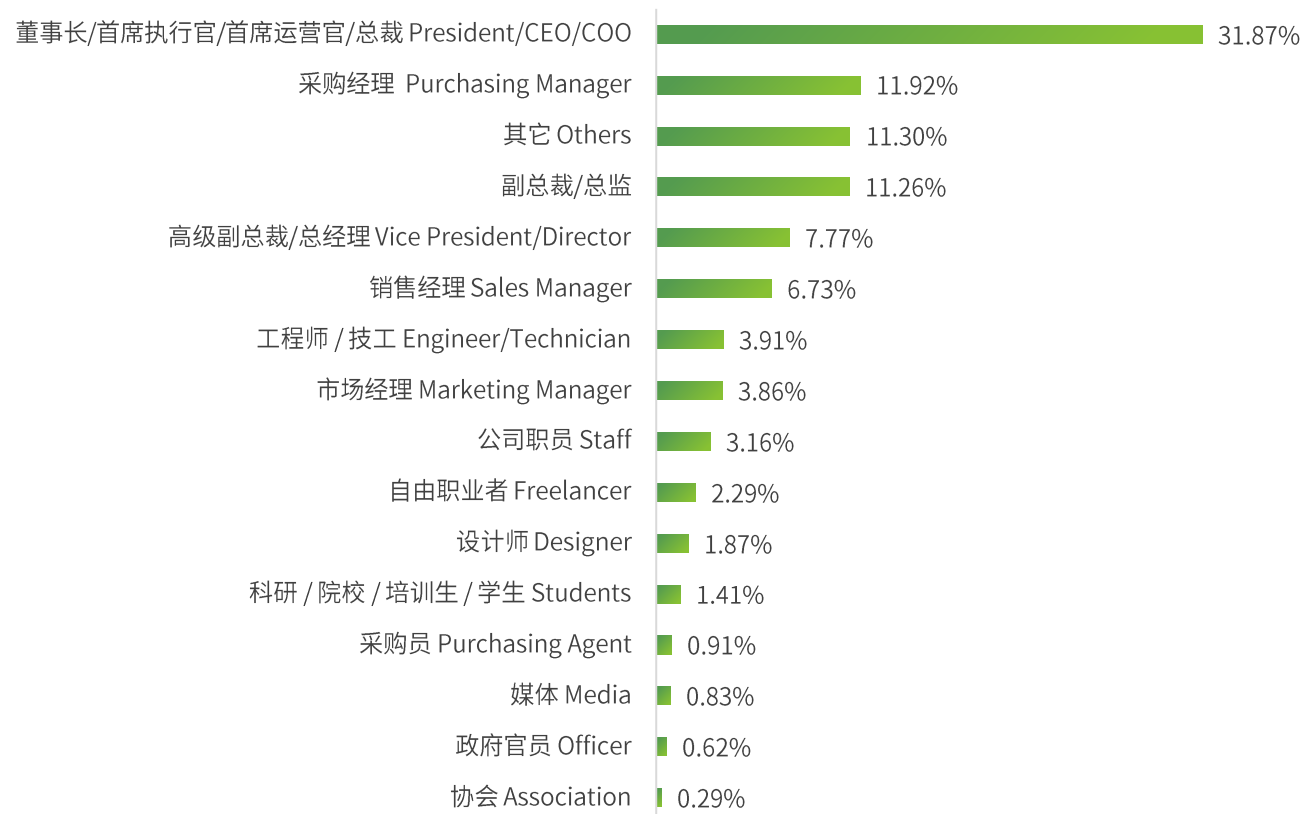


境外观众职务分析

Overseas Visitors Profile Analysis

近 80% 境外观众拥有企业采购的决策权或影响力，体现境外企业对展会的重视度高。

Nearly 80% of overseas visitors held decision-making power or influence in corporate procurement.

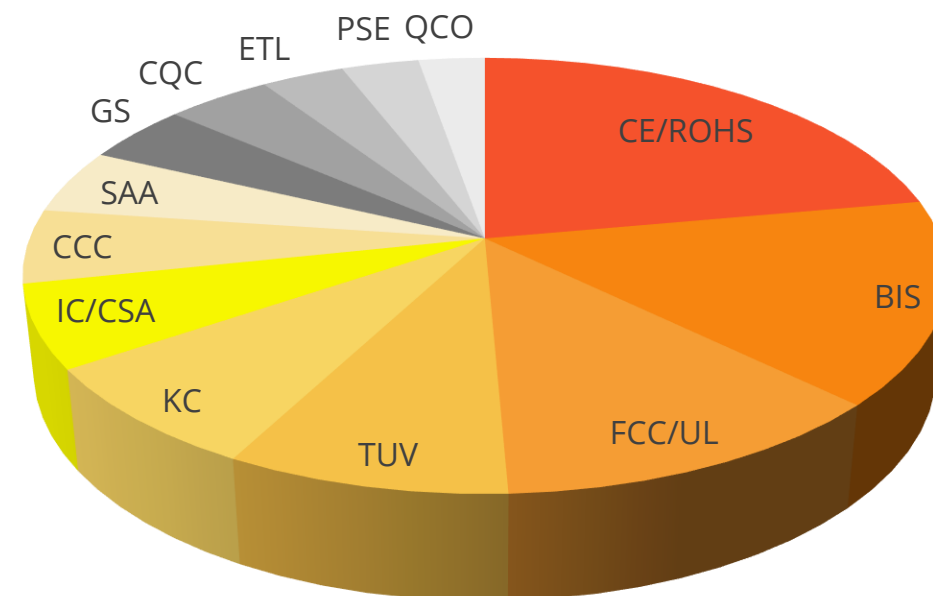


境外观众要求的资质证书

Certificates Required by Overseas Visitors

通过对境外观众要求的资质证书进行分析，可以了解到CE/ROHS认证是采购商最注重的认证，其次是BIS认证。

Most of the buyers required **CE/ROHS**, followed by **BIS** certification.

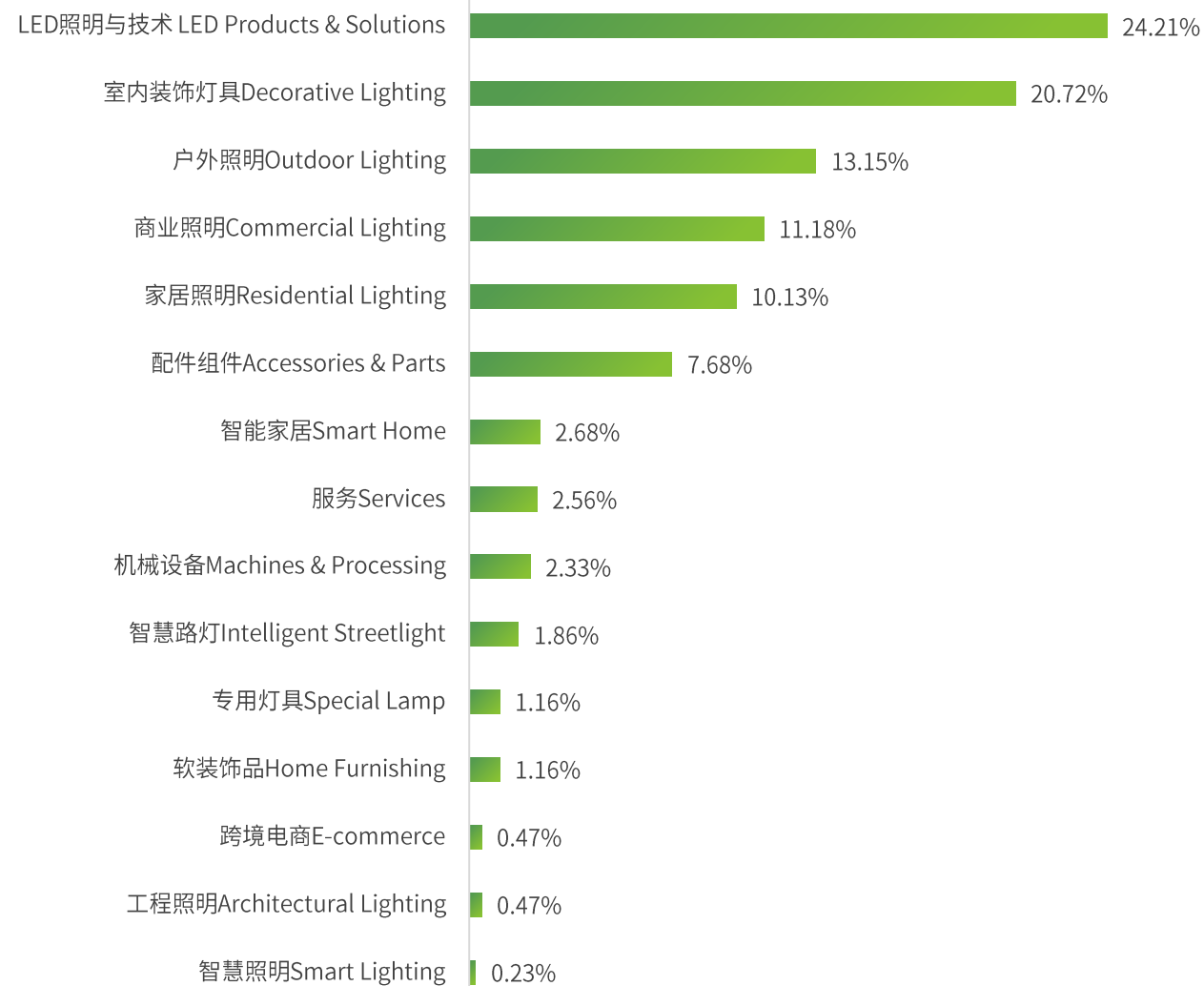


境外观众感兴趣的产品类别分布

Overseas Visitors Interested Product Categories

LED照明与技术是境外采购商最为关注的展品，其次室内装饰灯具、户外照明、商业照明等同样受到境外采购商的青睐。

Most of the overseas buyers are interested in LED Products & Solutions, followed by the Decorative Lighting, Outdoor Lighting and Commercial Lighting.



境外观众满意度评价 Overseas Visitors Satisfaction



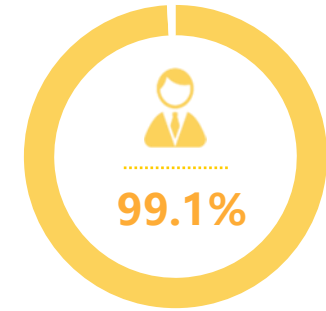
99.6%的观众对本届灯博会
表示满意

99.6% visitors are
satisfied with the fair



99.6%的观众将再次参观
古镇灯博会

99.6% visitors will visit
the fair again



99.1%的观众会推荐朋友/同事
参观古镇灯博会

99.1% visitors will recommend
the fair to other people



04 | 观众评语

Voice of Visitors





山东-刘女士

Ms. Liu from Shandong

作为亮化人，我们每年都会来到古镇灯博会，重点关注市场最新趋势，以及哪些优质产品更适合应用到我们的照明项目中。这次展会收获颇丰，尤其是各类智能控制产品，比如 AI 智控、无线连接等智能方案，还有室内智能控制系统，都让我们收获很大。

As lighting project professionals, we come here every year. We mainly focus on the latest market trends and popular products that can be used in our projects. The biggest gains this time are smart control products, such as AI intelligent control, wireless connectivity solutions, and indoor smart control systems. They are very useful for our business.



江西-陆女士

Ms. Lu from Jiangxi

今年的展会场馆规模很大，办得非常出色，现场人气也很旺。不少此前未曾亮相过的新厂商也参展了，我们还看到了很多智能照明相关新品，就感觉古镇灯博会办得越来越好了。

This year's venue is large and well-organized, with a huge turnout of visitors. Many new manufacturers that haven't exhibited before joined the show, and we also saw a lot of smart lighting products. Guzhen Lighting Fair is getting better and better.



深圳-李先生
Mr. Li from Shenzhen

本次展会的灯具品类十分齐全，新品也很丰富，吸引了众多国内外客商前来。展会服务周到，场馆干净整洁，整体规划也很合理。

The exhibition offers a very wide range of lighting products and many new items. It has attracted numerous customers from both home and abroad. The service is excellent, the venue is clean, and the overall arrangement is well organized.



佛山-段女士
Ms. Duan from Foshan

我觉得在展会上能和企业直接对接，可以让我们实实在在地体验到很多新产品。展会上汇聚了来自各地的客商，也让我们感受到了展会的实力，同时获取到来自不同地区的行业信息。

I think connecting directly with manufacturers allows us to experience many new products for ourselves. The fair brings together visitors from different regions, which shows its strong influence and also helps us get a wide range of industry information from all over.





**Mr. Louis Lemperle-
McGrath**
From Germany
德国买家

我明显感觉到智能照明的品类丰富了很多，比如遥控照明、新型现代照明，不再是我们以往熟悉的传统灯具。这里最大的优势在于，整座城市、整个展会都高度聚焦照明产业，能真切感受到大家对灯饰行业的用心，这正是我所看重的。

I felt there was a much wider variety of intelligent lighting, such as remote-controlled lighting and modern innovative lighting, rather than the traditional lighting we are used to. The biggest advantage here is that the entire city and the whole fair are highly lighting oriented. You can really feel that people are passionate about lighting, which is exactly what I'm looking for.



Mr. KOUSHIK MAJUNDER
From Bangladesh
孟加拉国买家

古镇灯博会对本地工厂和国内专业灯具采购商来说都非常好。展会很实用，毕竟中山本就是知名的灯饰产地。在这里，产品性价比高、品类齐全，能满足多样采购需求。我认为古镇灯博会是业内顶尖的展会之一。

Guzhen Lighting Fair is very good for local factories as well as genuine domestic lighting buyers. It's useful for them, since Zhongshan is well-known as a lighting industry hub. Buyers can find products at competitive prices with reliable quality, and a wide range of options to meet different requirements. So I feel Guzhen lighting is one of the best for lighting.

**Mr. NJAM MANSOOR**

From Pakistan
巴基斯坦买家

最棒的是，市面上涌现出了大量新品，在本届灯博会上体验感很好，也能接触到不少新企业。我也发现行业正朝着人工智能等方向发展，本届灯博会上就看到了不少 AI 相关新品，这是非常积极的变化。

The best part is that there are many new products on the market. The fair offers a great exploration experience, and you can find many new businesses here. I've also noticed that the industry is embracing new technologies like artificial intelligence. I saw many new AI-related products at this fair, which is really a positive change.

**Mr. DIPAKKUMAR JADAV**

From India
印度买家

过去五年，我们一直持续参加古镇灯博会。最让我们满意的是，在这里能对接大量供应商，采购到各类原材料。为了寻找新品、发掘新创意，我们都会专程来到古镇灯博会。其中太阳能产品最让我们心动，目前我们在印度市场重点布局太阳能领域。

We have been attending Guzhen Lighting Fair continuously for the past five years. What we like most is that we can find so many suppliers here and source a wide range of materials. We come to Guzhen Lighting Fair to discover new products and innovative ideas. Solar products are the most exciting for us, as we are currently focusing on solar solutions in India.

05 | 参展商分析

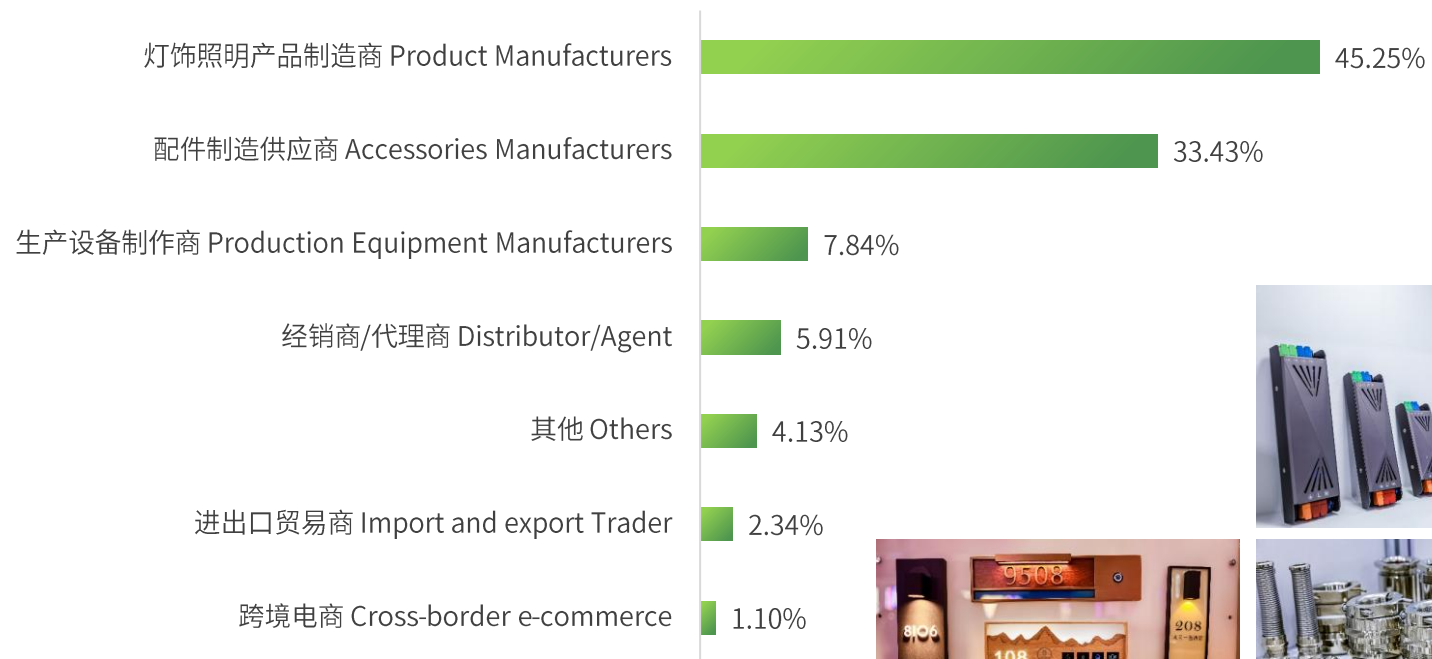
Exhibitor Profile



主营业务 Main Business

参展商以产品制造商和配件制造商为主，合计占比近**80%**，贸易类企业占比较低，产业上游制造属性突出。

Exhibitors are primarily product manufacturers and accessory manufacturers, together accounting for nearly **80%**. Trading enterprises account for a relatively small proportion, highlighting the upstream manufacturing nature of the industry.

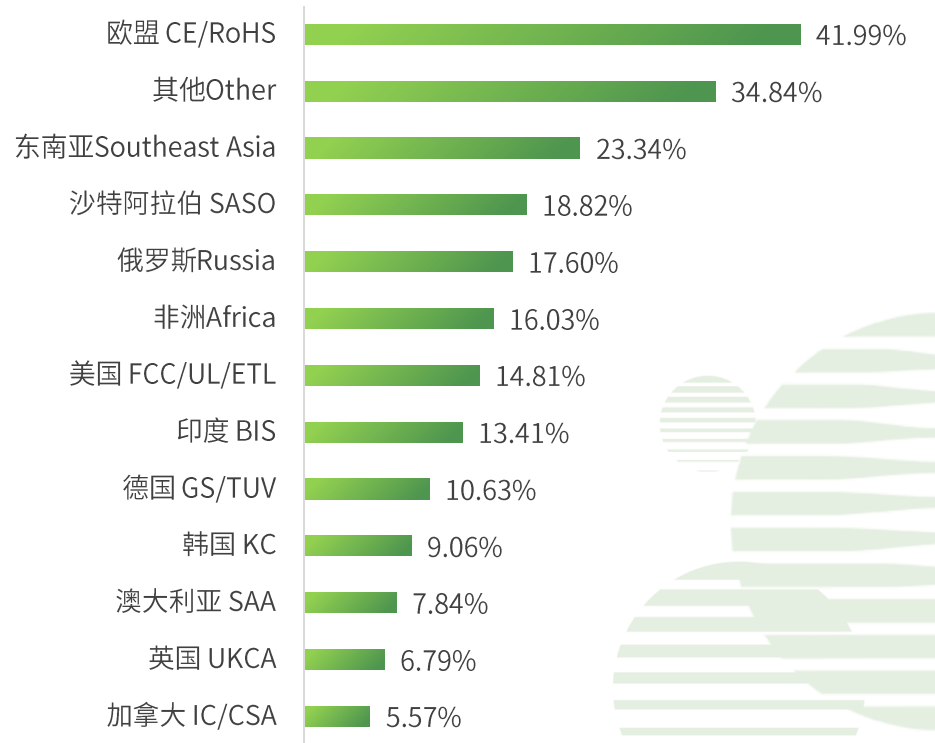
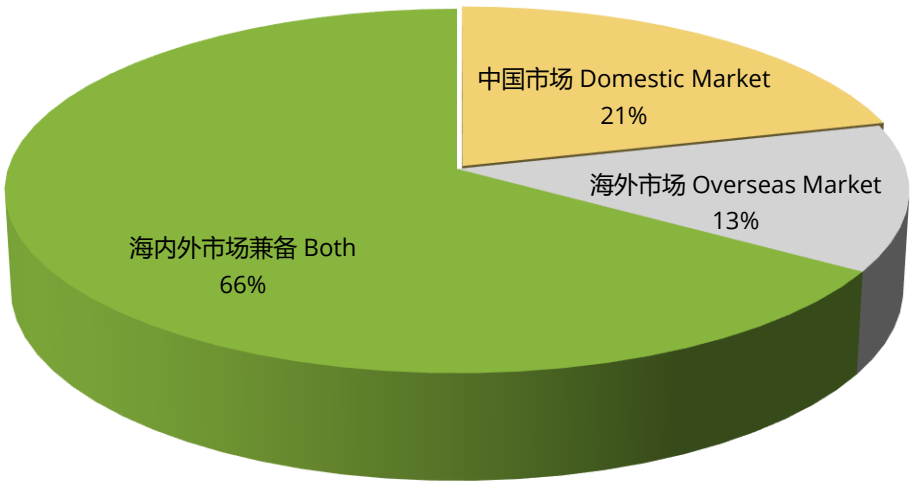


市场焦点及企业认证

Target Market & Possessed Certificate

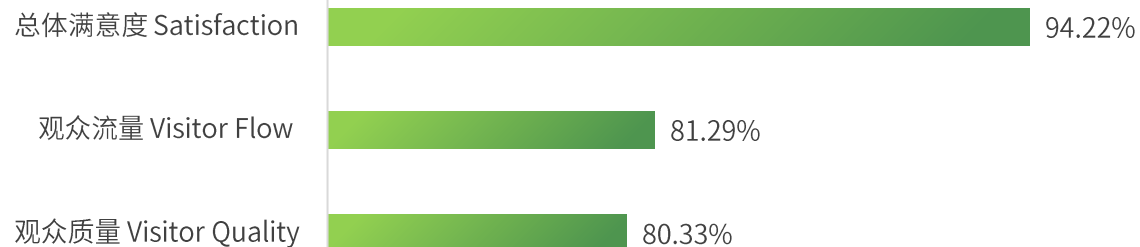
本届展会有 **79%** 的参展企业具备出口销售的能力。在产品认证方面，大部分企业更倾向于获取针对欧盟、东南亚以及沙特阿拉伯等关键国际市场的认证。

79% of exhibitors at this edition had export sales capabilities. In terms of product certification, most companies preferred to obtain certifications for key foreign markets such as Europe, Southeast Asia, and Saudi Arabia.



展商满意度

Exhibitor Satisfaction



96.01%的展商将参加下届古镇灯博会
96.01% of exhibitors will choose to attend the next Guzhen Lighting Fair



93.95%的展商会向朋友/同事推荐古镇灯博会
93.95% of the exhibitors will recommend Guzhen Lighting Fair to others



06

参展商寄语

Voice of Exhibitors





深圳余氏电子科技有限公司

Joanna 销售经理

Sales Manager of XEHD Power Supply

我认为古镇灯博会非常专业。周边都是做照明和 LED 电源的工厂，我们公司位于江门，离这里很近。客户可以先来看展，展会结束后再到我们工厂参观。古镇灯博会为我们向国际客商展示新品提供了绝佳机会。我们已经预定了今年十月的古镇灯博会展位。

I think the Guzhen Lighting Fair is very professional. All the factories nearby specialize in lighting and LED power supplies. Our factory is located in Jiangmen, which is quite close by. Customers can visit the exhibition first and then come to our factory after the show. The Guzhen Lighting Fair offers us a great opportunity to showcase our new products to international customers. We have already booked our booth for the Guzhen Lighting Fair in October.



中山赛露斯照明科技有限公司

吴开阳 副总经理

Mr. Bruce - Deputy General Manager of
SHCET

我们参加古镇灯博会已经十多年了，几乎每年春秋两季都会过来。尤其是今年，来自全球各地的客商非常多。我们认为古镇灯博会是灯饰企业非常好的展示平台，也有力提升了我们品牌的知名度。越来越多客户认识了我们 SHCET 品牌，目前我们近期订单中，超过六成都来自这些展会客户。

We have attended the Guzhen Lighting Fair for more than 10 years. We come almost twice a year, in spring and autumn. Especially this year, there were buyers from all over the world. We think the Guzhen Lighting Fair is an excellent platform for lighting companies. It has greatly helped promote our brand. More and more customers know about SHCET, and now over 60% of our recent orders come from these clients.



华普照明

Jackson 销售经理

Sales Manager of HUAPU LIGHTING

来这里的海外客商对照明行业都非常专业，我认为这是古镇灯博会区别于其他展会的一大优势。而且古镇地处产业核心区，价格更具竞争力。

The overseas visitors here are very professional about lighting. I think Guzhen Lighting Fair stands out from other fairs because we are in a major lighting industrial area with more competitive prices.



蓝新储能

万玉英 销售经理

Ms. Tracy - Sales Manager of LANX

古镇灯博会是一场非常国际化的展会，汇聚了来自世界各地的客商。和去年相比，我们收获了更多潜在客户，也让越来越多人了解我们的品牌。

Actually, Guzhen Lighting Fair is a very international exhibition. It attracts a lot of customers from all over the world. Compared with last year, we have gained more potential customers, and more and more people are getting to know our brand.

07

全球买家春季行

Global Buyers Spring Sourcing



全球买家春季行

在本届展会上首次亮相。为助力企业拓展国际资源，首次特邀100+海外优质大买家齐聚灯都，覆盖马来西亚、俄罗斯、东南亚、西亚、欧洲、非洲、南美等多元区域。同时设置三场商贸配对会及星际灯饰广场导赏团活动，为供需双方搭建高效对接的国际化平台。

Making its debut at this exhibition, the **Global Buyers Spring Sourcing** was designed to help enterprises expand international resources. More than **100** high-quality overseas buyers were invited to gather in Guzhen Town, covering diverse regions including Malaysia, Russia, Southeast Asia, West Asia, Europe, Africa and South America. Three business matchings and VIP Sourcing Tour at the Interstellar Plaza have also been arranged to build an efficient international platform for suppliers and buyers.



此外，古镇灯博会还与马来西亚—中国总商会达成深度合作，特设“马来西亚采购团”。依托商会强大的资源整合与组织优势，本届采购团汇聚了一批实力雄厚、采购需求明确的优质买家，为参展企业精准对接海外市场、拓展东南亚业务注入强劲新动能。

In addition, Guzhen Lighting Fair established in-depth cooperation with the **Malaysia-China Chamber of Commerce** to launch a special "Malaysian Buyer Delegation". Leveraging the chamber's strong advantages in resource integration and organization, this delegation brought together high-quality buyers with strong strength and clear procurement needs, injecting strong new momentum for exhibitors to accurately connect with overseas markets and expand business in Southeast Asia.

灯饰在线商贸配对会

Denggle.com Business matching

本次全球买家春季行成功举办了三场灯饰在线商贸配对会，超100位经主办方提前筛选的海外买家与层层严选的优质展商展开了精准高效的沟通，活动现场座无虚席，洽谈气氛热烈。

为确保效率，古镇灯博会在会前便根据每位采购商提交的具体采购清单，提前匹配最契合的参展企业。双方围绕采购需求、产品细节及合作模式展开深入沟通，现场洽谈高效顺畅、成果丰硕。

据了解，经过配对会上的深入沟通，许多采购商与参展商已进入报价及技术参数测试阶段，展望未来进一步开展合作，将古镇灯具打入海外市场。

Global Buyers Spring Sourcing successfully held three Denggle.com business matchings. Over 100 pre-screened overseas buyers engaged in precise and efficient talks with carefully selected quality exhibitors. The venue was fully occupied with a lively negotiation atmosphere.

To ensure efficiency, the Guzhen Lighting Fair matched each buyer with the most suitable exhibitors in advance based on their procurement lists. Both parties held in-depth discussions on procurement needs, product details and cooperation models, achieving smooth and fruitful results. Many buyers and exhibitors have moved on to quotation and technical parameter testing, and look forward to further cooperation to bring Guzhen lighting products to overseas markets.



星际灯饰广场导赏团

Sourcing Tour at Interstellar Plaza

本次全球买家春季行携手星际灯饰广场，打造导赏团交流会活动，组织马来西亚采购团体体验“展店联动”特色模式，通过自由洽谈和实地探访相结合深入了解古镇照明灯饰产业链。

活动期间，采购团在工作人员的引导下，实地探访了广场内多家具代表性的品牌商铺，近距离了解产品工艺和细节等，和商户一对一对接采购意向，让海外买家对古镇制造的品质与实力有了更为直观的认知。

Global Buyers Spring Sourcing partnered with Interstellar Plaza to hold a Sourcing Tour. GILF organized the Malaysian buyer group to experience the distinctive "Exhibition + Store" model, helping them gain a deep understanding of Guzhen's lighting industry chain through free negotiations and on-site visits. During the event, the buyers visited many representative brand stores. They learned about product craftsmanship and details up close, and conducted one-on-one procurement negotiations with merchants. This gave overseas buyers a more direct understanding of the quality and strength of Guzhen-made products.



08

会议活动

Conference & Event



2026中国（古镇）国际灯饰博览会（春季）开幕典礼

2026 China (Guzhen) International Lighting Fair (Spring Edition) Opening Ceremony

开幕典礼上，各项议程精彩纷呈：

1. 中国轻工业联合会副会长、中国照明电器协会理事长何烨、中山市人民政府副市长周作德、古镇镇党委书记薛治国分别致辞。
2. 古镇镇与天猫、京东两大头部电商平台携手签约。
3. 为北京、上海、杭州等10座城市12家灯具大卖场进行了授牌。
4. 2026中国（古镇）国际灯饰博览会（春季）启动仪式。



The Opening Ceremony featured several important events:

1. Ms. He Ye, Vice President of the China National Light Industry Council and the Chairman of the China Association of Lighting Industry, and Mr. Zhou Zuode, Vice Mayor of Zhongshan Municipal People's Government, and Mr. Xue Zhiguo, Secretary of Guzhen Town Party Committee delivered speeches, respectively.
2. Guzhen Town signed strategic cooperation agreements with two leading e-commerce platforms, Tmall and JD.com.
3. Certification plaques were awarded to 12 large-scale lighting malls across 10 cities including Beijing, Shanghai and Hangzhou.
4. 2026 China (Guzhen) International Lighting Fair (Spring Edition) Launching Ceremony.



破局·向新——2026照明行业趋势与创新交流会暨照明消费市场提质升级大讲堂

Breaking Through · Moving Forward: 2026 Lighting Industry Trends & Innovation Exchange Forum and High-Quality Upgrading Summit for the Lighting Consumer Market

3月18日下午，由中国照明电器协会主办的“破局·向新——2026照明行业趋势与创新交流会暨照明消费市场提质升级大讲堂”成功举办。中国照明电器协会驻会副理事长刘升平和中山市古镇镇镇长黄贤龙出席活动并致辞。中照协副秘书长邓茂林、广东省中山市质量计量监督检测所刘天、CQC黎剑锋、海思林雨、问沧智能邓锦龙、中科稀土赵世玲、GLGA成昱等嘉宾围绕“消费升级+产品创新”主题，分享了照明发展机遇、用电安全指南、CCC认证、AI赋能、智能照明，稀土护眼技术以及可验收的健康光，为照明行业搭建了一个知识交流互通的平台，也为推动行业创新发展提供了新的动力与思路，得到了与会代表的一致好评。

On the afternoon of March 18, “2026 Lighting Industry Trends & Innovation Exchange Forum and High-Quality Upgrading Summit for the Lighting Consumer Market”, hosted by the China Association of Lighting Industry, was successfully held. Liu Shengping, Resident Vice Chairman of the China Association of Lighting Industry, and Huang Xianlong, Mayor of Guzhen Town, Zhongshan City, attended the event and delivered speeches. A number of guests shared insights centered on the theme of “consumption upgrading and product innovation”, including Deng Maolin, Deputy Secretary-General of CLAA; Liu Tian from Zhongshan Institute of Quality and Metrology Supervision and Testing, Guangdong Province; Li Jianfeng from CQC; Lin Yu from HiSilicon; Deng Jinlong from Wencangzhineng; Zhao Shiling from Zhongkexitu; and Cheng Yu from GLGA. Their presentations covered development opportunities in the lighting industry, guidelines for electrical safety, CCC certification, AI empowerment, smart lighting, rare earth eye-protection technologies, and verifiable healthy light environments. The event built a platform for knowledge exchange within the lighting industry, offered new ideas and momentum for driving innovative industrial development, and received wide recognition from all participants.



天猫照明行业2026年趋势发布会 2026 Tmall Lighting Industry Trends Launch Conference

3月19日上午，浙江天猫技术有限公司主办“天猫照明行业2026年趋势发布会”。本次活动深度洞察2026家居照明消费新需求，围绕宏观市场格局、消费者洞察、品类洞察、未来趋势和品牌建议四大核心发布年度灯具潮流白皮书，通过趋势首发与场景化演绎，展现不同人群对光环境的多元需求。活动设置平台策略、品牌案例、安装服务、品质标准、出海招商等丰富环节，搭建品牌与消费者的连接平台，推动灯具从健康照明向生活智能载体升级，引领家居照明产业向智能、健康、绿色发展。

On the morning of March 19, the 2026 Tmall Lighting Industry Trends Launch Conference, hosted by Zhejiang Tmall Technology Co., Ltd., The event offered in-depth insights into new consumer demands for home lighting in 2026. Centering on four core themes—macro market landscape, consumer insights, category analysis, and future trends together with brand recommendations—an annual lighting trend white paper was released. Through trend premieres and scenario-based demonstrations, the conference illustrated diversified demands for light environments among different consumer groups. Featuring well-rounded sessions covering platform strategies, brand case studies, installation services, quality standards, and overseas investment promotion, the activity built a bridge between brands and consumers. It helps upgrade lighting products from health-focused lighting to intelligent carriers of daily life, steering the home lighting industry toward smarter, healthier and greener development.



智光无界低碳践行 2026智能照明暨绿色发展交流会

Smart Lighting, Boundless Light, Low-Carbon Practice: 2026 Smart Lighting and Green Development Exchange Forum

3月19日下午，古镇灯饰文化传播公司主办了“智光无界低碳践行 2026智能照明暨绿色发展交流会”，活动聚焦智能照明产业绿色转型与技术融合，议程设置专业务实，涵盖新型物联技术助力城市照明智能化、照明行业的“质”与“智”变、智能照明的价值跃迁、电源技术赋能安全应用、智慧城市综合管控系统、芯智联生产产业、可持续发展与照明粘接方案等核心主题分享，同时邀请行业内权威专家深度分享，围绕系统集成、户外电源强化、光效散热破解、轻量化智能控转型等主题分享前沿方案，为行业升级赋能。

On the afternoon of March 19, the 2026 Smart Lighting and Green Development Exchange Forum, organized by Guzhen Lighting Cultural Communication Co., Ltd. Focusing on the green transition and technological integration of the smart lighting industry, the event featured a professional and practical agenda. It covered key topics including enabling intelligent urban lighting through innovative IoT technologies, quality and smart transformation in the lighting industry, value upgrading of smart lighting, safe applications empowered by power supply technologies, integrated management systems for smart cities, chip and intelligent interconnection industries, as well as sustainable development and lighting connection solutions. Renowned industry experts were invited to share in-depth insights and cutting-edge solutions on system integration, enhanced outdoor power supplies, optimized light efficiency and heat dissipation, and lightweight and intelligent transformation, boosting the high-quality development and upgrading of the industry.



光筑健康点亮生活 “人因光健康美好生活趋势” 主题交流会

Light Builds Health, Illuminates Life: Exchange Forum on the Trends of Human-centric Lighting for a Healthy and Better Life

3月20号上午，由广东省照明电器协会主办、光研究市场承办的“光筑健康点亮生活”主题交流会，邀请了哈工大深圳校区、广东产品质量监督检验研究院专家及纳微朗、佛山照明、优视康等行业技术高管，聚焦人因健康光环境、可编程数字光谱、智慧康养照明等前沿议题展开深度研讨。活动通过主旨演讲与沙发对话形式，搭建产学研协同创新平台，推动照明行业向健康化、智能化加速转型，共探“人因光健康”的美好生活新趋势。

On the morning of March 20th, Exchange Forum on the Trends of Human-centric Lighting for a Healthy and Better Life hosted by the Guangdong Lighting Electrical Appliance Association, invited experts from Harbin Institute of Technology, Shenzhen, and Guangdong Institute of Product Quality Supervision and Inspection, as well as senior technical executives from Novalum, Foshan Lighting, Youshikang in the industry. Focusing on cutting-edge topics such as human-centric healthy light environments, programmable digital spectra, and smart healthy-ageing lighting, the event carried out in-depth discussions. Combining keynote speeches and panel dialogues, it built a collaborative innovation platform for industry, academia and research, accelerated the healthy and intelligent transformation of the lighting industry, and jointly explored new trends in a better life driven by human-centric healthy lighting.



产业带升级·数字生态共建 2026中山灯饰产业全渠道电商增长交流对接会

Industrial Cluster Upgrading & Digital Ecosystem Co-creation: 2026 Zhongshan Lighting Industry Omnichannel E-commerce Growth Exchange & Matching Summit

3月20号下午，“产业带升级·数字生态共建 2026中山灯饰产业全渠道电商增长交流对接会”由广东省电子商务协会主办，活动进行2026平台新政解读，邀请京东、淘宝直播、小红书、云巢、顺丰高管现场分享，拆解灯饰品品类流量密码与产业带扶持政策，分享实战赋能AI与IP驱动增长。特邀AI新科技企业，IP机构核心负责人实战分享，AI智能体，AIGC内容创作等干货实操。共赢未来全域融合双向赋能，把握2026电商最新趋势，助力企业少走弯路，实现线上线下协同增长。

On the afternoon of March 20, the 2026 Zhongshan Lighting Industry Omnichannel E-commerce Growth Exchange & Matching Conference for the Lighting Industry was hosted by the Guangdong E-commerce Association. The event interpreted the latest platform policies for 2026. Senior executives from JD.com, Taobao Live, Xiaohongshu, Yunchao and SF Express gave on-site sharing, analyzing traffic strategies for lighting products and support policies for industrial clusters, as well as practical growth driven by AI technology enterprises. Featured speakers from leading AI and IP institutions delivered in-depth sessions on AI agents and AIGC content creation. Focusing on integrated and dual empowerment, the conference highlighted the latest e-commerce trends, helping enterprises avoid risks and achieve coordinated online and offline growth.



新蓝海 新增长 2026中山灯饰产业带出海发展探索交流对接会

New Blue Ocean, New Growth: 2026 Zhongshan Lighting Industry Belt Overseas Development Exploration, Exchange and Matching Conference

3月21日上午，中山市跨境电子商务协会主办了“新蓝海 新增长 2026中山灯饰产业带出海发展探索交流对接会”。活动聚焦灯饰品类，面向本地工厂、贸易商与跨境电商从业者，解析北美、拉美、欧洲等海外市场机遇。汇聚美客多、縊子集团、嘉联支付、亚马逊、Cdiscount等平台，分享出海运营与流量打法。通过政策解读、案例分享、资源对接，搭建交流生态，助力灯饰企业降本增效、开拓跨境市场，推动中山灯饰产业高质量出海。

On the morning of March 21, the 2026 Zhongshan Lighting Industrial Belt Overseas Development Exploration and Exchange Matching Conference was hosted by the Zhongshan Cross-border E-commerce Association. Focusing on lighting products and targeting local factories, traders and cross-border e-commerce practitioners, the event analyzed market opportunities in North America, Latin America, Europe and other regions. Representatives from Mercado Libre, Suizi Group, PayKka, Amazon, Cdiscount and other platforms shared overseas operation models and traffic strategies. Integrating policy interpretation, case sharing and business matching, the conference built an exchange ecosystem to help lighting enterprises cost reduction and efficiency improvement, expand cross-border markets and advance the high-quality overseas development of Zhongshan's lighting industry.



古镇灯博会分会场活动

Guzhen Lighting Fair Sub-venue Activities

8大分会场同步联动，开展采购订货、商贸对接、特惠促销等多元活动。星光联盟“2026星光联盟（春季）特色灯博汇”、利和灯博中心“灯饰照明春季采购季”、华艺广场“318全球灯饰采购节暨十周年庆”、灯都时代广场“春季灯博汇”、古一瑞丰国际灯配城和古一庆丰LED商贸广场的“古一产业共同体全品类春季灯饰采购节”等系列主题活动精彩纷呈，吸引了大批客商到场，为古镇照明灯饰市场汇聚旺盛人气、注入澎湃商贸活力。

The 8 sub-venues simultaneously hosted a variety of coordinated activities, including procurement fairs, business matchmaking events, and special promotional campaigns. A series of themed events, including the Star Alliance Global Brand Lighting Center "Spring Special Lighting Fair", the Lihe Lighting Expo Center "the Spring Lighting Procurement Season", the Huayi Plaza "the 3·18 Global Lighting Procurement Festival & 10th Anniversary Celebration", Lighting Era Center "the Spring Lighting Expo", as well as the All-category Spring Lighting Procurement Festival of the Guyi Industrial Community organized by Guyi Ruifeng International Lighting Fittings City and Guyi Qingfeng LED Lighting Trading City. These events attracted a large number of merchants, boosting foot traffic and injecting strong commercial vitality into the lighting market in Guzhen.



09 | 线上直播

Live Streaming



灯光探店：线上云探店，线下精准找货源

Sub-venue Tour: Online Store Tours & Offline Targeted Sourcing



本届“灯光探店”系列活动，是古镇灯博会在“展店联动、展网融合”基础上的又一次深度探索。活动突破了传统展会的时空限制，将目光聚焦于分会场内的优质品牌与特色店铺。

通过“专业主播 + 优质企业”的组合形式，成功打造了一场沉浸式、场景化的商贸对接盛宴，带领线上观众“云逛展”，深入挖掘品牌故事与产品亮点，为采购商与企业搭建了高效沟通的桥梁，取得了显著成效。

“Sub-venue Tour” live streaming series was an in-depth exploration of exhibition-store and online-offline integration.

It broke the limits of traditional shows and featured quality brands in sub-venues.

With professional hosts and high-quality enterprises, it offered immersive virtual tours, shared brand stories and products, built an efficient bridge between buyers and sellers, and achieved outstanding results.

云游逛展：云端解锁灯都新品与商机

Virtual Exhibition Tour: Discover New Lighting Products and Business Opportunities Online

第34届古镇灯博会紧扣“古镇灯饰 照亮世界”的展会主题，锚定“开春采购”黄金节点，深化与“古镇灯饰传媒”的战略联动，创新推出两场“云游逛展”线上直播专场，打破时空壁垒，为全球未能亲临现场的观众、采购商打造了一场沉浸式、专业化的云端观展盛宴，同步助力参展企业拓宽曝光渠道，实现线上线下双向赋能，圆满完成预期活动目标，获得参展商与各界观众的广泛赞誉。



The 34th Guzhen Lighting Fair, themed "Guzhen Lights Up the World", seized the key spring purchasing season and strengthened strategic cooperation with Guzhen Lighting Media. It launched two special online "Virtual Exhibition Tour" live broadcasts, breaking time and space barriers to deliver an immersive, professional virtual experience for global buyers and audiences unable to attend onsite. The event helped exhibitors expand exposure, empowered both online and offline channels, fully achieved its goals, and won wide praise from exhibitors and visitors.

10

新媒体传播大赛

New Media Communication
Competition



好灯in古镇，激发无限创作活力

Good Lights In Guzhen, Inspiring Unlimited Creative Vitality

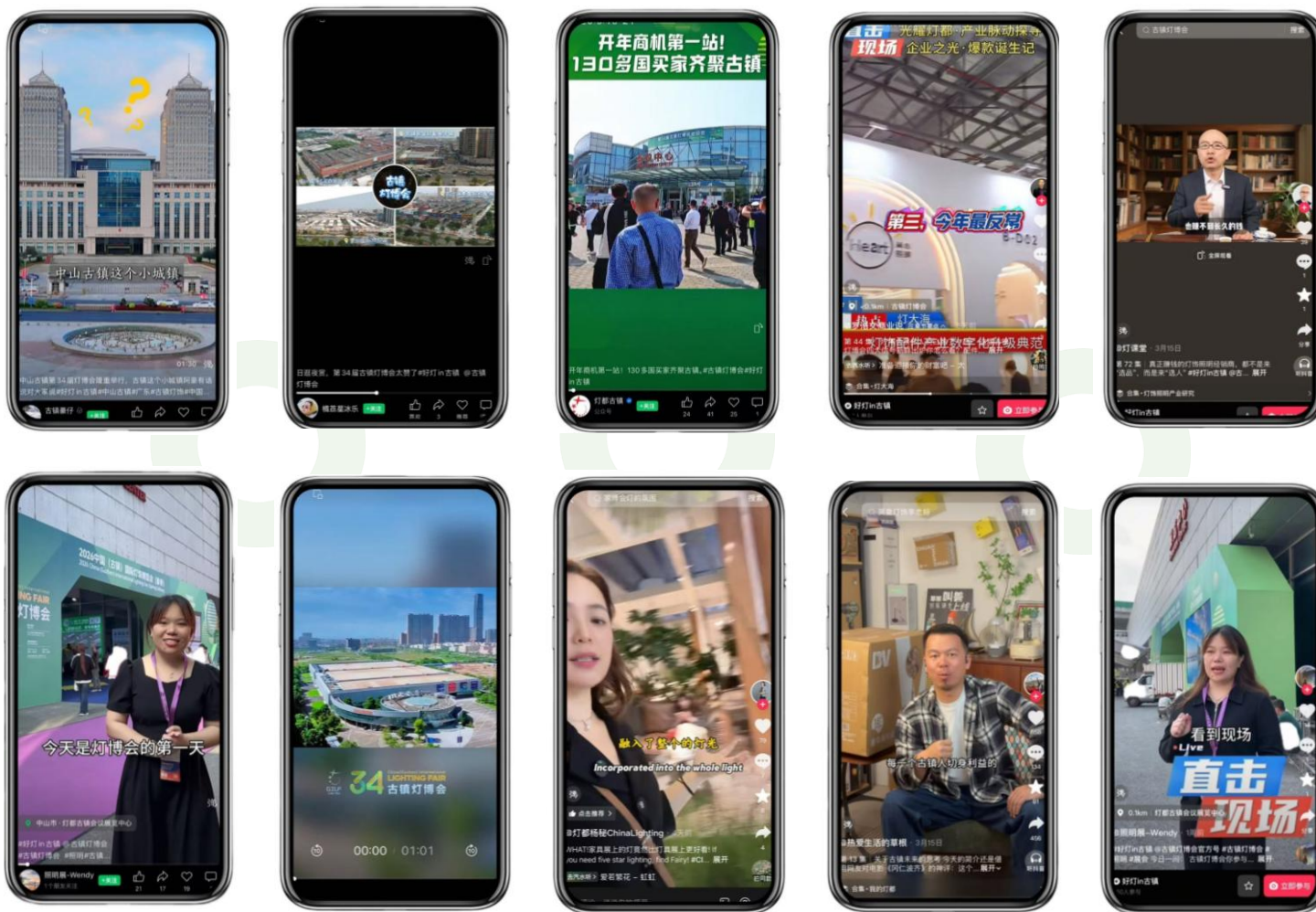
本届大赛在往届成功经验的基础上持续创新，在抖音、视频号两大平台以更丰富的赛道设置、更具吸引力的奖励机制，吸引了全国范围内的新媒体创作者踊跃参与，再次掀起现象级传播热潮，为古镇灯博会的品牌影响力注入强劲动能。

数据显示，本届春季赛道大赛传播效果显著。在抖音平台，核心话题“好灯in 古镇”累计播放量高达974.7万次，吸引560人参与创作；核心话题“古镇灯博会”累计播放量突破6,208.9万次，参与人数达1.3万人；两大核心话题累计播放量超7,000万次，成功实现了现象级的传播覆盖，充分彰显了古镇灯博会的超强传播力与品牌影响力。

Building on previous success, the contest innovated on Douyin and WeChat Channels with more categories and attractive prizes, attracting nationwide creators and sparking viral buzz, strongly boosting the fair's brand influence. Data showed outstanding results:

- Douyin: #好灯in古镇 gained 9.747 million views with 560 creators; #古镇灯博会 hit over 62.089 million views with 13,000 participants.
- Total: Over 70 million combined views, achieving massive exposure and demonstrating the fair's strong reach and brand influence.





本届春季赛道大赛自启动以来,紧扣“创新、引领、专业、跨界”的核心主题,面向全国短视频创作者、直播达人及新媒体爱好者广发英雄帖。赛事设置了短视频(实景/创意)与现场直播两大主赛道,并开放AI创意全形式创作,为参赛者提供了更广阔的创意空间和更多元的展示舞台。旨在通过新媒体的独特视角,全方位、立体化地展现古镇灯博会的专业魅力与灯都古镇的产业底蕴。

Launched under the theme Innovation, Leadership, Professionalism & Cross-border Integration, the Spring Contest recruited short-video creators, livestreamers and new media practitioners nationwide. It offered two major categories: short videos (on-site / creative) and live streaming, with AI-enabled creative formats, delivering participants greater creative space and diversified exhibition platforms. Leveraging new media perspectives, the contest comprehensively showcased the professionalism of the Guzhen Lighting Fair and the industrial strength of Guzhen.

11 | 数字赋能

Digital Platform



灯饰在线 & 中国邮政

Denggle.com & CHINA POST

展会现场打造“灯饰在线 & 中国邮政”专属联动区，汇聚展会资讯速览、灯饰在线钻石会员展区、趣味集章打卡等多元互动环节，实现线上内容与线下体验的无缝贯通，不仅提升观众参与热情，更高效引流线上平台曝光。

A dedicated joint zone of Denggle & CHINA POST is established at the exhibition site. It integrates quick preview of exhibition updates, the Denggle.com Diamond Member Exhibition Area, fun stamp-collecting check-ins and other interactive sessions, realizing seamless connection between online content and offline experiences. It not only boosts audience engagement, but also efficiently drives exposure for the online platform.



关于我们

灯饰在线 (www.denggle.com) 在2026 年全面迈入“数字化 5.0”新时代。平台以“平台智能化 + 管理智能化”为核心驱动力，深度融合“灯饰优选”小程序与全媒体视频号矩阵，引入生成式 AI 及智能数据营销等新质生产力，成功构建线上线下一体化协同生态。平台致力于提供高效的线上线下整合营销与贸易撮合服务，支持中英双语界面，实现内外贸市场的全覆盖。年均举办线下商贸配对会超720场，累计参与人数超2,000人次。

在产品供给上，平台涵盖室内装饰灯具、家居照明、商业照明、户外照明、LED照明与技术、专用灯具、设备及加工技术、检测设备、工具、配件组件、材料、配套服务等超170 个产品类别，覆盖灯饰行业上、中、下游全产业链，通过电脑端、移动端和小程序，适应不同用户需求，为采购商和供应商提供不受时空限制的全天候服务。

2025年度数据

注册用户

99,000+

页面浏览量

100,000,000+

采购询盘

10,000+

访问人数

46,000,000+



12 | 媒体合作

Cooperation with Media



超150家国内外专业、大众媒体对展会进行全方位报道

150+ domestic and overseas medias help to promote the 34th Guzhen Lighting Fair

人民日报 客户端

热点 直播 报刊 评论

人民号平台

下

第34届古镇灯博

China.com 中华网

广货行天下 | 4500境外采购商云集“中国灯饰之都”

人民日报客户端广东频道 李刚 2026-03-20 09:48 浏览量2.5万

3月18日，为期4天的2026中国（古镇）国际灯饰博览会（春季）在广东省中山市灯都古镇会议展览中心开幕。



2026中国（古镇）国际灯饰博览会（春季）开幕

中国日报网 2026-03-19 17:20 发布于北京 中国日报中文网官方账号

2026年3月18日，为期4天的2026中国（古镇）国际灯饰博览会（春季）（以下简称“第34届古镇灯博会”）在广东省中山市灯都古镇会议展览中心开幕。

04 焦点

+关注

18日电（邓）第34届古镇

中山日报

第34届古镇灯博

凤凰网广东中山 2026年03月18日 14:00

国际灯饰博览会（春季）（以下简称“第34届古镇灯博会”）在广东省中山市灯都古镇会议展览中心开幕。

第34届古镇灯博会延续“古镇灯饰”照

经济日报

立即打开

文/图 羊城晚报记者 张德钢 通讯员 薛静

3月18日，为期4天的2026中国（古镇）国际灯饰博览会（春季）在广东省中山市灯都古镇会议展览中心开幕。



中国新闻网

2026-03-18 15:47 发布于北京 中国新闻网

首次获商务部

18日电（邓）第34届古镇

超24万人次！聚灯34届古镇灯博会圆满闭幕

来源：财讯网 2026-03-22 22:00

开春旺季，光影聚灯34届古镇灯博会圆满闭幕。1日，为期四天的2026中国（古镇）国际灯饰博览会（春季）（以下简称“第34届古镇灯博会”）在广东省中山市灯都古镇会议展览中心圆满闭幕。

中山网 新闻频道 本地

刚刚！第34届古镇灯博会圆满闭幕

南方网 2026-03-18 17:24 来源：南方网 粤学习

全球客商涌入中山古镇灯博会 超10万款原创新品集结亮相

2026-03-18 17:24 来源：南方网 粤学习

3月18日，2026中国（古镇）国际灯饰博览会（春季）在广东省中山市灯都古镇会议展览中心开幕。

澳门月刊

首页 澳门 新闻 房产 汽车 财经 体育 娱乐 文化 杂志

2026中国（古镇）国际灯饰博览会（春季）盛大开幕

文章来源： 字序：大 中 小 发布时间：2026-03-18 15:48:10 访问量：0

澳门月刊 澳门新闻通讯社讯2026年3月18日，为期4天的2026中国（古镇）国际灯饰博览会（春季）在广东省中山市灯都古镇会议展览中心开幕。

第34届古镇灯博会延续“古镇灯饰”照世界主题，通过展览展示、活动配合、资源对接等系列，凸显“专业化、市场化、国际化”定位，做强国际品牌展会。主会场设在灯都古镇会议展览中心，联合星光联盟、利和灯饰中心、华艺广场、灯都时代广场、古一庆丰国际灯饰城、古一庆丰LED商贸广场、古镇长安灯配电子城、普三国际灯配城8大分会场，展览总面积超150万平方米。

开幕式现场，古镇镇与天猫、京东两大头部电商平台携手，共同推出“广货行天下·古镇灯博”线上活动，线上线下联动，助力古镇灯饰产业高质量发展。



This is Zhongshan @ThisisZhongshan · 4天 · · · · ·
From March 18-21, the 34th Guzhen Lighting Fair gives Zhongshan a special glow, spotlighting smart lighting, green solutions, and healthy illumination.

Over 1,000 top brands have gathered at the main venue, Guzhen Convention and Exhibition Center. Come take a look! [📍]/Zhongshan Plus! @exposinchina



光明日报

思想文化大报，知识分子精神家园



SEE YOU THERE 期待与您相约

2026 China(Guzhen) International LIGHTING FAIR 古镇灯博会夏季展

商业照明·户外文旅·配件配套·卫浴五金·跨境电商

广东省·中山市·灯都古镇会议展览中心

2026/5/26-28



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期待与您相约

35th China(Guzhen) International **LIGHTING FAIR** 古镇灯博会

广东省·中山市·灯都古镇会议展览中心

2026/10/22-25

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