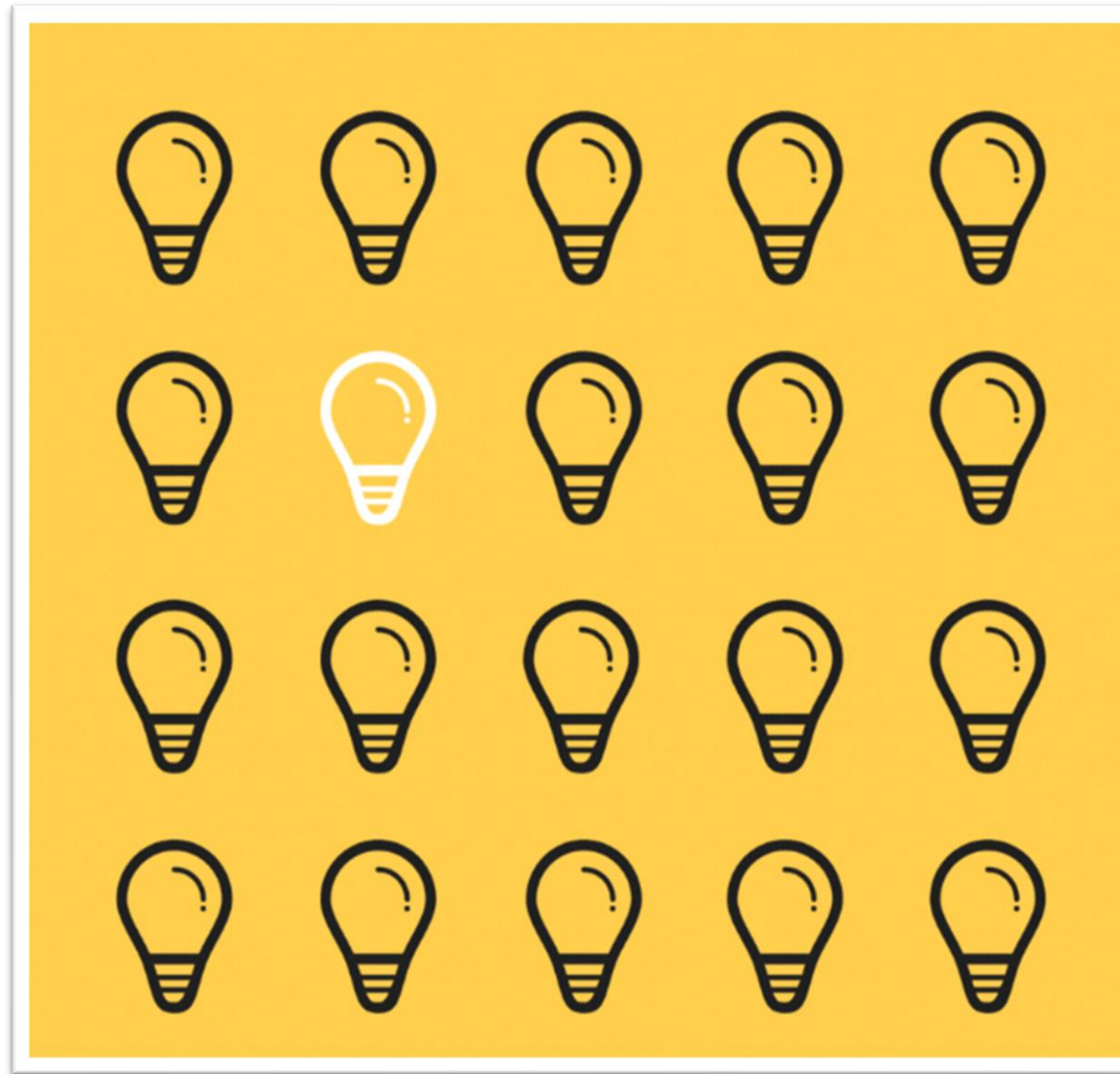


Lighting Fair The 15th

China (Guzhen) International Lighting Fair

Post Show Report



 上海博华国际展览有限公司
Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

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



The 15th China (Guzhen) International Lighting Fair

rooted at the Lighting Capital of China, presents a highly price competitive lighting feast to buyers by joining hands with 1,800 exhibitors and further strengthening the cooperation with lighting malls in town. The new Equipment and Accessories Hall complete the product spectrum. During the fair, diversified events are staged, and human centric services are offered.



First Stop of Spring Sourcing

The Guzhen Lighting Fair launches 2015 GILF Sourcing Guide and Exhibitor Voucher whilst join hands with Sub-venues—Star Alliance and Besun Lighting Mall to present diversified activities for buyers' 1st sourcing tour of the year.



Star Alliance Spring Sourcing Feast



2015 GILF Sourcing Guide



Exhibitor Voucher



Besun New Products Order at Discounted Price

Newly Set Equipment and Accessories Hall

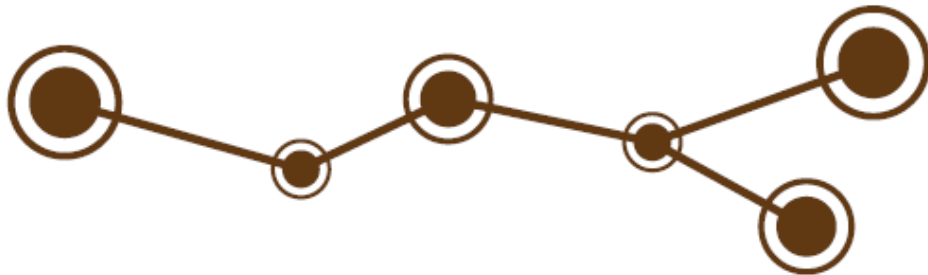
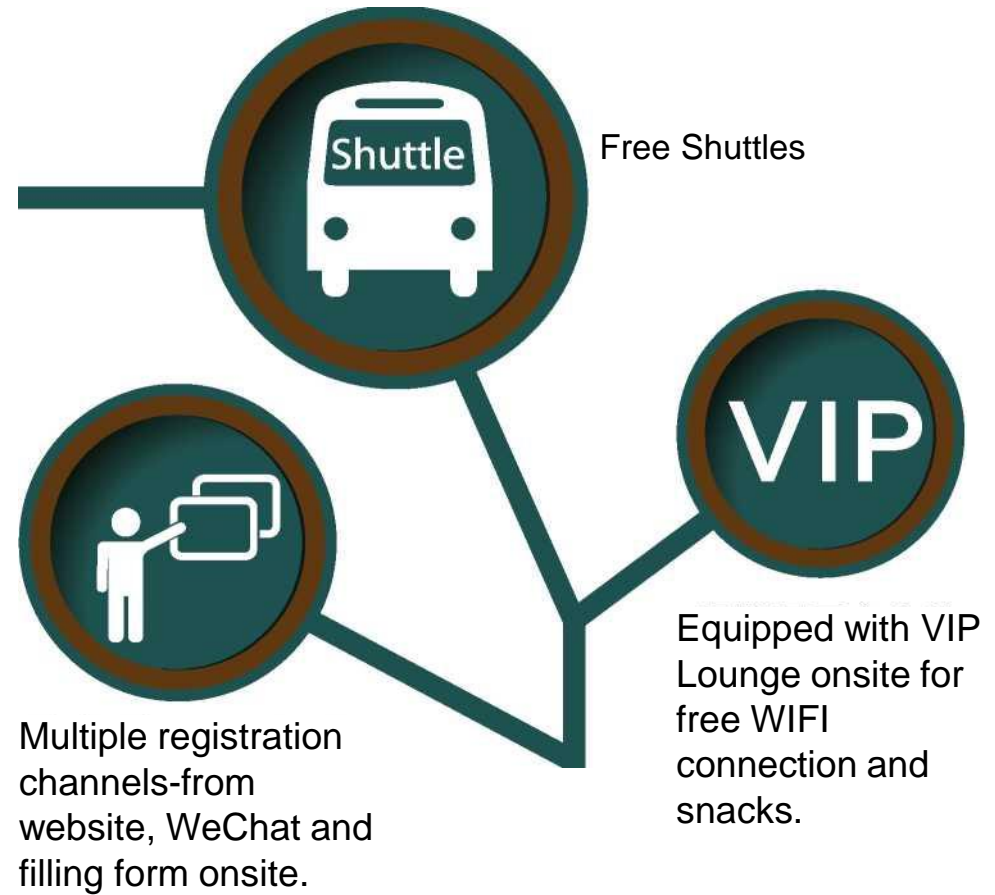
The newly set Equipment and Accessories Hall covers close to 5,000 sq. m exhibition space with 80 exhibitors, enabling buyers to source products from the whole industry chain at one stop.



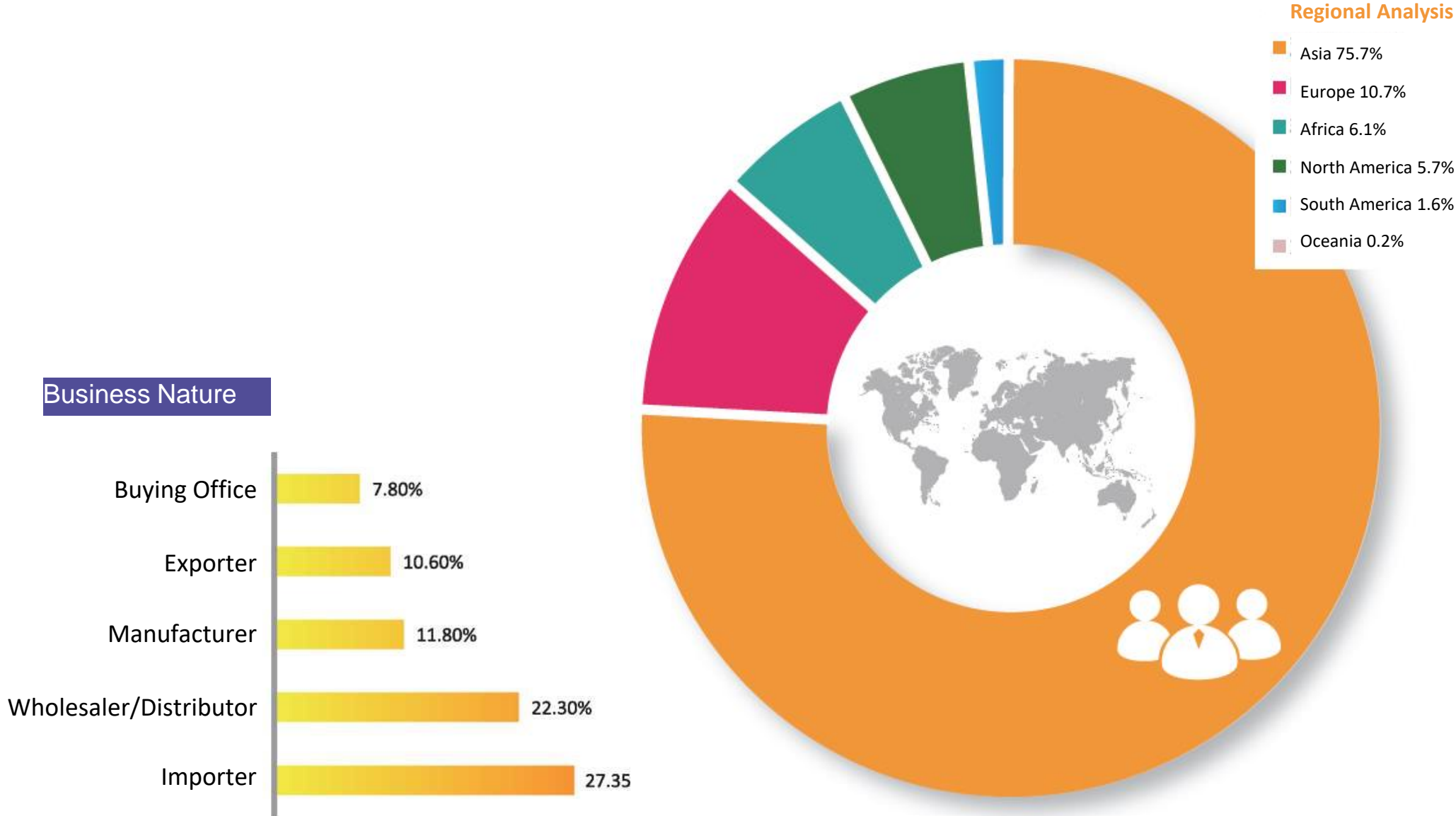
1. Highlights



Customer Based Services

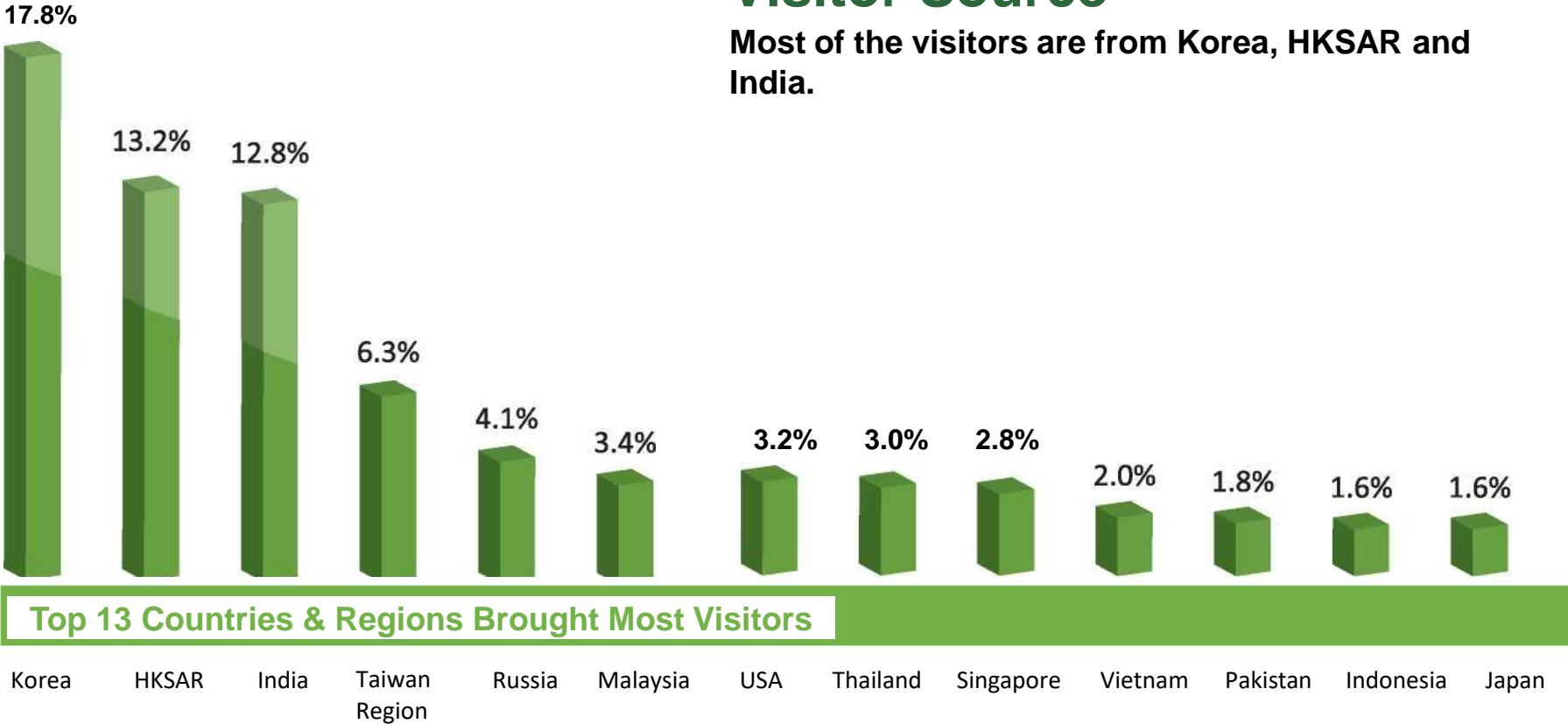


The number of overseas buyers have doubled the 2014. Most of them are importer and wholesaler that are from Asia and Europe.



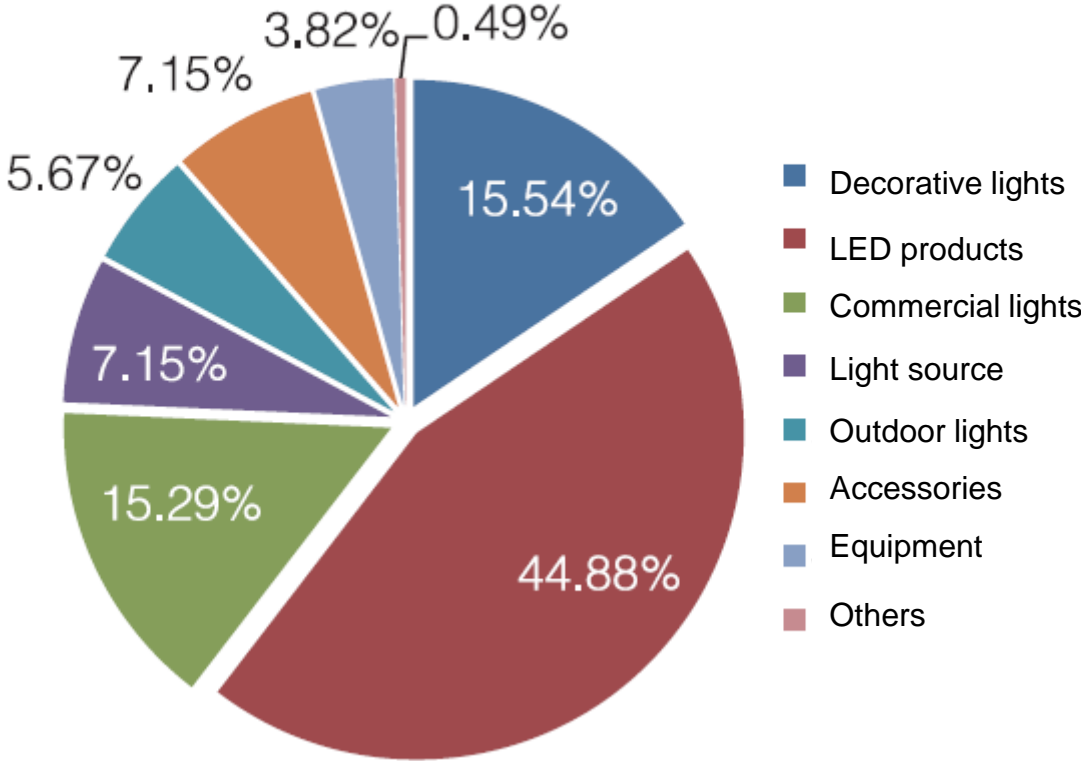
Visitor Source

Most of the visitors are from Korea, HKSAR and India.



2. Visitor Analysis

Interested Products



Led products and decorative lighting are the most popular.



Purposes of Visit



90 % of the visitors feel satisfied to the fair



91 % of the visitors will recommend the fair to their friends



91 % of the visitors will revisit the fair

3. Exhibitor Review



76.20% of the exhibitors feel satisfied to the fair



72.33% of the exhibitors will attend the upcoming autumn show



94.87% of the exhibitors will join the next spring show

Onsite Activities

Opening Ceremony

2015 Lighting Design Salon

The 9th Lighting Industry Summit

The HKSAR China+ Mainland China
Business Innovation Platform

The 6th LED Application Summit

2015 Guzhen Lighting Festival and Original
Design Expo Press Conference



5. Exhibition+ Malls Mode

Exhibition+ Malls Mode is a new form created by GILF, which is the Guzhen Lighting Fair collaborated with some famous lighting malls (sub-venues) in town to provide buyers wider range of products and more activities to get engaged in.

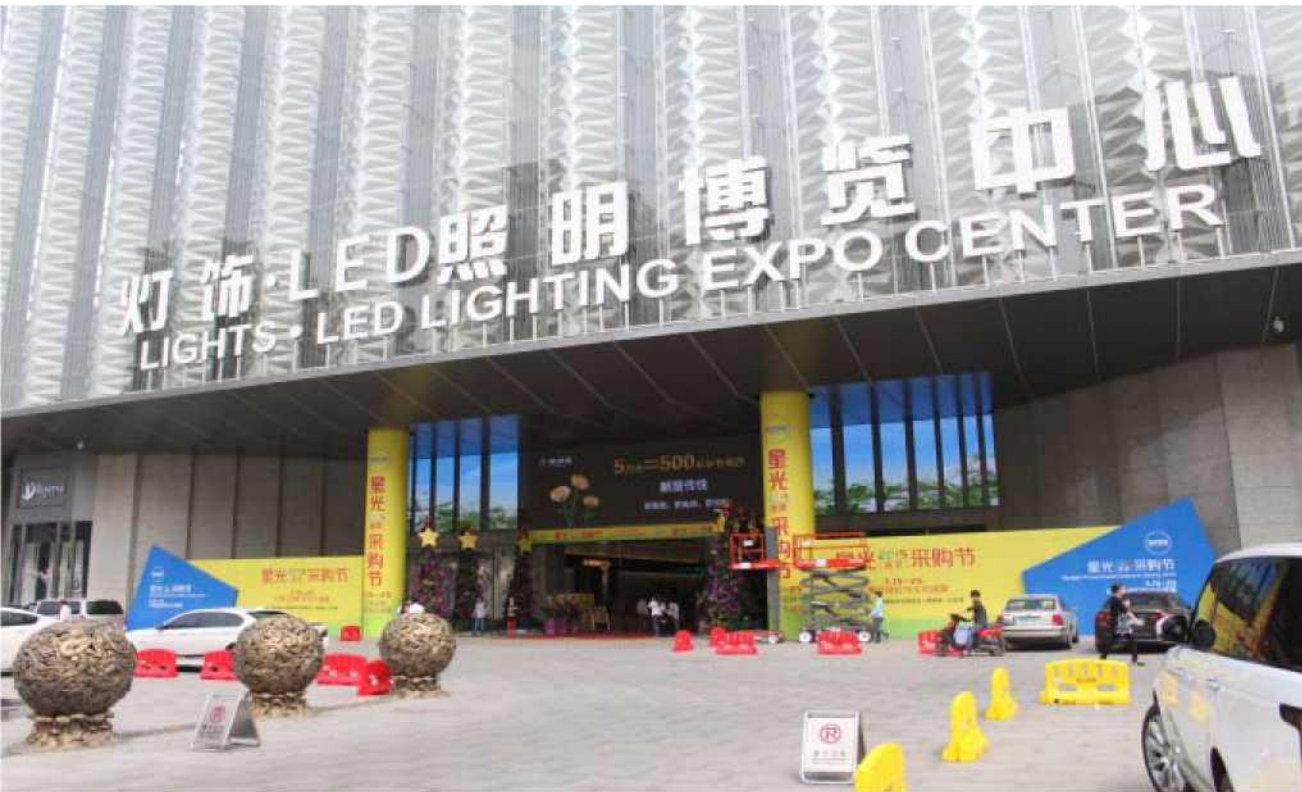
Activities in Sub-venues

Besun Spring Sourcing Festival

Star Alliance Sourcing Festival

Light Square · LED Mall Opening Ceremony

Light Square · LED Mall Lighting Show



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6. Moments

