

第7届

古镇灯博会全球买家采购行线上展

The 7th Hosted Buyer Program Go Online

2023.3.18-4.18

展后报告

Post Show Report



第7届全球买家采购行线上展

2023.3.18-4.18

The 7th Hosted Buyer Program Go Online

全球买家采购行线上展，以线上线下一体化，打造展网融合新生态为方向，以“云端拓市场，线上觅商机”为主题。通过打造灯饰照明全产业链的“云端贸易盛会”，为品牌展商及逛展观众提供线上沟通交流平台、直接采购平台、一手资讯平台。

除了灯饰在线PC端、移动端、小程序之外，还在Facebook、Instagram、YouTube、LinkedIn等海外社交媒体同步更新线上展动态。通过构筑“线下实展+线上云展”数字化展会新生态，让全球更多买家可以实时观看本届展会的最新动态、最新产品和最新技术，共襄灯饰照明盛宴。

灯饰在线采购通
线上匹配把灯购

Hosted Buyer Program Go Online, the digital complement to the onsite event-Guzhen Lighting Fair, synchronously starts with GILF on March 18th. Organized by Denggle.com, it offers an online platform for global lighting professionals to grow business with valued services and infinite opportunities.

Updated fair news could be found at Denggle.com (PC/Mobile/Mini-program), Facebook, Instagram, YouTube, LinkedIn and other overseas social media platform. "Online+Offline" event gathers more overseas buyers with onsite exhibitors to boost further cooperation.



博华
灯饰优选

170+
产品种类
Categories

60,000+
在线展品
Products

3,500+
品牌供应商
Exhibitors

200,000+
注册买家
Buyers

Statistics on March 18-April 18, 2023

6,958,647

页面浏览量

Total page views

38.11%

同期比增

Increase

1,937,189

页面访客量

Total visitors

38.11%

同期比增

Increase

7,153

小程序访问人数

Miniprogram visitors

112%

同期比增

Increase

104,692

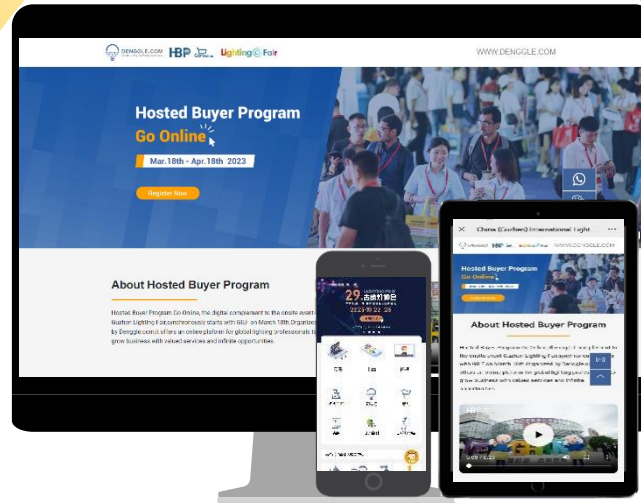
小程序访问页面数

Miniprogram page views

29.58%

同期比增

Increase



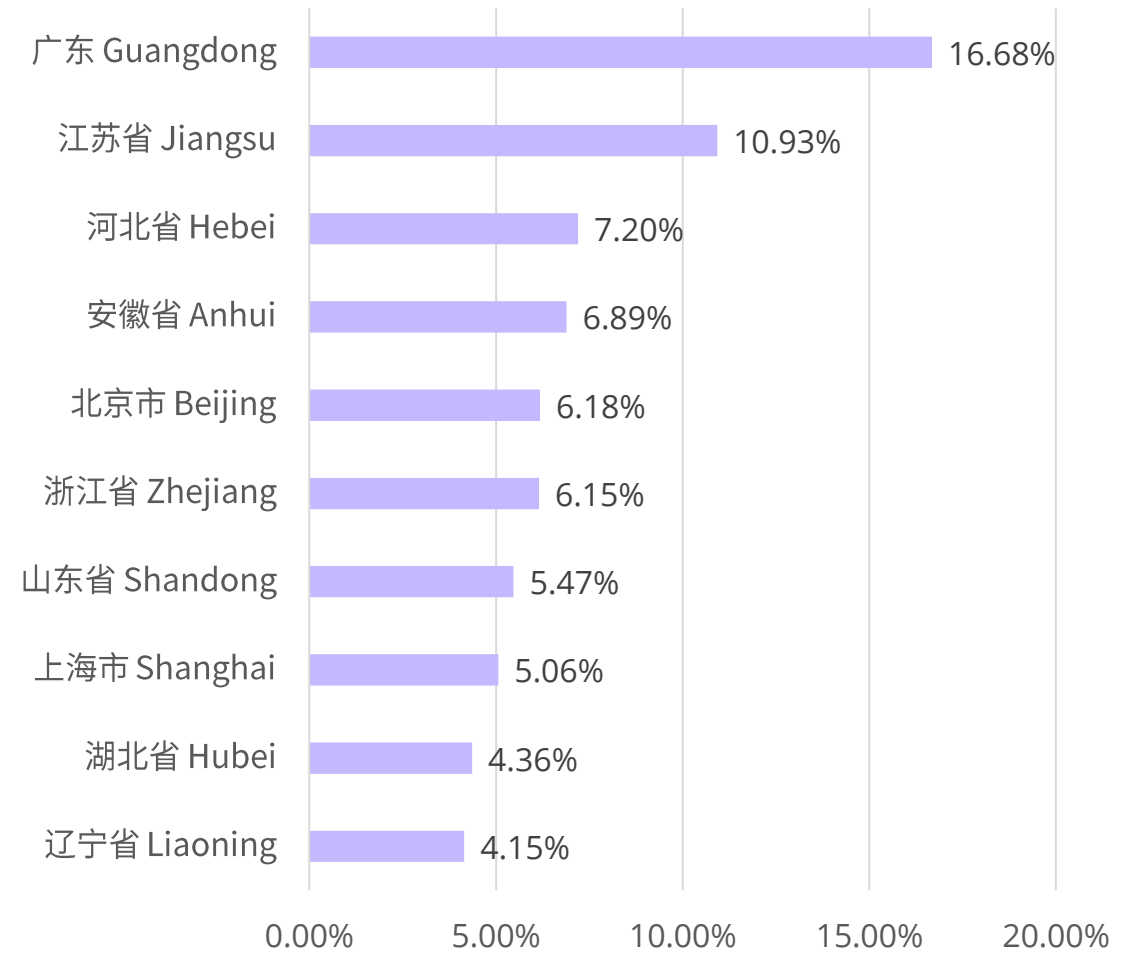
访客来源，覆盖全国**34**个省级行政区

Visitors cover all of China

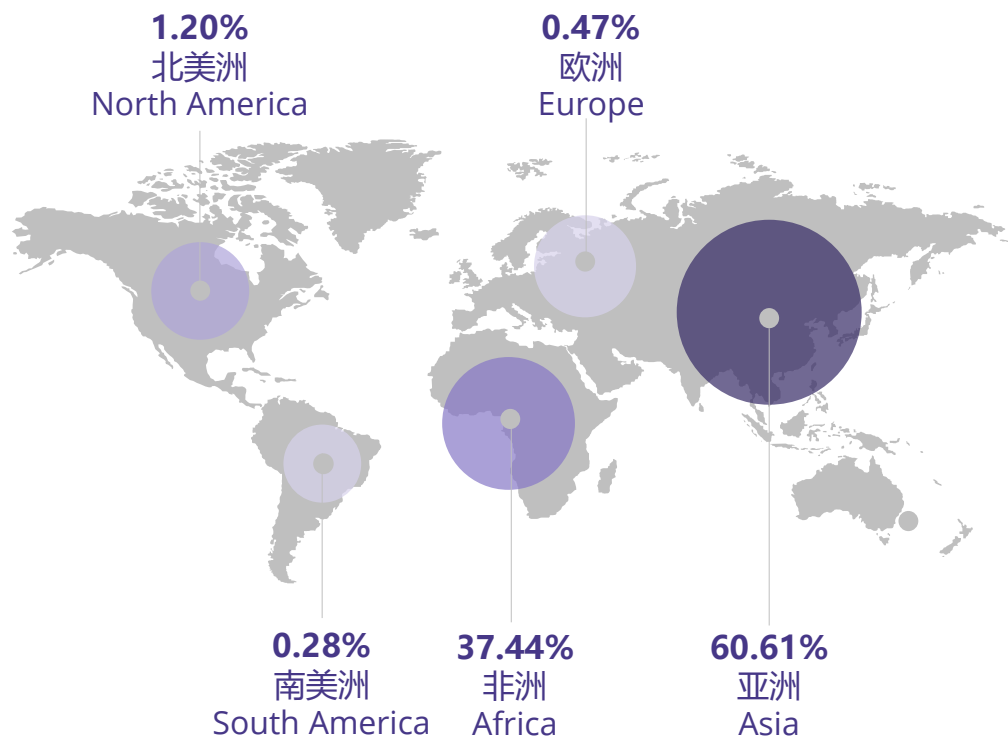


全国访客来源排名前10的地区

Top 10 Regions of Chinese Visitors

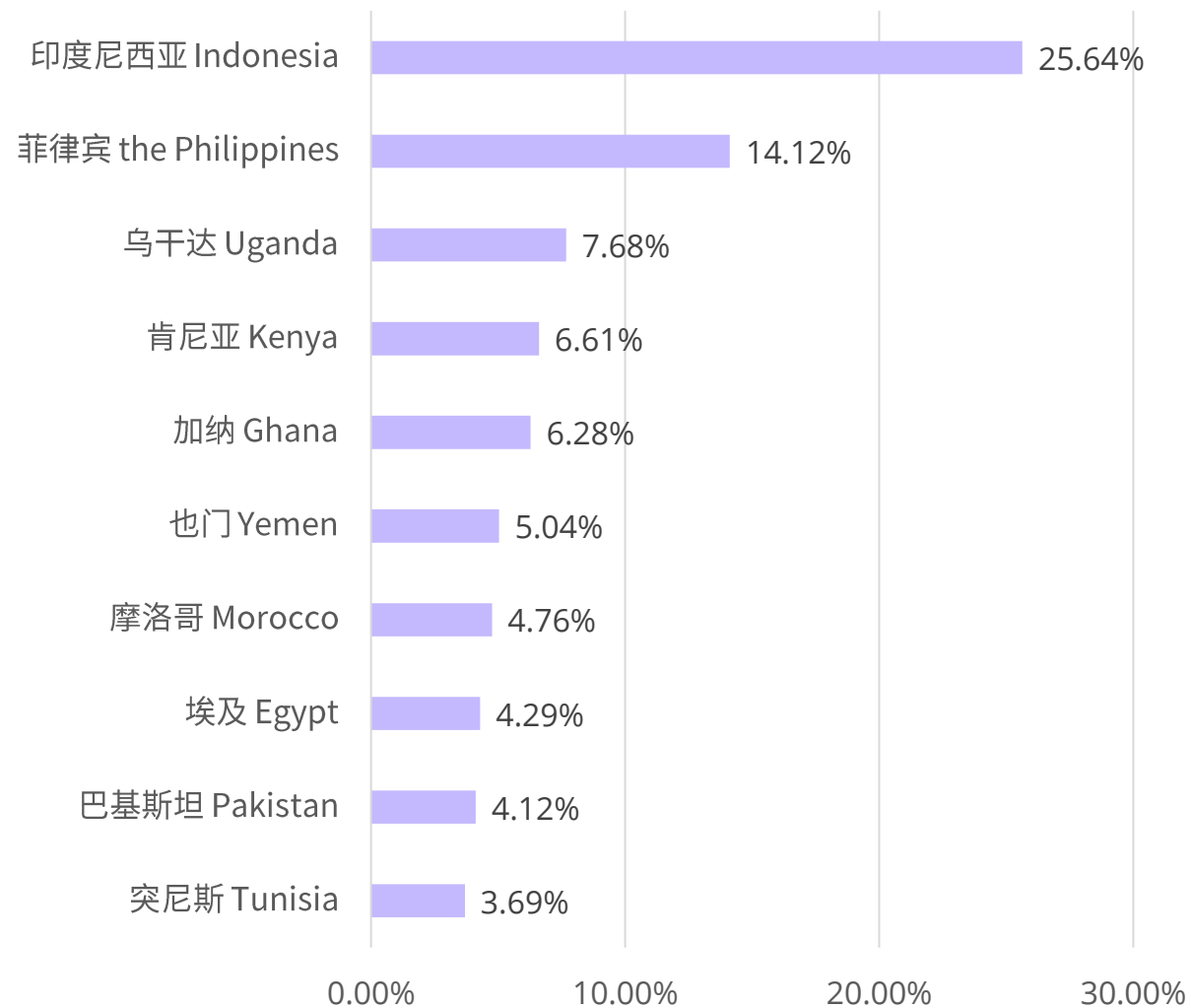


海外访客来自全球**71**个国家及地区
Overseas visitors come from 71 countries and regions



海外访客来源排名前10的国家

Top 10 Countries by Overseas Visitors



线上商贸活动

Online Business Events



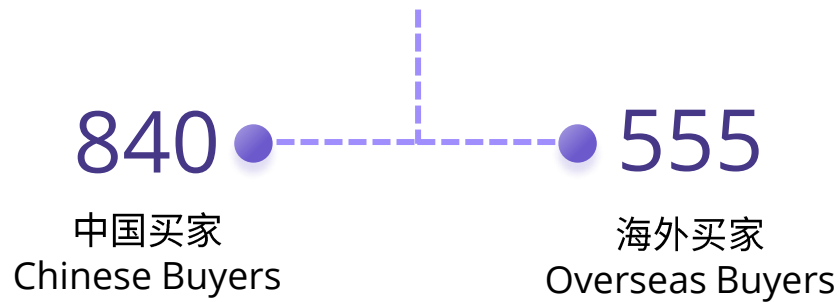
社群产品推荐会
Product Recommendation
in WeChat Group Chat



新增注册买家
Newly Registered Buyers



交换名片
Business Card Exchange



询盘与配对

Inquiries & Matchmaking

中文站
Domestic platform

询盘
Inquiries 938

供需配对
Online Matchmaking 325

参与买家
Chinese Buyers Engaged 164

参与厂家
Exhibitors Engaged 205



英文站
Overseas platform

122 询盘
Inquiries

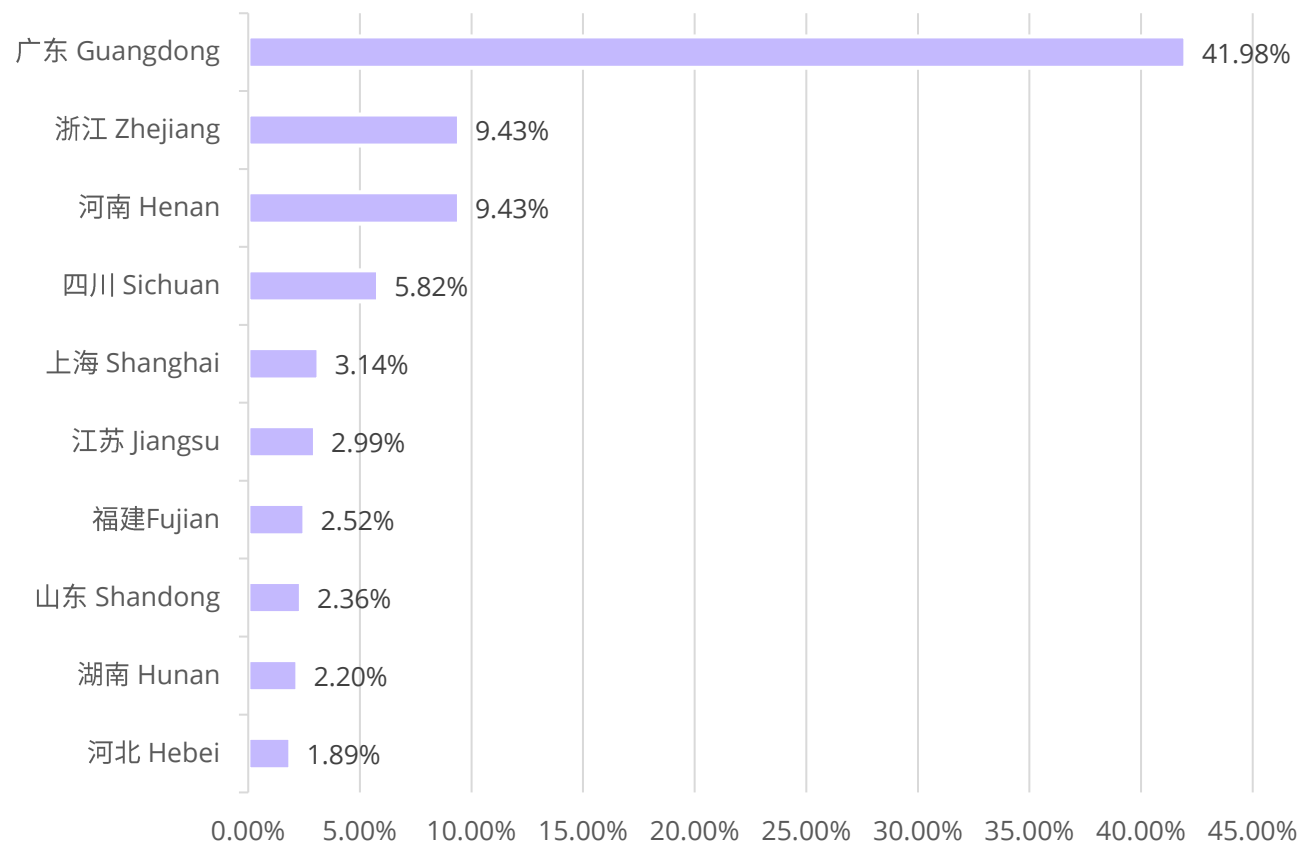
32 供需配对
Online matchmaking

22 参与买家
Overseas buyers engaged

24 参与厂家
Exhibitors engaged

内销询盘来源地区 前10位

Top 10 Regions for Domestic Inquiries



*约30%的国内询盘未记录到买家省份
About 30% of domestic buyers' location unknown



吊灯
Chandelier



吸顶灯
Ceiling light

国内买家较关注的产品类别
Popular Product among Domestic Buyers



射灯
Spotlight



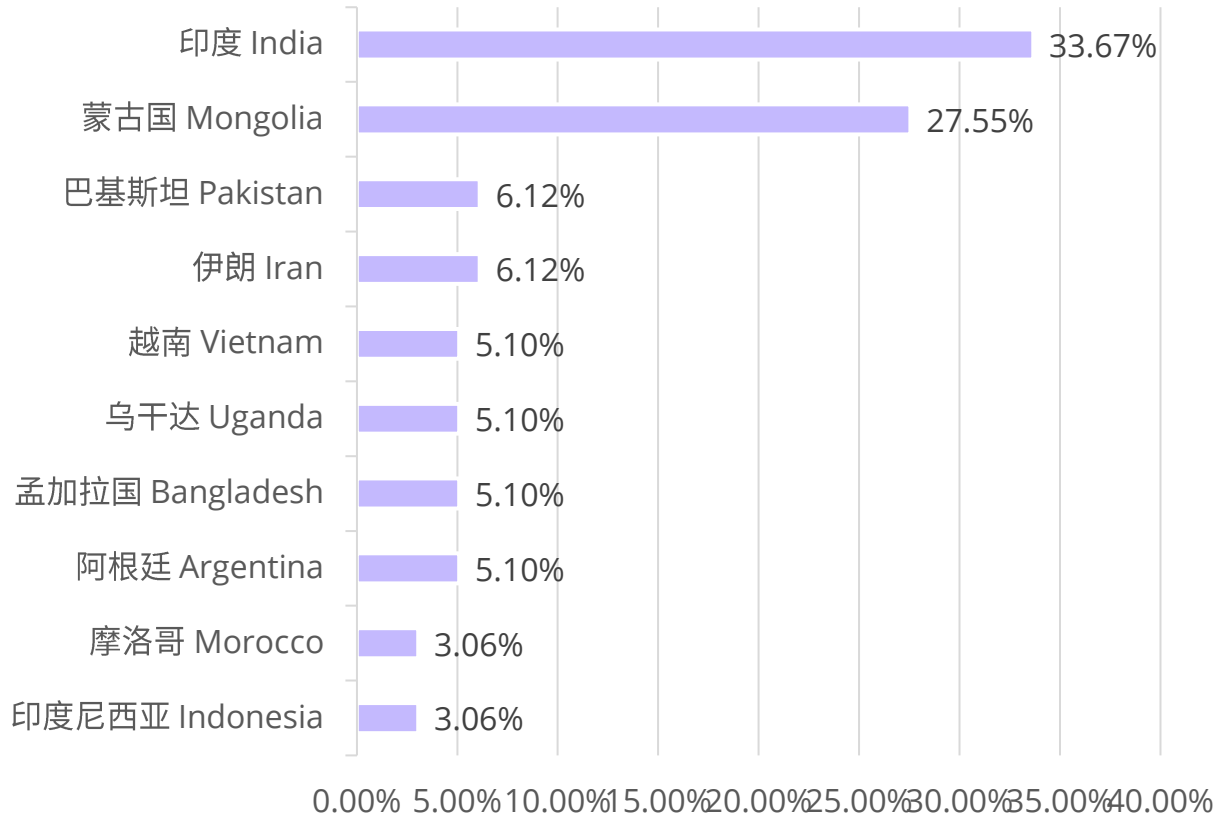
台灯
Table lamp



筒灯
Downlight

外销询盘来源国家及地区 前10位

Top 10 Countries and Regions for Export Inquiries



*约0.04%的海外询盘未记录到买家国家
About 0.04% of overseas buyers' location unknown



吊灯
Chandelier



LED灯带
LED strip light

海外买家较关注的产品类别
Popular Product among Overseas Buyers



壁灯
Wall Lamp



球泡
LED bulb



筒灯
Downlight



Facebook粉丝主页
Fanpage @guzhenlightingfair

948,595

公共主页覆盖人数
Number of People Covered

55,000+

公共主页获赞数
Fanpage Likes

61,427

粉丝人数
Followers



Instagram官方账号
@gzlightingfair

A screenshot of the Instagram profile page for @gzlightingfair, showing a list of comments. The comments are as follows:

- profroselihfmgografia** (1 week ago): 1周 回复 Message ...
- cristianobarroco** (1 week ago): 1周 回复 Message ...
- sakurainnovation** (3 days ago): 3天 回复 Send Message ...
- Eng-Kafukwilwa Jack** (5 weeks ago): 1:02:45
Good presentation
赞 回复 隐藏 查看翻译 5周
- Abdul Gani Merchant** (5 weeks ago): 54:24
I wish i was there 😊
赞 回复 隐藏 查看翻译 5周
- dorinbivolaru** (5 weeks ago): 100 🎉 🌟 👍
5周 回复 Message ...
- thetrend387** (3 days ago): Good initiative 🙌
3天 1次赞 回复 Send Message ...
- Abdul Gani Merchant** (1 month ago): Nice 😊
👍 1 🗨️ ❤️ 回复

9,172 人次 Views

开幕典礼 Opening Ceremony

直播平台：视频号、抖音

WeChat Channel / Tik Tok

8,482 人次 Views

灯光探店 Sub-venue tour 8场

直播平台：视频号 WeChat Channel

6,427 人次 Views

明人在线 EZTalk live 3场

直播平台：视频号、小鹅通

WeChat Channel / Xiaoe-tech

20 在线直播
Live Broadcast



180,615 人次
Views

145,533 人次 Views

云游逛展 Online tour 3场

直播平台：抖音 Tik Tok

7,134 人次 Views

会议论坛 Forum 2场

直播平台：视频号 WeChat Channel

3,867 人次 Views

展位直击 Booth display live 3场

直播平台：视频号 WeChat Channel

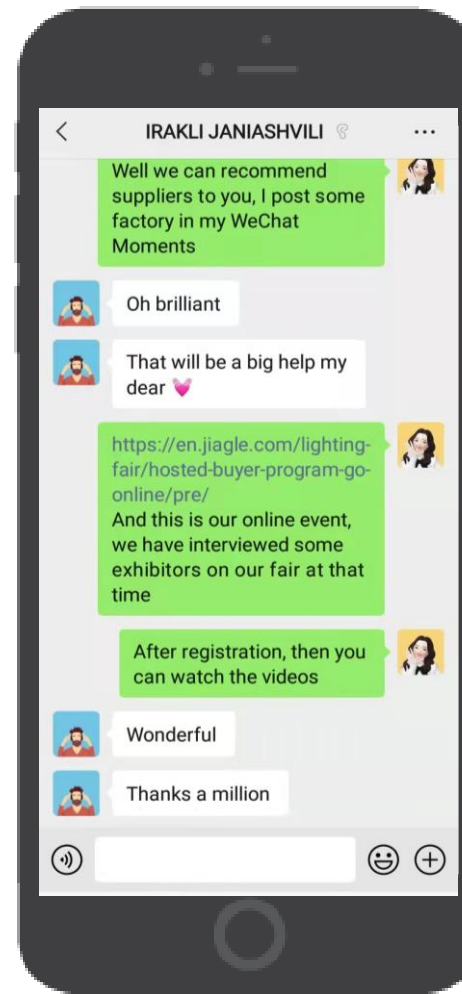
线上匹配服务与反馈

Online EZBuy Service & Feedback



线上匹配服务与反馈

Online EZBuy Service & Feedback



EZBUY Buyer Program 采购通买家服务

"1 on 1" Online Services

1V1 私人定制服务

Request for Quotations

获取产品报价

Business Matching Online

在线配对

Free Business Info

及时获取行业资讯

Contact Us

微信扫一扫，与我联系



Email: Guzhenlightingfair@informa.com