

2025 Guzhen Outdoor Lighting Expo

中山古镇文旅光影、户外与工程照明展

广东省 · 中山市 · 灯都古镇会议展览中心

2025/5/26-28

展后报告 Post Show Report

主办单位 Sponsor

中国照明电器协会

China Association of Lighting Industry

承办单位 Organizer

中山古镇灯都博览有限公司

Guzhen Lighting Expo Co., Ltd.

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01 | 展会概述

Overview

光影筑城，智领未来

Build in Light, Lead in Smart

2025年5月26-28日，2025中山古镇文旅光影、户外与工程照明展在广东省中山市古镇镇灯都古镇会议展览中心盛大启幕。本届展会以“产业+生活”跨界融合模式为特色，积极探索“户外生活+咖啡空间”的创新场景。展会期间，同期举办“2025广东（中山）照明灯饰产业电商资源对接会”及“中山夏季咖啡嘉年华”。

展会由中国照明电器协会主办，中山古镇灯都博览有限公司承办。首届古镇户外照明展聚焦户外照明、智慧光伏、城市亮化、文旅光影、户外配件等领域，全方位呈现户外照明的前沿技术与创新应用。

同时，展会涵盖电商选品、跨境及国内电商平台、物流结汇等全链路一站式服务商，搭建了照明产业、文旅经济、电商资源深度融合的专业平台。



From May 26th to 28th, 2025, the 2025 Guzhen Outdoor Lighting Expo was successfully held at the Guzhen Convention and Exhibition Center in Zhongshan City, Guangdong Province, China.

Guzhen Outdoor Lighting Expo was hosted by China Association of Lighting Industry and organized by Guzhen Lighting Expo Co., Ltd. This expo showcased outdoor lighting, smart PV, urban lighting, cultural tourism lighting, and accessories, highlighting cutting-edge technologies and innovative applications.

This expo featured one-stop services including e-commerce sourcing, cross-border/domestic platforms, and logistics/payment solutions, creating an integrated platform connecting lighting industry, cultural tourism and e-commerce.

聚焦文旅，科技赋能 | 古镇户外照明展彰显“光引力”

Guzhen Outdoor Lighting Expo showcases the strength of lights



近 300
展商 / Exhibitors



23,000
人次观众 / Visits



42
国家与地区 / Countries and Regions



会场：灯都古镇会议展览中心

Venue: Guzhen Convention and Exhibition Center

02 | 展会亮点

Featured Sectors

依托灯都平台，精准对接大买家

Lighting Capital Platform: Connect with Major Buyers

本次展会依托古镇灯博会的丰富资源与经验，借助近100万专业买家数据库，通过全渠道邀约，精准触达目标客户群体，吸引了海量流量。作为首届展会，展会紧密契合智慧城市、文旅夜游及景观照明等新兴趋势，为企业把握政策机遇提供了战略高地。展会成功吸引了众多买家与企业参与，搭建了精准对接的高效平台，助力企业在市场竞争中脱颖而出，开拓更广阔的市场空间。



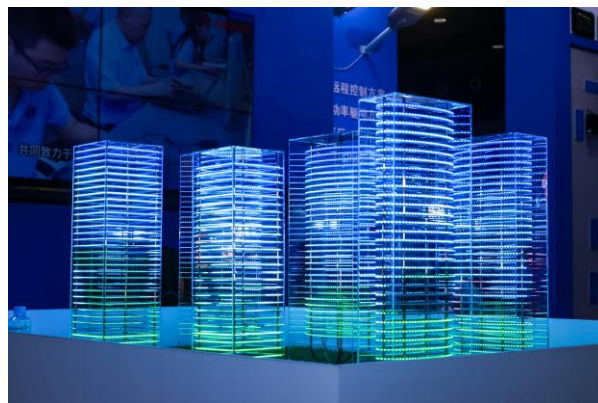
The Expo has leveraged the abundant resources and experience of the Guzhen Lighting expo, along with a database of nearly 1 million professional buyers, to precisely reach target audiences through omnichannel invitations, attracting massive traffic. As its debut edition, the event has closely aligned with emerging trends such as smart cities, cultural tourism night tours, and landscape lighting, providing a strategic platform for businesses to seize policy-driven opportunities. Through early-bird benefits and group activities, it has successfully drawn extensive participation, enabling exhibitors to establish efficient connections with major buyers, stand out in the market, and explore broader business opportunities.

光影科技赋能，户外照明新体验

Lighting Technology Revolutionizes Outdoor Experiences

展会聚焦户外照明与文旅亮化，展示超高清显示、全息投影、AI 动态追踪和空间声场等前沿技术，打造沉浸式互动场景，为历史建筑、文化景观和自然风貌注入新活力。同时，呈现低碳、离网、太阳能等创新照明产品，智能化、定制化特点突出。借助物联网和大数据，展会还展示了动态分析城市照明能耗、精准管控以及根据季节和昼夜变化自动调节亮度的解决方案，助力智慧城市可持续发展。

The expo has highlighted outdoor lighting and tourism lighting, featuring advanced tech like 4K displays, holograms, and AI tracking to create immersive experiences for cultural sites. It has showcased eco-friendly solar lighting and smart systems that automatically adjust brightness using weather/time data, supporting smarter, greener cities.

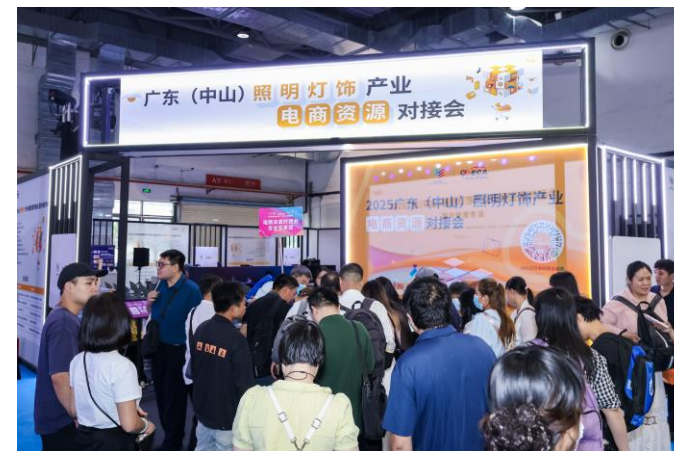


精准产销对接促发展，强化信息交流拓蓝海

Smart Matchmaking Boosts Growth, Stronger Networks Open New Horizons

本届展会通过“以展带会、以会促展”模式，举办“广东（中山）照明灯饰产业电商资源对接会”，汇聚亚马逊、eBay、Shopee、小红书等国内外知名电商平台及MCN机构。围绕灯饰照明产业在主流市场、非美市场、国内电商、社交电商的现状、案例及未来战略，活动展开多场专题分享，为供需双方提供主流市场跨境电商、社交电商、私域营销等板块资源对接，构建多层次、全方位、高品质的交流平台，助力企业探索跨境电商新蓝海。

The Expo has combined exhibitions with forums, hosting the "Guangdong (Zhongshan) Lighting Industry E-Commerce Resource Matchmaking Event" with top platforms like Amazon, eBay, and Xiaohongshu. It has explored lighting industry trends in global markets, cross-border e-commerce, and social commerce through case studies and strategy discussions. The event has created efficient networking opportunities, helping businesses tap into new e-commerce potential.



商贸交流促融合，照明行业新高地

Business Networking Fosters Lighting Industry Advancement

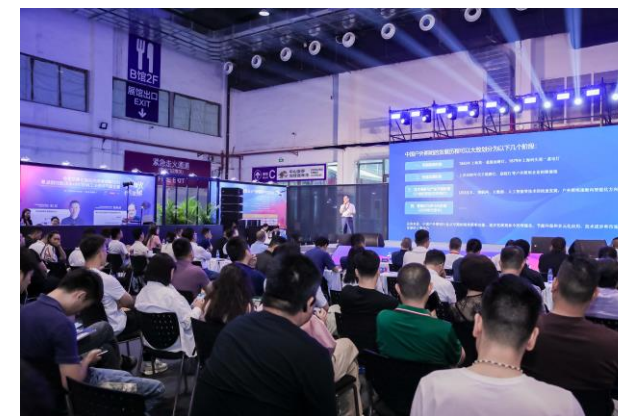


展会期间举办了多场商贸交流会，促进了产业信息集聚。“AI赋能户外照明产业高质量发展交流会”聚焦AI技术赋能、低碳照明和照明设计等前沿话题，深入探讨其在产业发展中的应用前景，为户外照明产业转型升级提供创新思路与发展方向，推动技术革新和市场拓展。

“光影智造 城景共生——2025城市照明高质量发展交流会”围绕户外照明数字化转型与文旅夜经济发展，邀请多省份专家分析文旅市场差异及潜在机会，提供科学有效的解决方案，助力行业发展。



The expo has hosted multiple trade exchanges to facilitate industry information sharing. The "AI Empowers Outdoor Lighting Industry High-quality Development Meeting" has explored AI applications, low-carbon lighting, and innovative designs, providing transformative strategies for the outdoor lighting industry's upgrade. The "2025 Urban Lighting High Quality Development Exchange Conference" has gathered provincial experts to analyze cultural tourism markets and digital transformation solutions, driving nighttime economy development.



探索产业融合，同期举行中山夏季咖啡嘉年华

Exploring Industry Integration: Zhongshan Summer Coffee Day

5月24-28日，同期举办“中山夏季咖啡嘉年华”，吸引了大湾区及周边地区咖啡及设备品牌参展。活动引入“2025世界咖啡烘焙大赛中国区选拔赛”与“All Star世界咖啡冠军表演秀”，探索“咖啡空间+户外生活”的跨界新场景。通过咖啡品鉴、手作体验、露营主题市集等配套活动，将户外照明与休闲体验深度融合，打造出“日咖夜影”的现代户外生活美学场景。

The "Zhongshan Summer Coffee Day" (May 24-28) has gathered top coffee brands from the Greater Bay Area. It featured the "2025 China Coffee Roasting Championship- Zhongshan Division" and "ALL-STAR Coffee Champion Show", blending outdoor lighting with coffee culture through tastings and camping markets. The event created a unique "coffee by day, lighting by night" experience.



03 | 观众分析

Visitors Profile

来源地分析

Location

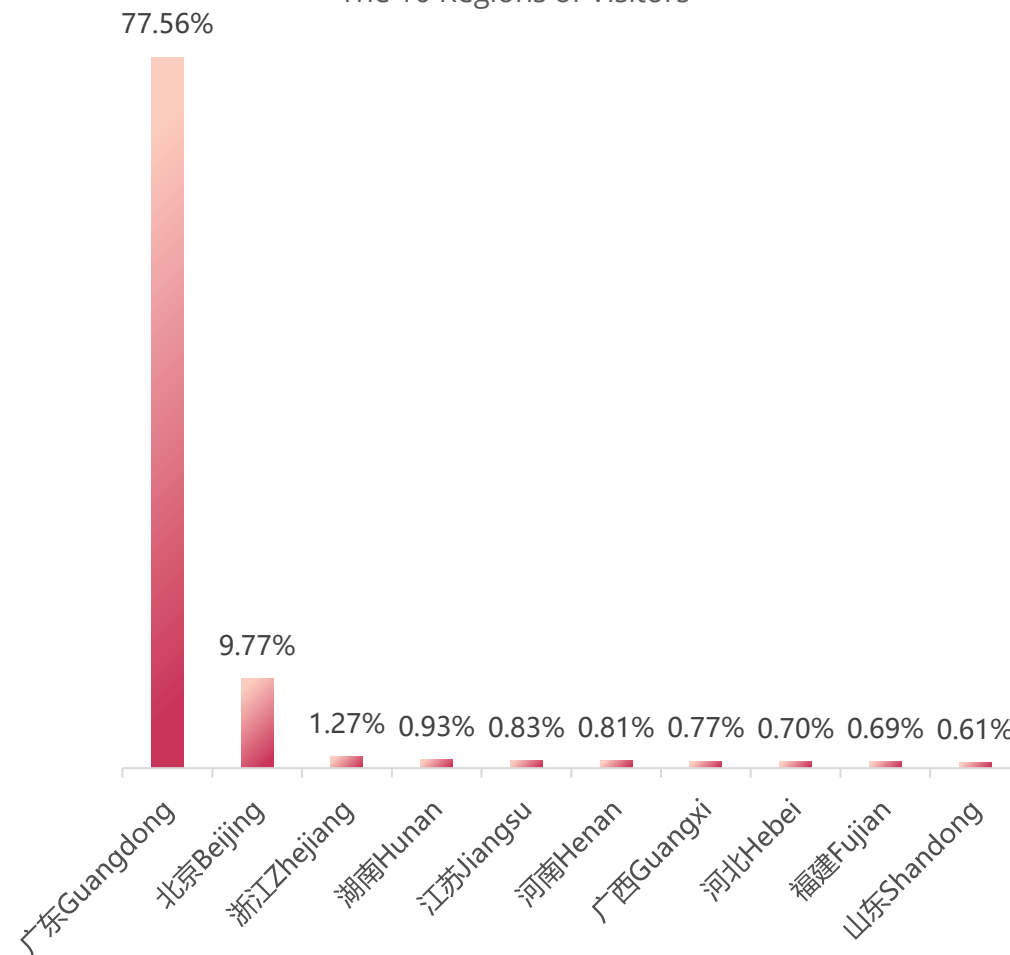
本届展会观众以境内买家为主，其中广东省观众数量最多，北京市观众占比接近10%，其他地区观众占比相对均衡。

The visitor of this expo is mainly composed of domestic buyers. Among them, the number of visitors from Guangdong Province is the largest, the proportion of visitors from Beijing is close to 10%, and the proportion of visitors from other regions is relatively balanced.



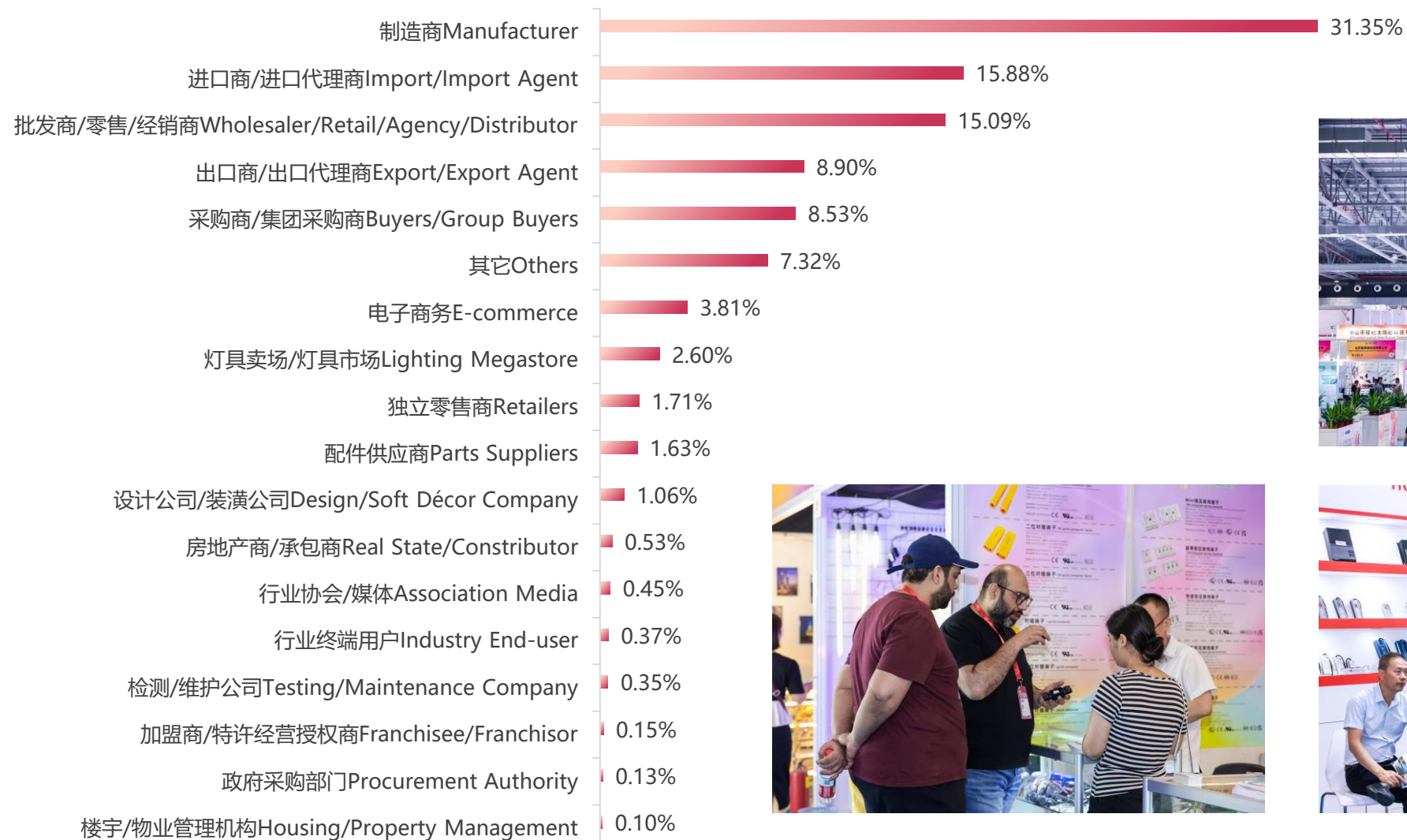
观众来源排名前10地区

The 10 Regions of Visitors



业务分析

Business Nature

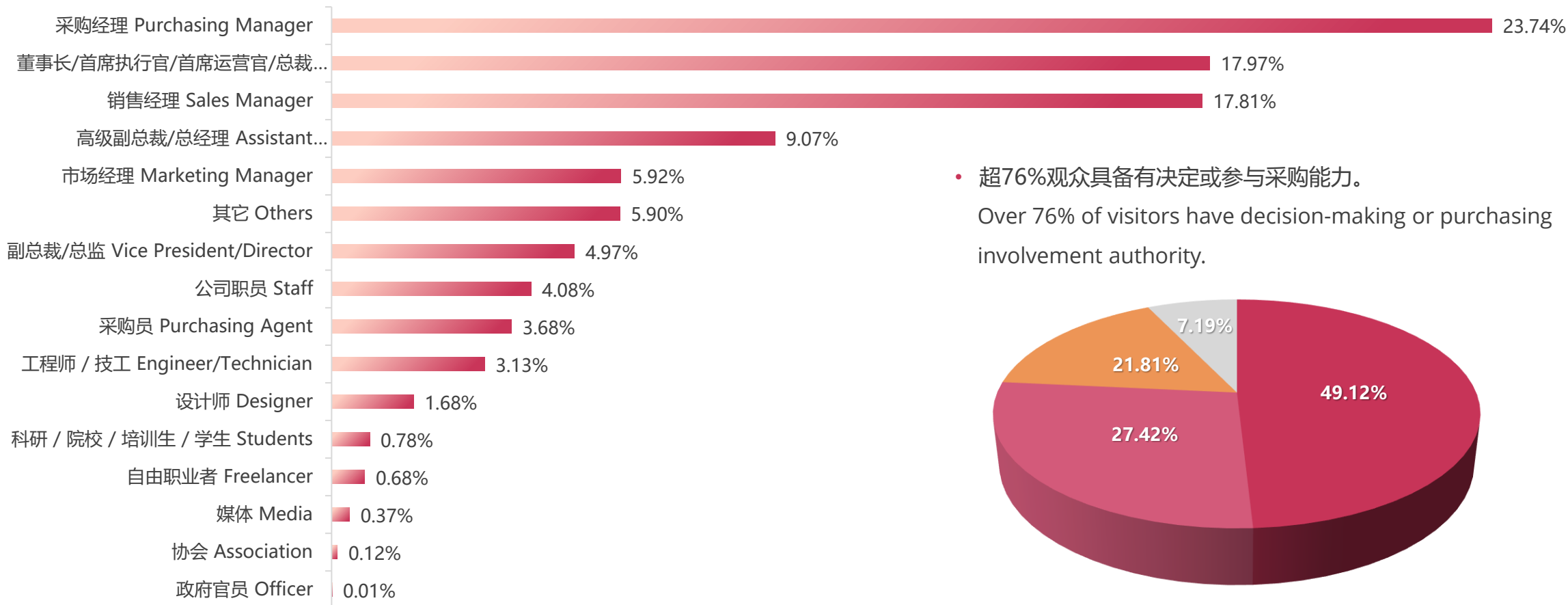


职务及采购角色分析

Position and Purchasing Role

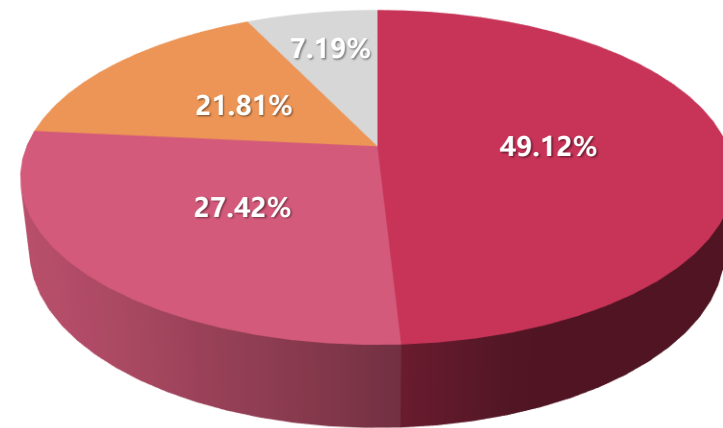
- 通过分析了解到众多企业对展会的重视度，近80%为企业的管理阶层。

Nearly 80% of the visitors are key personnel of the company.



- 超76%观众具备有决定或参与采购能力。

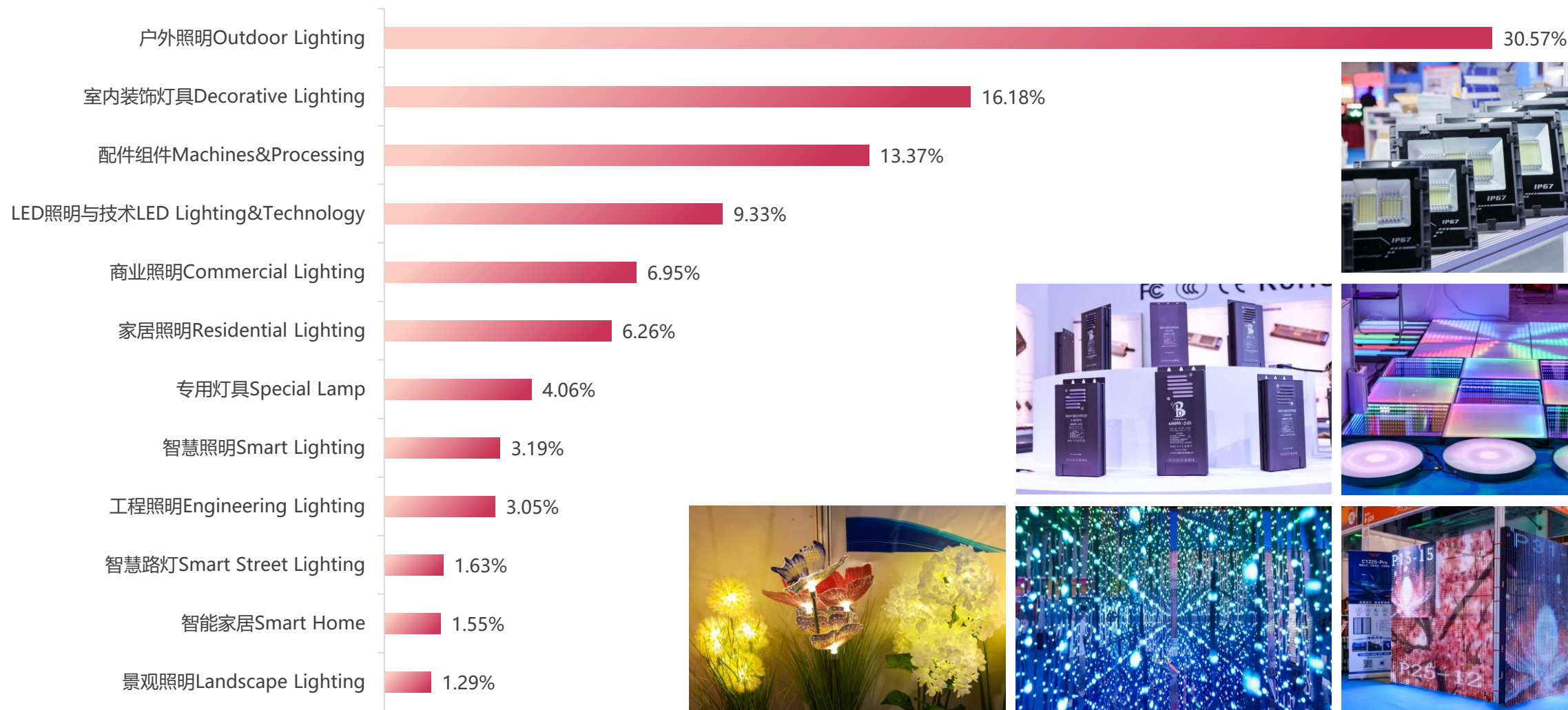
Over 76% of visitors have decision-making or purchasing involvement authority.



■ 决定Decider ■ 参与Participant ■ 不参与None ■ 建议Advisor

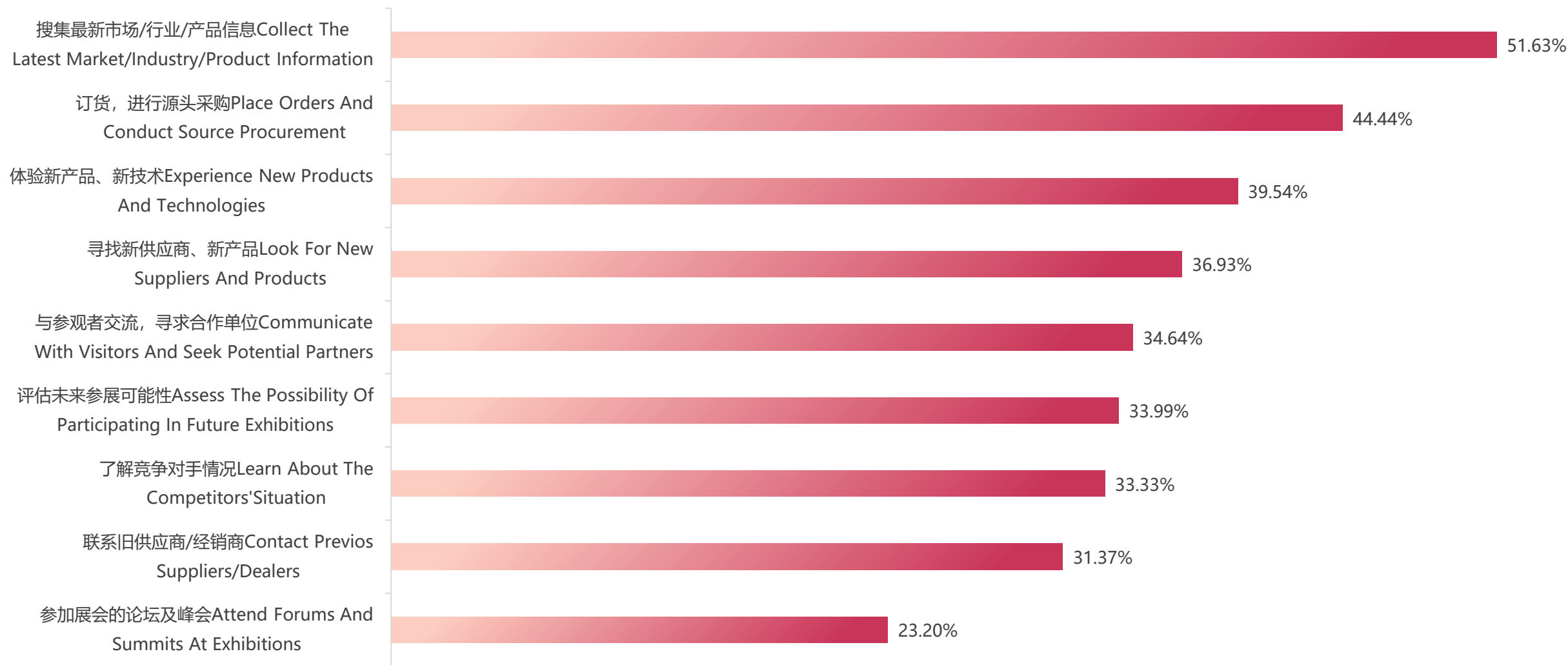
感兴趣产品分析

Visitor Product Preference Analysis



参观目的分析

Visitor Motivation Analysis



观众满意度评价 Visitors Satisfaction



93.46%的观众对本届展会
表示满意

93.46% visitors are
satisfied with the expo



89.87%的观众将再次参观
展会

89.87% visitors will visit
the expo again



92.82%的观众会推荐朋友/同事
参观展会

92.82% visitors will recommend
the expo to other people



04 | 观众评语

Voice of Visitors



广东 曾女士

Ms.Zeng from Guangdong

了解到古镇灯饰十分有名，我特意来到这里，本次展会中的大型灯饰非常吸睛，造型精美大气，很有创意。

Knowing Guzhen's reputation for renowned lighting, I made a special trip here. The large scale lighting fixtures are truly eye-catching and full of creativity.



广东 谢先生

Mr.Xie from Guangdong

参观这次古镇户外照明展对我们发现新商机、建立合作伙伴关系是有帮助的，可以了解到目前市场上的新款式。

Visiting this expo proved valuable for discovering new business opportunities and building partnerships with exhibitors, while keeping us updated on the latest market trends in lighting designs.



西安 胡先生

Mr.Hu from Xian

展前，我们已经在社交媒体上了解到这个展会。这届参展商比较多，现场展会布置、亮化都做的比较好。

We learned about this exhibition through social media. This expo featured a number of exhibitors, with well-executed venue layout and lighting displays.



Pawandeep Singh from India
印度买家

The experience is good. The lights are very attractive and good quality in this expo. I think people have to come to explore new products here.

在这里的体验很好。这个展会的灯具非常吸引人，质量也很好。我认为人们必须来这里探索新产品。



Apple from Nigeria
尼日利亚买家

Street light and battery is the most impressive thing for me. I want to find more high quality products in the expo.

路灯和电池对我来说是人印象深刻的，我想在展会上找到更多高质量的产品。



Sheriff Salami from Togo
多哥买家

I see many lighting products and suppliers for solar lighting. It's nice here and we can have opportunities to find more suppliers.

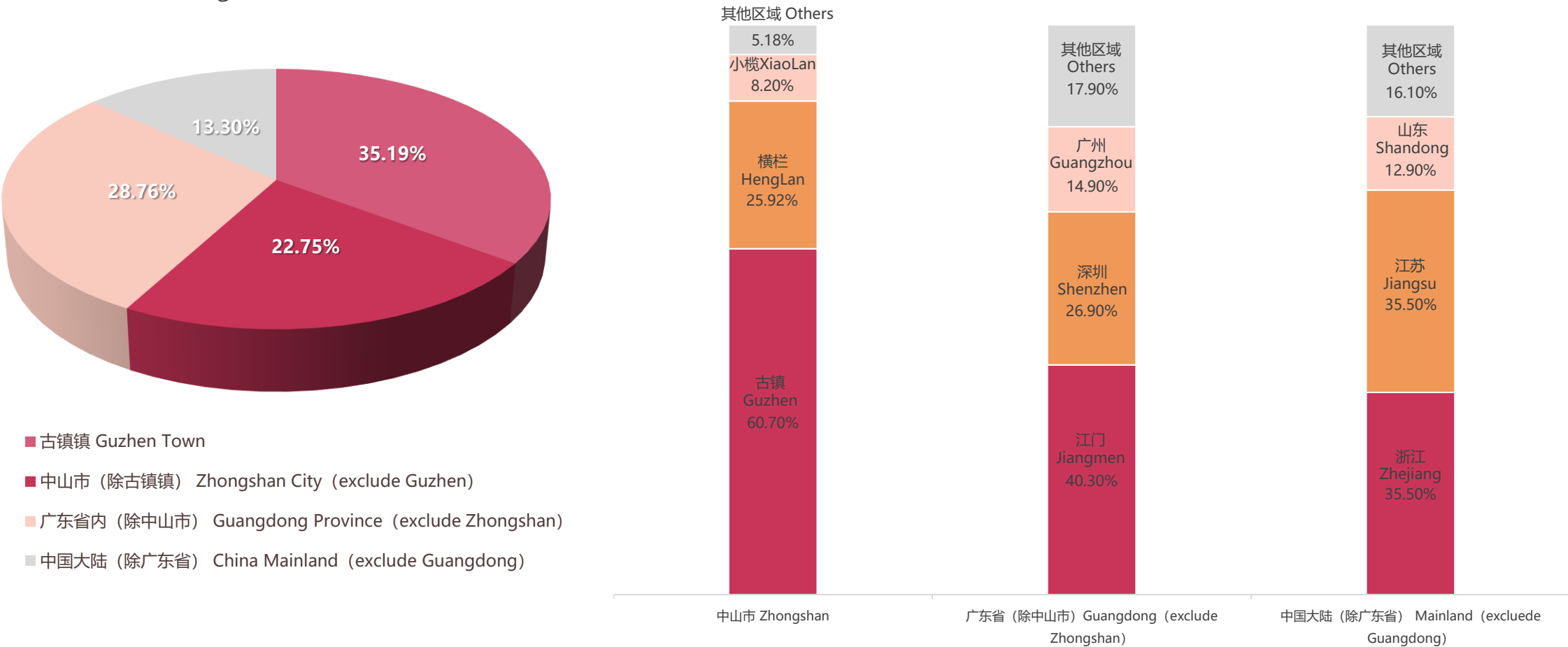
我看到许多太阳能照明产品和供应商。这里很好，我们有机会找到更多的供应商。

05 | 参展商分析

Exhibitors Profile

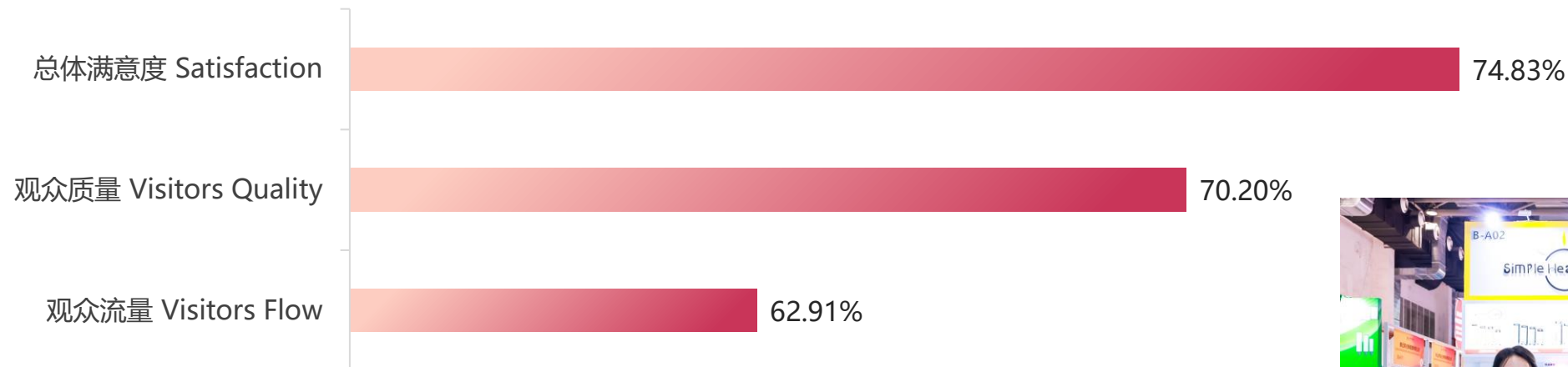
本届展会汇聚了近**300**家企业。其中，古镇镇内参展企业占总数的**57.94%**；镇外省内展商占比总数**28.76%**，以照明灯饰集聚地的中山、江门、深圳、佛山和广州为主。

2025 Guzhen Outdoor Lighting Expo gathered nearly **300** companies. Exhibitors from within Guzhen Town accounted for **57.94%** of the total, while those from other parts of the province made up **28.76%**, primarily from lighting industry hubs such as Zhongshan, Jiangmen, Shenzhen, Foshan, and Guangzhou.



展商满意度

Exhibitors Satisfaction



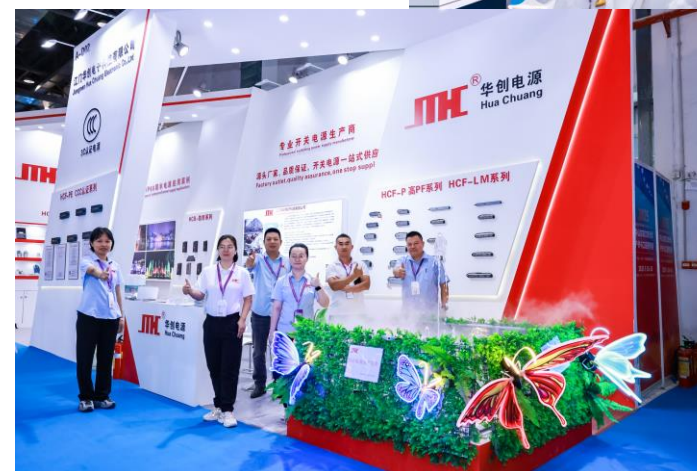
75%的展商对本届展会
表示满意

75% exhibitors are
satisfied with the expo



78%的展商将再次参加
展会

78% exhibitors will
participate the expo
again



06 | 参展商反馈

Voice of Exhibitors

中山赛露斯照明科技有限公司副总经理- 吴开阳先生

Mr. Wu Kaiyang- Deputy General Manager of ZHONGSHAN CELUX LIGHTING & ELECTRONICS CO.,LTD.

我们这次参展主要是推广新产品，并向新老客户展示我们的新方案。当前受关税政策影响，很多客户都在考虑转向东南亚、中东、南美或非洲等市场，因此高性价比的产品很有优势。我们新推出的几款产品询价热度很高，还吸引了一些新地区的客户，这是一个不错的亮点。希望古镇户外照明展和古镇灯博会能携手并进，创造新的增长点，同时也帮助我们这样的本土户外灯饰企业能够有更多的平台往外做推广和延伸。

Our main goals for this expo are to promote our new products and showcase our latest solutions to both existing and potential clients. Due to current tariff policies, many customers are exploring markets in Southeast Asia, the Middle East, South America, and Africa—making cost-effective products highly competitive. Our newly launched offerings have already generated strong interest, attracting inquiries from new regions, which is a promising highlight. We hope that the Guzhen Outdoor Lighting Expo and the Guzhen Lighting expo will create more growth opportunities and help local manufacturers like us expand globally.



雅视科技（中山）有限公司老板- 刘朝丽女士

Ms. Liu Zhaoli- Boss of ALDES Technology (Zhongshan) Co., Ltd.

我们这次参展主要有两个目标：一是展示公司品牌形象，二是让更多客户和工程商朋友了解我们。展会第一天，我们就收获了140多位意向客户。通过这个展会我们有机会与客户有更深入交流，我们了解到市场普遍关注的产品问题，包括工程应用中的电池匹配、阴雨天亮灯效果等技术难题，我们都提供了专业解决方案。

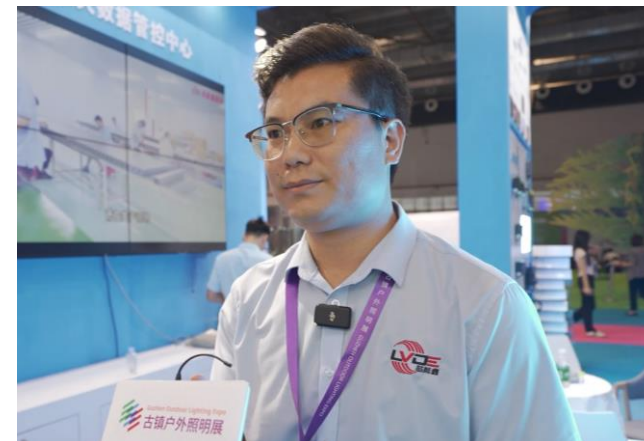
We're exhibiting to promote our brand and connect with clients. Just on the first day, we connected with over 140 potential clients. Through in-depth discussions, we addressed common market concerns, including technical challenges like battery compatibility and performance during rainy weather, providing professional solutions for each.

中山市芯能鑫电子科技有限公司销售总监-刘松文先生

Mr. Liu Songwen- Sales Director of Zhongshan Xinnengxin Electronics Technology Co., Ltd.

我们是一家专业的户外亮化上游综合服务商。本次展会不仅增强了本地户外亮化企业的发展信心，也为我们下半年的新品发布提供了良好平台。通过现场产品展示，许多原本不了解我们的客户，现在对我们的产品线和服务流程都有了全面认识，这为我们带来了更多深入合作的机会。古镇户外照明展集成了整个户外照明产业链，能帮助客户全方位了解户外照明行业。

As a comprehensive outdoor lighting solutions provider, we're pleased with the results of this expo. It has boosted confidence for local manufacturers while giving us a platform to showcase our upcoming products. Many new clients have gained a full understanding of our offerings and services, creating valuable partnership opportunities. The Guzhen Outdoor Lighting Expo integrates the complete outdoor lighting industry chain, providing clients with comprehensive insights into the outdoor lighting industry.



深圳一瑞光电科技有限公司销售经理-杨华才先生

Mr. Yang Huacai- Sales Manager of Shenzhen Yirui Optoelectronic Technology Co., Ltd.

本届展会观众数量和质量都比较理想，仅上午就收获了大量意向客户联系方式，后续成交潜力可观。我们通过引进机器人生产线，在显著降低人工成本的同时，大幅提升了生产效率和产品工艺精度。期待古镇户外照明展能持续聚焦照明灯饰行业，为我们提供专业的展贸平台。

The number and quality of visitors at this expo have both been excellent. Just this morning alone, we've connected with lots of potential customers who could turn into real business. Our robot production cuts costs while boosting efficiency and quality. We hope the Guzhen Outdoor Lighting Expo stays focused on lighting—it's a key platform for us.

07 | 交流活动

Meeting & Event

2025中山古镇文旅光影、户外与工程照明展开幕典礼

Opening Ceremony

开幕典礼上，各项议程精彩纷呈：

- 1.中国照明电器协会执行理事长刘升平、古镇镇人大主席黄凯分别致辞。
- 2.照明灯饰行业人工智能模型及应用平台签约仪式。
- 3.古镇镇党委委员梁泳彬、古镇镇投资促进和国有资产中心主任胡文磊、古镇镇海洲村党委书记袁少凤、古镇镇古一村党委书记苏泽能、灯都·四季里总经理苏柱燊进行文旅项目路演。
- 4.古镇灯博会自媒体创作大奖赛正式开启。
- 5.2025中山古镇文旅光影、户外与工程照明展启动仪式。



There were many highlights at the Opening Ceremony:

- 1.Ms. Liu Shengping, Executive President of China Association of Lighting Industry, and Huang Kai, Chairman of the People's Congress of Guzhen Town, delivered speeches respectively.
- 2.Signing of AI Model and Application Platform for the Lighting Industry.
- 3.Cultural Tourism Roadshow from Liang Yongbin, Member of Party Committee of Guzhen Town, Hu Wenlei, Director of Investment and Promotion Public Assets Center of Guzhen Town, Yuan Shaofeng, Party Secretary of Haizhou Village of Guzhen Town, Su Zeneng, Party Secretary of Guyi Village of Guzhen Town, and Su Zhushen, General Manager of Dengdu Seasons Park.
- 4.Launching of Self-media Creation Competition of Guzhen Lighting expo.
- 5.Launching Ceremony.

AI赋能户外照明产业高质量发展交流会

AI Empowers Outdoor Lighting Industry High-quality Development Meeting

5月26日下午，中国照明电器协会主办AI赋能户外照明产业高质量发展交流会，活动现场邀请中国照明电器协会副秘书长邓茂林、国家节能中心节能推广处处长高红、群核科技酷家乐照明与智能业务线解决方案总监宋特、群众智业&DRD设研院创始人侯定文、杭州勇电照明有限公司副总工程师李春阁、中国照明电器协会人才培训工作委员会副主任洪兵深入探讨AI在户外照明领域的创新应用，推动产业智能化、绿色化转型升级，助力“双碳”目标与智慧城市建设，并为照明行业做出指引。



On the afternoon of May 26th, the AI Empowers Outdoor Lighting Industry High-Quality Development Meeting was hosted by the China Association of Lighting Industry. At the event, Deng Maolin, Deputy Secretary-General of the China Association of Lighting Industry; Gao Hong, Director of the Department of Energy Conservation Promotion of the National Energy Conservation Center; Song Te, Director of KooLux and Intelligent Business Line Solution of Manycore Tech Inc.; Hou Dingwen, Founder of Mass Intelligent & DRD; Li Chungge, Deputy Chief Engineer of Hangzhou Yongdian Lighting Co., Ltd.; and Hong Bin, Deputy Director of the Talent Training Committee of the China Association of Lighting Industry, explored the creative application of AI in outdoor lighting. Their aim was to promote the intelligent and green transformation and upgrading of the industry, support the “dual carbon” goals and the construction of smart cities, and provide guidance for the lighting industry.

2025古镇户外照明展优质产品行业交流会

2025 Guzhen Outdoor Lighting Expo Quality Products Industry Meeting

5月26日上午，中山古镇灯都博览有限公司主办的2025古镇户外照明展优质产品行业交流会圆满举行。深圳市翰锐光电有限公司CEO王文平以“户外格栅屏新应用”为主题，详细介绍了户外格栅屏的独特优势，并分享了其产品在美国西伯利亚极寒地区和中东迪拜高温环境中的成功应用案例。江苏创导集团副总臧新海则聚焦于“城市照明的未来”，阐述了智能化、轻量化LED照明产品的研发成果及应用前景，其产品已在近百个城市得到广泛应用并收获良好口碑。两位代表的精彩分享为与会者呈现了户外照明行业的前沿技术与应用趋势，为行业发展注入了新的动力。



On the morning of May 26th, the 2025 Guzhen Outdoor Lighting Expo Quality Products Industry Meeting was successfully held by Guzhen Lighting Expo Co., Ltd. Wang Wenping, CEO of Shenzhen Showtechled Co., Ltd., provided a detailed introduction to the unique advantages of outdoor lattice screens. He also shared successful case studies of the company's products in extreme environments, such as the extremely cold regions of Siberia, Russia, and the high-temperature environment of Dubai in the Middle East.

Zang Xinhai, Vice President of Jiangsu Chuanda Group, focused on "The Future of Urban Lighting," elaborating on the R&D achievements and application prospects of intelligent and lightweight LED lighting products. These products have been widely used in nearly a hundred cities and have earned a good reputation. The wonderful presentations showcased the cutting-edge technology and application trends in the outdoor lighting industry, injecting new vitality into its development.

光影智造 城景共生——2025城市照明高质量发展交流会

2025 Urban Lighting High Quality Development Exchange Conference

5月27日下午，光影智造 城景共生——2025城市照明高质量发展交流会由中山市古镇灯饰文化传播有限公司与中山古镇灯都博览有限公司联合主办。活动围绕“城市照明高质量发展”这一核心主题，邀请深圳市智慧路灯协会会长/深圳市粤大明智慧科技集团董事长杨成敏、江西联创博雅照明股份有限公司总经理吴庚进行议题分享。在面对不同区域文旅市场的差异、挑战和机会的主题探讨中，来自湖南、江苏、湖北、山东、陕西的优秀企业代表各抒己见，通过深入交流与思想碰撞，共探城市照明与文旅产业融合新机遇。



On the afternoon of May 27th, the 2025 Urban Lighting High-Quality Development Exchange Conference was jointly organized by Zhongshan Guzhen Lighting Culture Communication Co., Ltd. and Guzhen Lighting Expo Co., Ltd. Focusing on the core theme of "high-quality development of urban lighting," the event invited Yang Chengmin, President of the Shenzhen Intelligent Street Lamp Association and Chairman of Shenzhen Yuada Ming Intelligent Technology Group, and Wu Geng, General Manager of Jiangxi Lianchuang Boya Lighting Co., Ltd., to share their insights on relevant topics. During the discussion on the differences, challenges, and opportunities in the cultural tourism markets of various regions, representatives from Hunan, Jiangsu, Hubei, Shandong, and Shaanxi provinces expressed their views. Through in-depth exchanges and the collision of ideas, they explored new opportunities for the integration of urban lighting and the cultural tourism industry.

新市场·新布局

广东（中山）灯饰照明产业转战非美市场跨境电商交流会

Guangdong (Zhongshan) Lighting Industry Cross-Border E-Commerce Exchange Meeting for Shifting to Non-U.S. Markets

5月26日上午，由广东省电子商务协会主办的新市场·新布局——广东（中山）灯饰照明产业转战非美市场跨境电商交流会顺利举办。本次交流会吸引了超过100名灯饰照明产业带企业及上下游企业参加，Shopee全托管市场渠道经理Shy Luo、Jumia资深商务拓展经理刘雪利、Coupang华南区域招商运营高级经理蒋倩倩、阿里巴巴国际站粤中区域中山片区总经理易鹏四大平台代表在活动现场为此前受中美贸易关税战影响的企业们传经送宝。



On the morning of May 26th, the Guangdong (Zhongshan) Lighting Industry Cross-Border E-Commerce Exchange Meeting for Shifting to Non-U.S. Markets was successfully hosted by the Department of Commerce of Guangdong Province. The event attracted over 100 enterprises from the lighting industry belt and its upstream and downstream sectors. Representatives from four major platforms shared their experiences and offered valuable advice to enterprises affected by the Sino-US trade tariff war. These representatives included Shy Luo, Full-Service Market Channel Manager from Shopee; Liu Xueli, Senior Business Development Manager from Jumia; Jiang Qianqian, Senior Manager of Recruitment Operations for the South China Region from Coupang; and Yi Peng, General Manager for the Zhongshan Area in the Central Guangdong Region from Alibaba International Station.

新形势·新思路

广东（中山）灯饰照明产业开拓主流市场跨境电商交流会

Guangdong (Zhongshan) Lighting Industry Cross-Border E-Commerce Exchange Meeting for Mainstream Market Expansion

5月26日下午，由广东省电子商务协会主办的新形势·新思路——广东（中山）灯饰照明产业开拓主流市场跨境电商交流会顺利举办。本次交流会吸引了中山及周边地区近百名跨境卖家和外贸工厂企业参加，特别邀请亚马逊企业购招商运营高级经理Patrick、ebay中华区商务拓展经理杨博森、中国制造网华南区招商经理陈家健、优品集团销售总监刘回双、聚米网络联合创始人周文豪，就各自平台的发展历程、产业带扶持计划、招商政策、流量玩法等进行了深入浅出的剖析。



On the afternoon of May 26th, Guangdong (Zhongshan) Lighting Industry Cross-Border E-Commerce Exchange Meeting for Mainstream Market Expansion was successfully held by the Department of Commerce of Guangdong Province. The meeting attracted one hundred cross-border sellers, export-oriented factories and enterprises in Zhongshan and the surrounding areas. Many platform representatives were specially invited, such as Patrick, Amazon Business Recruitment and Operations Senior Manager, Yang Bosen, eBay Greater China Business Development Manager, Chen Jiajian, Made-in-China.com South China Recruitment Manager, Liu Huishuang, Youpin Group Sales Director, and Zhou Wenhao, Jumi Network Co-Founder. They conducted an in-depth yet accessible analysis of the development history, support programs for industrial clusters, recruitment policies, and traffic-generating strategies of their respective platforms.

2025广东（中山）照明灯饰产业电商资源对接会（国内电商专场）

2025 Guangdong (Zhongshan) Lighting and Lamp Industry E-commerce Resource Matching Conference (Domestic E-commerce Special Session)

5月27日上午，广东省电子商务协会主办2025广东（中山）照明灯饰产业电商资源对接会（国内电商专场）。此次大会邀请了淘天集团外贸精选灯饰品类负责人钟丽娜、淘天集团直播电商事业部华南区域直播小二启澄、广州大麦营运总监、淘宝教育认证讲师李佳宏、大头视频&买得起的艺术品创始人吕健英、百世物流广东供应链KA经理张贵鹏等知名平台大咖，共同探讨了灯饰产业在电商的新机遇和未来发展趋势，帮助企业数字化转型，创造高质量增长。



On the morning of May 27th, 2025 Guangdong (Zhongshan) Lighting and Lamp Industry E-commerce Resource Matching Conference (Domestic E-commerce Special Session) was hosted by the Department of Commerce of Guangdong Province. The conference invited several well-known platform experts, including Zhong Lina, Director of the Selected Lighting Category for Foreign Trade at Taotian Group; Qicheng, Live E-commerce Division's South China Regional Live Streamer at Taotian Group, Li Jiahong, Operation Director of Guangzhou Damai and Certified Instructor of Taobao Education, Lv Jianying, Founder of Datou Video & Affordable Art, and Zhang Guipeng, KA Manager of Best Inc Guangdong Supply Chain, explored the new opportunities and future development trends of the lighting industry in e-commerce, aiming to help enterprises with their digital transformation and create high-quality growth.

2025广东（中山）照明灯饰产业电商资源对接会（社交电商专场）

2025 Guangdong (Zhongshan) Lighting Industry E-commerce Resource Matching Conference (Social E-commerce Special Session)

5月27日下午，广东省电子商务协会主办2025广东（中山）照明灯饰产业电商资源对接会（社交电商专场）。大会精彩纷呈，现场邀请了小红书生态营销高级讲师丁格、深圳市金能智慧科技有限公司总经理简效良、高德到店渠道部——家装行业资深经理曾雪梅、广州元分身智慧科技有限公司运营总监刘峻玮分享精彩议题，“圆桌对话”环节中嘉宾们从不同角度分析了灯饰电商市场的潜力和挑战，分享了企业在数字化转型过程中遇到的问题及解决方案，为在场的企业提供了宝贵的实践经验和思路。



On the afternoon of May 27th, the 2025 Guangdong (Zhongshan) Lighting Industry E-commerce Resource Matching Conference (Social E-commerce Special Session) was hosted by the Department of Commerce of Guangdong Province. The conference was a great success with a variety of highlights.

Several distinguished guests were invited to share their insights on various topics. These included Ding Ge, Senior Lecturer of Xiaohongshu Ecosystem Marketing; Jian Xiaoliang, General Manager of Shenzhen Jinneng Smart Technology Co., Ltd.; Zeng Xuemei, Senior Manager of the Home Decoration Industry in the Gaode In-Store Channel Department; and Liu Junwei, Operation Director of Guangzhou Yuanfenshen Smart Technology Co., Ltd.

During the "Roundtable Dialogue" session, the guests analyzed the potential and challenges of the lighting e-commerce market from different perspectives. They also shared the issues encountered by enterprises during their digital transformation processes, as well as the solutions they had found. These discussions provided valuable practical experience and development ideas for the participating enterprises.

08 | 线上直播

Live Streaming

云游逛展，沉浸式体验光影魅力

Virtual Exhibition Tour: Explore the Exhibition's Highlights

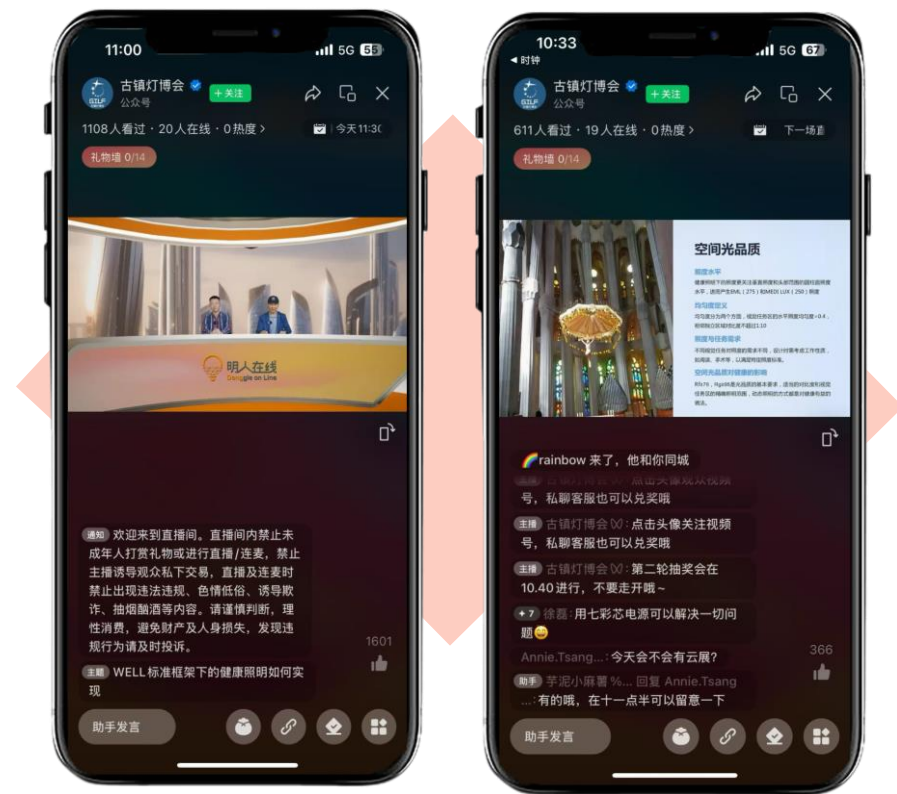
本届展会联合“古镇灯饰传媒”创新推出“云游逛展”线上直播，以实时互动技术打破时空壁垒，为线上观众带来沉浸式观展体验。通过云端直播，线上观众可深度探访优质展商，直击户外照明、健康光环境、智慧城市亮化等前沿技术应用，并同步掌握年度新品趋势与市场动向。本次直播活动不仅提升了展会的全球影响力，更推动了户外照明行业向智能化、低碳化、高质量发展迈进，为城市照明与景观亮化领域的创新升级注入新动能。未来，我们将持续优化数字化会展模式，助力行业生态共赢。



This exhibition partnered with “Guzhen Lighting Media” to launch a series of “Virtual Exhibition Tour” live streams, enabling virtual attendees to explore top exhibitors and cutting-edge lighting tech in real-time. This livestream event has not only amplified the exhibition's global reach, but also accelerated the outdoor lighting industry's transition toward intelligent, low-carbon, and high-quality development – injecting fresh momentum into urban lighting and landscape illumination innovation. Moving forward, we will continue to refine our digital exhibition model to foster shared success across the industry ecosystem.

明人在线，洞悉市场先机的专业平台

“EZTalk” Livestreaming Forum: Decoding Industry Opportunities



本届展会线上活动聚焦前沿议题，特邀两位重量级行业嘉宾，聚焦照明领域前沿趋势与深度应用，深入探讨“WELL 标准框架下的健康照明如何实现”及“智能驱动与智能系统在大平层及别墅的应用及落地”。与观众突破地域限制，共享专业洞察意见，为健康照明与智能照明赋能实际应用提供了新思路。



Online events spotlight cutting-edge topics, featuring two distinguished industry experts who delve into the latest trends and advanced applications in lighting. Key discussion themes include: "Achieving Healthy Lighting Within the WELL Standard Framework" and "Smart Drivers & Systems: Real-World Applications for Luxury Apartments & Villas".

Breaking geographical barriers, these sessions provide audiences with professional insights, offering fresh perspectives to empower practical applications in healthy lighting and smart lighting solutions.

09 | 媒体合作

Cooperation with Media

国内外专业媒体、大众媒体超100家对2025古镇户外照明展进行全方位报道。

100+ domestic and overseas medias help to promote 2025 Guzhen Outdoor Lighting Expo.



中山首次新增古镇户外照明展，同期開啟夏季咖啡嘉年华

來源：香港商報網

2025-05-26 14:36 粵語 普通話



探索“一年三展”！2025古镇户外照明展启幕

中山+ 记者 卢兴江 实习生 张诗悦 通讯员 薛雅静
2025-05-26 原创

5月26日，为期3天的2025中山古镇文旅光影、户外与工程照明展（以下简称“古镇户外照明展”）在中山市灯都古镇会议展览中心启幕。据了解，这是“中国灯饰之都”古镇镇在原有春秋两季灯博会基础上，探索“一年三展”，首次新增古镇户外照明展，目的是全力打造



文旅光影+户外照明 中山古镇夏日

凤凰网广东中山
05/26 17:40 凤凰网广东中山频道 来自广东省

5月26日，为期3天的2025中山古镇文

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2025中山



2025古镇户外照明展启幕



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10 | 关于我们

About Us

中山古镇灯都博览有限公司 是中山市古镇镇人民政府与上海博华国际展览有限公司（隶属于英富曼集团（Informa PLC））的合资企业，致力于推动照明灯饰产业的国际化发展。公司是中国照明电器协会的理事单位、广东省电子商务协会的副会长单位，成功承办了全球展览业协会（UFI）认证的“中国·古镇国际灯饰博览会”（古镇灯博会）。古镇灯博会一年举办两届，覆盖全产业链，展览面积超过150万平方米，并同期举办生产设备及配套服务展，为行业提供一站式交流平台。

2025年，公司拓展展会领域：5月举办“中山古镇文旅光影、户外与工程照明展”，专注于户外及工程照明细分市场；与广东省电子商务协会合作举办“广东（中山）照明灯饰产业电商资源对接会”，推动产业与电商的融合；12月举办“中国·古镇国际灯饰博览会（深圳特展）”，进一步扩大展会的影响力。此外，公司运营B2B贸易网站“灯饰在线”和云展平台“博华灯饰优选”，为专业参展商和买家提供线上线下结合的全年365天采购服务，开启新零售模式。

Guzhen Lighting Expo Co., Ltd. a joint venture between Zhongshan Guzhen People's Government and Shanghai Sinoexpo Informa Markets, drives the global lighting industry. It organizes the UFI-certified "China (Guzhen) International Lighting expo," a biannual event covering 1.5 million square meters and the full lighting supply chain. In 2025, the company will launch the "Guzhen Outdoor Lighting Expo" in May and host the "China (Guzhen) International Lighting expo (Shenzhen Special Edition)" in December. It also partners with the Guangdong E-commerce Association to boost industry-e-commerce integration. Its B2B platform, "Denggle.com," offers a high-quality trade platform with EZBUY services for seamless online sourcing.

上海博华国际展览有限公司 是英富曼集团（Informa PLC.）与上海华展国际展览有限公司于1998年在上海设立的国内领先的中外合作展览公司。公司线上线下一体化运营，70多个展会，租馆总面积达到183.8万平方米，为来自全球的超过131万采购人士创造了多重贸易机会，公司自2006年起开始发展线上业务，至今打造了16个B2B优选网站（中英文），7个博华优选小程序和3款博华优选APP产品组成的线上平台，2025年进入数智5.0时代，发展新质生产力。公司员工总数近600人。

Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd (IM Sinoexpo) is a leading event company in China, the joint venture founded in 1998 by Informa PLC and Shanghai Sinoexpo International Exhibition Co., Ltd.. The total rented area of 70+ exhibitions by IM Sinoexpo reached 1,838,000 sq.m., creating multiple trade opportunities for 1.31 million buyers worldwide. The online business platforms have included 16 B2B portals with PC & Mobile versions, 10 sourcing mini-programs and multiple Apps since 2006. The total number of employees is near 600.

Informa Markets 旨在为各行各业和专业市场，提供交易、创新和发展平台。业务包括550多个国际B2B活动和品牌，涵盖多个领域，包括医疗、保健与制药，基础设施，建筑及房地产，时尚服饰，酒店、食品与饮料，以及健康与营养等。通过举办面对面会展，提供专业数据和可执行数据解决方案，为全球客户和合作伙伴提供参与、体验和达成交易的机会。作为全球领先的会展主办方，Informa Markets 为各种各样的贸易行业注入发展动力，释放机遇，为其蓬勃发展助一臂之力。

Informa Markets Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. The portfolio is comprised of more than 550 international B2B events and brands in different markets. Informa Markets provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, Informa Markets bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

英富曼集团 是国际B2B展会、学术出版及商业讯息集团。集团促进不同行业、专业市场和社区进行贸易、业务拓展和交流，并提供专业数字资源和内容，联系各行业，带领人们和商业机构不断学习，从而作出更好的决策。Informa 在伦敦证券交易所上市，是富时100指数（ FTSE100 ）的成员之一，有超过11,000名员工来自30多个国家和地区。

Informa Informa is a leading international events, intelligence and scholarly research group. Our purpose is to champion the specialist. Through hundreds of powerful brands informa work with businesses and professionals in specialist markets, providing the connections, intelligence and opportunities that help customers grow, do business, make breakthroughs and take better informed decisions. Informa is listed on London Stock Exchange and a member of FTSE 100, with over 11,000 colleagues working in more than 30 countries.



期待与您相约

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