

Lighting Fair The 21st

CHINA (GUZHEN) INTERNATIONAL LIGHTING FAIR

2018.3.18~21

Main Venue: Guzhen Convention and
Exhibition Centre, Guangdong, China

Post Show Report



上海博华国际展览有限公司

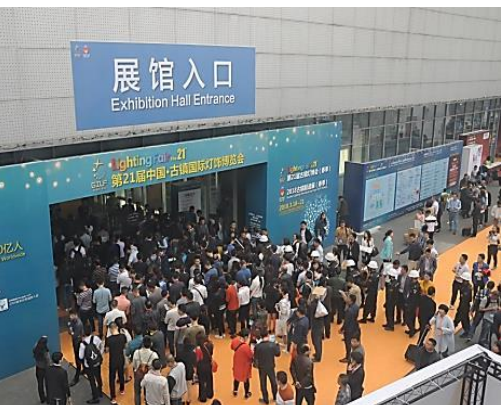
Shanghai UBM Sinoexpo International Exhibition Co. Ltd

Information Classification: General



灯都博览
GLEXP

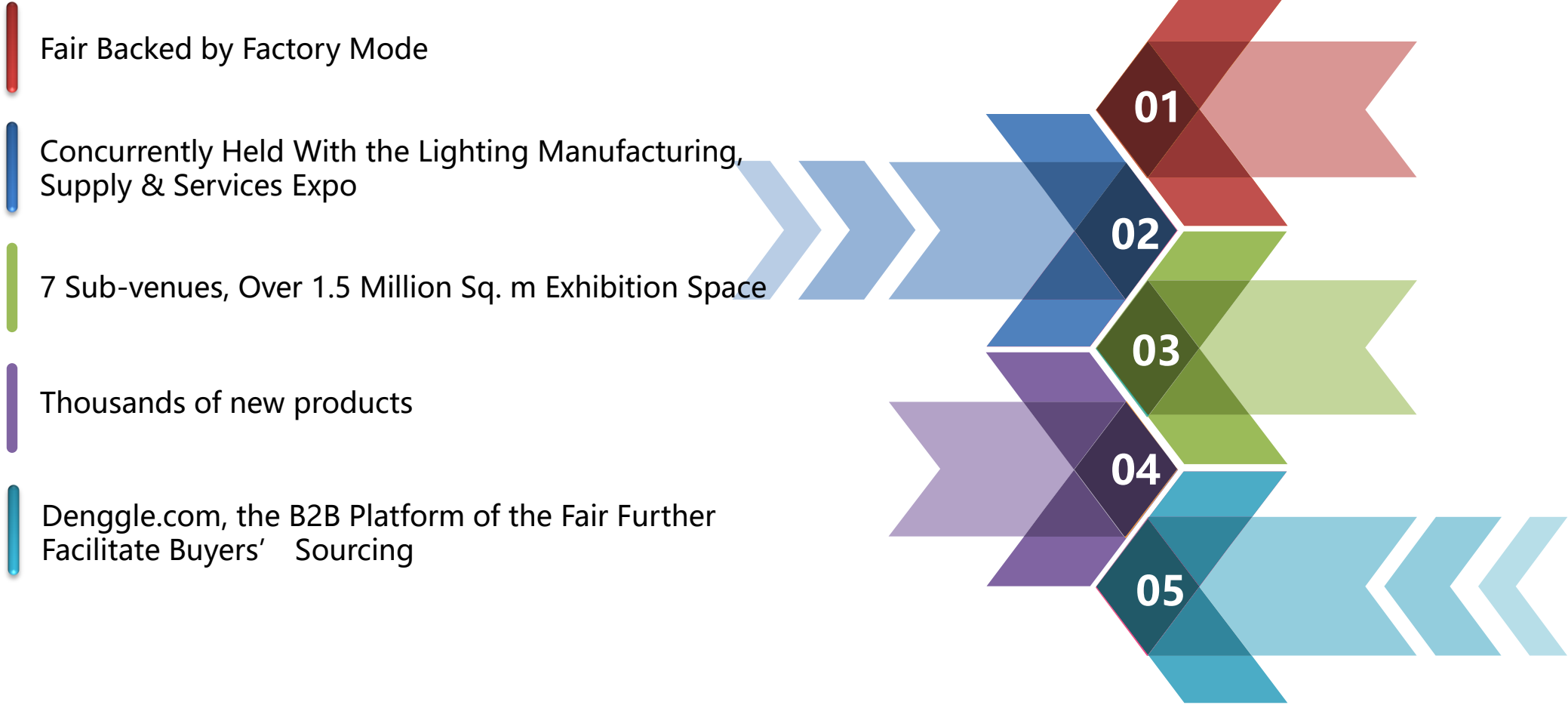
中山古镇灯都博览有限公司
Guzhen Lighting Expo Co., Ltd.



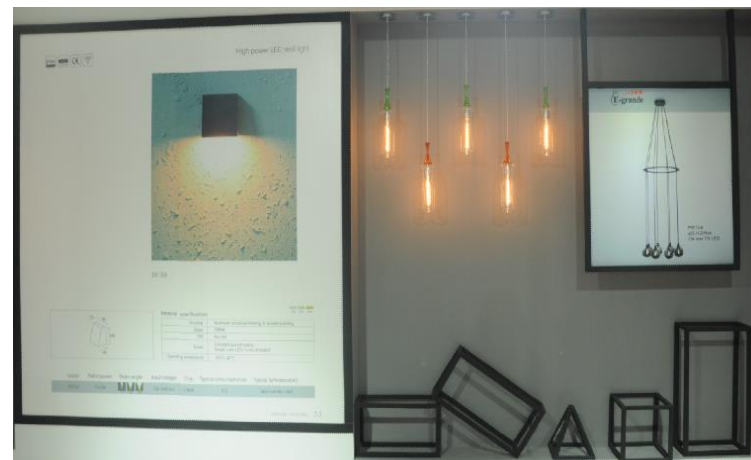
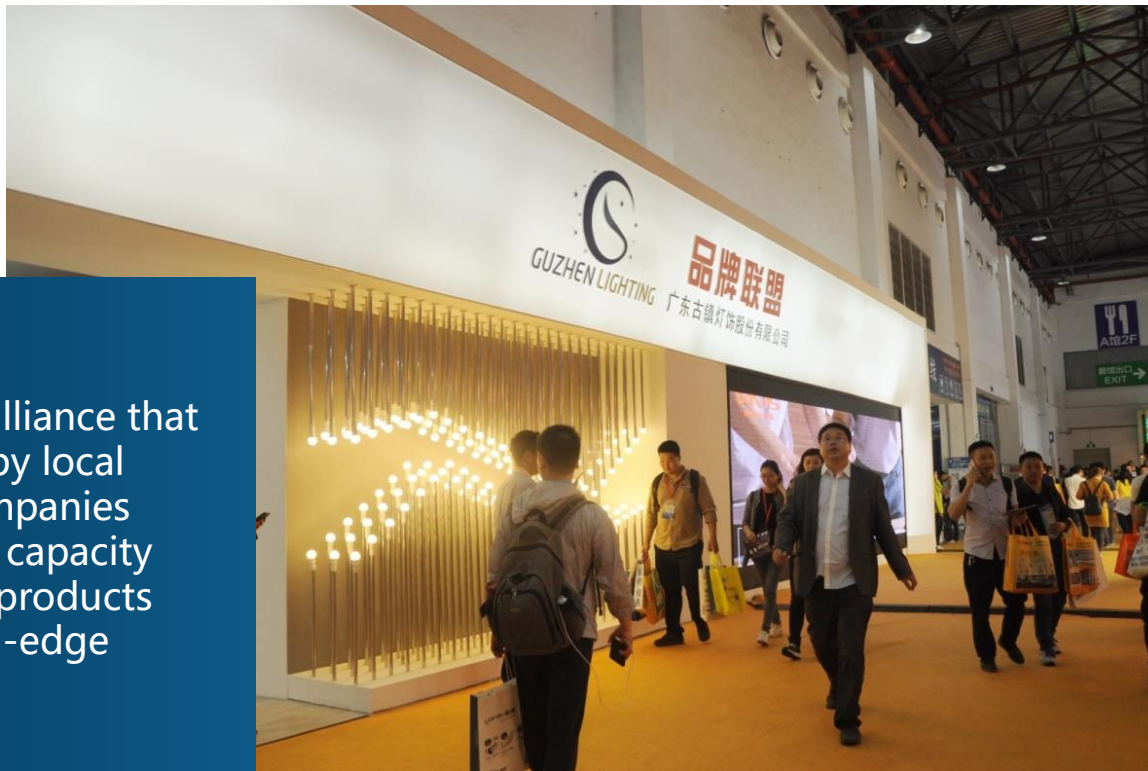
The **21st China (Guzhen) International Lighting Fair** is grandly held on 18-21 March 2018 at Guzhen Town, Zhongshan City, China.

The fair joined hands with over 2,000 lighting enterprises in the 8 venues to build up a one-stop and price-competitive trading platform that stressed original design and brand building. The 4-day tradeshow attracted **42,336 professional buyers**, including **2,006 overseas buyers** from 91 countries and regions.

Paperless service is one of the worth-mentioning of this event, which was achieved by applying GILF mini program that incorporated buyer services and exhibitor services, where buyers can register online, pay online, browse the e-catalogue, and receive e-invitation whilst exhibitors can apply for booth online.



The brand alliance that composed by local lighting companies with design capacity showcased products with cutting-edge designs.



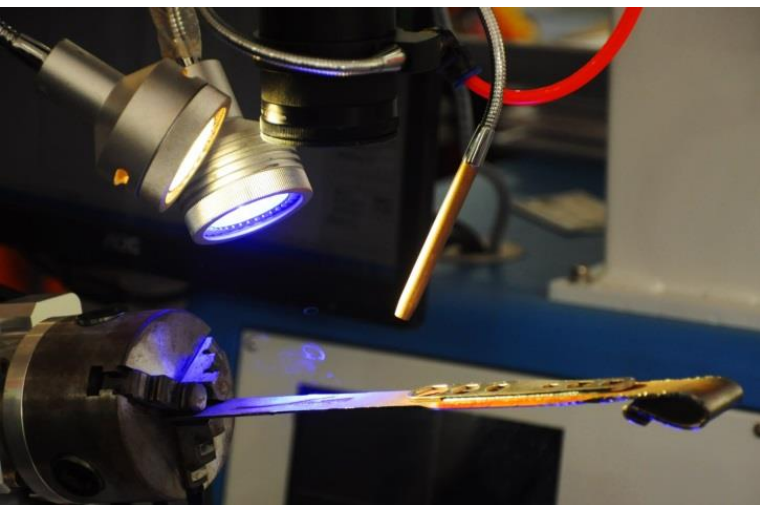
Brands were onsite to exert corporate influence by displaying products that demonstrate their R&D strengths and new designs.



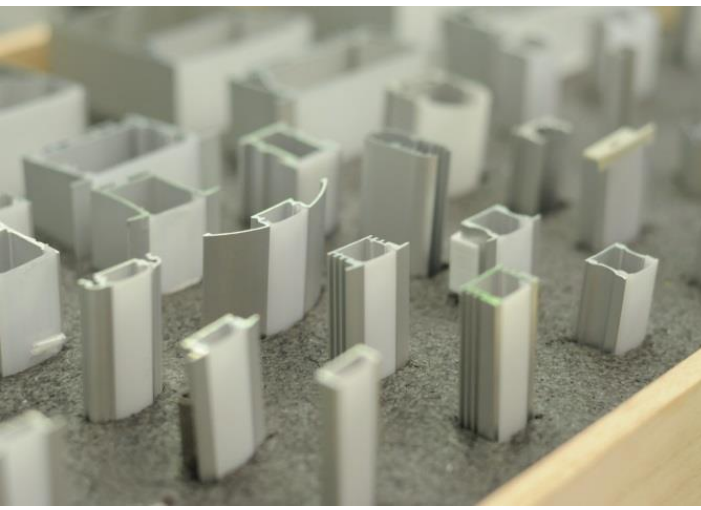
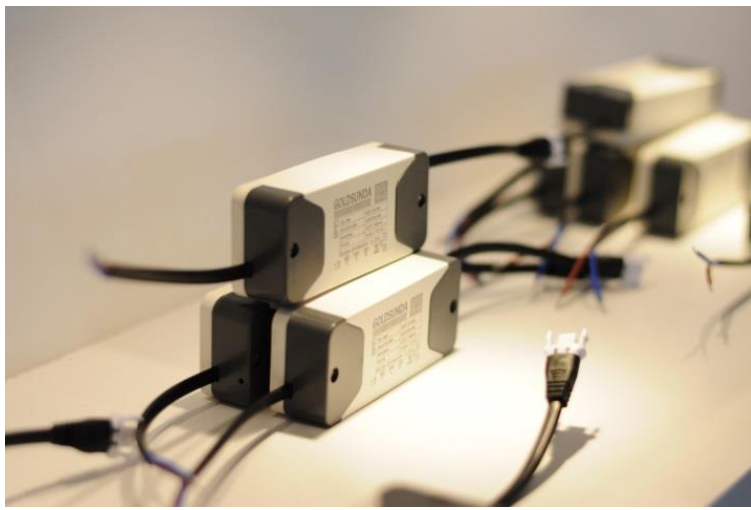


Original design and smart lighting products received warm welcome by buyers.





Concurrently held with the Lighting Manufacturing, Supply & Services Expo to display lighting equipment and the charms in the manufacturing process.





Quality Onsite Services

Multi-channels to register

Buyers can register to the fair via official website, WeChat, business card or filling up form onsite.

VIP Services

Free WI-FI and snacks

Hotel Booking

Hotel booking at discounted rate

Exhibitor Inquiry

Cover the information from 766 exhibitors from main venue

Free Shuttles

The fair provides free shuttles commuting between 8 venues, fairground and Xiaolan Light Rail Station/Guzhen Light Rail Station /Guangzhou Airport/Zhongshan Port.

E-services

WeChat Registration and payment, e-catalog



21st China (Guzhen) International Lighting Fair
 MARCH 18, 2018 - MARCH 21, 2018 | ZHONGSHAN GULZEN CONVENTION AND EXHIBITION CENTER, CHINA

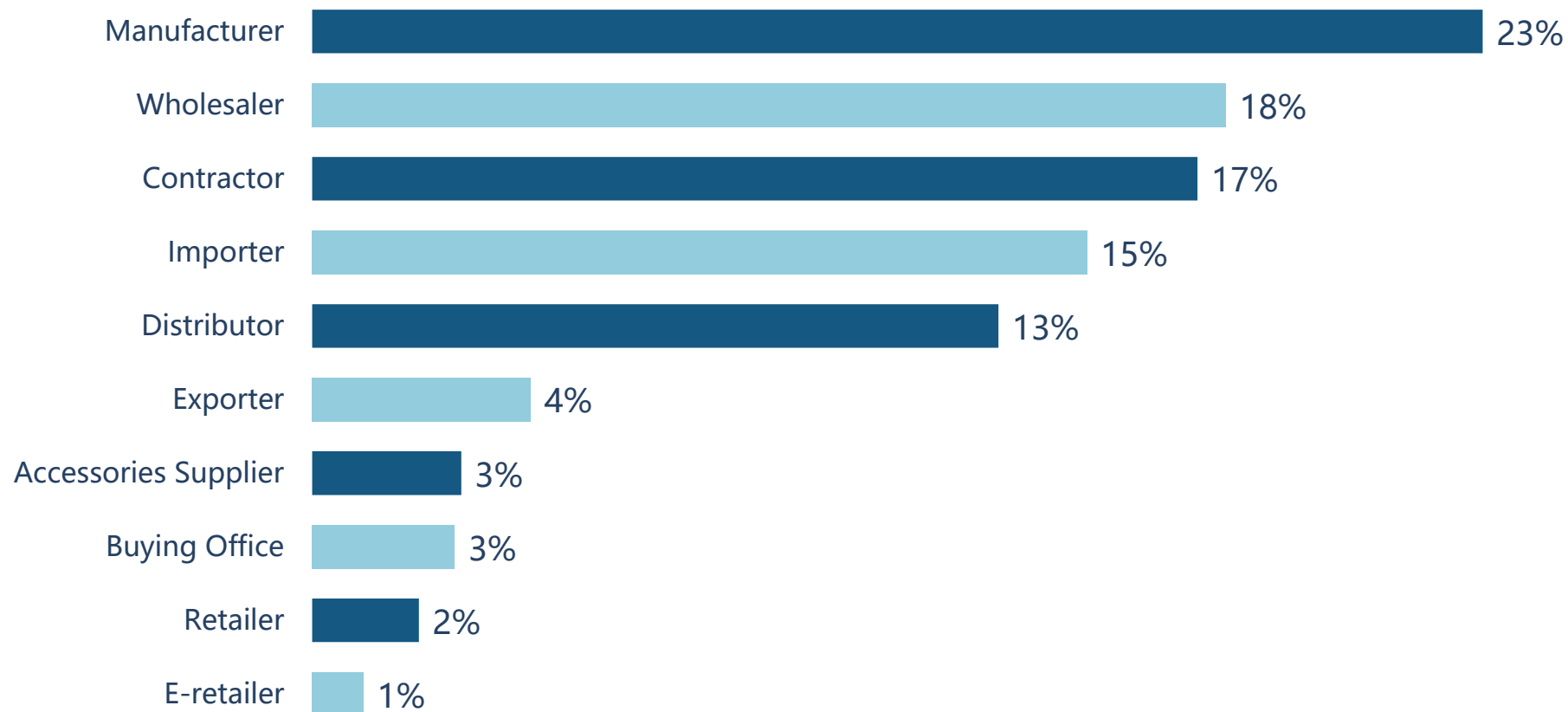
Lighting Fair The 21st
 The 21st China (Guzhen) International Lighting Fair (Spring)
 Concurrently: Guzhen Lighting Manufacturing Expo 2018 (Spring)
2018.3.18~21
 Guzhen Convention and Exhibition Center, Guzhen, China

Official Hotel

Hotel #	Star #	Rate #	
GUANG PLAZA (ZHONGSHAN WING), GU CITY	★★★★★	CNY 980.00 - 1080.00	Book This Hotel
LANGKA HOTEL	★★★★★	CNY 980.00 - 1080.00	Book This Hotel
ORIENT HOTEL	★★★★★	CNY 980.00 - 1080.00	Book This Hotel
INTERNATIONAL (YUCCA) HOTEL	★★★★★	CNY 108.00 - 108.00	Book This Hotel

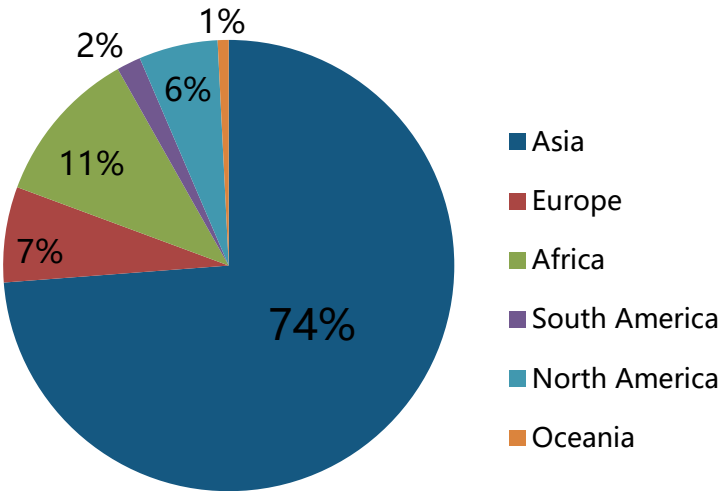
The 21st Guzhen Lighting Fair attracted 2,006 buyers from 91 countries and regions, increase by 17.5% compared to last spring show. Most of the buyers were manufacturers.

Business Nature

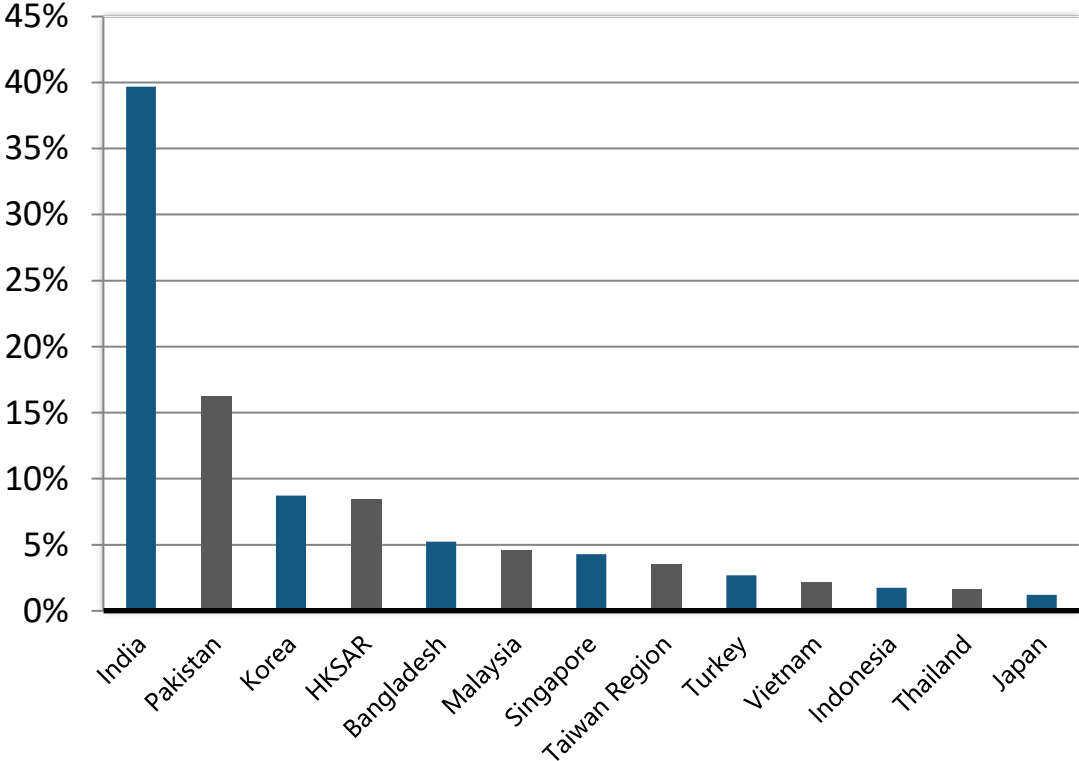


Regional Analysis

74% of the buyers are from Asia. Numbers of buyers from Singapore, Vietnam and Thailand had seen increase compared to last spring edition.

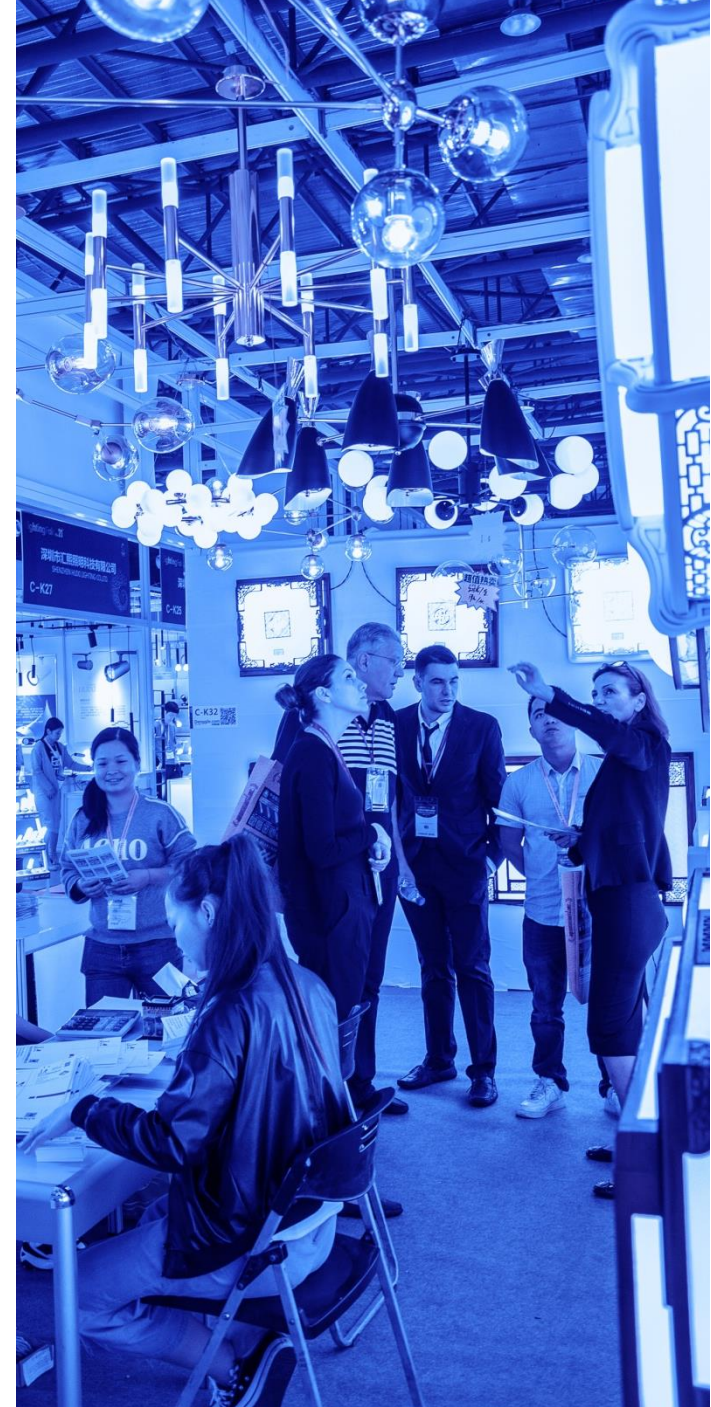
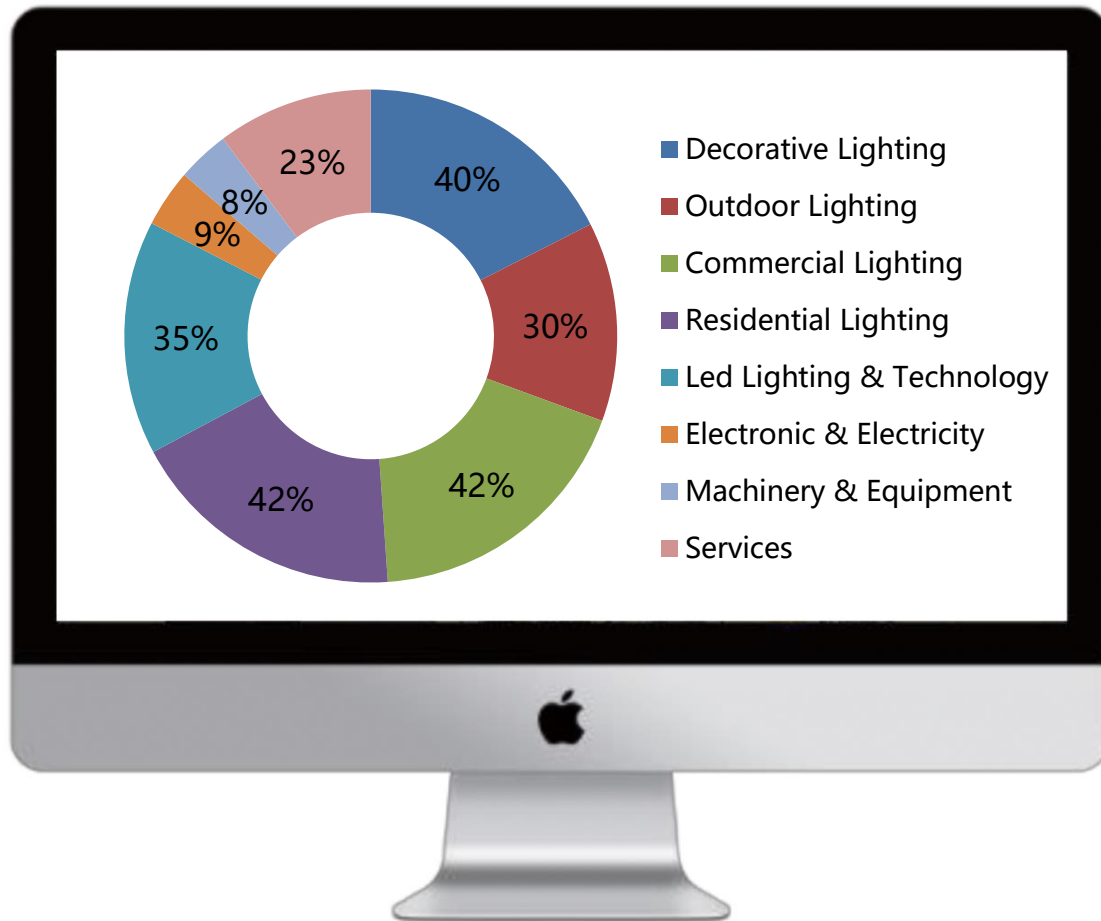


Top 13 Buyer Source

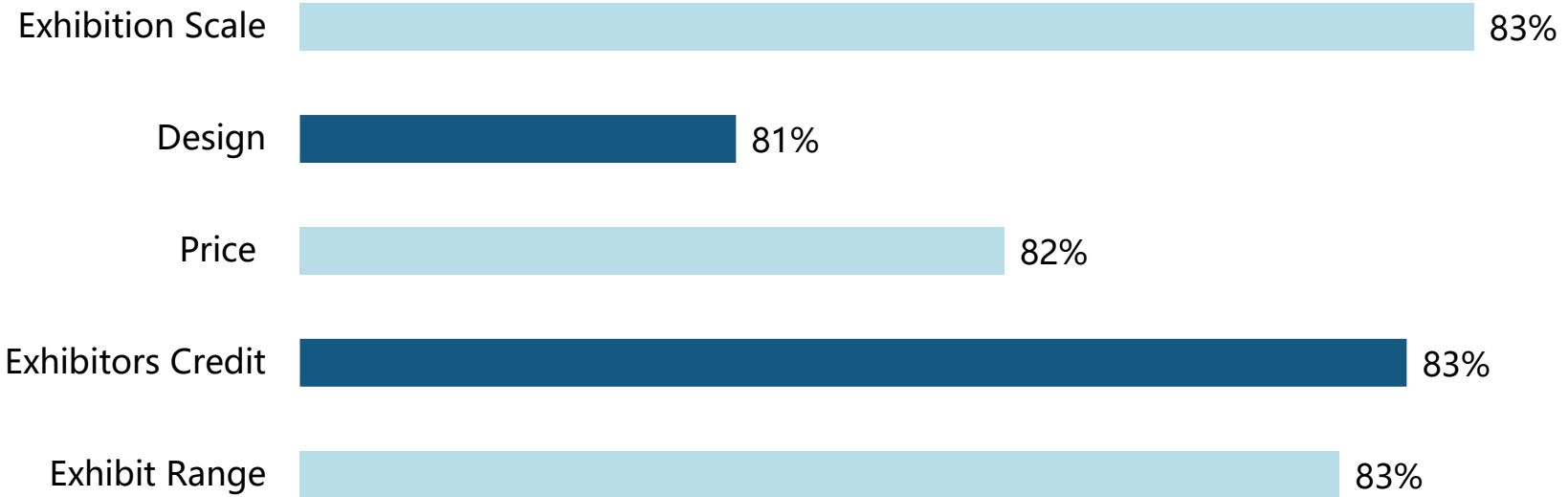


Interested Products

Decorative lighting, residential lighting and commercial lighting were the most popular lighting types.



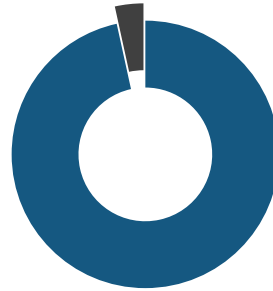
Factors that Matter to Visitor



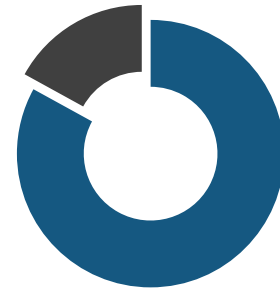
Satisfaction Rating



84% of the buyers feel satisfied with the fair



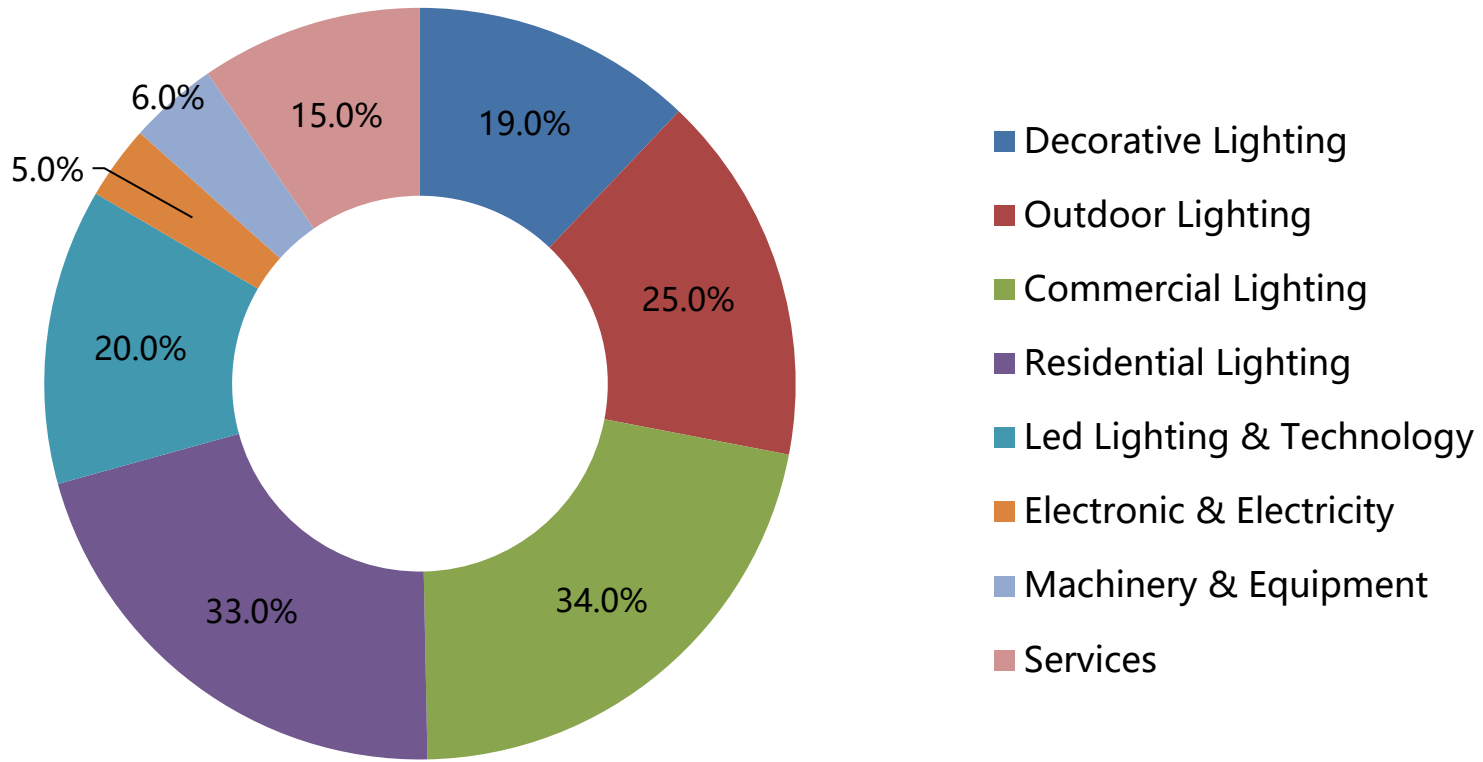
96.56% of the buyers will recommend the fair to friends



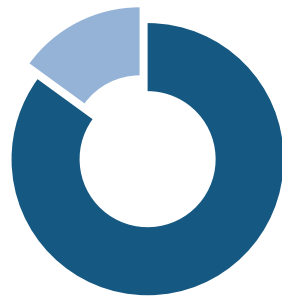
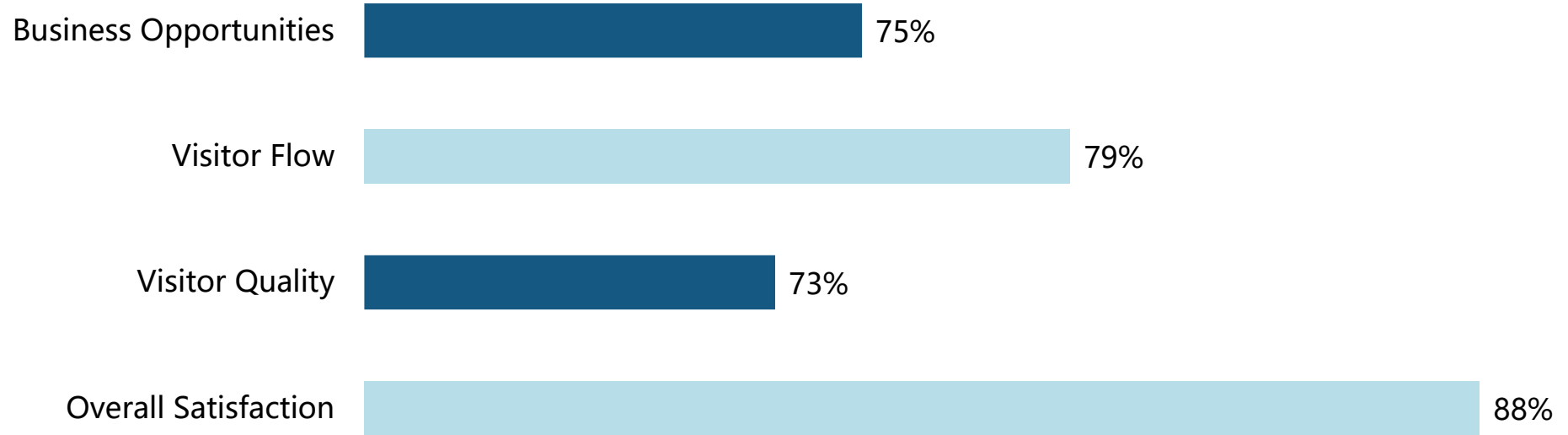
83% of the buyers would like to re-visit the show

Exhibit Category

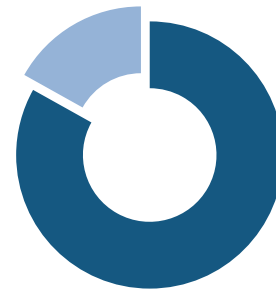
Most of the exhibits in the 21st GILF displayed commercial lighting and residential lighting.



Satisfaction Rating



85% of the exhibitors will recommend friends to join



83.1% of the exhibitors will consider to attend the next fair

Forums & Activities

Opening Ceremony

Smart Street Light- Lights up the way to smart city

“Lighting Design + AI” Forum

Guzhen Lighting Fair New Product Launch

Cross Border E-Marketing for LED Lighting

Big Data Facilitates the Lighting Industry Transition and Upgrade

Business Insight for Lighting Enterprises Export Under the Belt & Road Initiative

Lighting Category Salon

Money Maker of the Year In the Lighting Industry





Activities in Sub-venues

Huayi Plaza
2018 Lighting Design Week

Star Alliance
Lucky Draw

Huayu Plaza
Tmall E-commerce Share Service Zhongshan Center Launch Ceremony

Besun Lighting Plaza
New Product Launch

International Streetlight City
2018 Smart Streetlight Summit

Lihe Lighting Expo Center
2018 New Product Contest
Patent Protection for the Industry Development Forum



