

Lighting Fair The 23rd

China (Guzhen)
International Lighting Fair

2019.3.18~21

Post Show Report



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



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



The 23rd China (Guzhen) International Lighting Fair is grandly held on 18-21 March 2019 at Guzhen Town, Zhongshan City, China. The fair joined hands with over 2,000 lighting enterprises and utilized the online and offline resources to build up a one-stop and price-competitive trading platform that covers the whole industry chain for buyers around the globe. The 4-day tradeshow attracted **54,134** professional buyers, including **2,736** overseas buyers from 91 countries and regions, jump for 36.4% compared to last spring edition.

The fair emphasized digital and paperless services 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.

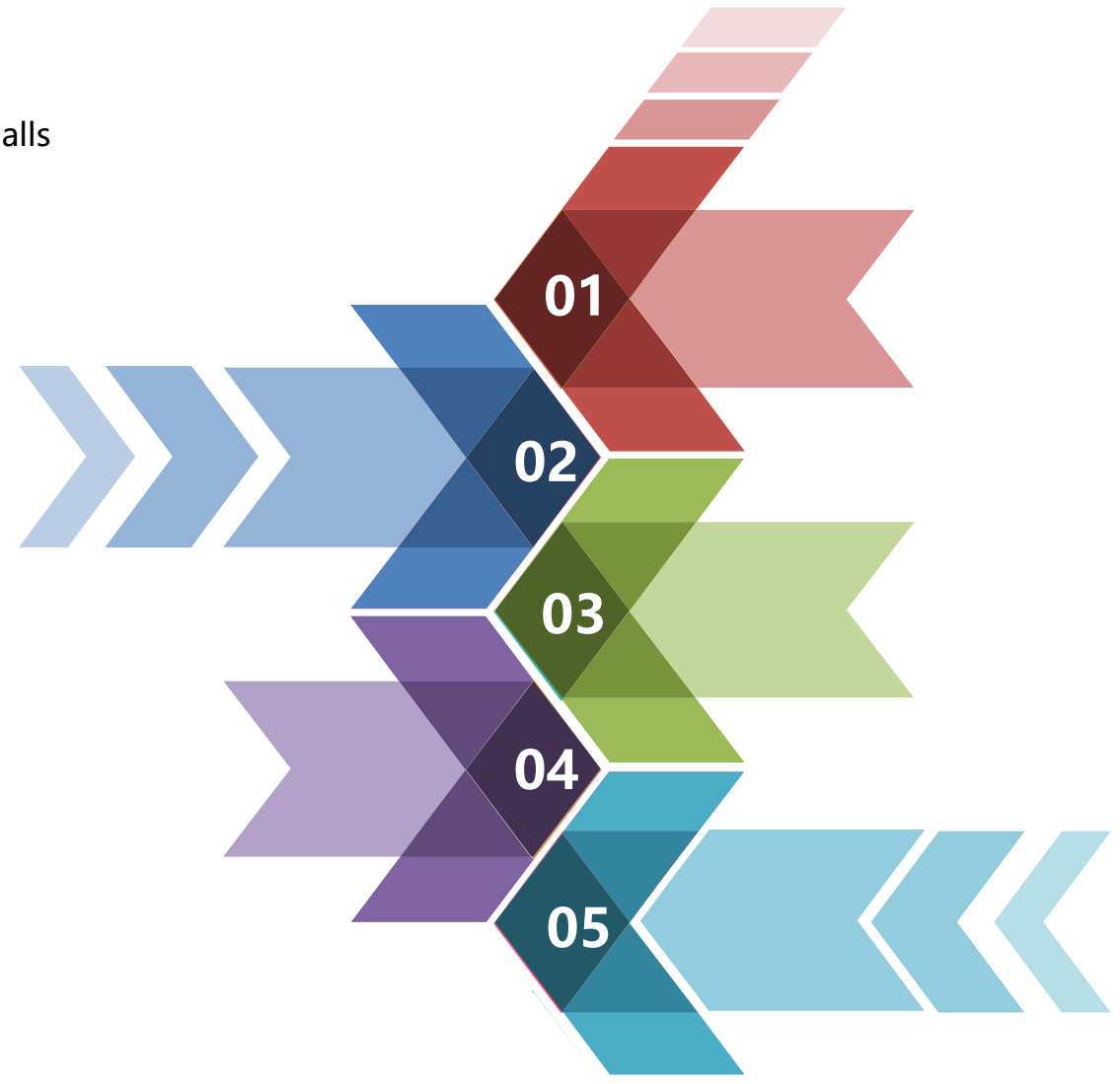
Fair Backed by Factory Mode & Tradeshow + Lighting Malls Mode

Intelligent Manufacture + Original Design

Concurrently Held With the Lighting Manufacturing, Supply & Services Expo

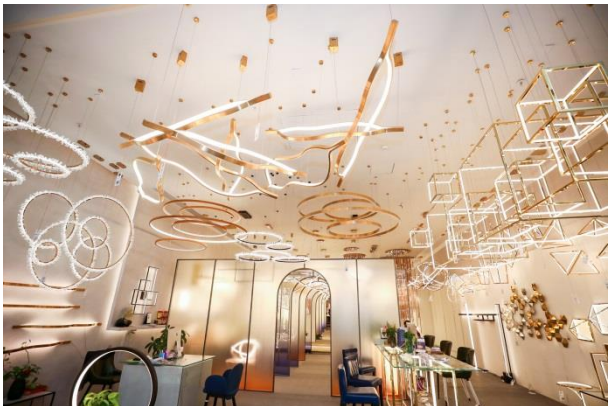
Dozens of Forums and Activites

Digitalize & Human-oriented Services





8 venues
Over 2,000 lighting suppliers gathered at 8 venues (main venue+7 lighting malls) to present different lighting categories and designs.





Intelligent

Traditional lightings became smart by incorporating with chips, smart drivers and applying bluetooth, voice or app wake-up.





New Products

Projector lighting, low-voltage light bulbs, original design lighting, eye-protecting fan lamp, blue-tooth musical lights and plenty other new products with new technology were shown.





New Platform

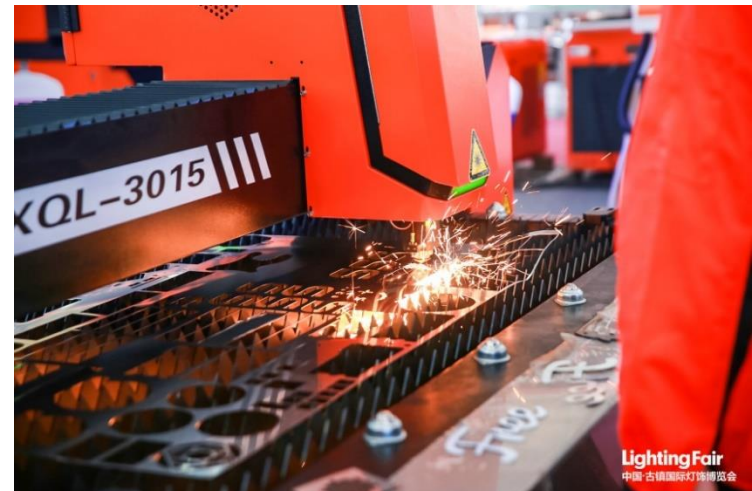
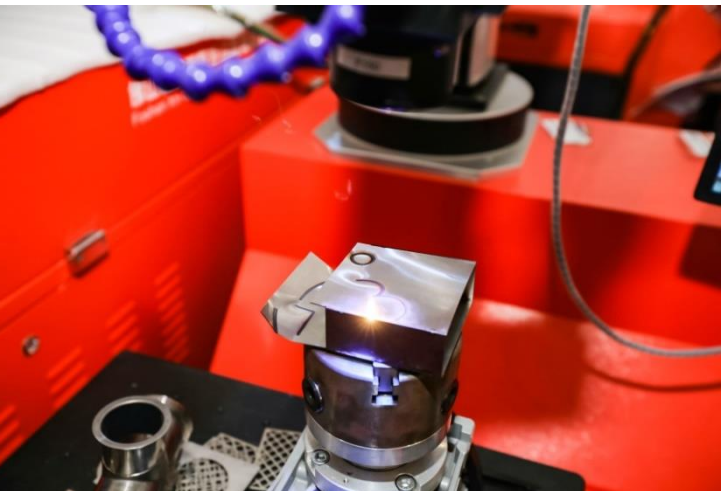
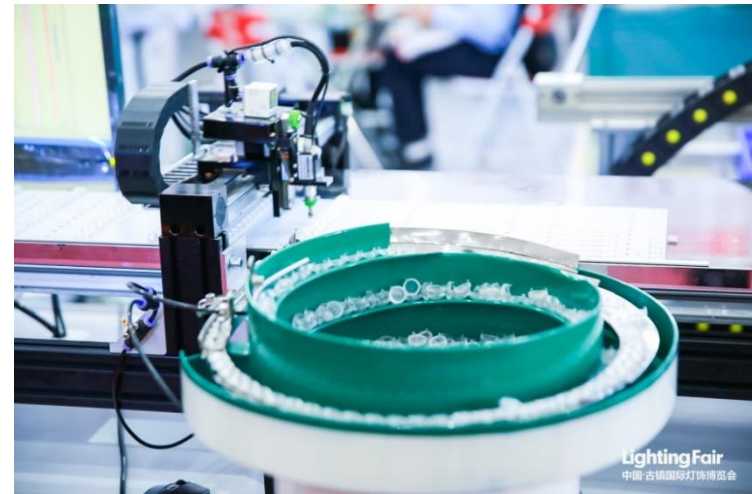
Some new platform like Tmall for smart home and new retail, IOT physical store and chain store for construction were seen onsite.





Smart Manufacture

The Equipment and Accessories Halls were set outdoor to facilitate the Industry 4.0, presenting technologies such as robot, AI, 3D printing and new material.





Quality Onsite Services

Multi-channels to register

Buyers can register to the fair via official website, WeChat, search engines, email, messages/phone confirmation, or providing business card or filling up form onsite.

VIP Services

Free lunch, Wi-Fi and onsite inquiry service

Hotel Booking

Hotel booking at discounted rate

Exhibitor Inquiry

Cover the information from 805 exhibitors from main venue and 2,000 brands from sub-venues

Free Shuttles

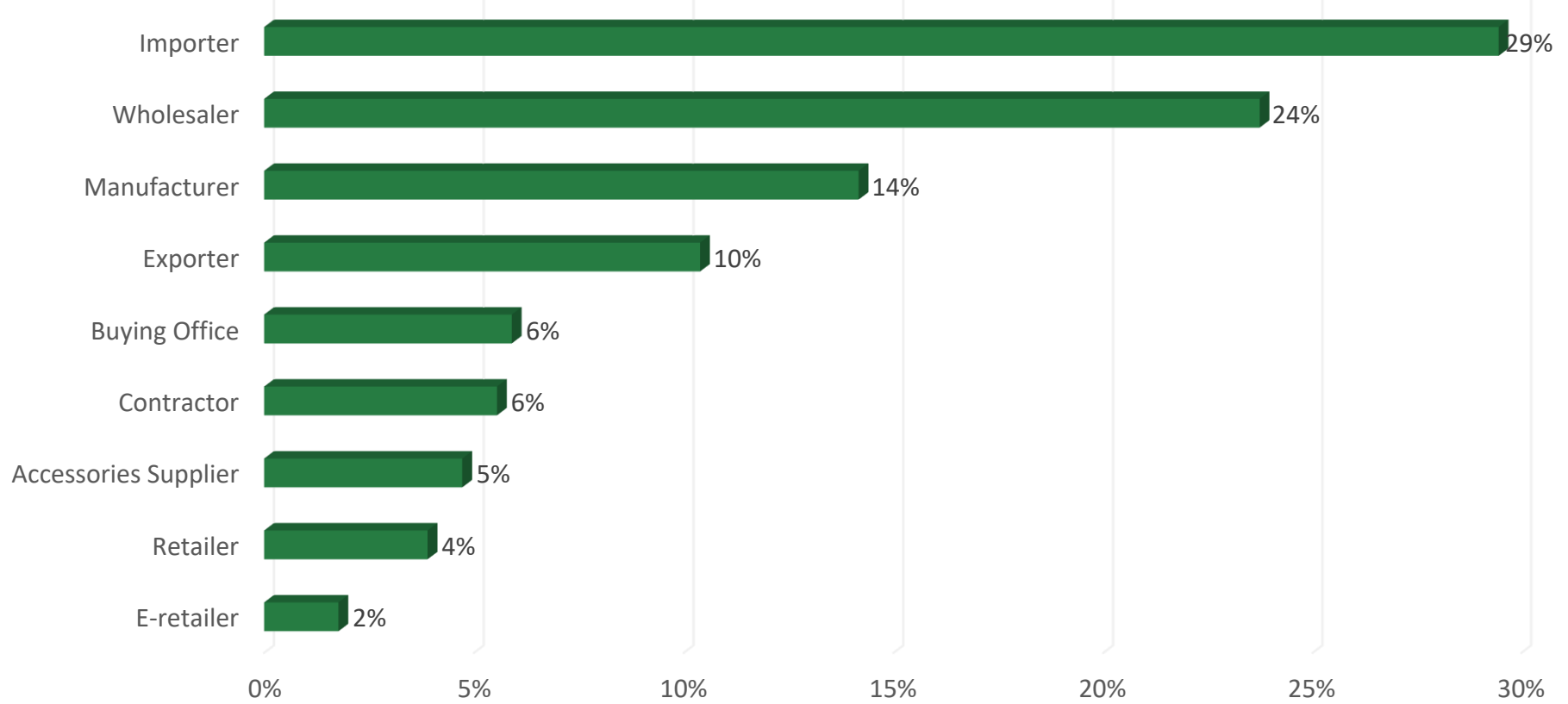
The fair provides free shuttles commuting between 8 venues, fairground and Xiaolan Light Rail Station/Guzhen Light Rail Station /Guangzhou Airport/Zhongshan Port.

E-services

Denggle.com mini program, B2b website, exhibitor online inquiry, online payment, Forums Sign-in, e-catalog etc.

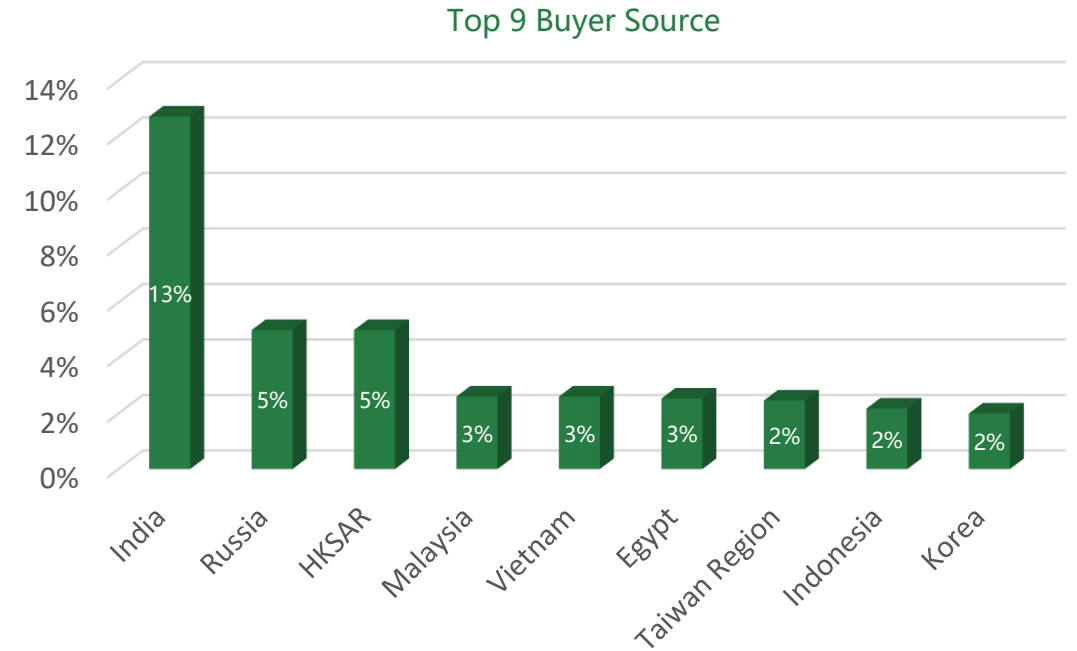
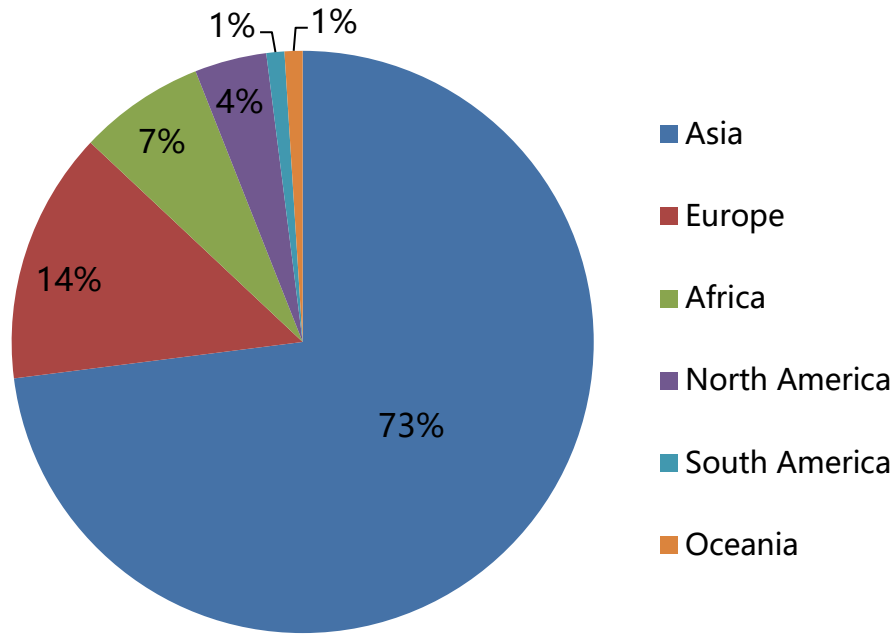
The 23rd Guzhen Lighting Fair attracted **2,736** buyers from 91 countries and regions, increase by **36.4%** compared to last spring show. Among them, 29% were importer.

Business Nature



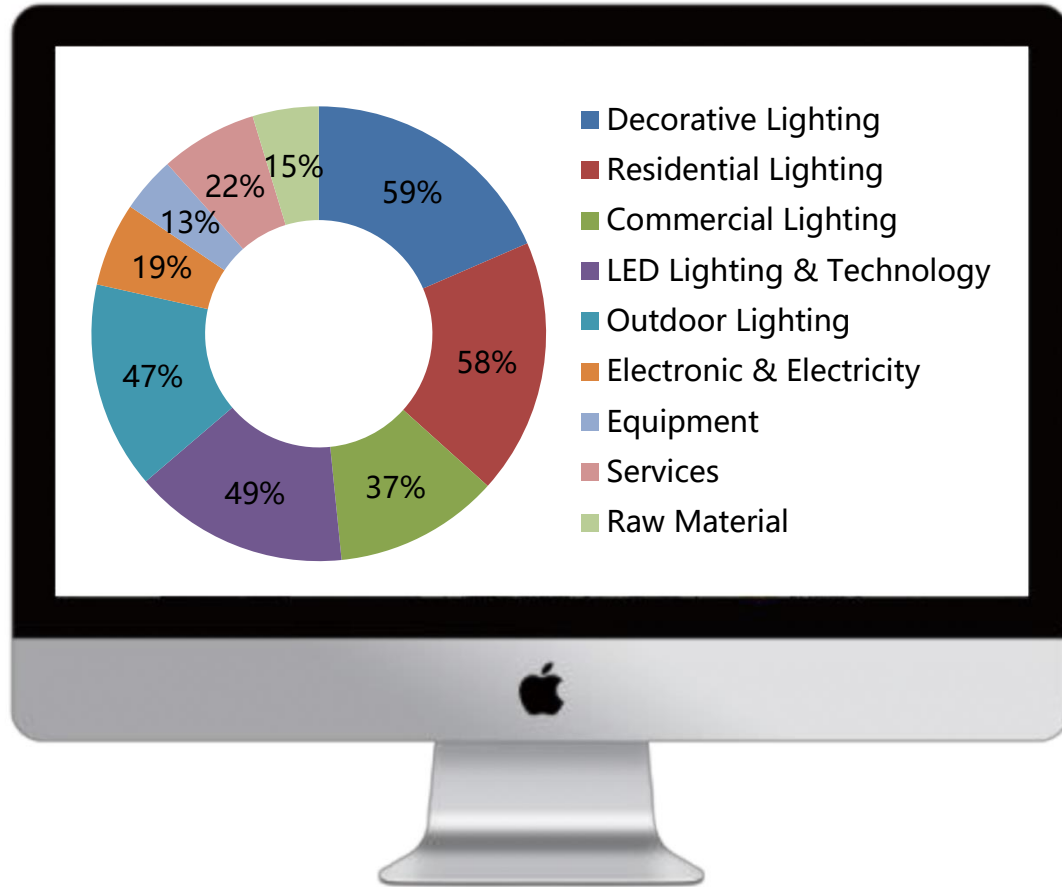
Regional Analysis

73% of the visitors for the 23rd fair were from Asia. Visitors from HKSAR, India, Taiwan Region, Russia and Egypt had outnumbered last year.

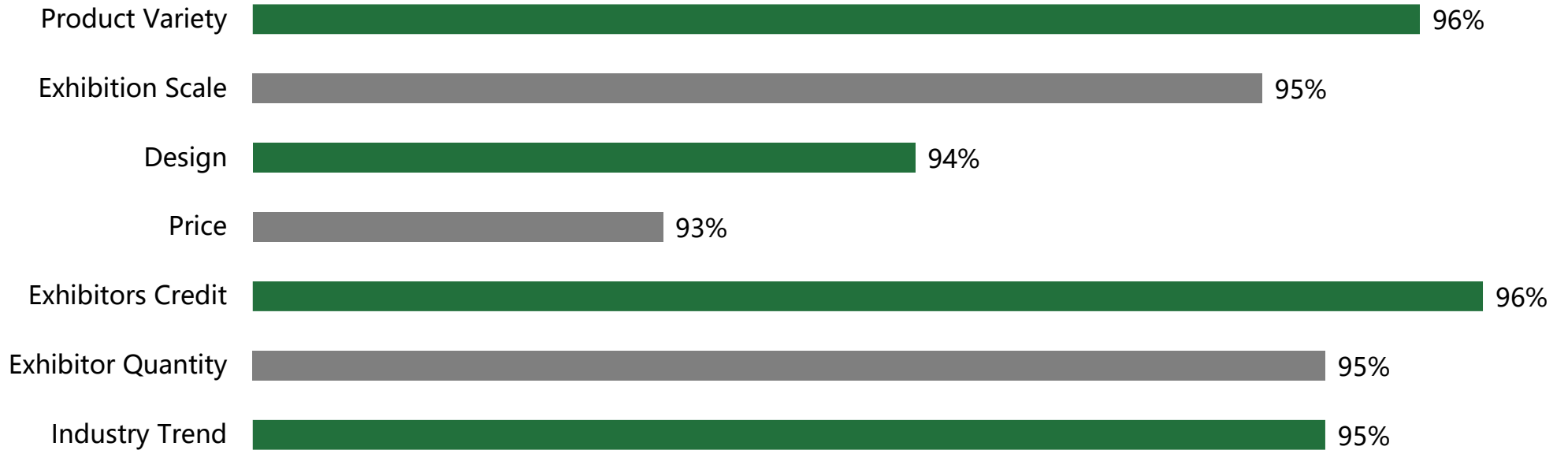


Interested Products

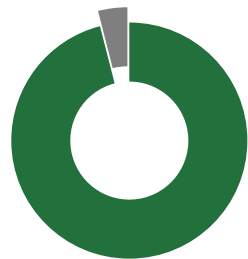
Decorative Lighting, Residential Lighting and LED Lighting & Technology were the most popular lighting type.



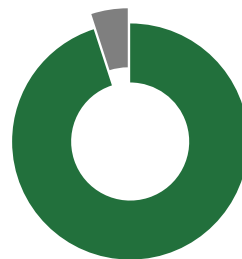
The Factors that Matter to Visitor



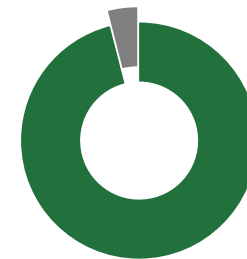
Satisfaction Rating



96% of the buyers feel satisfied with the fair



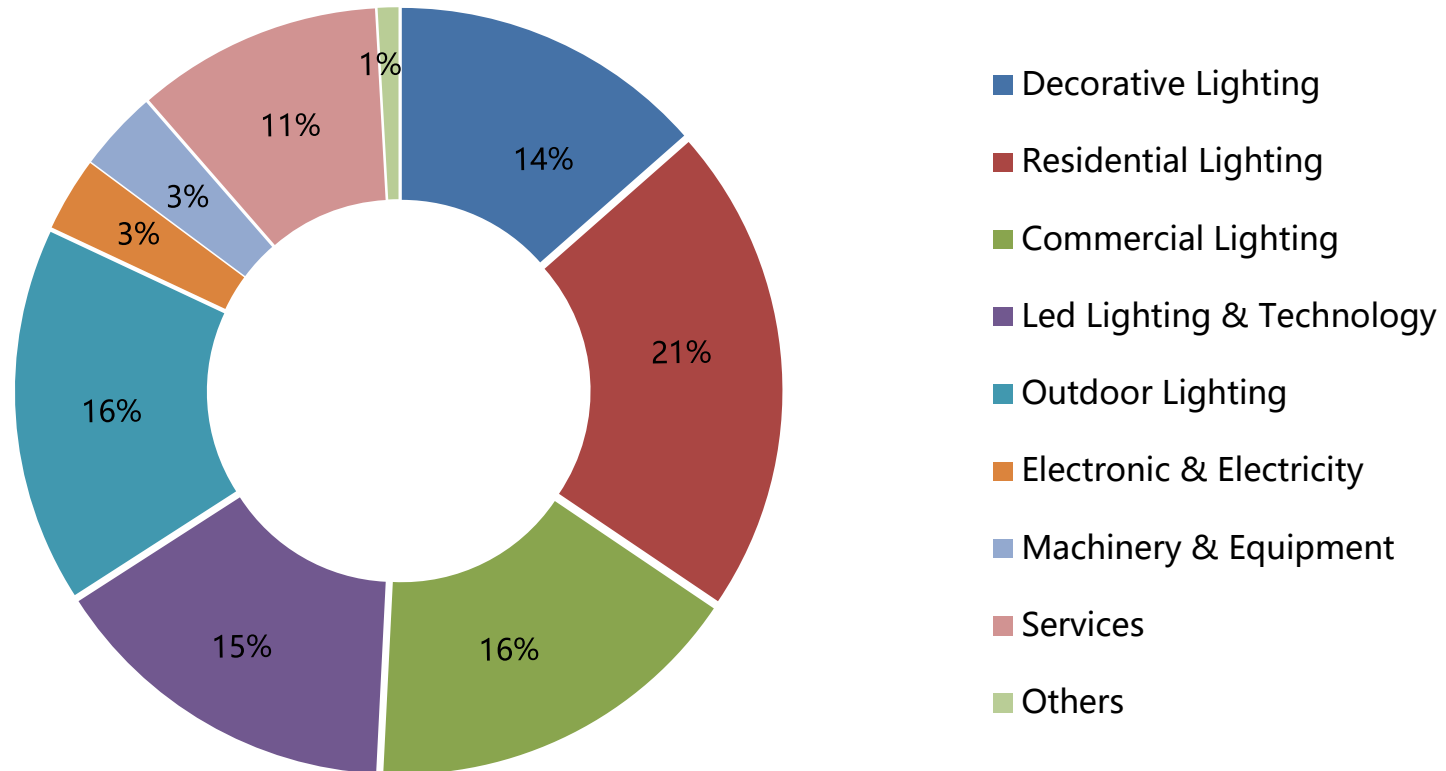
95% of the buyers will recommend the fair to friends



96% of the buyers would like to re-visit the show

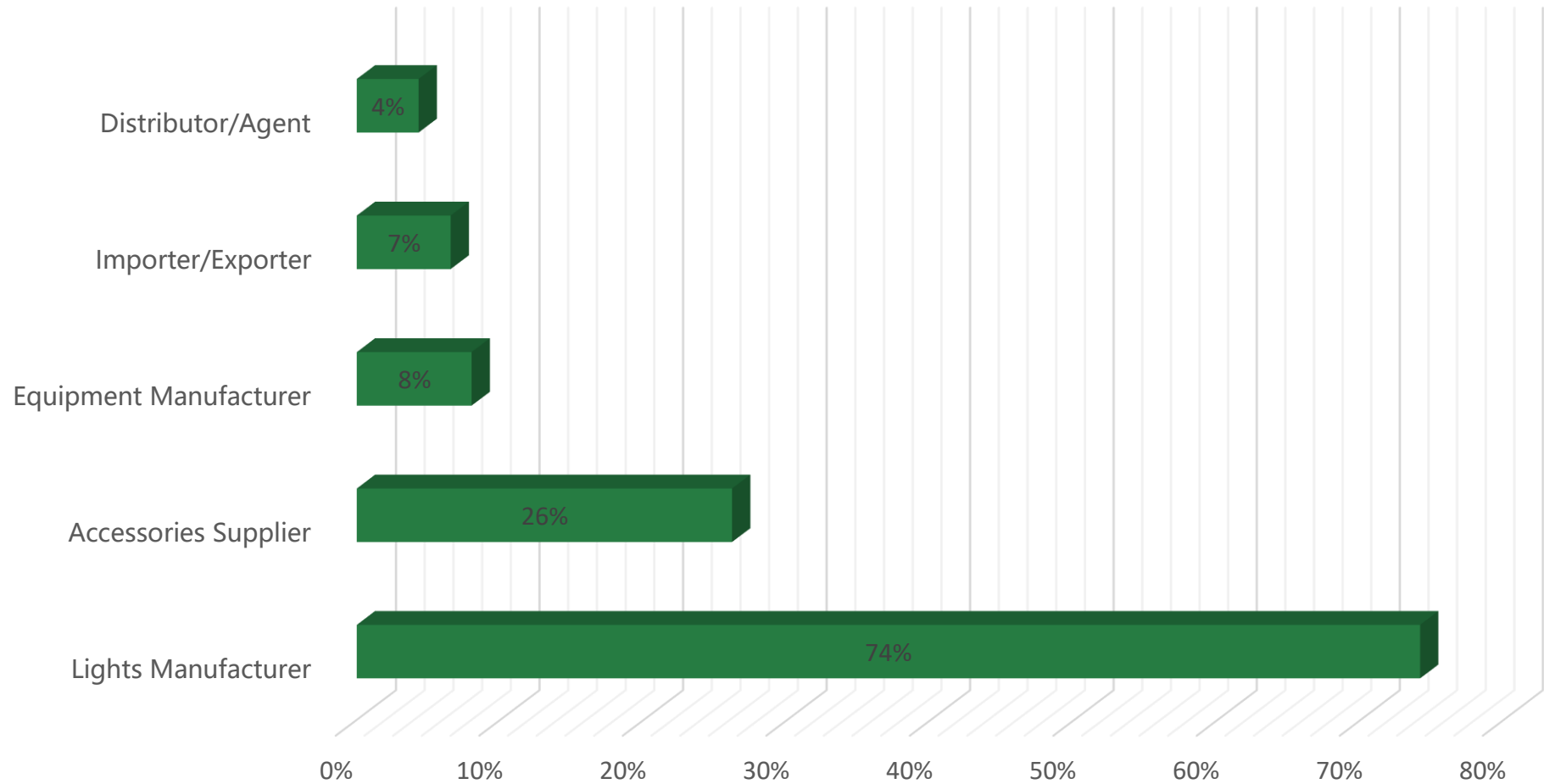
Exhibits Category

Most of the exhibitors in the 23rd GILF displayed commercial lighting and residential lighting.

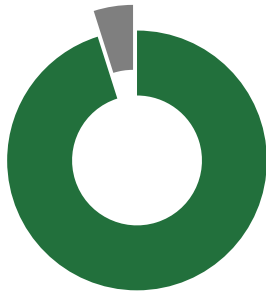
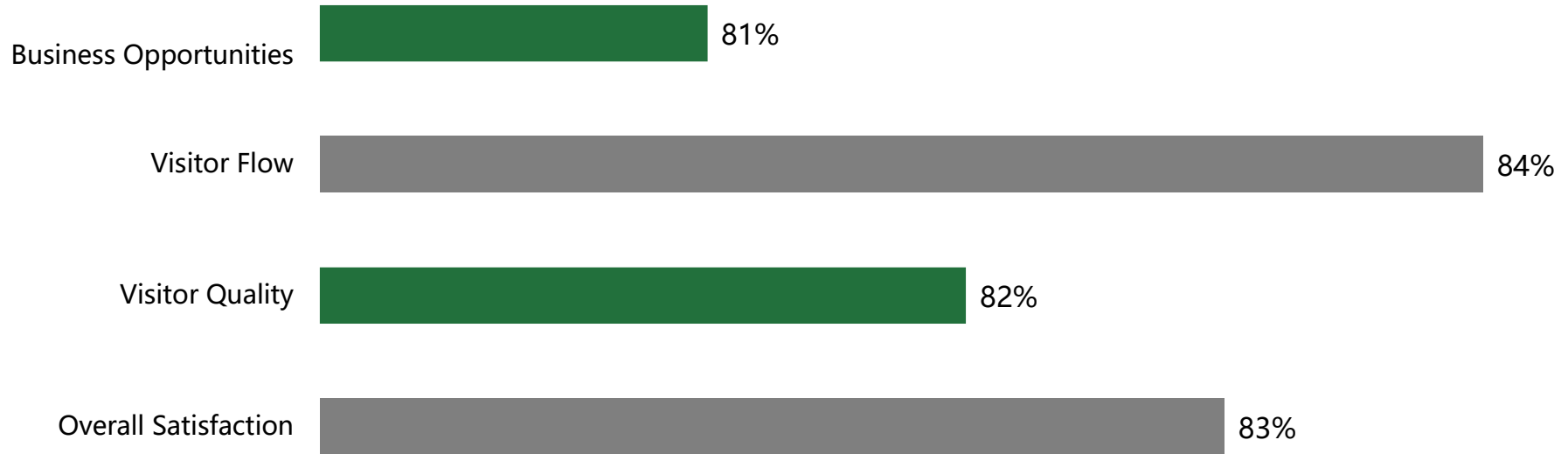


Exhibitor Profile

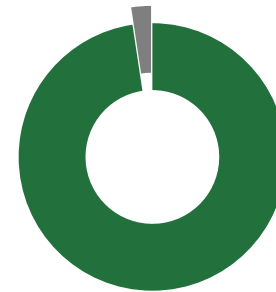
More than 70% of the exhibitors in the 23rd GILF are manufacturers.



Satisfaction Rating



95% of the exhibitors will recommend friends to join



98% of the exhibitors will consider to attend the next fair

Onsite Activities

Opening Ceremony

Insights (Live Broadcast)

Smart Lighting and Its Application Forum

Intellectual Property Protection in the New Overseas Trading Environment Lecture

Market Analysis for Countries Around the Globe

Intellectual Property Protection Drives the Upgrade of the Industry

TikTok × Lights, Unleash the Fun in Lighting

2019 Lighting Industry Trend & Overseas Market Expansion Report

2019 Lighting Category Salon

Ecological Association of the Lighting Industry Marketing Skills Sharing

Alibaba X Guzhen Lighting Fair Online Sourcing Live Broadcast





Activities in Sub-venues

Lihe Lighting Expo Center
Global Lighting Sourcing Feast
Asia Soft Furniture Trend Summit

Huayi Plaza
2019 International Lighting Design Week &
Sourcing Feast

Star Alliance
2019 Brand Purchasing Feast
2019 Lighting Brand New Product Season

Besun Lighting Plaza
2019 Spring Sourcing Festival

Huayu Plaza
2019 Spring Sourcing Feast

International Streetlight City
The 5th Outdoor Lighting Sourcing
Feast



