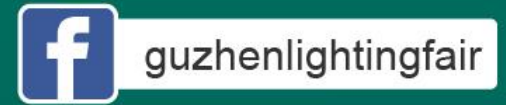




Lighting Fair The 25th

GILF China (Guzhen) International Lighting Fair



22~26.Oct.2020

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

Post Show Report

GLE 

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The 25th China (Guzhen) International Lighting Fair was grandly held on Oct. 22-26 at Guzhen Town, Zhongshan City, China.

Themed on “Guzhen Lights up the World” , it aims to “develop an ecosystem of lighting industry by launching intelligent products” . With 2,500 lighting enterprises and exhibition area of 1.5 million sqm, GILF focused on catering to the new demands and seizing the new business opportunities which emerged in the epidemic. To relieve the impacts of the COVID-19 epidemic, the **Hosted Buyer Program Go Online** was held by the fair to present an exhibition trio: online factory tour, booth display live, and EZBUY of B2B website-Denggle.com, connecting the domestic and overseas market.

In order to simplify the entering process and attract more professional visitors, the fair applied a series of paper-free and intelligent services, comprehensively upgraded the supporting facilities. As a famous name card of lighting industry, GILF has become a first-class platform for enterprises to display products, catch the industry trends, seek business opportunities and establish enterprise brands, spurring new driving force and new development of China's lighting industry.



Guzhen Lighting Expo Co., Ltd.

Guzhen Lighting Expo Co., Ltd. is a joint venture by Zhongshan Guzhen People's Government and Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd. It undertakes the UFI-certified China (Guzhen) International Lighting Fair. Joining hands with Guzhen's other seven Lighting Mega-malls, it creates an international event with exhibition area of more than 1.5 million square meters. The fair is held twice a year and covers the whole lighting industry chain. "Denggle.com" is the professional B2B trade website the fair build for exhibitors and buyers to provide a high-quality and efficient communication platform.



Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. is a professional organization by managing trade shows, events, online b2b platforms, which is a joint venture between Shanghai Sinoexpo International Exhibition Ltd and Informa PLC-leading international events, Intelligence and scholarly research group. For more than 20 years, the company is involved in 70 + International Exhibitions, the total exhibition area of which covered 1,500,000 sqm in 2019, possessing 9 B2B online platforms, creating multiple trade opportunities for nearly 900,000 buyers from all over the world every year. Headquartered in Shanghai, the company has branches in Beijing and Guangzhou, and a joint venture exhibition company in Guzhen Town, Zhongshan City, Guangdong Province. At present, the total number of employees has exceeded 450.



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. View more information on: www.informamarkets.com

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01 Fair Details

Dates	22-26 October 2020
Venues	Main Venue: Guzhen Convention and Exhibition Center Sub Venues: Lihe Lighting Expo Center Huayi Plaza Star Alliance Global Brand Lighting Center Lighting Era Center Besun Lighting Plaza Huayu Plaza International Streetlight City
Space	Over 1,500,000 sqm
Exhibitors	Over 2,500, including 845 in main venues
Exhibits	GILF: Decorative Lighting, Intelligent Lighting, Residential Lighting, LED Lighting & Technology, Commercial Lighting, Outdoor Lighting, Special Lighting GMS: Machinery & Equipment, Tools, Accessories, Material, Service
Visitors	37,817 professional visitors in main venues, including 389 overseas buyers The Hosted Buyer Program Go Online attracted nearly 40,000 overseas followers
Guidance	Zhongshan Municipal People's Government
Sponsors	China Association of Lighting Industry Guzhen- China Lighting Capital
Organizer	Guzhen Lighting Expo Co., Ltd



01 Fair Details

The 25th GILF set Guzhen Convention and Exhibition Center as main venue and linked with 7 sub-venues, creating an exhibition area of over 1,500,000 sqm, with the main venue covers 55,000 sqm.

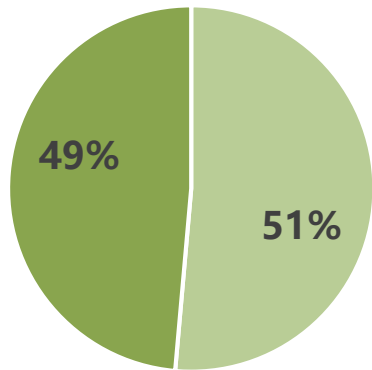
After a year of preparation, breakthroughs have been made in the fair, 845 exhibitors gathered in main venue;

There were 37,817 professional visitors in total, including 389 overseas buyers;

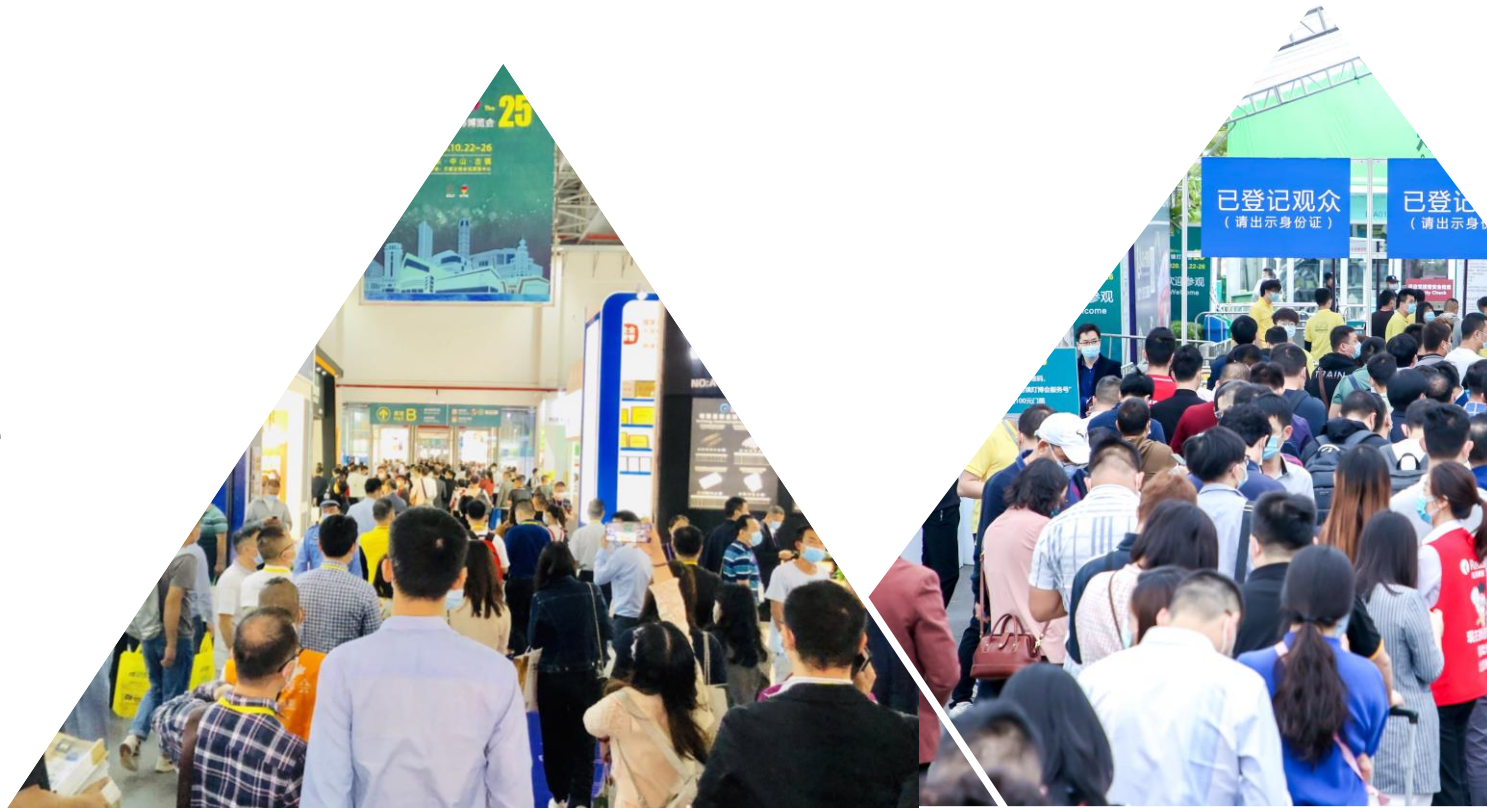
The Hosted Buyer Program Go Online attracted over 40,000 overseas visitors, page views of DENGGL.COM overseas site raised 35% compared to the same period last year;

Pre-registration system had a new upgrade, all the participants must submit real-name registration and bring their own ID cards for entrance.

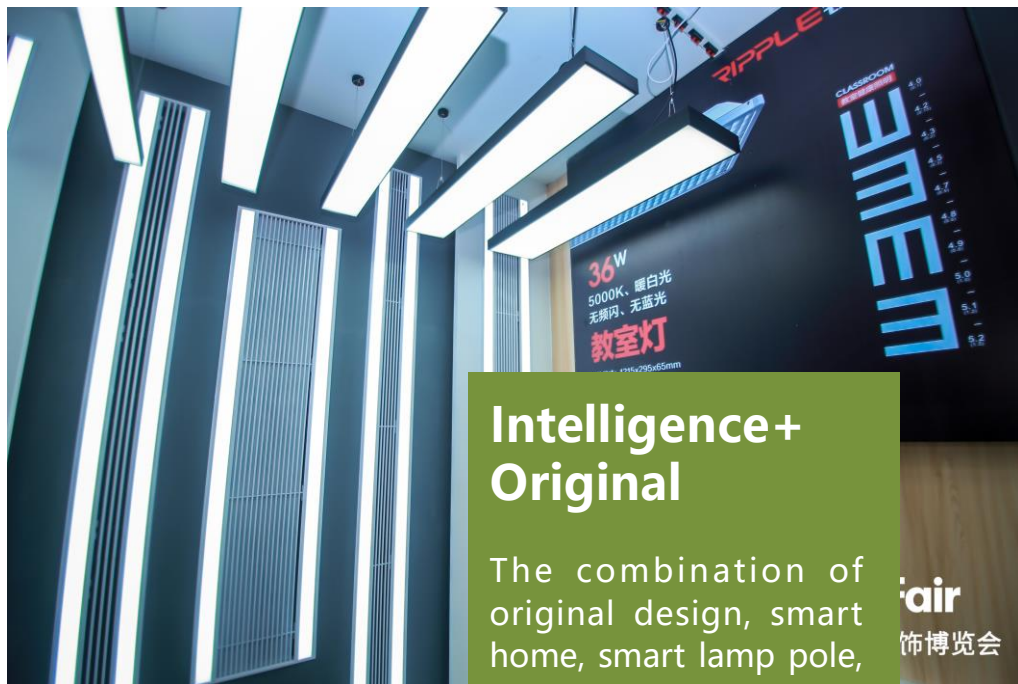
Proportion of Visitors



- Online Fair
- Offline Fair



02 Fair Highlights



02 Fair Highlights



Features+Items

The more distinctive a brand is, the more attention it gets. The more it focuses on a single product, the more persuasive it is. There are many popular products on GILF, including filament lamp, fan lamp, panel lamp, grille lamp, landscape lamp, plant growing lamp, mobile lamp, etc.

02 Fair Highlights



Quality+ Platform

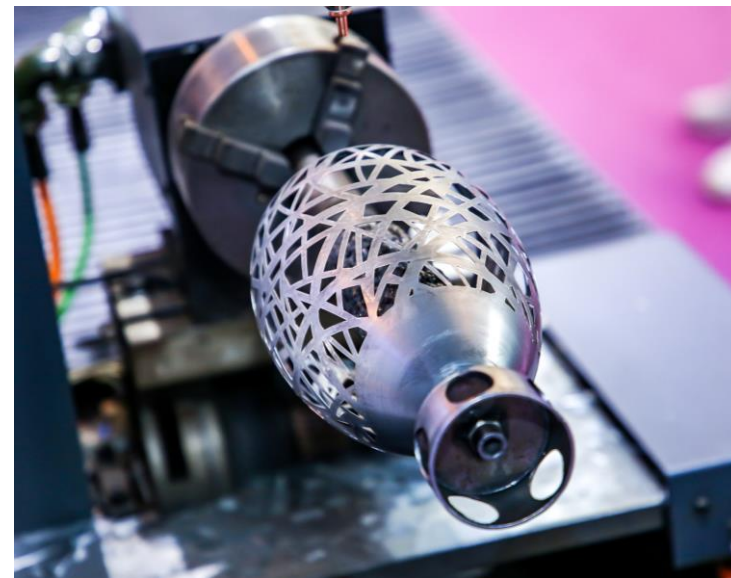
Relying on the mature technology and system support, homogeneous products can quickly improve their own brand identification and advantages, which is also the weapon of many exhibitors. GILF has been a reliable platforms for both the listed companies and traditional wholesalers to transform and upgrade.



02 Fair Highlights

► Concurrently: Guzhen Lighting Manufacturing, Supply & Services Expo 2020

In the machinery & equipment venues, a great number of visitors were attracted by the high-quality suppliers of domestic advanced manufacturing technology, business service and other professional production machines.

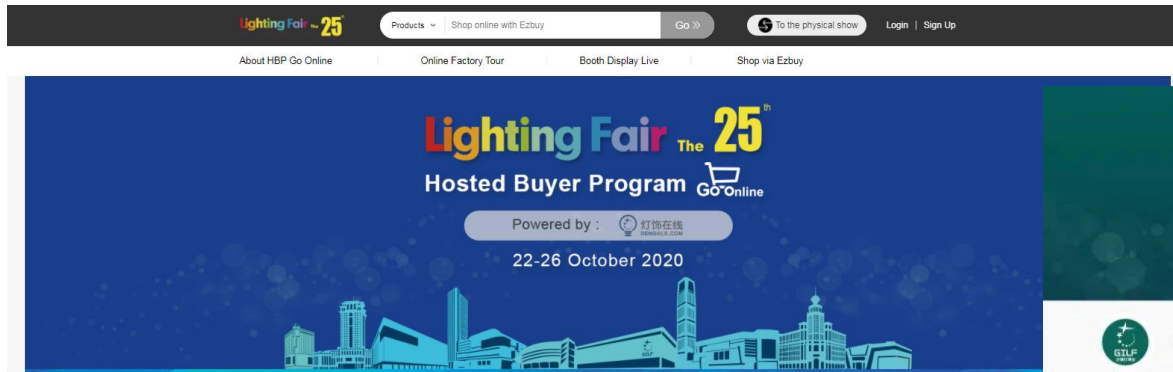


02 Fair Highlights

Hosted Buyer Program Go Online

In view of the global epidemic prevention and control, many overseas buyers are unable to participate in the exhibition on site. At the same time, in order to highlight characteristics of the origin of Guzhen, GILF sets up the "25th GILF Hosted Buyer Program Go Online" based on the linkage mode between exhibition, lighting megastores and B2B trading platform. This activity allows buyer to communicate with supplier regardless of time and space constraints and build a three-dimensional exhibition window for export enterprises to seamlessly connect with overseas buyers, making the transaction more efficient and easier.

► Main Page of Hosted Buyer Program Go Online



Hosted Buyer Program | Go online

The Hosted Buyer Program | Go online is a supplement of the physical show and a program dedicate to overseas buyers in the face global travel restriction due to Covid-19. Comprising of series of activities, it enables buyers to interact with suppliers, view factories and place orders online.



Booth Display Live Collection



02 Fair Highlights

▶ Online Factory Tour

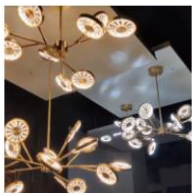
Take a glimpse of the R&D, design, production, product management and services inside these well selected factories.

Online Factory Tour

Take a glimpse of the R&D, design, production, product management and services inside these well selected factories.



Guangdong Zuoxiang Lighting Co., Ltd



Zhongshan Guzhen DingTengFeng Hardware



Zhongshan yashi lighting technology co.,ltd



Zhongshan Yuejing Fengguang Lighting



Zhongshan Liangzhao



Zhongshan Songze Lighting Technol



Shenzhen Tubular Lighting Co., Ltd.



Zhongshan PuYe Lighting Co., Ltd.



Zhongshan Chuanglite Lighting Co.



Zhongshan sodeng Brand Operation



DARK ENERGY



Guangdong Guanliang Lighting Co.,Ltd.



Zhongshan Lineng Lighting Tech Co., Ltd.



Zhongshan Hongxinsheng Electronics Co., Ltd.

Booth Display Live ▶

The live show allows people to experience a true tradeshow visit through live videos, sharing their latest items and their features.

02 Fair Highlights

► EZBuy of DENGGLER.COM

GILF has collaborated with the B2B trading platform “DENGGLER.COM” to launch the "online sourcing matching service". The platform, by combining the big data recommendation with accurate manual screening, helps to pick out the matching suppliers for the buyers from thousands of high-quality manufacturers.



DENGGLER.COM EZBUY, GET LIGHTING IN EASY WAYS



www.denggle.com

search

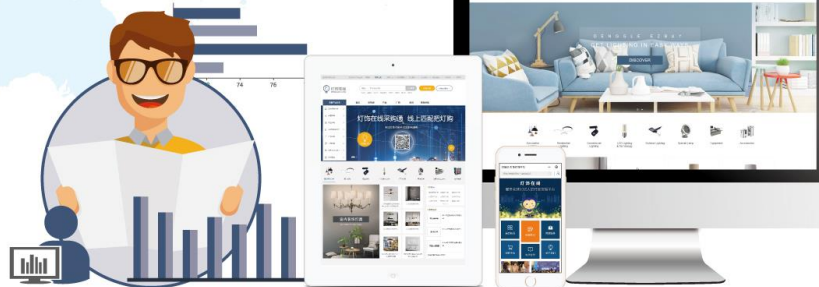
20,000+
Daily Visits

10,000+
Business
Matching

2,500+
Trustworthy
Suppliers

300,000+
Reliable
Buyers

- ✓ Professional Online Store
- ✓ Customized Business Matching
- ✓ Request for Quotations
- ✓ Buyer Support for Free
- ✓ Sourcing on the Go



02 Fair Highlights



Tailor Made Services

Various Forms to Attend

- Pre-register via website, WeChat, email or phone call
- Register onsite with business card or via Miniprogram

GILF E-Guidance

- Including exhibitors list, commercial service, forum and other functions

Free Shuttle

- Free shuttles to sub-venues, Guzhen/Xiaolan Railway Station, Guangzhou Baiyun Airport and Zhuhai Airport

Hotel Booking System

- Reserve accommodation online at discounted rate

E-services

- Miniprogram, B2B website, online inquiry, real-name registration, sign-up for forums, E-payment, E-catalog, fast-pass with ID cards

03 Visitors Analysis

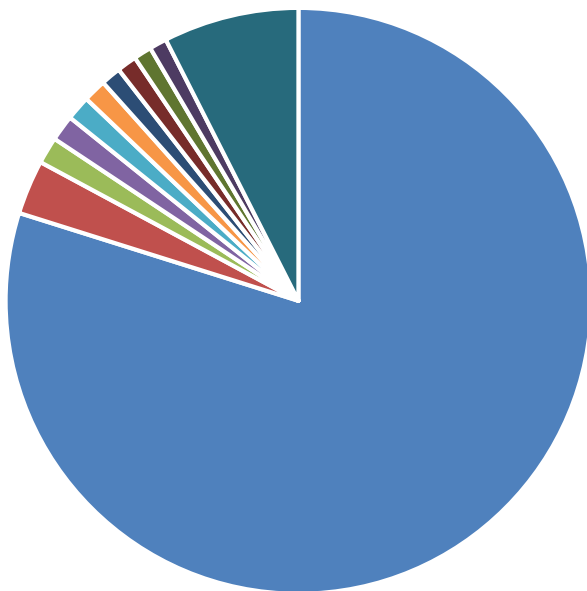
► Distributions of Visitors

The visitors come from 301 cities in 31 provinces of mainland China, as well as 71 countries and regions including Hong Kong China, Taiwan China, South Korea, Russia and the United States.

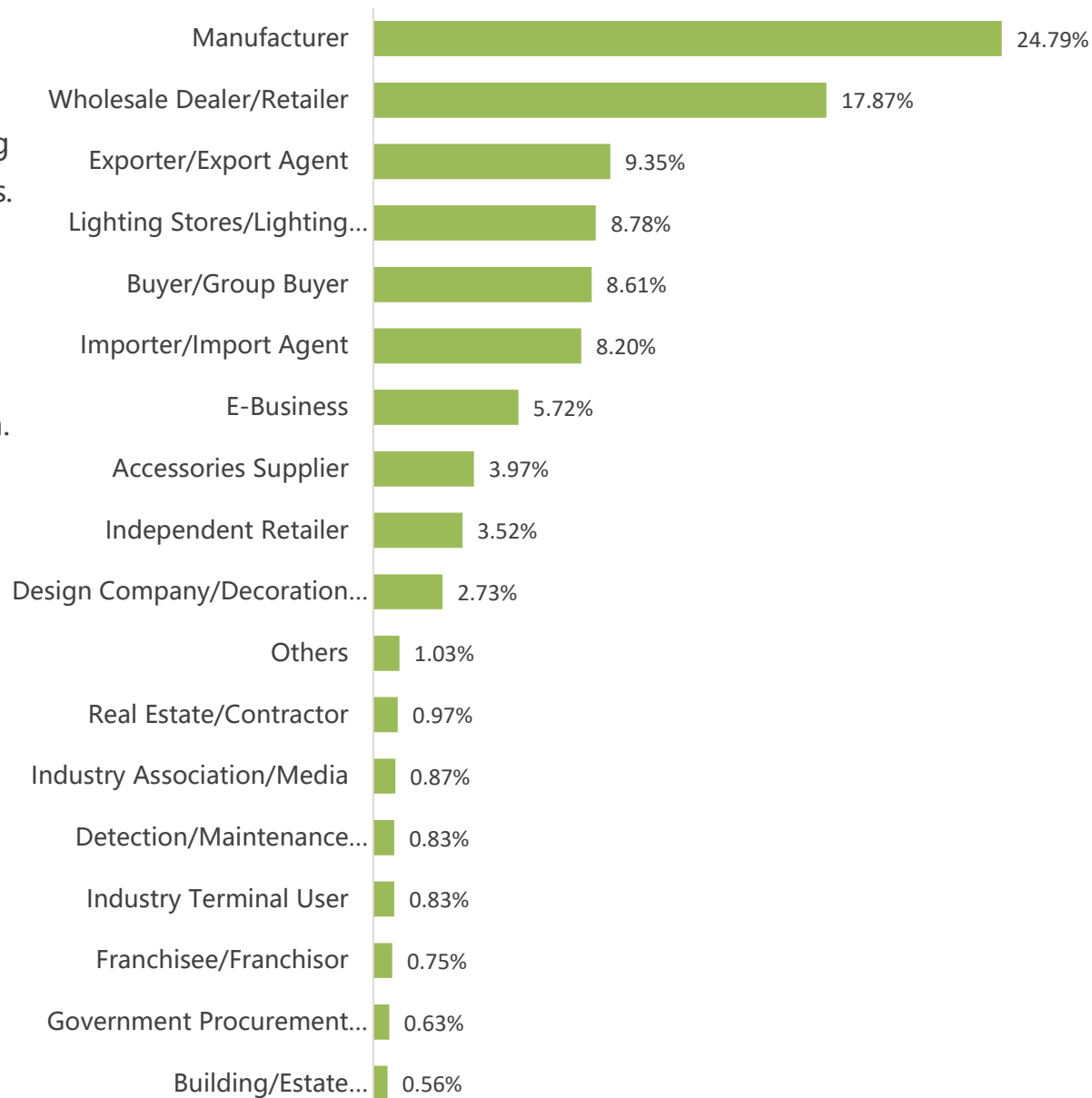
Origins of Domestic Visitors

Domestic visitors mainly come from Guangdong Province, which occupies 79%, followed by east, central and north China.

- Guangdong
- Zhejiang
- Hunan
- Henan
- Jiangsu
- Jiangxi
- Shandong
- Fujian
- Jiangxi
- Hebei
- Others



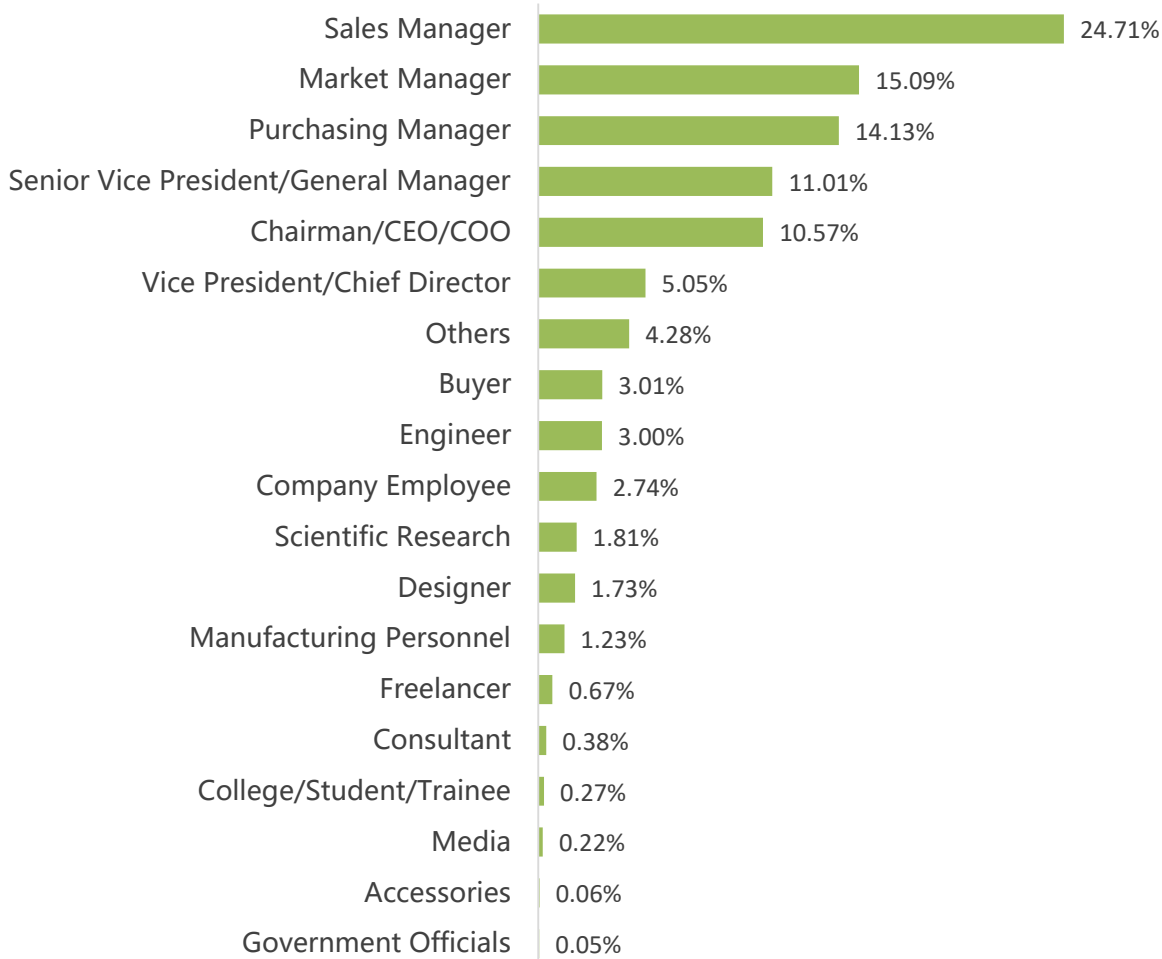
► Visitors Attributes



03 Visitors Analysis

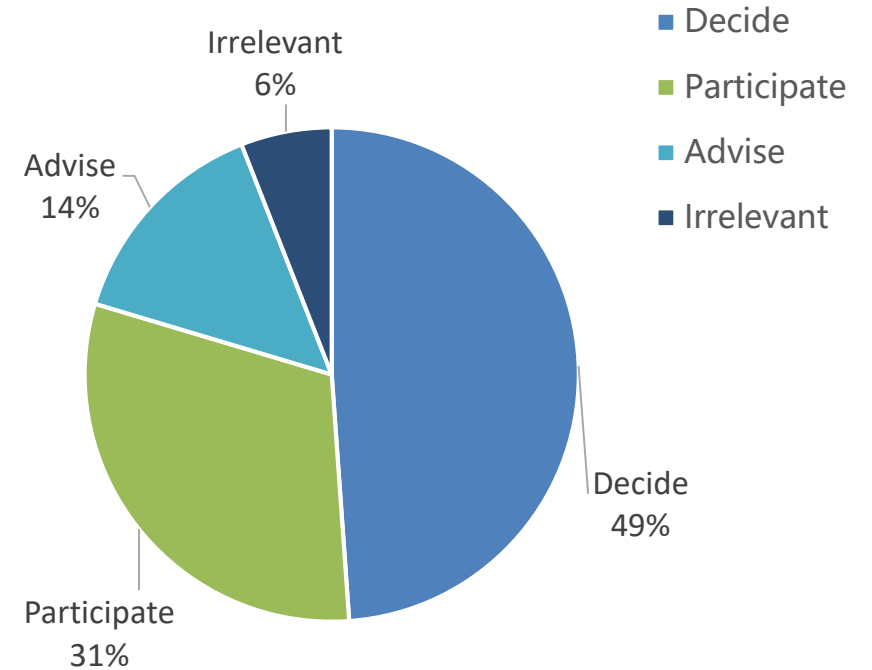
Jobs Analysis of Visitors

The majority of companies attach great importance to the fair, over 80% of the visitors are managers of the companies.



Procurement Role Analysis of Visitors

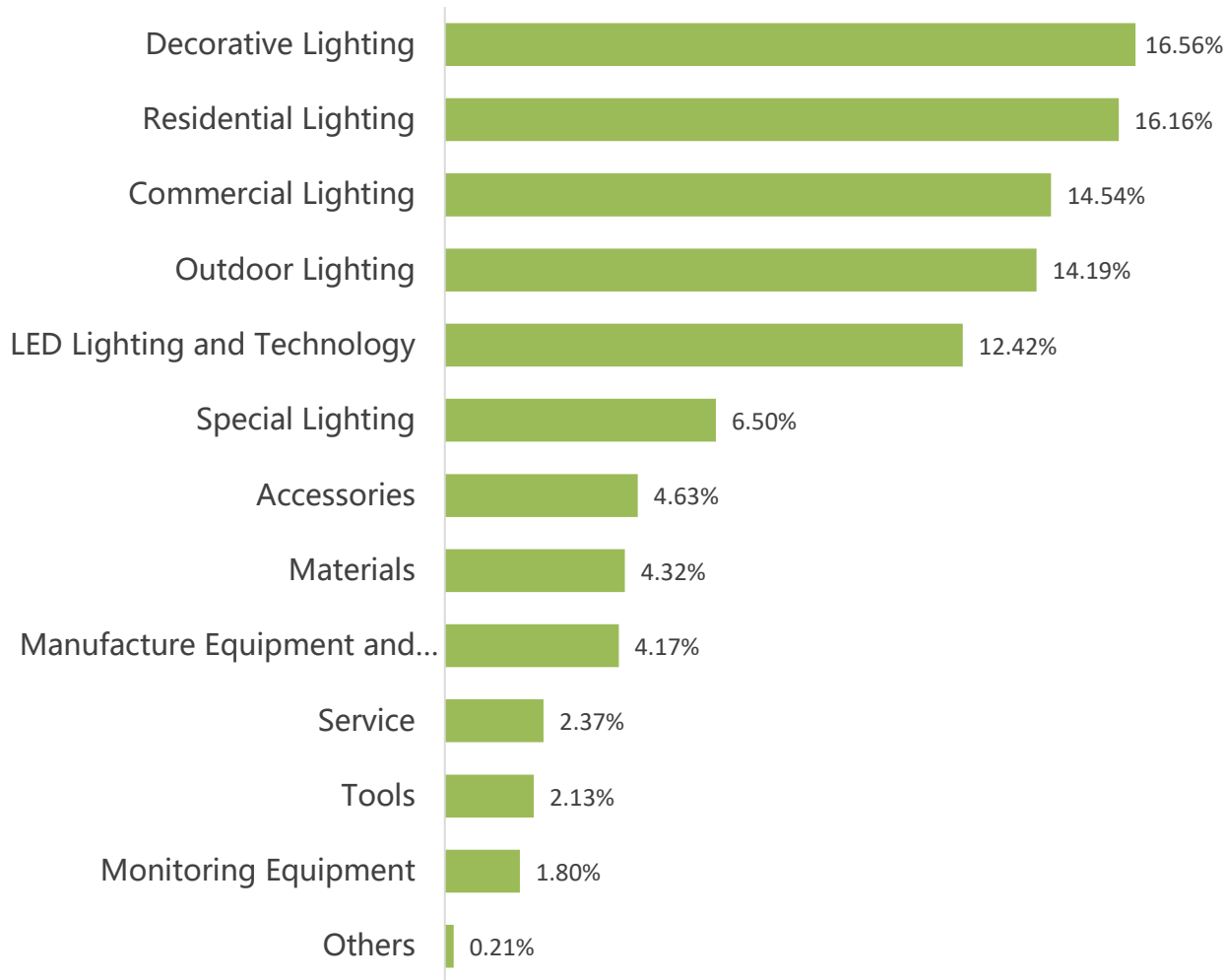
Nearly 80% of visitors can decide or participate in the procurement.



03 Visitors Analysis

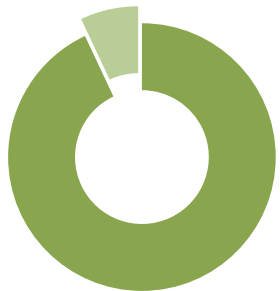
► Popularity of Exhibits

Decorative lightings are the hottest exhibits. Residential lighting, commercial lighting and outdoor lighting are favored by buyers as well.



03 Visitors Analysis

► The Satisfaction of Visitors



93% of visitors are satisfied with Guzhen Lighting Fair



95% of visitors recommend their colleagues or friends to visit Guzhen Lighting Fair



94% of visitors will come to Guzhen Lighting Fair again



04 Visitors Comment



Ghaleb Orfali:

This year is bigger than last year. More people, more suppliers. I'm here for more than 4 hours and it seems not finished. It's too much.

Bassam Mikssassi:

It's really very nice. We like it so much. Every time we see new things here. It has been the 8th time I came here.



▶ Hosted Buyer Program Got High Praises



Amjad Ali

Thanks for sharing. Worth to watch. Please show the products properly



Md Kaium • 6 天前

Very. Good



Michael Co • 4 天前



Dear

It's too impressive

Try to get me visit all booth regarding commercial and office Lighting.

Thanks

Gagan

Smartlightindia

Greetings MS .

We'r RJ Electrical & Construction from Malaysia and we looking for varity of lights to consume for our business purposes. We go through your web and interested to purchase lights from your.

We hope you too interest on our new approach. Kindly contact us for further dealing.

(You may contact me through email.)

Thank you.

Regards,

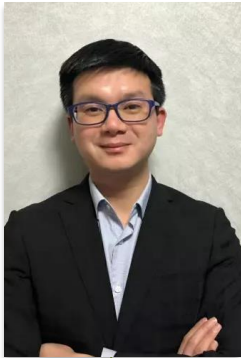
RJ Electrical & Construction

04 Visitors Comment



Shanxi Wanding Lighting | GM | Xia Jun

I arrived at Guzhen on Oct.22 and spent a whole day on GILF the next day. There were more people than I thought. This time I mainly came for supporting my business partner and finding some new accessories products on GILF. In addition, I'd like to cooperate with new friends if there were appropriate companies.



Hebei Luofu Switch Lighting | GM | Liang Xinyao

As the epidemic situation turned better now in our country, many projects started to break ground. So I came here to purchase products and choosed proper upstream supplier for our projects. Besides, I'd like to know the current market situation and future industry trend in details. As the post-80s and post-90s have become the main force of consumption, they especially like simple style design, so this time my points are the intelligent lighting and magnetic lamps.



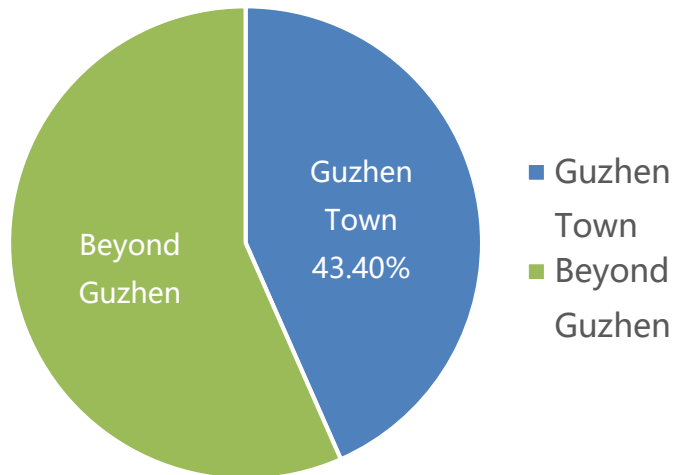
Mingjia Dawei Lighting Business Department | GM | Yang Na

I'm the boss of a lighting store and a lighting designer. This time I came for residential lighting and no-main lamp series, studying the future trends and preparing for the replacement in my store in advance. We've reached our goals basically. The end of GILF meant the start of our job. The most important thing was how to apply the new elements into the design and management, make our design more distinctive and satisfy our customers.

05 Exhibitors Analysis

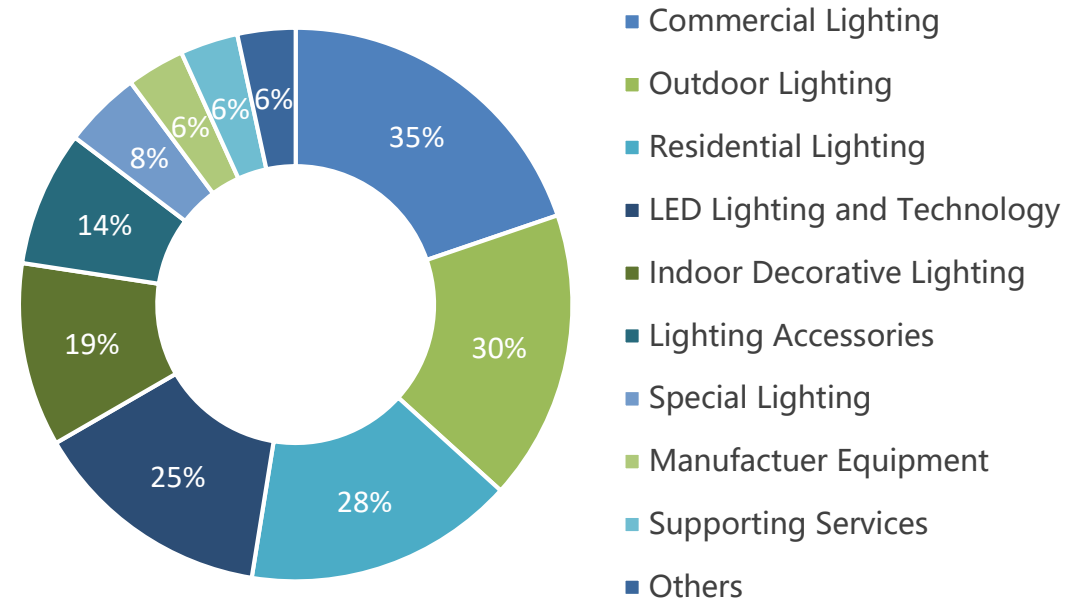
Exhibitors Area Analysis

The 25th China (Guzhen) International Lighting Fair (GILF) has attracted **845 exhibitors** in total. **43.4%** of the exhibitors come from Guzhen Town, the original source of lightings. It is **3.97%** more than last year.



Exhibits Types

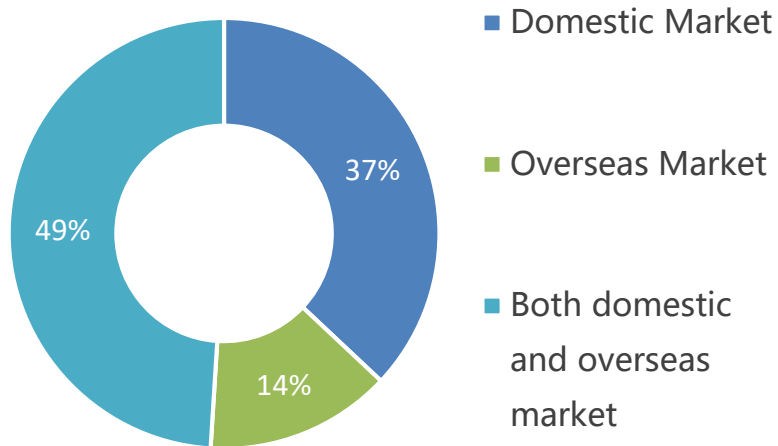
The current exhibition is mainly dominated by commercial lighting exhibitors, followed by outdoor lighting, residential lighting and LED lighting exhibitors.



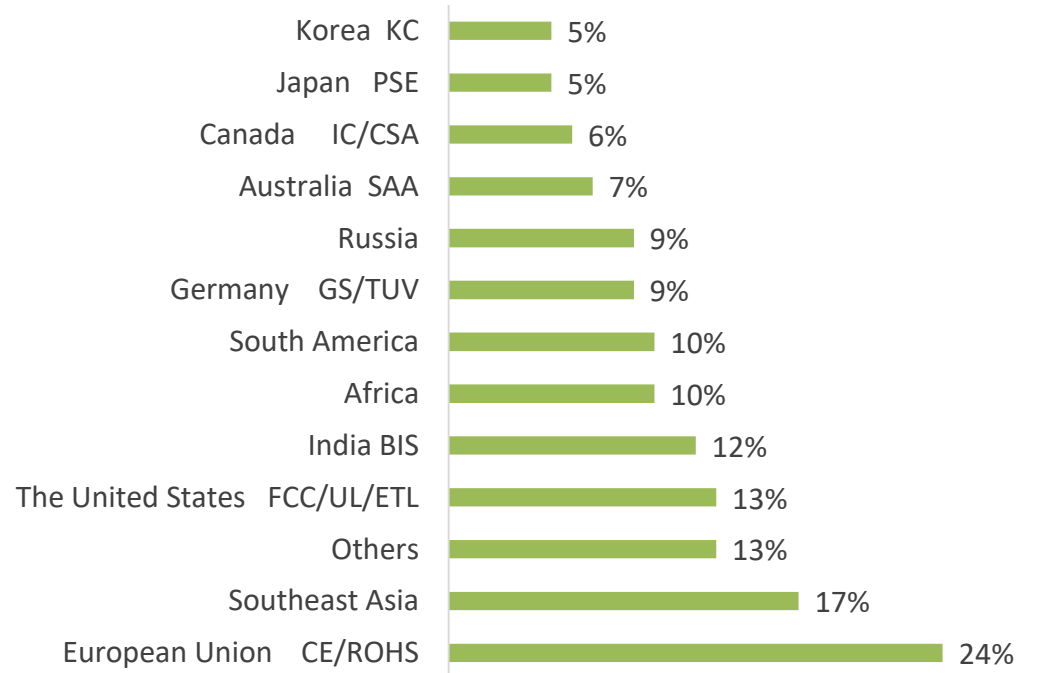
05 Exhibitors Analysis

▶ Market Highlights and Certifications of the Exhibitors

The 25th Guzhen Lighting Fair is for both domestic and overseas market. 63% of the exhibitors have export business. Their products get a series of quality certifications for European Southeast Asia and American market as well.



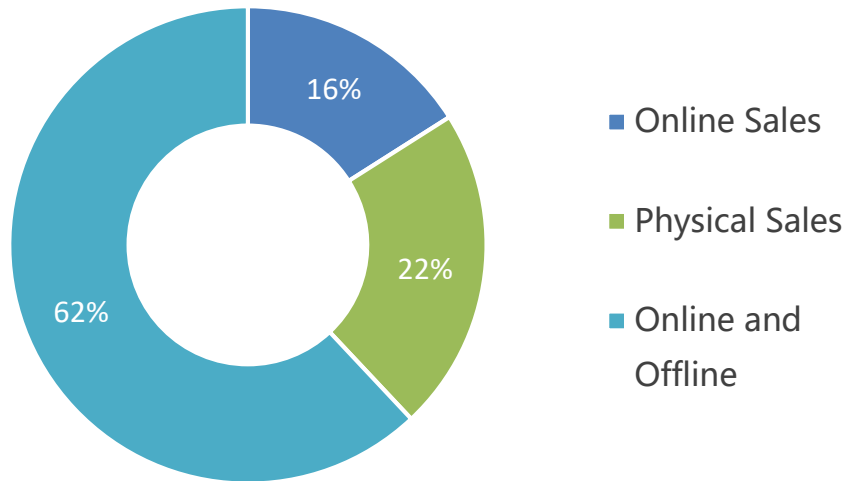
The Proportion of Product Certification Facing Overseas Market



05 Exhibitors Analysis

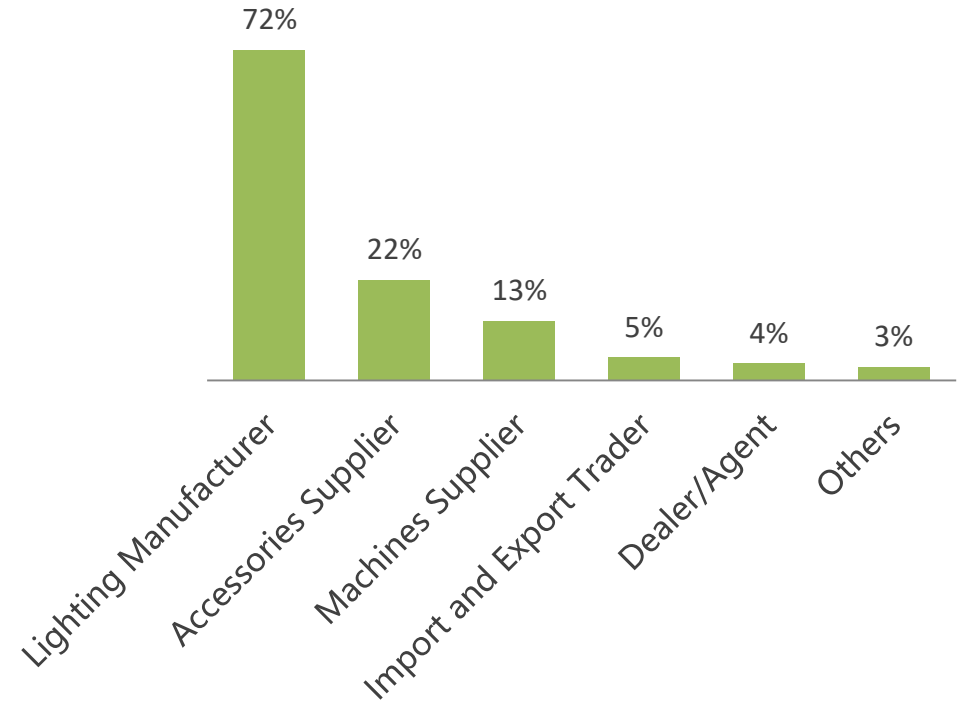
Exhibitors Sales Channels

More and more exhibitors develop **online sales channel**. Nearly **80%** of the exhibitors have launched online sales channel.



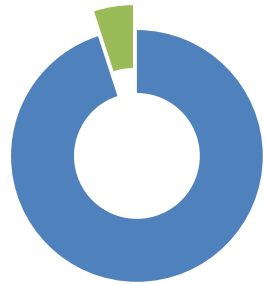
Exhibitors Natures

Over **70%** of exhibitors are lighting manufacturers, followed by accessories suppliers and importers.

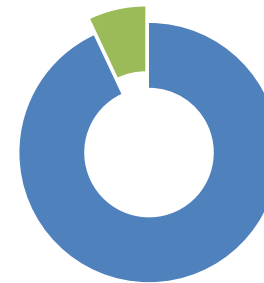


05 Exhibitors Analysis

► The Satisfaction of Exhibitors about the Exhibition Effect



95% of exhibitors recommend their colleagues or friends to visit the fair



98% of exhibitors will continue to participate in Guzhen Lighting Fair next year



Arrezzo

Lei Ping | GM

This time, we bring our newest intelligent, healthy and energy-saving lightings to the GILF in a simple but fashion showroom. The epidemic means a chance to Arrezzo because we've developed healthy lightings since 2 years ago. Our new products of healthy lightings are quite popular in the market.



Zhongshan Lineng Lighting Tech Co., Ltd.

Yi Shenli | CSO

GILF is a good platform for the dealers to choose their business partners freely. Taking the official data analysis of GILF into consideration, we notice that the wholesale dealers are very sensitive to the price. Our target is to recruit regional agents for our brands, Lineng and Chaopin-3. So far, we have 10 intended clients and cooperation areas.



Zhongshan E-mail Lighting Co., Ltd.

Pu Jiang | GM

As an export-oriented company of commercial lighting, we pay more attention to developing domestic market these years. We'd like to show our changes to the visitors on GILF. We firmly believe that opportunities are for those who are always well prepared.



Optical Code

Zhang Gaoting | GM

Overall, the visitors of GILF this year is beyond our expectation. Compared to the last year, the visitors have a deeper understanding and pursuit of intelligent life style. We hope that GILF can strengthen the publicity and promotion of intelligent lighting, attracting more people to get in touch with and apply professional intelligent lighting.

The 25th China (Guzhen) International Lighting Fair Opening Ceremony

The opening ceremony of the 25th China (Guzhen) International Lighting Fair was grandly held at 10 am on October 22nd, 2020 at Guzhen Convention and Exhibition Center.

Leaders and guests from China Association of Lighting Industry, Zhongshan Municipal People' s Government and Guzhen Municipal People' s Government delivered speeches respectively. Subsequent activities included reading the Notice on Continuing to Grant Guzhen Town, Zhongshan City, Guangdong Province the Title of "China's Lighting Capital" , the Awarding Decisions on the 2020 (Guzhen) China International Lighting Design Awards, the Awarding Ceremony of the 2020 (Guzhen) China International Lighting Design Awards and the Signing Ceremony of Zhongshan Intelligent Pole Industry Association.

Later, guests were invited into the venues and were impressed by the onsite services, the fair's set up and the visitor flow.



► 5G+ Intelligent Light Pole Industry Development Forum

The forum was held by China Association of Lighting Industry and Zhongshan Guzhen Productivity Promotion Center, exploring new chances of the coordinated development of lighting and green smart cities from the perspectives of environmental protection, healthy light environment, 5G communication, intelligent control, and connectivity.



Zhao Yingying

Vice General Manager of CETC Innovative Smart City Research Institute

Topic: E-Government&The Practice of Innovative Smart City Top Design



Li Fangju

Director of Guangdong Lighting Association Smart Street Light Professional Committee

Topic: Application Scenes of 5G Intelligent Light Pole



Zhang Hongpeng

Dean of China State Construction Lighting Co.,Ltd Design and Research Institute

Topic: Design and Construction of Multifunctional Intelligent Light Pole



► Academic Seminar on the Quality and Safety of Lighting for Primary and Middle School Students in Guangdong and Lighting Appliance Quality Publicity

In order to promote the development of classroom lighting, the forum discussed the impact of classroom light environment on the eyesight health of primary and secondary school students. At the same time, five experts from Guangdong Lighting Appliance Hospital were invited to answer some questions for lighting enterprises, so as to help the high-quality development of Guzhen lighting enterprises in student lighting industry.



Chen Haibo

Director of Lighting Department-Guangdong Testing Institute of Product Quality Supervision, Committee member of SAC, TC05 Specialist of CNCA, Under Secretary General of GIES, Vice Chairman of Guangdong Lighting Association
Topic: Introduction of LED Classroom Lighting Appliance Technology Community Standard



Li Zhike

Project Engineer of Guangdong Testing Institute of Product Quality Supervision, Committee Member of Lighting Standardization Administration of the P.R.C
Topic: Introduction of Eye Protecting Table Lamp Community Standard



07 Fair Events

▶ 2020 Lighting Industry Brand Salon "Smart Home, Bright Future"

With the theme of "in-depth study on the relationship between intelligent lighting and smart home", the forum discussed hot topics such as "how to establish the standardization system of intelligent lighting and cloud interface", "how to improve the quality of intelligent lighting products", analyzed the cloud service and practical application of intelligent lighting, and interpreted the development trend and situations.



Wang Ming

Director of Xiaomi IoT Platform Open Business

Topic: New Process and Challenge of Intelligent Residential Lighting



Zhang Gaoting

GM of Optical Code

Topic: Intelligent Lighting, AI Connects Future



Du Hanhong

GM of Handi Electric

Topic: Smart Home Helps Industry Promotion and Upgrading

07 Fair Events



▶ Smart Agriculture Lighting Innovation Forum

The forum was sponsored by China Association of Lighting Industry, Guzhen Productivity Promotion Center and China National Intelligent Plant Factory Innovation Alliance. Experts from lighting and agricultural organizations and institutions were invited to give speeches. The forum further helped the R&D personnel and planting units deeply understand and master the new technology and equipment of plant lighting as well as the latest planting technology.



Liu Houcheng
Professor of Gardening Faculty, South China Agricultural University
Topic: New Progress of Plant Lighting Research



Kong Yun
Postdoc Research Associate, University of Guelph
Topic: Will Blue Light Surely Dwarf Crop Plants? LED Light Research Challenges Traditional Scientific Viewpoint



Lei Xunjing
Application Technology Manager of Seoul Semi Conductor Firm
Topic: The Prospects and Solution of LED Plant Lighting



Lu Dajun
Chairman and GM of Ecoships Technology (Guangdong) Co.,Ltd
Topic: Practice and Expectation of Residential Garden Planting



Chen Guangcai
Chairman and GM of Ecoships Technology (Guangdong) Co.,Ltd
Topic: Practice and Expectation of Residential Garden Planting

► Guzhen Lighting Fair• Lighting Insights Live Broadcast

明人在线
Denggle on Line

古镇灯博会
明人在线
秋季特别篇

郑胤建
中国科学院都市农业研究所
植物光生物学创新中心骨干专家
《植物照明策略研究及展望》
直播时间: 2020.10.22 14:00~15:00

王东平
物联网和智慧城市专家
《智慧城市与智慧交通》
直播时间: 2020.10.23 14:00~15:00

李翔宇
工信部信息通信研究院专家委员会专家
《5G+时代, 智慧城市新生活》
直播时间: 2020.10.23 20:00~21:00

主办: 中山古镇灯都博览有限公司
承办: 中国之光网·明课堂

长按二维码在线观看

**智慧城市
与智慧交通**

王东平 — 物联网和智慧城市专家

**植物照明
策略研究及展望**
STRATEGIC RESEARCH AND PROSPECT OF PLANT LIGHTING

郑胤建 博士
中国科学院都市农业研究所
植物光生物学创新中心骨干专家

明人在线
Denggle on Line

**5G+时代,
智慧城市
新生活**

李翔宇
工信部信息通信研究院专家委员会专家
发改委中国发展产业研究院专家委员会专家

抖in Lighting
古镇灯博会
短视频挑战赛

2020年10月1日-10月26日

前三名可获得
利和希尔顿酒店房券（双早）、古镇灯博会飞飞大礼包

比赛规则

1. 参赛对象：古镇灯博会展商及观众均可
2. 评选对象：抖音APP用户
3. 视频类型：原创视频
4. 视频时长不得超过1分钟

参与方式

以古镇灯博会为主题，拍摄原创短视频，带上#古镇灯博会#话题，并 @古镇灯博会（主办方官方抖音号），上传至抖音，参加评选。

比赛截止时间为2020年10月26日14:00，视频点赞最高前三名获胜。（如点赞量并列，以评论数高者获胜）

GILF

“Dou in Lighting” Guzhen Lighting Fair Tik Tok Challenge

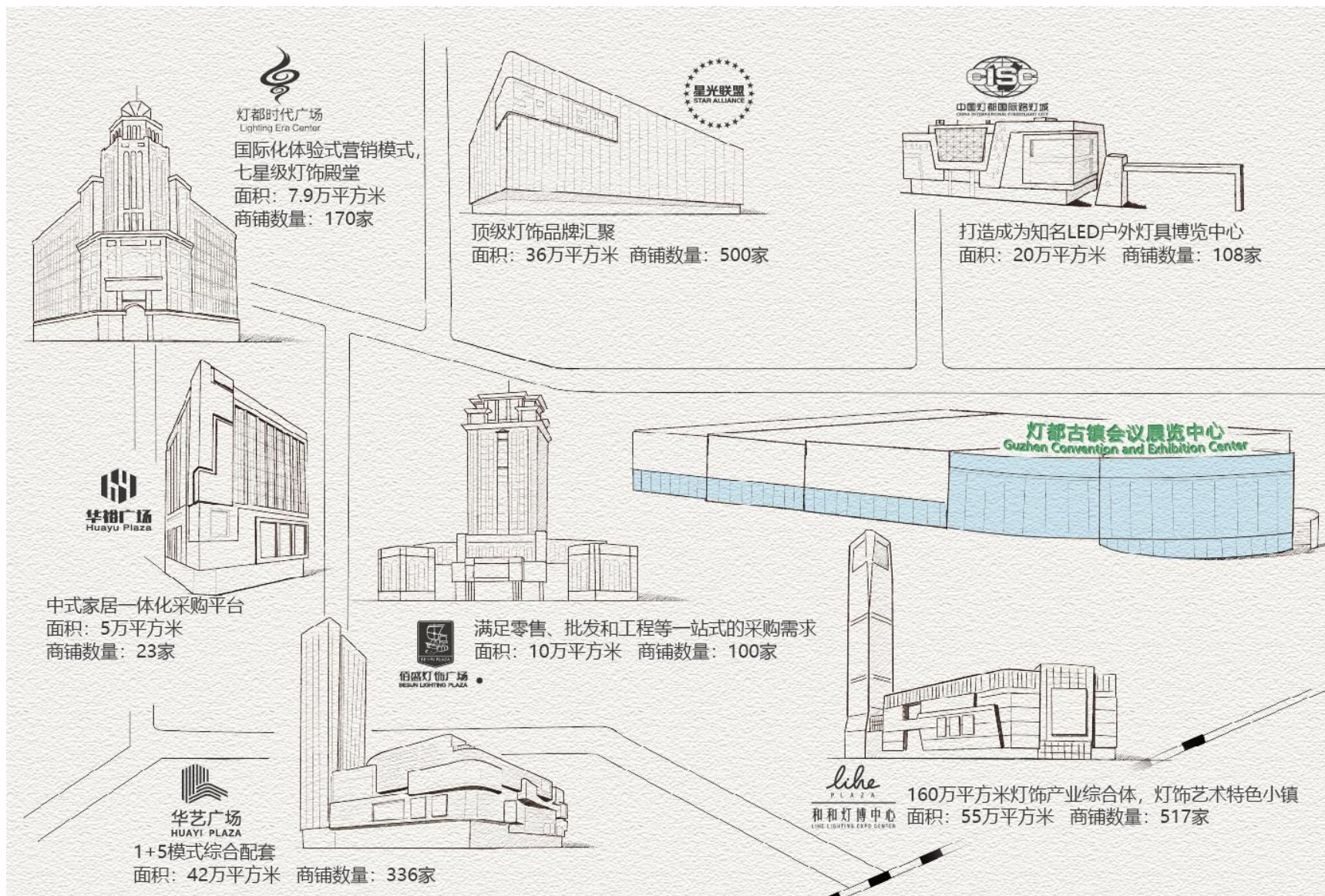
Grasping the trend of online brand promoting, GILF organized “Dou in Lighting” Guzhen Lighting Fair Tik Tok Challenge for the participants. By 4PM on October 26, over 300 videos had been uploaded and the topic page recorded 5.137 million hits.

Award-winning Work



GILF+ 7 Sub-venues

The 25th GILF linked with 7 sub-venues to achieve a mega exhibition space reaching 1,500,000 sqm. Over 2,500 brands are available for buyers' option. During the exhibition, free shuttles to sub-venues were offered.



► Events at Sub-venues



Lihe Lighting Expo Center

Global Lighting Sourcing Festival; Gifts Exchange with Points

Hayi Plaza

Lighting and Art Cultural Exhibition & Sourcing Festival; Golden Eggs Smashing; Tik Tok Show

Star Alliance

2020 Brands of Star Alliance Products Launch Season
The 7th China LED Initiative Conference

Lighting Era Center

Big sales at Lighting Era Center

Besun Plaza

"The Impact and Chances of Global Famous IP and Industry Integration" Forum and the Inauguration Ceremony of the Second Council of Zhongshan Industry Study Research Cooperation Promotion Association

Huayu Plaza

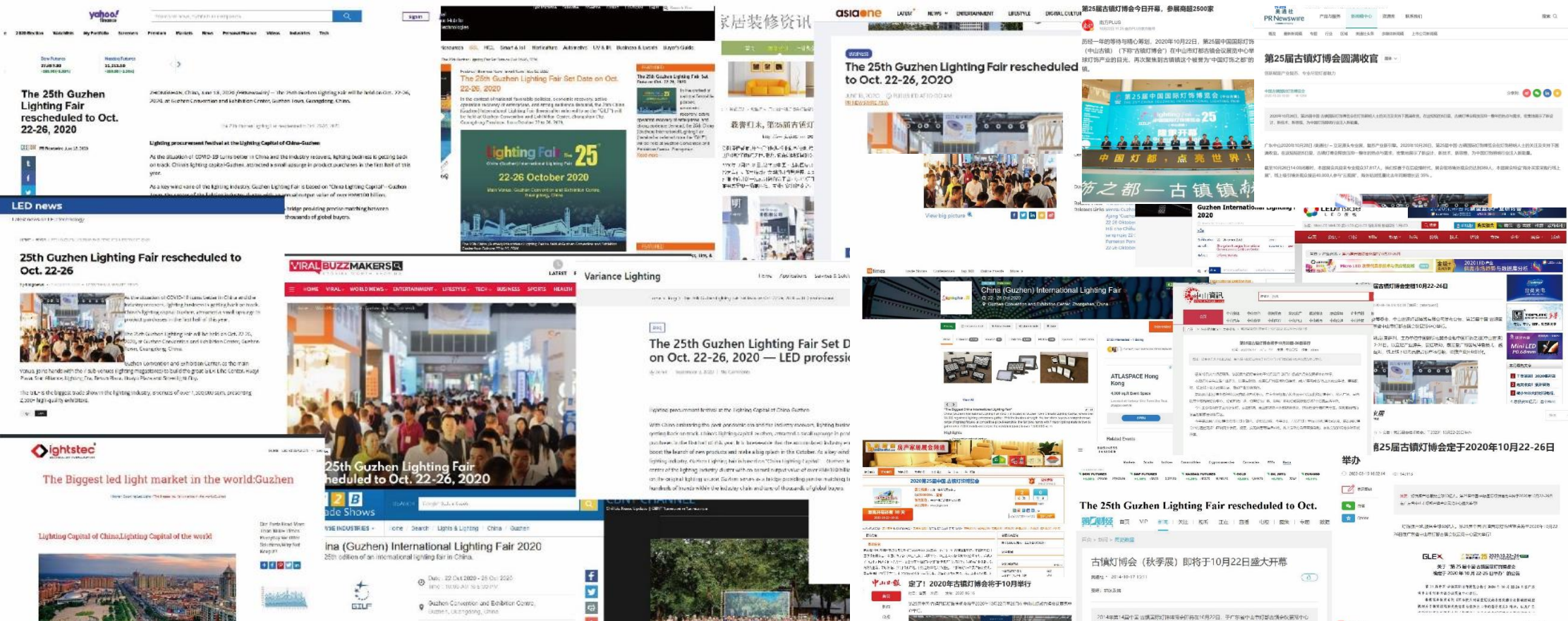
Chinese-style Lighting Sourcing Festival

China Streetlight City

Join hands with famous enterprises to present multiple events



Press Releases of the 25th China (Guzhen) International Lighting Fair in Nearly 100 Media



Lighting Fair 2021 SPRING

CHINA (GUZHEN) INTERNATIONAL LIGHTING FAIR

18~21.Mar.2021

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

Lighting | Interior & Outdoor Lights |
Equipment | Smart Home |
Building Materials | Home Furnishing

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