

Lighting Fair 2021

SPRING

The 26th China (Guzhen) International Lighting Fair

Date: 18-21 March 2021

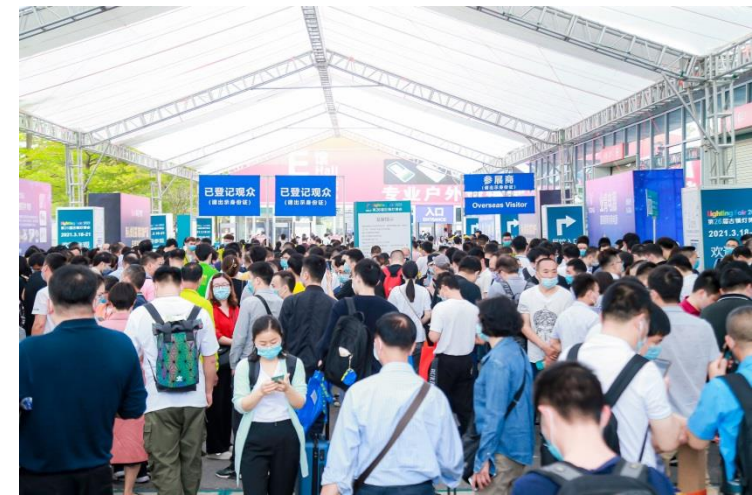
Add: Guzhen Convention & Exhibition Center, China

Post Show Report

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GLEX





The 26th China (Guzhen) International Lighting Fair is grandly held on 18-21 March 2021 at Guzhen Town, Zhongshan City, China. Themed on “Guzhen Lights up the World” and guided by the idea of “original design optimizes life”, the fair joined hands with 2,500 lighting enterprises and utilized the online and offline resources to build up a one-stop, convenient trading platforms for buyers around the globe. The 4-day tradeshow attracted **48,874** professional buyers, including **733** from overseas.

The concurrently held Hosted Buyer Program Go online take advantage of the resources in the B2B platform Denggle.com, showing buyers the new products and the latest industry news from 3,000 suppliers. **68,217** buyers were recorded to take part in the activity via the website during the event.

01 Event Highlights

- Original source of lighting
- Comprehensive range of lighting products
- 8 venues together to present a lighting feast
- Multi-channels of sale--online + offline
- Concurrently held with Guzhen Manufacturing, Supply & Services Expo
- Dozens of forums & activities



01 Event Highlights



5G+Internet of Thing

「 Smart Home Lighting Zone 」 received great attention in the fair. With the 5G technology and IoT turns commercial-used, smart lighting has shown more likelihoods.

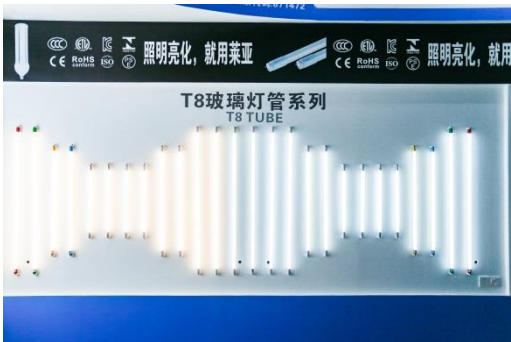


01 Event Highlights



Cultural & Tourism Lighting Applying New Energy

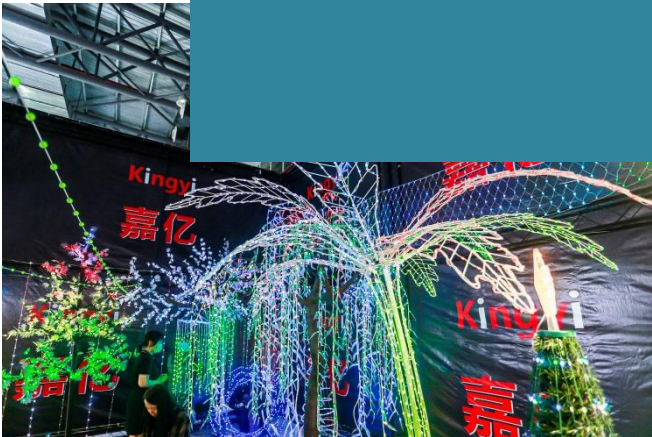
Outdoor and architecture lighting have been prevailing since last year, and it was reflected in the event with the characteristic of cultural and tourism style and the apply of new energy.





More Lighting Types & New Products

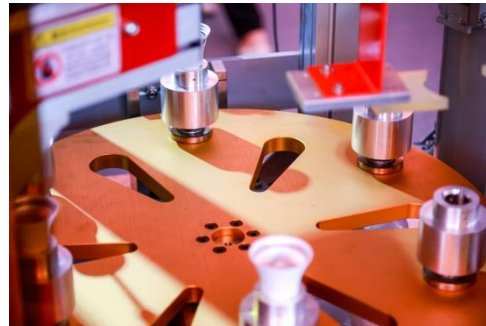
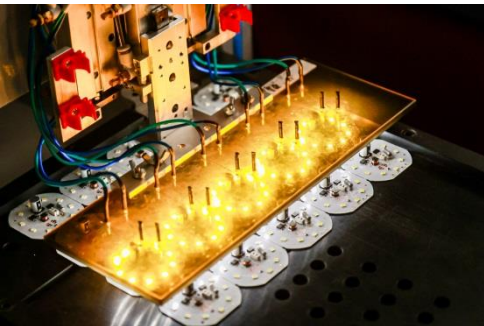
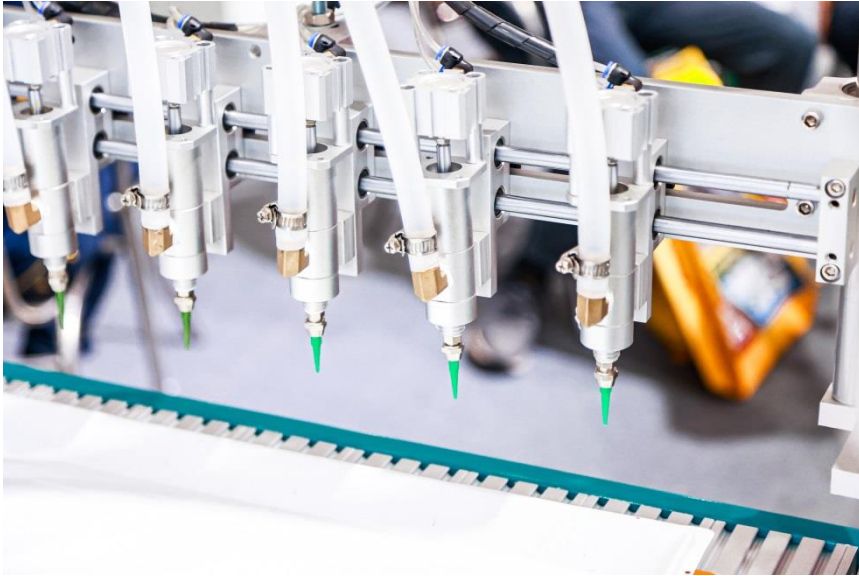
Many new lighting types, such as educational lighting, fresh food lighting, health lighting could be found in the fair. Numerous of brands had launch new products as well.



01 Event Highlights

▶ Concurrently held with Guzhen Manufacturing, Supply & Services Expo

The Guzhen Manufacturing, Supply & Services Expo shows buyers products and technologies in the product manufacturing part. Laser cutting machine, non-standard automation machinery, SMT machinery etc. were spotted in the expo.



01 Event Highlights

Hosted Buyer Program Go Online

In the face of the Covid-19 pandemic, we launched the **Hosted Buyer Program Go Online** that build bridge for exhibitors and buyers who are unable to meet face to face by means of **Online Factory Tour, Booth Display Live** and **Online Matching Service-EZBuy** on the fair' s B2B platform Denggle.com which curates **3,000 lighting suppliers**.

The **online + offline exhibition mode** allows global buyers to obtain latest information of the lighting industry, view new products and technologies without limit of space and time.

▶ Homepage of the HBP Go Online

Lighting Fair 2021 18-21 March
第26届古镇灯博会 Guzhen,China

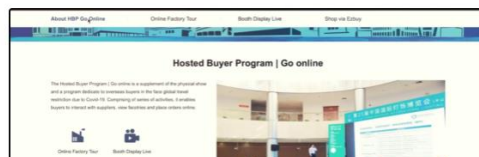
HBP 全球买家采购行
HOSTED BUYER PROGRAM
GO Online
18.March - 21.April 2021

Power by 灯饰在线
DENGGL.COM



ABOUT DIGITAL EVENT

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 "26th GILF Hosted Buyer Program Go Online " based on the linkage mode between exhibition, lighting megastores and B2B trading platform.



Videos of the Booth Display Live

Lighting Fair 2021 18-21 March
第26届古镇灯博会 Guzhen,China

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HOSTED BUYER PROGRAM
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BOOTH DISPLAY LIVE



HOER Lighting Technology Co., Ltd.
Main Product:HOER Lighting Technology Co., Ltd.
Start Streaming: 59minutes ago



Xuzhou Yifan New Energy Technology Co., Ltd
Main Product:Battery/Street Light
Start Streaming: 59minutes ago



Zhongshan Yongshi Electronics Co.,Ltd.
Main Product:LED Driver
Start Streaming: 59minutes ago



Guangdong Shunli New Energy Technology Co.,Ltd.
Main Product:Solar Light/Outdoor Spot Light/Outdoor Wall Lamp/Garden Lamp/Street Light
Start Streaming: Yesterday



Zhongshan Hongxinsheng Electronics Co., Ltd.
Main Product:LED Driving Power Supply
Start Streaming: Yesterday



Zhongshan Youbang Optoelectronic Technology Co., Ltd.
Main Product:Cob Light Source
Start Streaming: Yesterday

01 Event Highlights

▶ Online Factory Tour

The online factory tour is a tour to the selected factories before the tradeshow. The visits were made into videos and placed on Denggle.com, allowing buyers to preview products and the factories online.

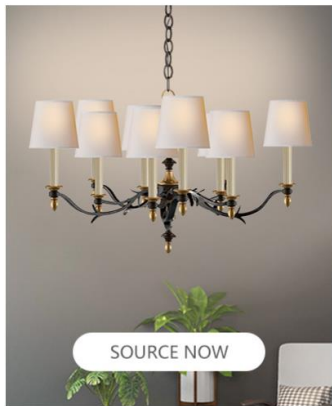
Lighting Fair 2021 18-21 March
第26届古镇灯博会 Guzhen, China
and easier.

HBP 全球买家采购行
HOSTED BUYER PROGRAM
GoOnline
18.March - 21.April 2021

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EXHIBITED PRODUCTS

- Decorative Lighting
- Residential Lighting
- Commercial Lighting
- LED Lighting & Technology
- Outdoor Lighting
- Special Lamp
- Equipment
- Accessories



Office corridor corridor super bright LED high	Outdoor park landscape LED soft	DC12V/24V SMD LED Strip Light 5050	DC12V LED NEON Flex Strip Light Magic RGB
IP66 LED drive power supply	48W LED drive power supply	Indoor Body Sensor Light Tube	Security LED Driver



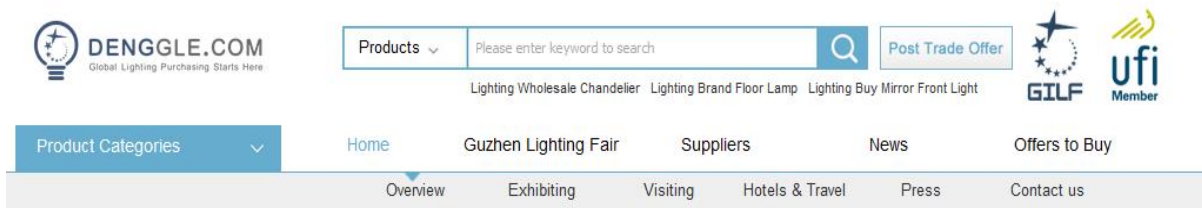
Booth Display Live

When the tradeshow was happening, we had the Booth Display Live that went straight to the booths that have advanced designs and technologies, hearing the lighting participants' point of views.

01 Event Highlights

EZBuy

The EZBUY services is a business matching service launched by GILF through the B2B platform—Denggle.com. A team of professional EZBuy specialists will help buyers to match quality suppliers based on buyers' sourcing demands.



WHY Choose? DENGGLER.COM

B2B

- 1 Provide Guzhen Lighting Fair Info
- 2 Visitor Pre-Registration
- 3 GILF Business Matching Service
- 4 Competitive-priced products with high-quality
- 5 Selected Over 20,000 High-Quality Products DBs
- 6 Post Offer to Buy
- 7 Timely and Efficient Industry News
- 8 Various Search Function by keywords, Product, Company

Sign In

Join Free

For Buyers For Suppliers

- Find Products / Suppliers
- Get the latest News
- Post RFQ to Source

Guzhen Lighting Fair

Visitor Pre-registration

Visa Application

Travel Information



展会官方网站，行业垂直B2B平台

www.denggle.com search

扫码进入小程序

▶ 20,000+ 日均访客数 ▶ 300,000+ 实名认证买家 ▶ 2,700+ 诚信供应商 ▶ 10,000+ 累计采购通配对



01 Event Highlights



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.

Tradeshaw Guide

The guide displays exhibitor's booth number, activities onsite, forums and fair services.

Free Shuttles

The fair provides free shuttles commuting between 6 venues, fairground and Xiaolan Light Rail Station/Guangzhou Airport/Zhuhai Airport.

Hotel Booking

Hotel booking at discounted rate

E-services

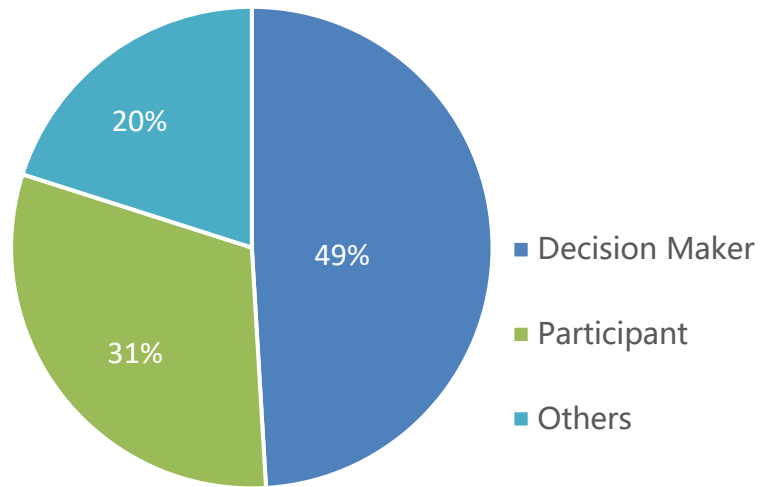
Denggle.com mini program, B2b website, exhibitor online inquiry, online payment, Forums Sign-in, e-catalog etc.

02 Visitor Analysis

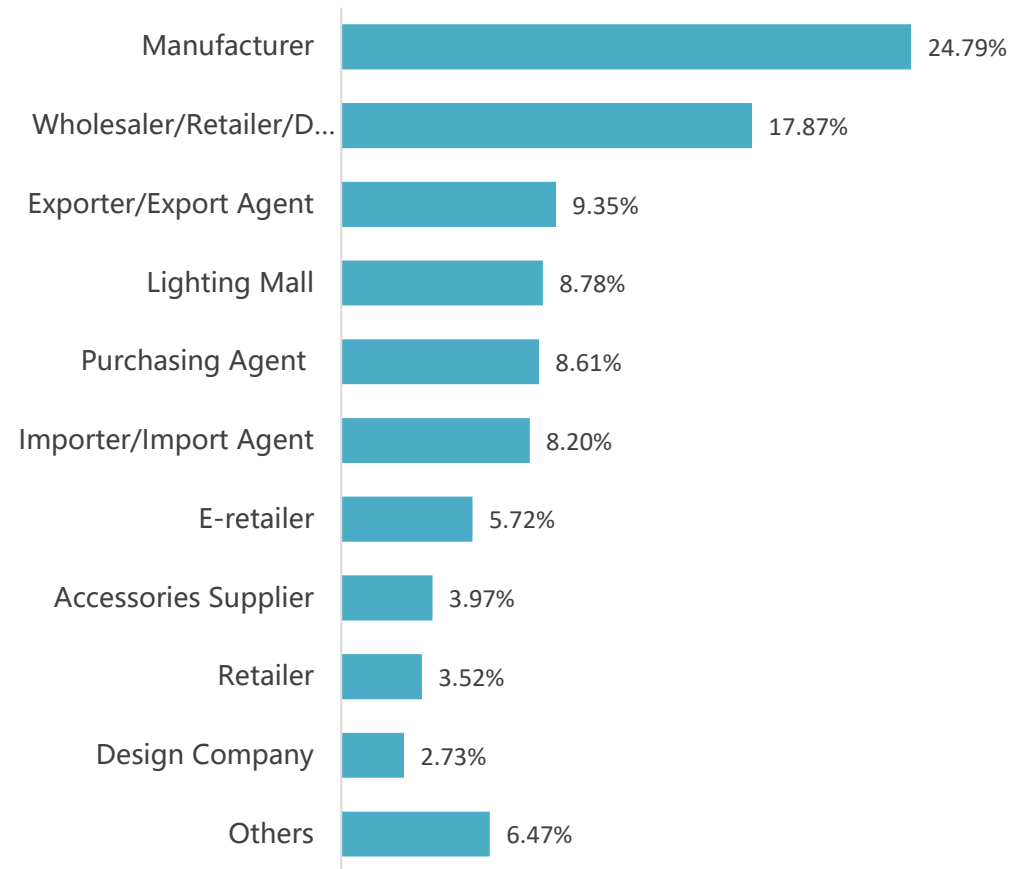
The 26th Guzhen Lighting Fair attracted buyers from 71 countries and regions, most of whom are from HKSAR, China (Taiwan), Korea, Russia and the US.

▶ Visitor Portrait

According to the survey, about 80% of the buyers are decision maker in the procurement process.

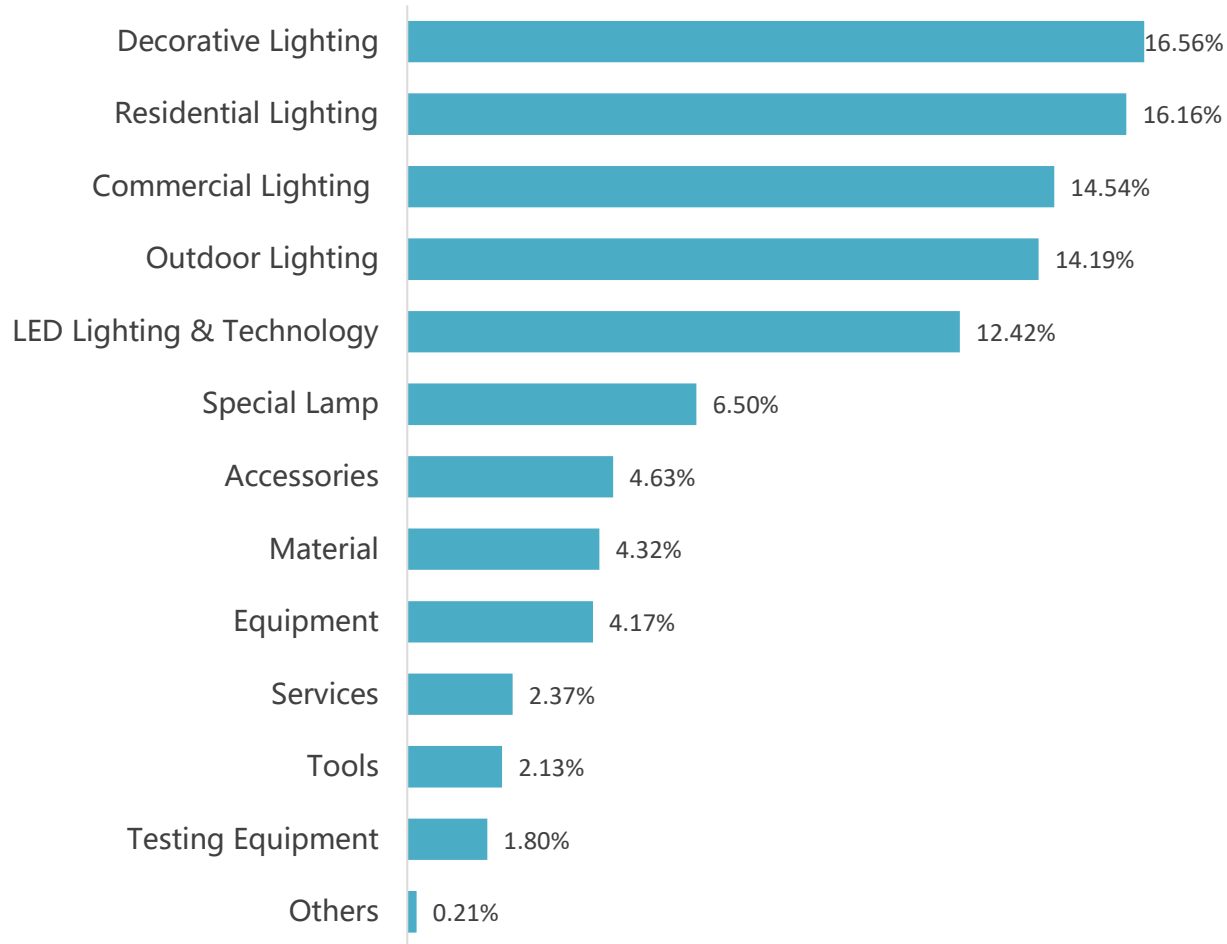


▶ Business Nature



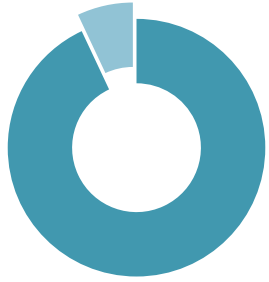
Interested Products

Decorative lighting is the most popular lighting type. Residential Lighting, commercial lighting, outdoor lighting are also welcomed by buyers.

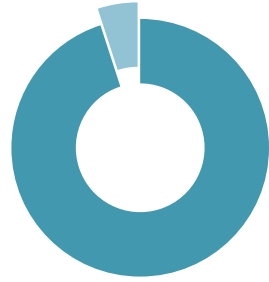


02 Visitor Analysis

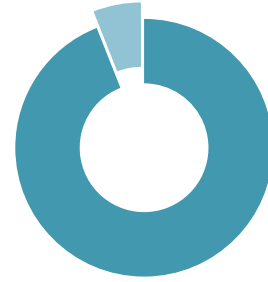
► Satisfaction Rating



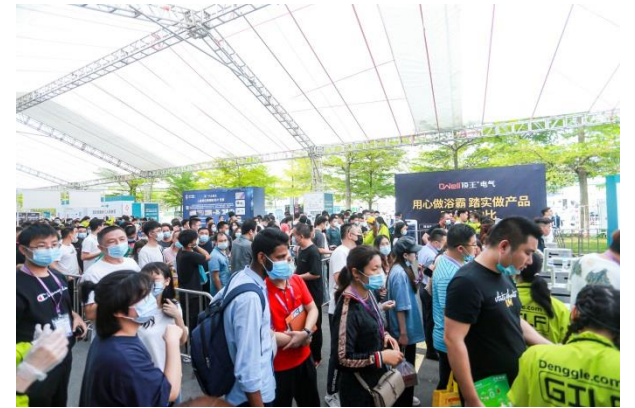
93% of the buyers feel satisfied with the fair



95% of the buyers will recommend the fair to friends



94% of the buyers would like to re-visit the show



03 Buyers Reviews



Rashed Ahmed :

I' ve come to Guzhen Lighting Fair for so many times. It' s very good and very nice. Here are all lightings and no need to go to the factory one by one, which is convenient for doing business.



Ghaleb Orfali:

I come to Guzhen Lighting Fair every year. I think it' s bigger than last year and there are more product and more suppliers. I' ve already found my interested product here.



Alex :

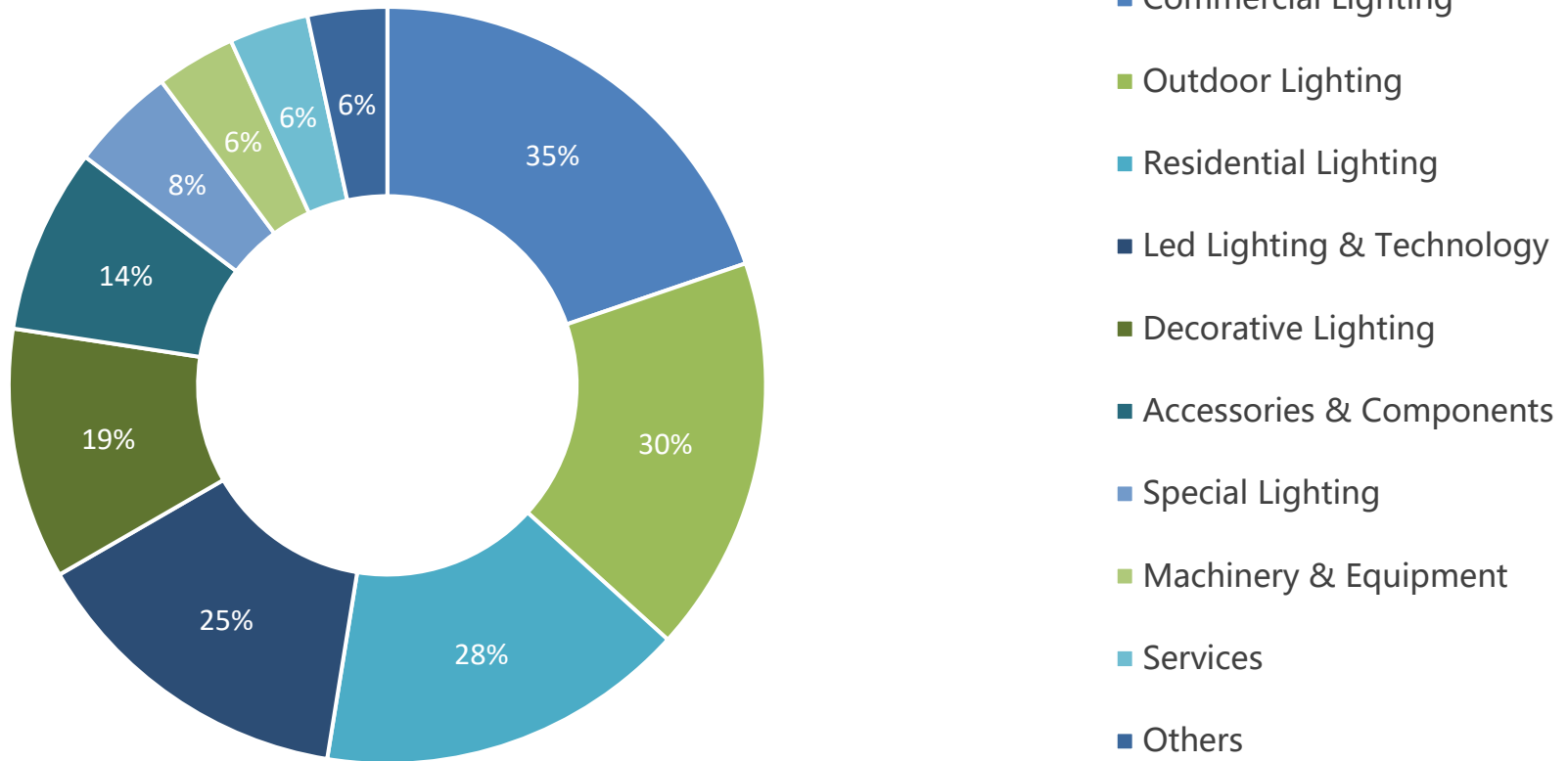
Every year I come to the Guzhen Lighting Fair. I can find so many good product, good suppliers and good people here. I really like doing good business with them for my country.

04 Exhibitor Analysis



Product Range

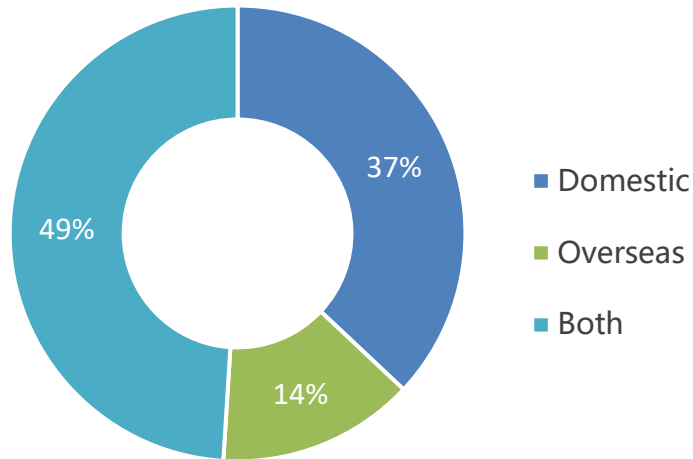
Most of the exhibitors in the 26th GILF displayed commercial lighting.



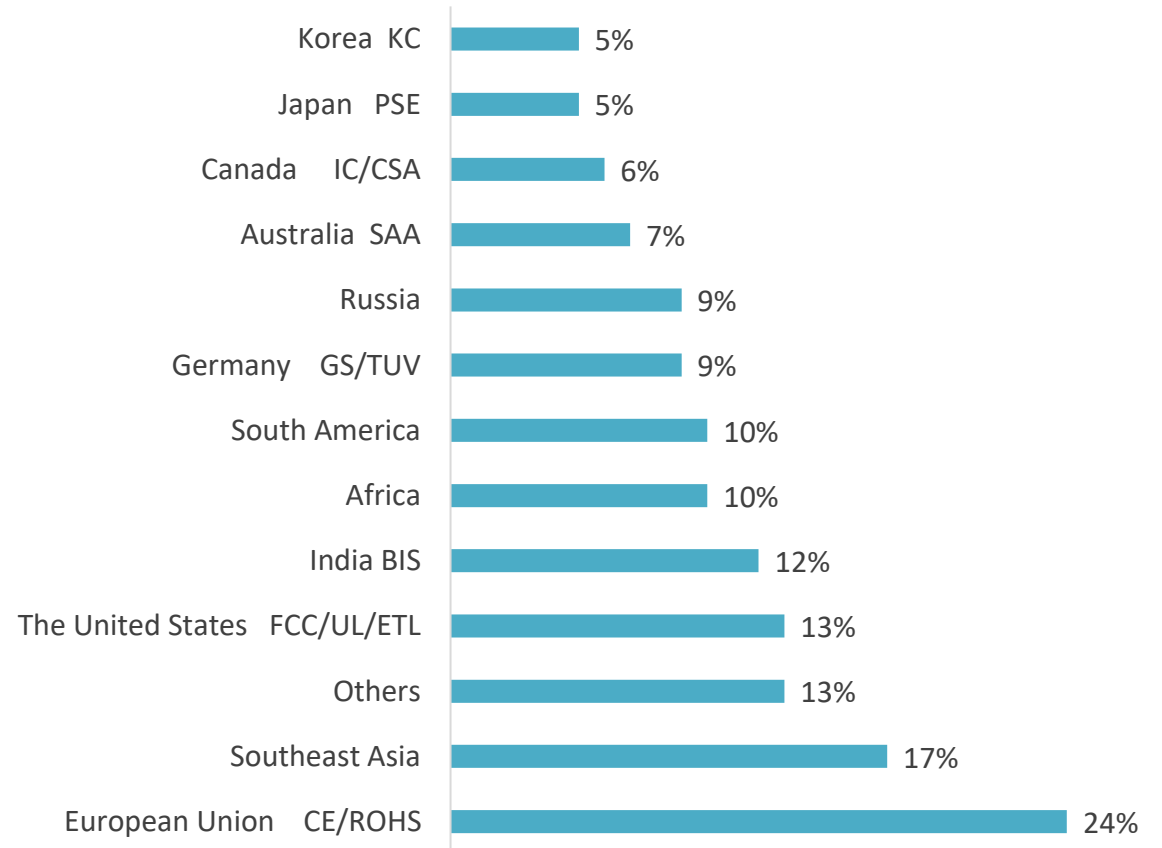
04 Exhibitor Analysis

▶ Target Market & Possessed Certificate

63% of the exhibitors in the 26th GILF have overseas sales experience and their products have passed relevant certificates.



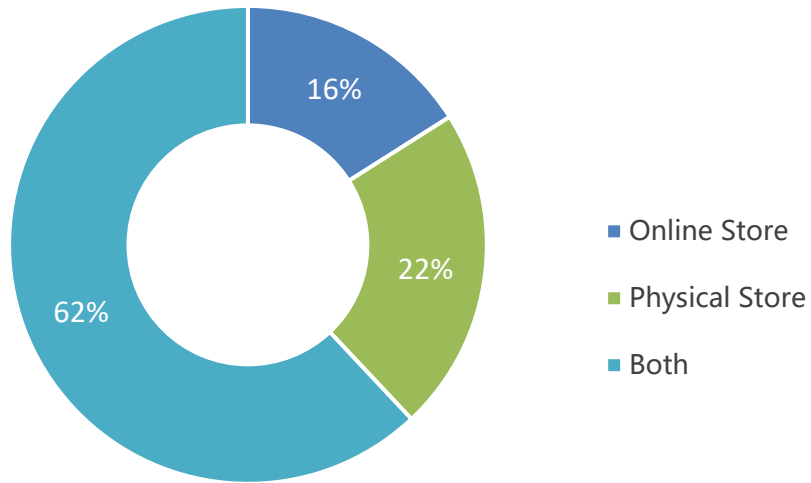
Percentage of Exhibitors Acquired Product Certificates



04 Exhibitor Analysis

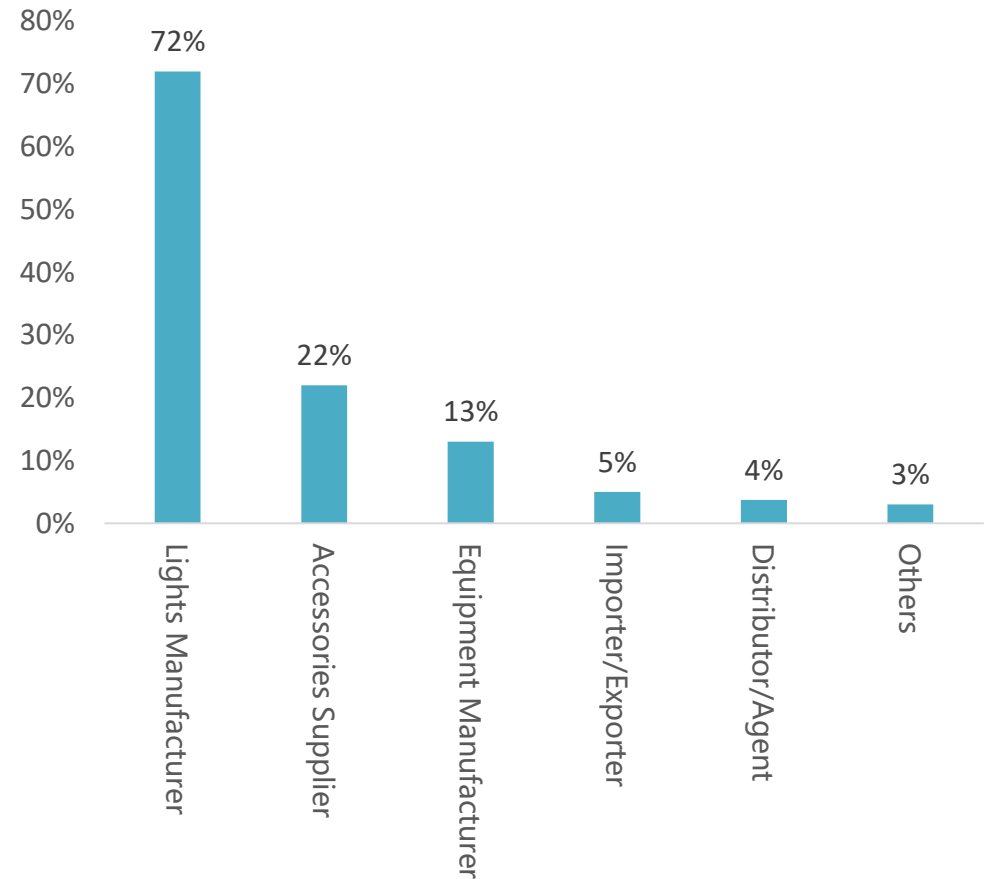
► Sales Channel

Over 80% of the exhibitors develop online stores.



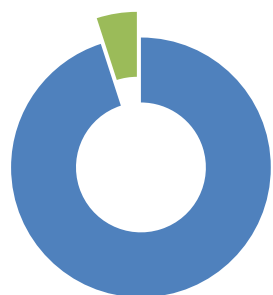
► Exhibitor Profile

More than 70% of the exhibitors in the 26th GILF are manufacturers.

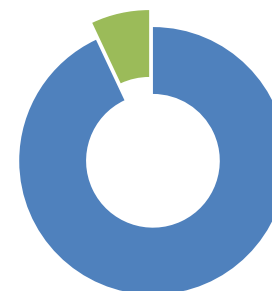


04 Exhibitor Analysis

► Satisfaction Rating



95% of the exhibitors will recommend friends to join



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

Opening Ceremony



Why Brands Building and Design can Shape the Industry

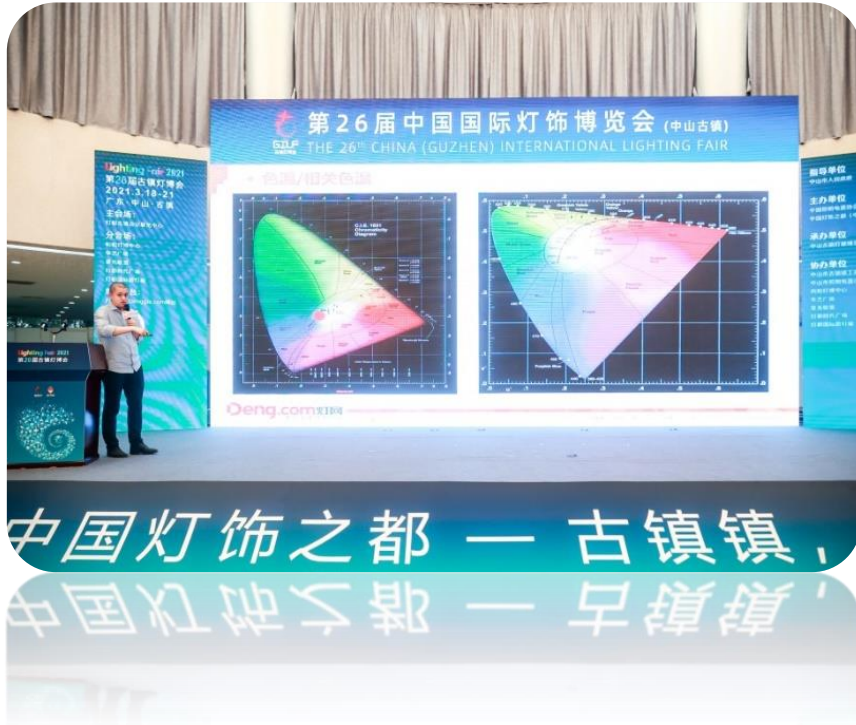


2021 Lighting Categories Salon



05 Onsite Activities

▶ Deng.com Lighting Digitalize Development Forums



▶ Smart Lighting Products and Application Forums



Denggle Online Lectures

 明人在线
Denggle on Line

第26届中国·古镇国际灯饰博览会
古镇灯博会明人在线
2021春季特别篇

主办：中山古镇灯都博览有限公司 承办：中国之光网·明课堂

 **分享 农业照明灯具的CQC认证**
嘉宾 李维泉 | 中国质量认证中心照明电器部
认证评定高级主管
时间 2021.3.16 14:00~15:00

 **分享 智慧灯杆产业的发展现状**
嘉宾 卢东琪 | 国家节能中心节能管理处干部
时间 2021.3.19 14:00~15:00

 **分享 健康人居环境中的健康之光**
嘉宾 段金涛 | 上海视觉艺术学院客座副教授
时间 2021.3.20 14:00~15:00

中国灯都·点亮世界
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**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



► Activities in Sub-venues



Lihe Lighting Expo Center
Lighting Sourcing Festival

Huayi Plaza
Lighting Art Show & Sourcing Festival
TikTok Show



Star Alliance
2021 Star Alliance Product Launch
The 7th China LED Original Design Ceremony

Besun Lighting Plaza
The Forum of Global IP and Industry Fusion Challenge and
The 2nd Zhongshan Industry Improvement Council Director
Inauguration Ceremony



Huayu Plaza
Chinese-style Lamp Cultural Festival

International Streetlight City
Lighting Discount Activity



Lighting Fair 2021 AUTUMN

The 27th China (Guzhen) International Lighting Fair

22-26 October

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



guzhenlightingfair



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