

# Lighting Fair 2021

AUTUMN

## 第27届中国·古镇国际灯饰博览会

The 27<sup>th</sup> China (Guzhen) International Lighting Fair

10.22-26 广东·中山·古镇  
Guzhen, Guangdong, China

展后报告 | Post Show Report

主办单位 Sponsors



承办单位 Organizers



中山古镇灯都博览有限公司  
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第27届古镇灯博会

会议中心  
CONVENTION CENTER

# OVERVIEW

## 展会概述



# 中国灯都，点亮世界

Guzhen Lights up the World

**1,500,000m<sup>2</sup>**

展览面积/ Scale

**140,000人次**

观众/ Visitors

**74,532线上展人数**

海外买家/ Overseas Buyers

**3,300家**

展商/ Exhibitors

**8大**

会场/ Venues





**2021年10月22-26日，第27届中国·古镇国际灯饰博览会在广东省中山市古镇镇隆重举行。**

展会以“中国灯都，点亮世界”为主题，以“聚合、聚能、聚势”为方向，倾力打造“主会场更专业、分会场更高端”的1+7+N大灯博会格局。以“一展即一城、展店联动、前展后厂、线上线下融合办展”的创新模式，呈现超150万平方米展览规模，3300家优质企业的灯饰照明采购航母。

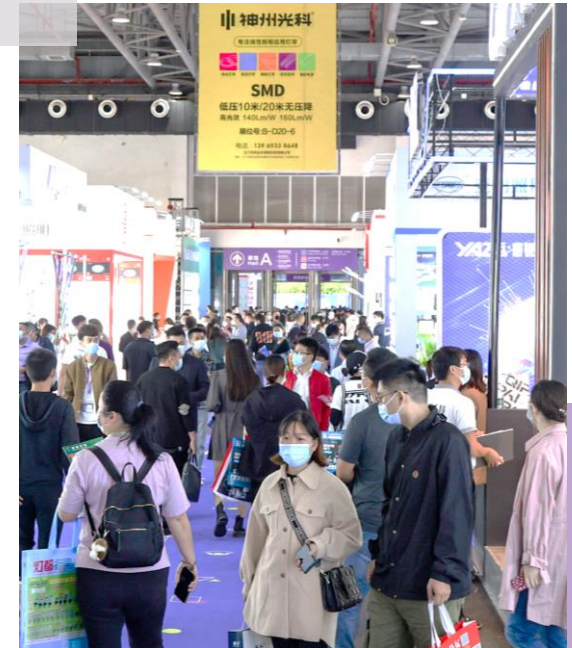
同期举行的“全球买家采购行线上展”超3000家灯饰照明企业“云参展”。

线上线下双线并行，力求整合全行业优势，助力内贸外贸融合畅通双循环，激活全产业链“新引擎”。

## **The China (Guzhen) International Lighting Fair was successfully held in Guzhen Town, Zhongshan City.**

Theming with Guzhen Lights Up The World, Guzhen Lighting Fair joins hands with 7 sub-venues to gather 3300 lighting suppliers in the exhibition space of 1,500,000 sqm, carrying the mission of aggregation, integration and assembling in the model of “Exhibition + Internet”.

Hosted Buyer Program Go Online concurrently serves the overseas buyers who cannot visit Guzhen Lighting Fair in-person as the online platform to connect the buyers with the 3000+ suppliers, achieving the success of online + offline exhibition mode.



FEATURED

SECTORS

展会特色



## 8大会场，展店联动

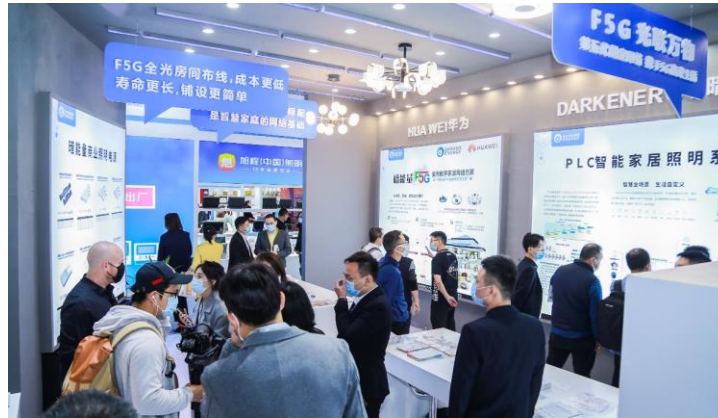
主会场——灯都古镇会议展览中心联合利和灯博中心、华艺广场、星光联盟、时代广场、灯都路灯城、瑞丰灯配城、庆丰LED商贸广场7大会场，形成“主会场更专业、分会场更高端”8大会场大灯博会格局。向世界展现灯饰产业中心、贸易中心、设计中心的古镇样本。



## 1 Main Venue +7 Sub-venues

The main venue - Guzhen Convention Exhibition Center products covers the whole lighting industry chain yet the seven sub-venues Lihe Lighting Expo Center, Huayi Plaza, Starlight Alliance, Ruifeng City, Qingfeng LED City, Streetlight City and Lighting Era Plaza focus on the lighting design, which builds the Guzhen Lighting Brand as the center of lighting production, trading and design.

## 智能家居照明 Smart Home Lighting



随着LED和物联网技术的成熟，加上5G逐渐普及，让室内外光环境、光体验道路上再度进阶。

主会场全方位强化智能照明板块，各大品牌纷纷展示天猫精灵、百度小度、涂鸦智能、华为PLC、小米生态等IOT平台合作后的精品。

智能系统、智能家居照明、智能无主灯等展位都人气颇旺。不少展商运用模拟场景让观众如临其境，依人群、应用场景及行为模式不同，个性化定制照明解决方案。

The interior lighting and design is reinforced as the widely application of 5G and the advanced LED & IoT tech. The cooperation between lighting brands and IOT platform (Tmall Elf, MI, Baidu Duer, Huawei PLC, and Tuya) increase the traffic of the smart control system, smart home and smart lighting booth. Some exhibitors attracts visitor with personalized lighting solution.



## 原创专利灯具

主会场特设灯饰原创专区：“设计师联合品牌”，中国中山（灯饰）知识产权快速维权中心现场办公，现场众多展商展示大量专利产品，标志着展商对知识产权的展示和保护意识更强烈，展会再度掀起原创狂潮。利和分会场重磅打造“时尚家居设计周”，融合灯光、艺术与生活方式，呈现一场高端的设计盛会。

## Original Design with Patent

The Design Zone: the Designers Alliance Brand leads the lighting design trend and the Zhongshan (Lighting) Fast Intellectual Property Protection Service Center strengthens the awareness of intellectual property protection with exhibition of patents.

The sub-venue Lihe Lighting Expo held the Fashion Home Design Week to show a chic lifestyle mixed with lighting and fine art.



## 专业照明

主会场专业照明专区细分种类重在产品特色。如进化到智能场景的人因照明层级的教育照明；极简风设计的无主灯；拥有全光谱技术的植物照明；打造光环境，有利于生理心理的健康照明等，可看出企业在深耕细分领域，做专、做强，品牌战略是未来竞争模式。



## Special Lamp

The Special Lamp Zone displays education lighting, no-main-lamp lighting, hortibiology lighting, health lighting and so on, which demonstrates the lighting industry has been updated and brand needs to be more focus on technique and products quality.

## 户外照明

夜游经济升温，景观照明大热，在政策扶持的推动下，户外照明和建筑亮化今年都比较受采购商追捧。而这一领域在今年展会也表现出两大亮点：多元功能+个性设计，户外照明与太阳能、锂电池等新能源配套形成模块化组合。



## Outdoor Lighting

As the night-time economy booms, outdoor lighting including landscape and cultural tourism lighting is heated. Multi-function and personalized design mixed with solar lighting and lithium battery.



## 配件机械设备及泛家居板块

古镇灯博会一直致力于打造全产业链、融合泛家居的一站式采购平台。在机械设备与配套专区中，集中展现个性化生产和智能制造、商贸服务应用解决方案。

同时，智能锁、厨房卫浴、五金门窗等板块，为灯饰照明行业注入泛家居创新元素。

## Equipment, Accessories & Home Decor

The exhibits in Guzhen Lighting Fair not only cover the whole chain of lighting industry, but also relate to the home decor.

Tailored production, smart manufacturing and service is displayed in the Hall of Equipment and Accessories.

Smart lock, kitchen & bathroom equipment, hardware, door& windows is shown in the hall of Home Decor.



# 全球买家采购行线上展 Hosted Buyer Program Go Online

超3000家线上展商，在立足于强大的线下品牌展的同时，依托于展网融合型B2B网站“灯饰在线”，借助互联网和跨境电子商务技术，全面升级数化会展服务，推动灯饰行业数字化、智慧化、平台化转型，帮助企业克服疫情影响，对接境外采购需求。

**展前预热**、**展会直播**、**展位直击**和**线上供求配对服务**四大板块，不仅能让境外买家展前锁定目标，展期通过视频细选产品，并能享受免费精准匹配服务。线上展采用大数据推荐结合人工精准筛选，有针对性地找寻供需双方，为买卖双方提供线上商务洽谈的平台，以云沟通的形式，打破地域限制，促成有效互动，增强参展效果，加深行业联系。

“**线下实展+线上云展**”的双模式，让全球更多买家可以实时观看本届展会的最新动态、最新产品和最新技术，共襄灯饰照明盛宴。

In view of the global epidemic prevention and control, many overseas buyers are unable to participate in the exhibition on site. GILF sets up the "27th GILF Hosted Buyer Program Go Online " based on the linkage mode between exhibition and lighting megastores and B2B trading platform with 3000+ suppliers.

This digital event including **Warming, Trade Show Live Streaming, Booth Display and EZBuy Service** 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.

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.



## 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 "27th GILF Hosted Buyer Program Go Online " based on the linkage mode between exhibition, lighting megastores and B2B trading platform.

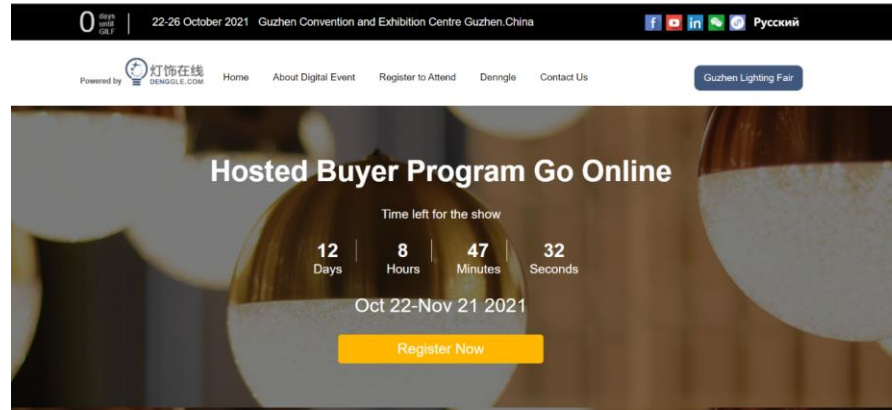
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# 全球买家采购行线上展 Hosted Buyer Program Go Online

## ▶ 活动页面

Homepage of the  
HBP Go Online



## ABOUT DIGITAL EVENT

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## ON-SITE FAIR

watch the live on Facebook & Instagram, follow us now



## ▶ 展会直播

Trade Show  
Live Streaming

## 展位直击

Videos of the Booth Display Live



**Guangdong Queneng Lighting Technology Co., Ltd.**  
Main Product: Solar Streetlight, Solar Floodlight  
Start Streaming: 2021-10-26



**Zhongshan Yongshi Electronics Co., Ltd.**  
Main Product: LED Smart Driver  
Start Streaming: 2021-10-26



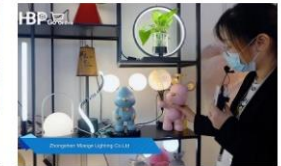
**HOER Lighting Technology Co., Ltd.**  
Main Product: Solar Ceiling Light, Solar Streetlight, Solar Panel  
Start Streaming: 2021-10-26



**Zhongshan Hao Guan Lighting**  
Main Product: Mosquito Killing Lamp, LED Floodlight  
Start Streaming: 2021-10-26



**NextStander (Zhongshan) Intelligent Technology Co., Ltd.**  
Main Product: Smart Ceiling Light  
Start Streaming: 2021-10-26



**Zhongshan Miaoqie Lighting Co., Ltd.**  
Main Product: Table Lamp, Floor Lamp, Pendant Lamp  
Start Streaming: 2021-10-26



**Guangdong Zhiyang Lighting Technology Co., Ltd.**  
Main Product: Solar Streetlight, Solar Floodlight, Solar Panel  
Start Streaming: 2021-10-26



**Harmony Thrive Group**  
Main Product: Floodlight  
Start Streaming: 2021-10-26



**Zhongshan Koyaa Lighting Co., Ltd.**  
Main Product: Outdoor Decorative Lighting, Scenery Light  
Start Streaming: 2021-10-26

# 全球买家采购行线上展 Hosted Buyer Program Go Online

古镇灯博会协同展网融合型专业 B2B 贸易平台灯饰在线，推出了“线上供求配对服务”，力求通过大数据推荐结合人工精准筛选，从上千优质厂商中寻找与买家匹配的商家。从而实现拉近供需双方的贸易合作，实现精准配对、双向赋能、降本增效。

The EZBuy service 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.



灯饰在线采购通 ◀

EZBuy



古镇灯博会展会官网  
行业垂直B2B平台  
扫码进入“灯饰在线”小程序

[www.denggle.com](http://www.denggle.com) search

# VISITORS

## 观众分析



在疫情常态化背景下，大会严格落实各项防疫要求，且所有入场人士需持有**48小时内有效的核酸检测阴性证明**。

截至10月26日14:00闭幕时，5天展期，主分会场共迎来近**14万人次**观众入场。

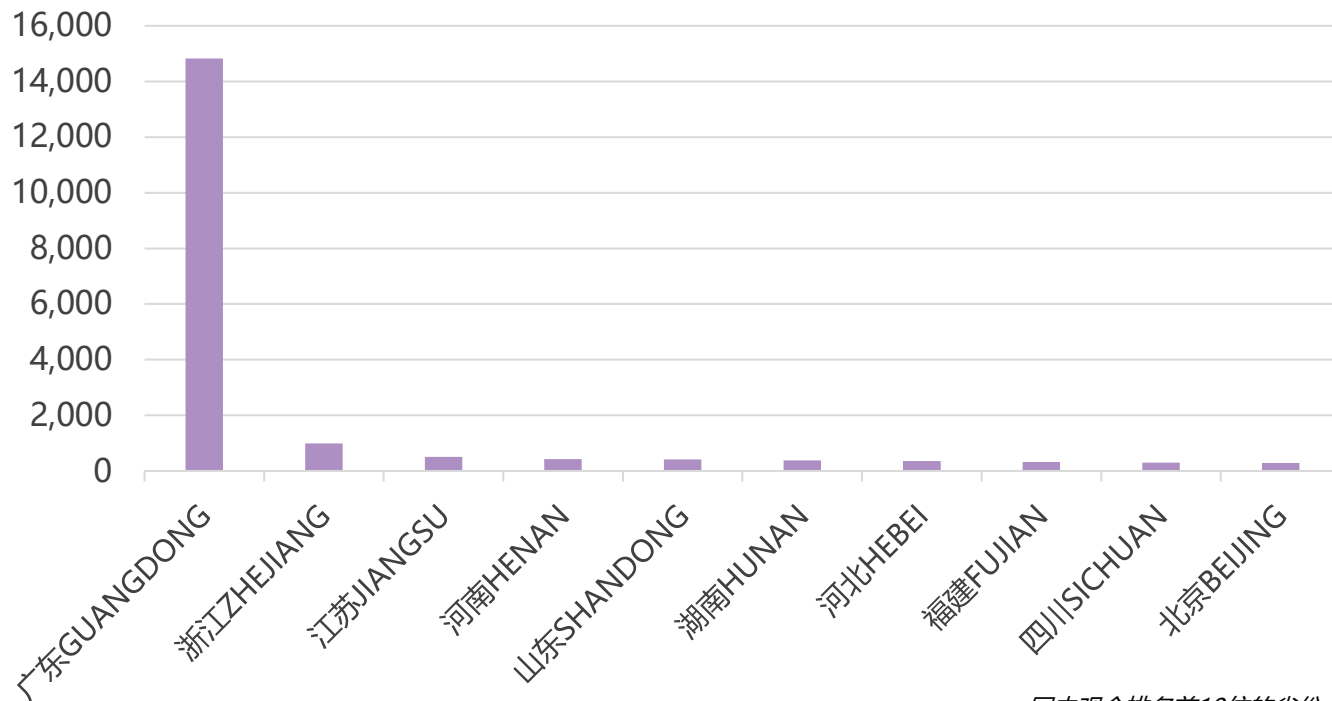
主会场（灯都古镇会议展览中心）线上线下观众达**97,107**人；其中，线下展共迎来专业观众**22,575**人；“海外买家采购行线上展”吸引海外专业买家超过**74,532**人参与“云观展”，海外站浏览量比去年同期增长135%。

The event strictly followed the regular epidemic prevention and control measures, requesting all the attendees holding **48 hours negative nucleic acid test**.

By Oct.26 14:00, the conclusion time of the event, the 8 venues recorded around **140 thousand times** of entrance in 5 days.

The main venue (Guzhen Exhibition & Convention Center) has attracted **97,107** audience online and offline, including **22,575** attended the offline fair and **74,532** took part in the Hosted Buyer Program Go Online. The page view of overseas website increases 135%.

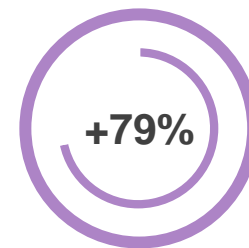
## 国内观众 Local Visitors



国内观众排名前10位的省份  
Top 10 Provinces

## 全球买家采购行线上展

Hosted Buyer Program Go Online



**74,532**  
访客数  
Unique Visitors

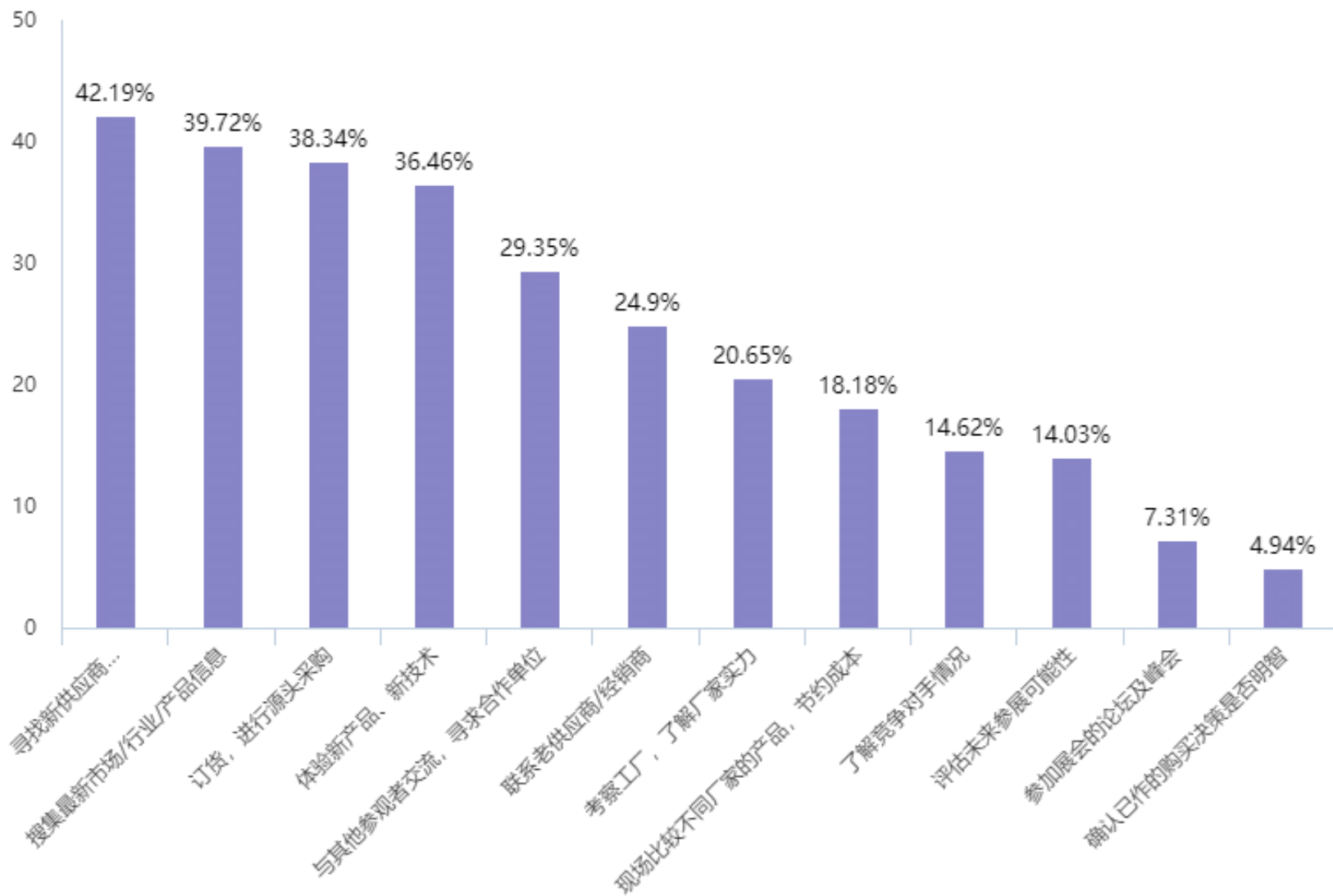


**238,833**  
浏览量  
Page View

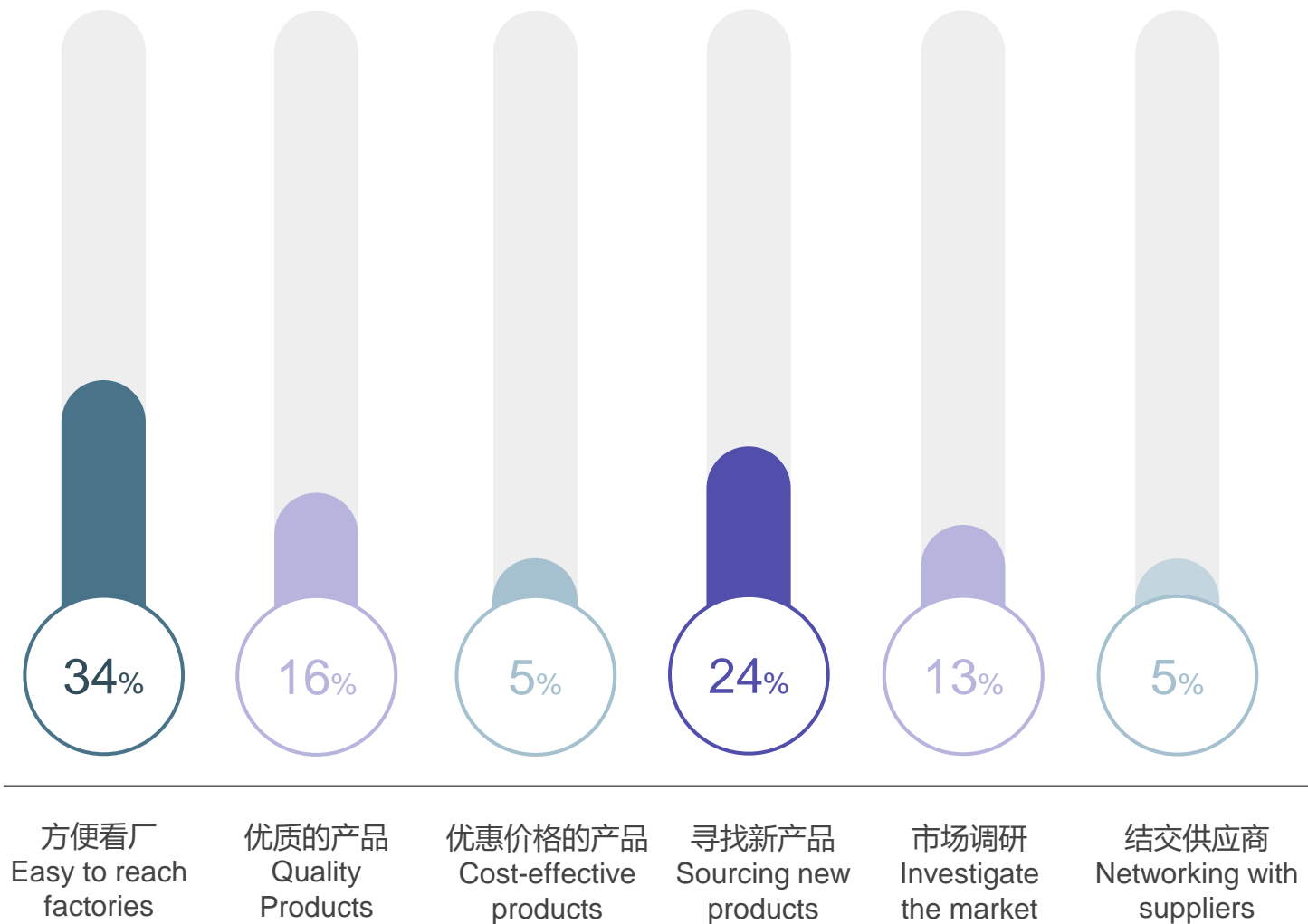


# 国内观众参观的目的

## Purpose of Visiting



## 海外观众参展目的 Purposes of Visiting



## 国内观众业务性质 Local Business Nature

批发/零售/经销商 50.3%

Wholesaler/Retail/Agency/Distributor

销售代理商 20.1%

Agency

市场推广人员 10.3%

Marketing

行业设计师 8.1%

Designer

技术研究开发 5.1%

Research and development

首席执行官/总裁/总监 8.8%

CEO / President / Director

物流 / 仓储 / 运输 5.8%

Logistics / Warehousing / Transportation

信息技术 4.2%

Information technology

生产运营 3.2%

Production operation

媒体/政府/科研/学院 2.5%

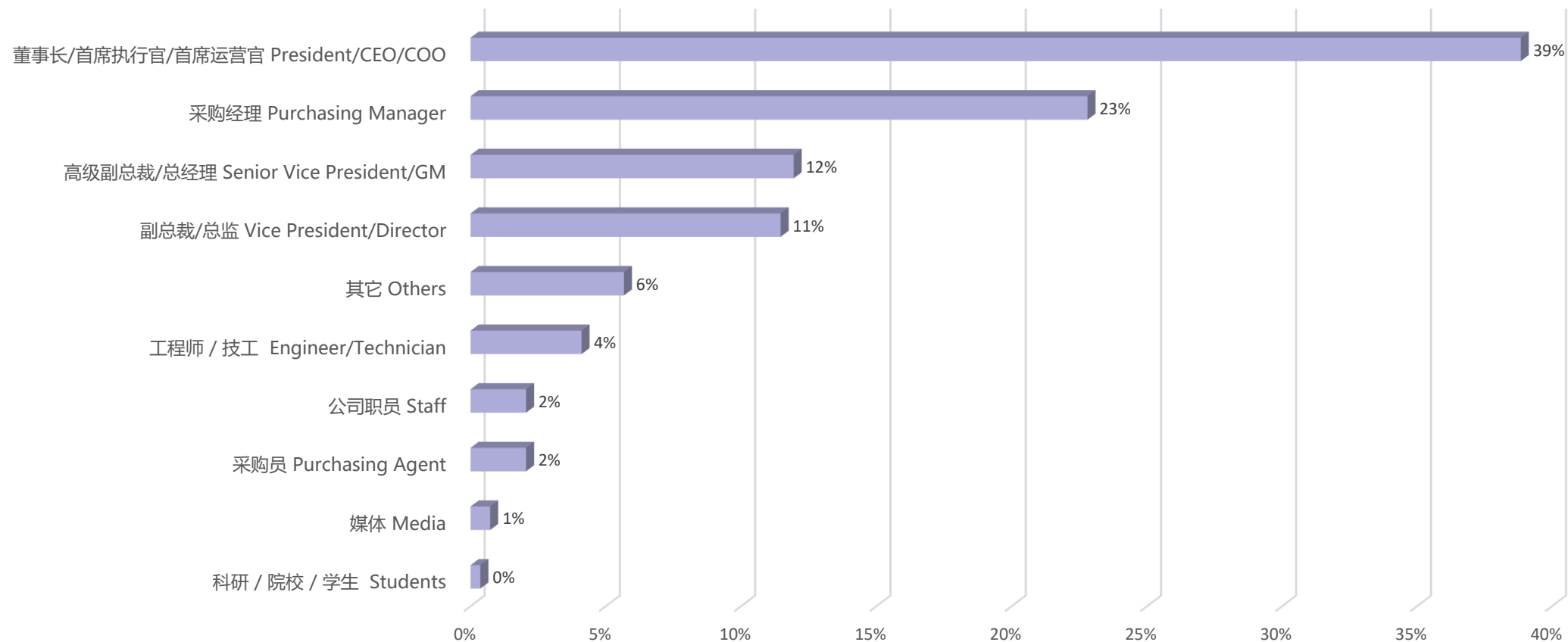
Media / government / scientific research /  
College



## 海外观众职务分析 Visitor Profile

通过对观众所处职务进行分析，可以了解到企业对展会的重视度，超8成是企业的管理阶层。

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



# VOICE OF VISITORS

观众反馈



## 观众反馈 Voice of Visitors

新疆 陈先生

今年是第一次过来这个展会。感觉展品种类很多。感觉尽管收到了疫情的影响，人流量也不少。这次过来这边采购，基本上都找到了自己心意的产品，对这届还是非常满意的，下次还会来参加。

The visitor from Xinjiang said: This is the first time to come to this exhibition. I feel there are many kinds of exhibits. I feel that despite the impact of the epidemic, there are a lot of people. When I came here to purchase this time, I basically found the products that I wanted, and I was very satisfied. I will come here next time.



## 观众反馈 Voice of Visitors



**Dela Teresa**    **Maiori Design Co., Ltd.**

I have been involved in the lighting business for 15 years. Guzhen is my best choice because it gathers many lighting manufactures in one place and offers me many options.

我从事灯饰行业已有15年，来古镇采购是我的首选。因为这里有许多制造商，给了我很多选择。



**Azooz Alesayi Trust International Co., Ltd.**

I have visited Guzhen Lighting Fair for many times. Though the ocean freight is high this year, I found my satisfied driver supplier here and he gave me a count. I really appreciate this fair as it provides many business opportunities.

我参加古镇灯博会很多次了。虽然今年海运费增加，但是我找到了合适的货运给我提供优惠价格。我很喜欢古镇灯博会，这里充满商机。



**郑兴华**    **临沂欧威仕灯饰总经理**

通过观展发现，本届灯博会针对吸顶灯出口的企业比较多，且专门规划了外贸型企业的展示区。从本届灯博会所展示的产品来看，产品功能性变化比较大，尤其是与智能相关的产品和技术更新迭代得很快。

**Zheng Xinhua**    **GM of Lingyi Weioushi Lighting**

We saw a foreign trade enterprises sector with lots of ceiling light exporting companies in this Guzhen Lighting Fair and noticed that products functions have updated drastically, especially for smart products.

ON HOME  
EEK  
ARY LIGHTING  
HIBITION  
HE JIA

EXHIBITOR

参展商

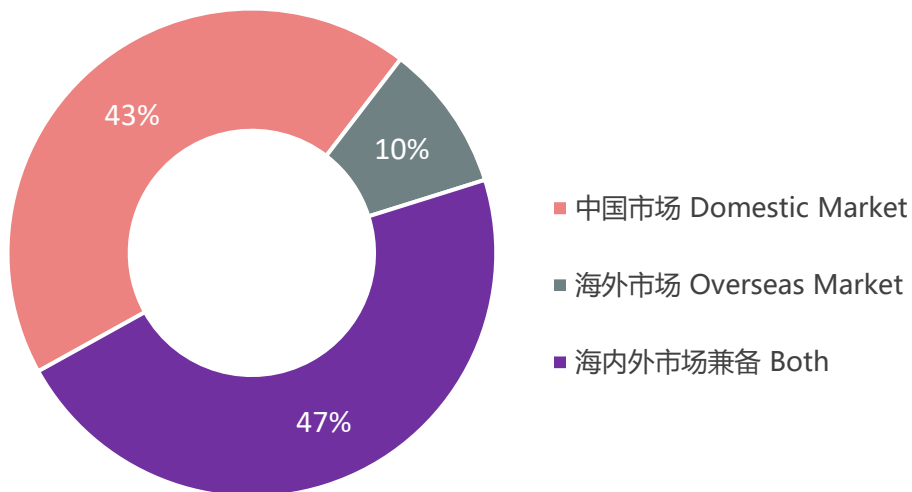




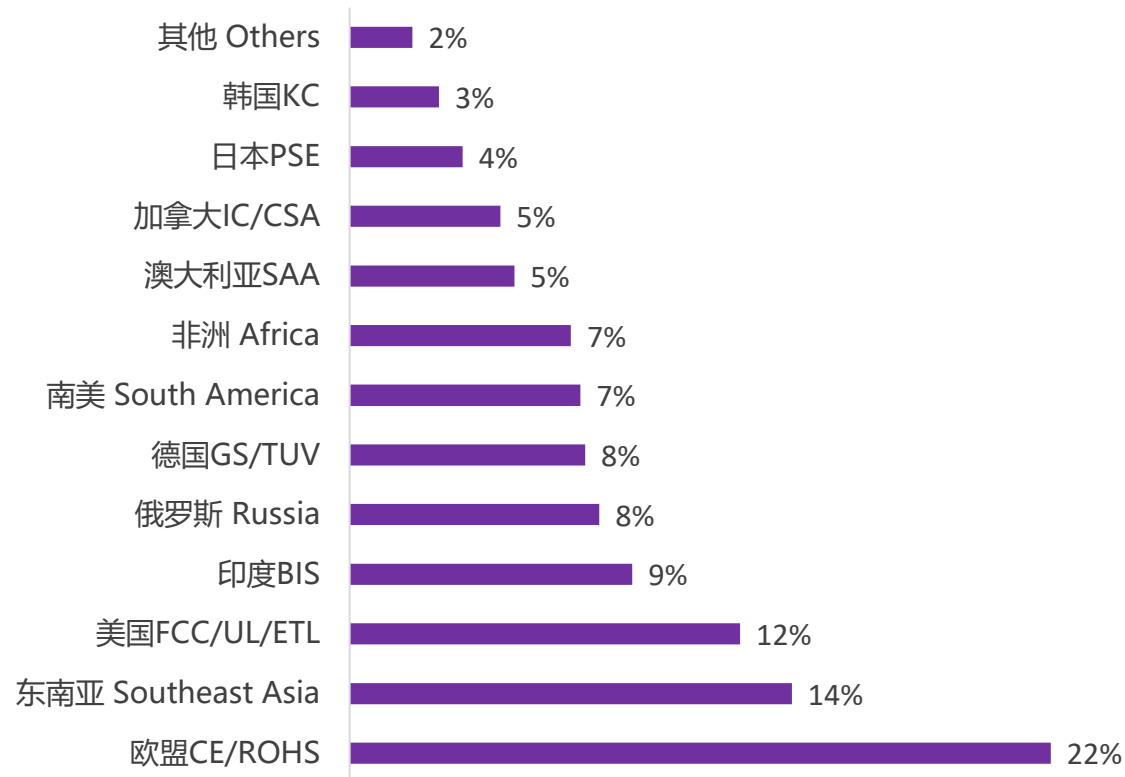
## 展商市场焦点及企业认证 Target Market & Possessed Certificate

本届展会以内外销兼备为主，具备外销能力的企业达57%，认证产品较多已取得欧美地区的高等级认证。

57% of the exhibitors in the 27<sup>th</sup> GILF have overseas sales quality and most of their products have passed CE/ROHS.



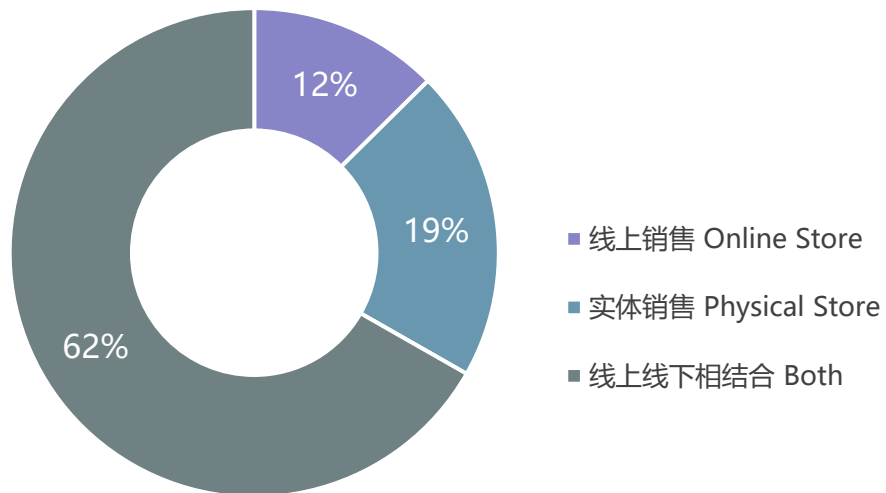
海外市场的参展产品认证占比  
Percentage of Exhibitors Obtained Product Certificates



## 展商销售渠道 Sales Channel

受疫情影响，超7成展商选择了线上销售推广渠道。

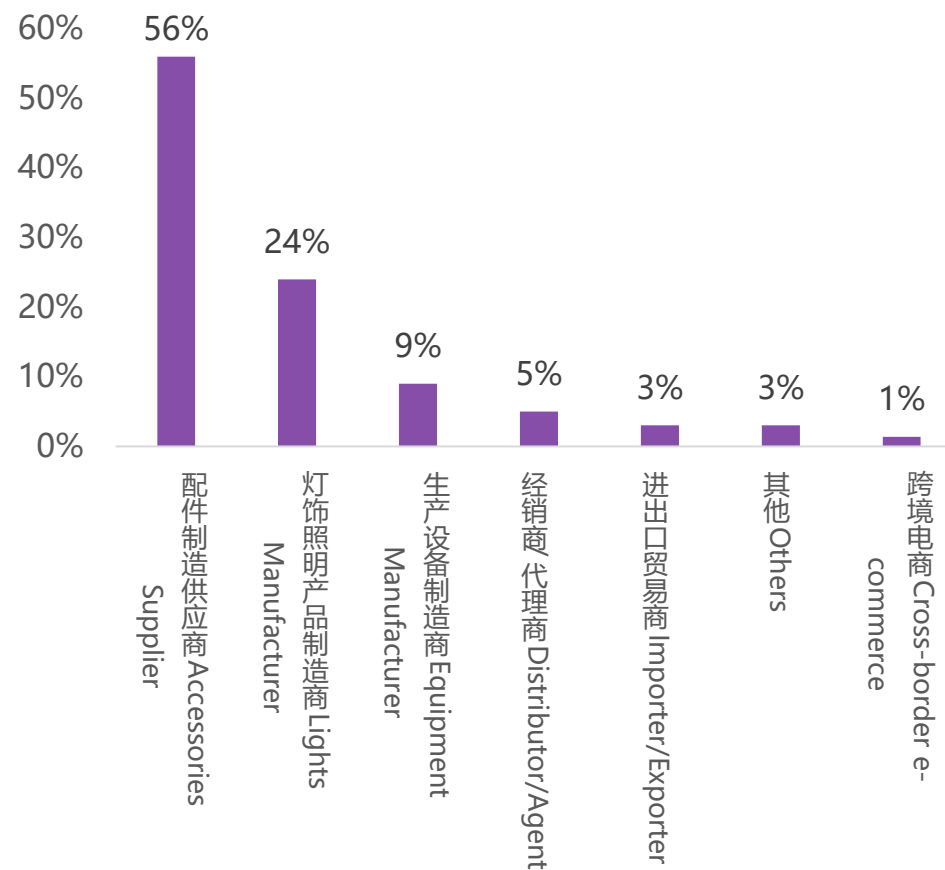
Over 70% of the exhibitors developed online sales channels in the face of the pandemic.



## 展商性质 Exhibitor Profile

本届展会近9成成为制造商，其次为经销商/代理商。

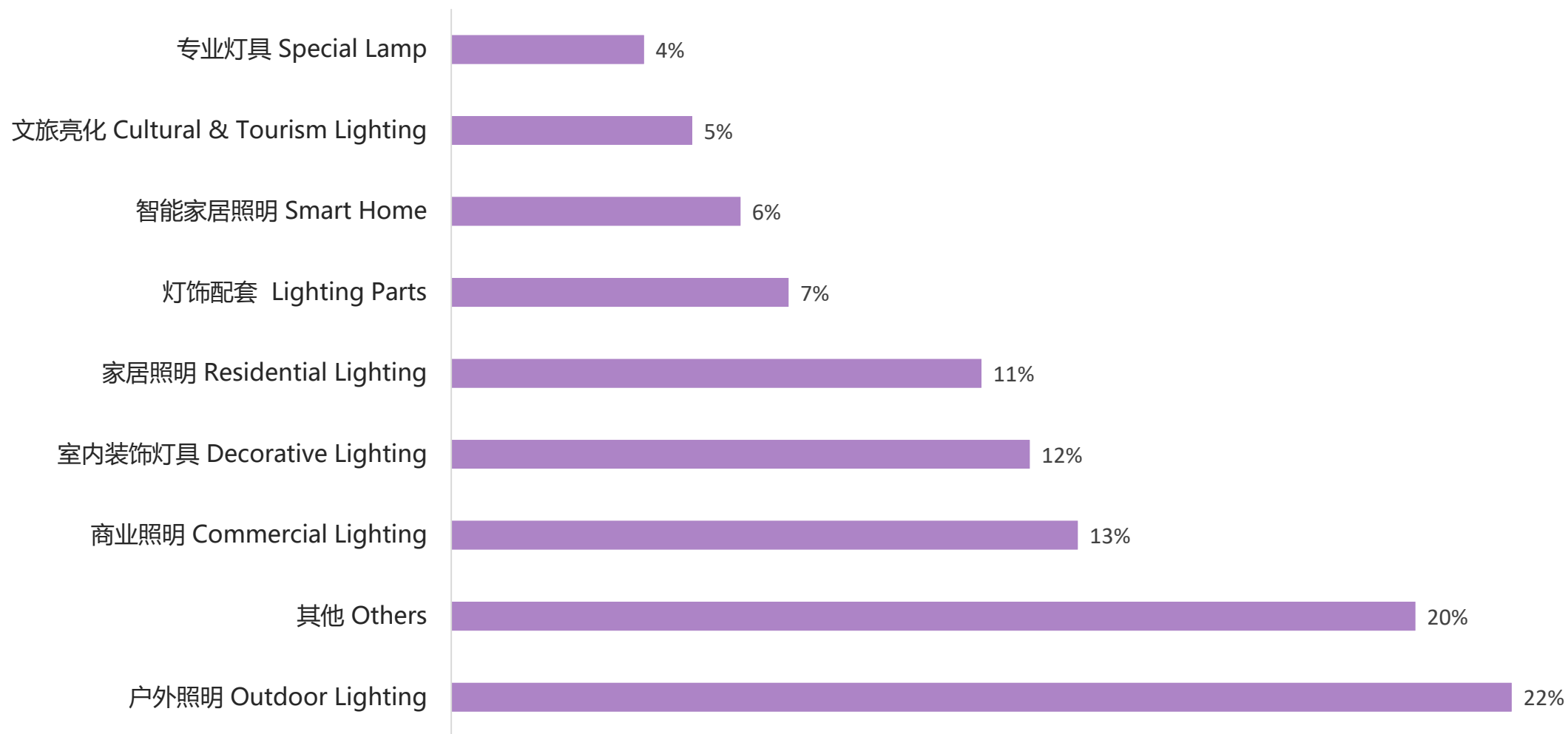
Around 90% of the exhibitors in the 27<sup>th</sup> GILF are manufacturers.



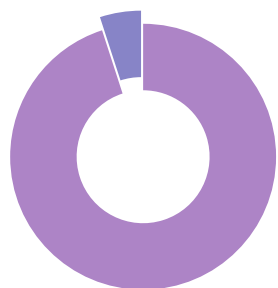
## ▶ 主要展品类别 Exhibits Categories

22%的展品为户外照明，商业照明，装饰灯，家居灯等其他类别展品则呈现百花齐放，均匀分布的态势。

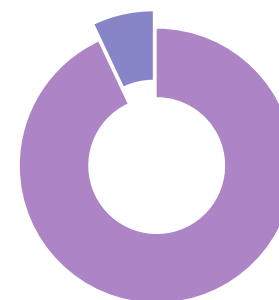
22% of the exhibits are outdoor lighting. Other lighting include commercial lighting, decorative lighting etc., which take similar proportion.



## 展商对展出效果的满意度 Exhibitor Satisfaction Rating



87% 的展商推荐朋友/同事参观古镇灯博会  
87% of the exhibitors will recommend Guzhen Lighting Fair to workmates/friends



91%的展商表示将参加下届古镇灯博会  
91% of exhibitors will choose to attend the next Guzhen Lighting Fair

### 暗能量

#### 彭福胜 暗能量电源销售总监

作为古镇灯博会的“明星企业”，暗能量每年都参加古镇灯博会，立足“中国灯饰之都”古镇镇超千亿灯饰生产与贸易产业集群，古镇灯博会的客户资源十分广阔，因而暗能量每年都会在展会上发布新的产品及技术，借助古镇灯博会的平台展示企业的最新成果。

从今年整体情况来看，预计暗能量整体销售将同比增长80%-90%，加之11月市场还将迎来一个销售小高峰，相信进入今年的第四季度市场将迎来全面复苏，为行业带来利好的信号。

### Dark Energy

#### Peng Fusheng Sales Director of Dark Energy

Knowing Guzhen Town's industry advantages and Guzhen Lighting Fair's rich customer resources, Dark Energy, one of the famous enterprises in Guzhen Town, has attended Guzhen Lighting fair for years and displays new products and technologies every time. In general, we believe our sales volume will increase by 80%-90% and will see a peak in November. We feel optimistic on the industry.



### 旭程（中国）照明

#### 刘磊 旭程（中国）照明负责人

旭程（中国）照明在本届古镇灯博会上携太阳能路灯、投光灯等产品亮相，为客户提供高质量节能环保的照明产品，产品均拥有国家发明专利，现场吸引了不少观展商驻足、了解。从本届灯博会来看，即使人流量不比往年，但至少比预期要好很多。今年整体销售情况同比往年增长30%-40%。

### Xucheng (China) Lighting

#### Liu Lei Head of Xucheng (China) Lighting

Xucheng displayed patented products such as solar streetlight and floodlight in the 27<sup>th</sup> GILF, all received great attention. Liu Lei, head of Xucheng (China) Lighting felt that number of visitors is higher than expectation in spite of the pandemic and he expected that the sale volume will increase by 30%-40% compared to last year.



### 左向照明

#### 张蓓 左向照明市场总监

在本届古镇灯博会上，左向照明携全新磷酸铁锂应急集中电源产品系列亮相，该系列产品拥有应急照明市场领先技术，实现了0.075KVA到1KVA全单元产品。此外，左向照明还展示了智能消防应急照明和疏散指示系统、智能电气控制设备、消防物联系统、消防火灾报警系统等产品。

### Zuoxiang Lighting

#### Zhang Pei Marketing Director of Zuoxiang Lighting

In this exposition, we displayed complete series of the brand new LFP battery (from 0.075KVA to 1KVA). The technology of the series take the lead in the field of emergency lighting. Aside from that, we showcased products like smart fire fighting emergency lighting and fire evacuation indicator, smart electronic controlling system, fire IOT system, fire alarming system and other related products.



### 岩羊照明

**杜耀磊 岩羊照明营销中心总经理**

本届古镇灯博会以智能引领、原创先行为着力点，吸引了一批又一批以创新发展为理念的企业，岩羊照明便是其中一员。古镇镇作为全球灯饰照明产业集聚地，其影响力正在逐步扩大。古镇灯博会不仅针对古镇镇周边区域，它还在全国整个灯饰照明行业起到引领作用。

### Yanyang Lighting

**Du Yaolei GM of Yanyang Lighting Marketing Center**

This Guzhen Lighting Fair highlighted smart lighting and original design, which attracted batches of exhibitors including us. Over the years, Guzhen Lighting Fair has been exerting its influence nationwide and is taking the lead in the industry.

### 灯杯王照明

**范林锋 灯杯王总经理**

这次灯博会的人流量较多，纵观本次展会，产品大体是偏向于商业照明、教育灯、智能照明、家居照明等。产品主要针对的是90后、00后，较年轻化的消费群体。

### Dengbeiwang Lighting

**Fan Linfeng GM of Dengbeiwang Lighting**

This Guzhen Lighting Fair saw considerable amount of visitors and most of its exhibits were commercial lighting, educational lighting, smart lighting, residential lighting targeted post-90s and Generation Z.





# EVENTS

## 活动论坛



### GFDW

#### GBA FASHION HOME DESIGN WEEK

### 100 CHINA ORIGINAL LIGHTS EXHIBITION

SELECTING 100 ORIGINAL CHINESE LAMP/LIGHTS

IT'S THE ORIGINAL DESIGNER'S VOICE

NOW IS THE TIME OF THE RISE OF ORIGINAL DESIGN IN CHINA

### 臻选中国100盏原创设计灯具作品

本届时尚家居设计周  
GBA FASHION HOME DESIGN WEEK

我们此次推出的「100盏中国原创灯具展」主题展，希望通过大湾区时尚家居设计周发掘更多的中国原创灯具设计品牌和优秀的产品设计师。过去中国灯具设计在当下的设计领域常被边缘化，过去中国制造业很大程度上以低成本制造为设计品牌为的模型，更多是拿来主义的态度。但今天随着中国制造业的成熟和强大，很多企业开始走“原创路线”，虽然艰难艰辛，但是成果显著。同时每年在一些家具展上可以看到部分品牌的个性灯具亮相。我们希望通过此次的主题展，为中国灯具的原创力量开启新的征程，也希望这个展览只是一个开始，一个中国灯具原创设计之路的开始，让优秀的中国制造业企业可以发掘适合自己的设计师，发现更多中国优秀的灯具原创品牌，让品牌和设计师产生未来商业上的更多可能性，也就达成了我们此次主题展览的目标与使命。

We present you the "100 CHINA ORIGINAL LIGHTS EXHIBITION" in the GFDW Fashion Design Week. In the hope of discovering more original lighting brands of China, also allowing manufacturers to discover matching designers, and creating more future possibilities for designers and brands.

### 100 CHINA ORIGINAL LIGHTS EXHIBITION

Discovering more original lighting brands of China  
Allowing manufactures to discover matching designers  
Creating more future possibilities for designers and brands



MENG YE  
孟也

北京国际家居设计周策展人  
全球时尚家居设计周策展人  
PROMY GARDEN 策展人



ZHU HAIYAN  
朱海燕

北京国际家居设计周策展人  
未来灯饰设计(北京)有限公司总经理



GARY ZENG  
曾建龙

北京国际家居设计周策展人  
首席设计师 ROBERTO  
CARRALLO 伟新设计  
GODDESIGN 创始人

llb 利和灯饰中心

GFDW



# 第27届古镇灯博会开幕典礼 Opening Ceremony of 27th Guzhen Lighting Fair

开幕典礼上，各项议程精彩纷呈：

1. 中国照明电器协会领导、中山市人民政府领导和古镇镇人民政府领导致辞
2. “中国灯饰之都-古镇”、“轻工业先进产业集群”授牌仪式
3. 马来西亚-中山跨国合作联络站签约仪式
4. 古镇镇人民政府与中国水电建设集团战略合作框架协议签约仪式
5. 古镇镇首汽约车华南总部项目签约仪式
6. “灯都高质量发展”企业授牌仪式”

On the opening ceremony of Guzhen Lighting Fair, after the addresses of the leaders of the Zhongshan Municipal' People s Government and Guzhen Township People's Government, comes along with other official ceremonies.

- “Lighting Capital of China—Guzhen Town”& “Advanced Industry Cluster of Light Industry” Plaque-awarding Ceremony
- Malaysia & Zhongshan China Liaison Station Signing Ceremony
- The Strategic Cooperation Between Guzhen Township People's Government & SINOHYDRO Corporation Limited Framework Agreement Signing Ceremony
- Shouqi Limousine & Chauffeur South China Headquarter Set in Guzhen Town Project Signing Ceremony
- “Enterprises With Quality Development in Lighting Capital of China” Plaque-awarding Ceremony

古镇镇人民政府与中国水电建设集团  
战略合作框架协议签约仪式

The Strategic Cooperation Between  
Guzhen Township People's Government &  
SINOHYDRO Corporation Limited  
Framework Agreement Signing Ceremony



“中国灯饰之都-古镇”、  
“轻工业先进产业集群”授牌仪式

Lighting Capital of China—Guzhen Town  
Advanced Industry Cluster of Light Indus  
Plaque-awarding Ceremony



## 非视觉照明技术创新发展论坛

## The Innovative Development of Non-visual Lighting Technologies



会议由中国照明电器协会农业照明专业委员会、中国照明电器协会灯具专业委员会、中山古镇灯都博览有限公司主办。

旨在进一步帮助广大科研人员、企业技术人员深入了解、掌握非视觉照明技术在健康照明，农业养殖业照明，紫外消杀领域等领域的发展和创新应用。有约100人参加了现场会议，还有2000多人通过线上直播平台收看了会议直播。

The forum aims to get the researchers and technicians to learn the development and application on non-visual lighting in the field of health lighting, agricultural lighting, UV-lighting and so on.

More than 100 onsite attendees and 2000 online audience participate in the forum online and offline.

### Organizers:

- Agriculture Lighting Committee of China Association of Lighting Industry
- Lighting Fixture of China Association of Lighting Industry
- Guzhen Lighting Expo Co., Ltd.;



## 中山市知识产权高质量发展论坛暨中山知识产权快速维权古镇模式经验推介会

### The Development of Zhongshan IPR Forum & Introduction of the Lighting Fast IPR Services in Guzhen Town

在中国中山（灯饰）知识产权快速维权中心成立十周年之际，推介会展示中山市知识产权高质量发展成果，向社会各界推广“中山古镇模式”的成功经验。并以线上线下同步的方式举行。

On the tenth birthday of Zhongshan (Lighting) Fast Intellectual Property Protection Center, the forum elaborates the satisfied results of the fast IPP model in Guzhen Town, Zhongshan City, both online and offline.

# “精品中山，点亮世界”——灯具流行趋势发布会

## 2022 "Zhongshan Featured Lighting Lights Up the World" Lighting Trend Release & Lighting Design

古镇作为全球照明产业集聚地，会议活动以“精品中山，点亮世界”为主题，集结全球设计师、生产设计企业，用爱、用创意，以一座城市“精品中山”为元素，以照明产业为基础，向全球发布工业设计流行趋势。

This activity is launched theming with "Zhongshan Featured Lighting Lights Up the World" with the support from the government, lighting professionals, designers, and brands. It leads the global lighting design trend based in the original resources of Guzhen Lighting.





- 1. 远距离、高速率
  - 解决建筑物遮挡造成的无线信号衰减，稳定传输距离2Km，超长使用不掉线
  - 信号环境简单，提供1-6M, 500K以下，150K应用层传输速率，保障IoT类产品通讯即时
- 2. 降低施工、运维难度
  - 通电即可实现通讯
  - 在同一变压器供电环境下
  - 脱网脱电不脱连
- 3. 简单、低成本落地方案
  - 无需部署物理隔离器
  - 单点唤醒，自呼自应，自由组网
  - 对比有线技术，成本更低



## 精准数字化，科技创未来

### 2021智能配套及设备行业品类沙龙

### Digitalization Shapes the Future – 2021 Intelligent Lighting Fittings & Equipment Salon



2021智能配套及设备行业品类沙龙重磅来袭，一同探讨随着5G+AIoT赋能下，全面革新智能家居产品形态，更大范畴的底层互联协议开始诞生，如何在变革中稳健发展。

With the trend of 5G+AIoT, this salon explores that what is the revolution of smart home products and how to maintain the business success even the in an era full of challenges.

# 直播间-明人在线&古一产业共同体 Livestreaming- Denggle Online & Guyi Lighting Industry Community

古镇灯博会携手中国之光网·明课堂共同打造照明行业系列金牌论坛活动——“明人在线”，一起和讲师探讨照明行业的新趋势。“照明产业2022趋势：健康, 智能, 非视觉”、“高质量发展形势下, 科技创新助力照明企业发展”、“生物光照在现代农业中的应用”等主题演讲。

古一产业共同体直播间，连续策划了5个主题直播专场，直播围绕推广展商商户、对市场趋势和技术探讨等话题展开讨论。

GILF co-operates with Cali-light.com building the brand of Denggle Online to share insights of the lighting industry. Lectures are as follows:

- **The Trend of the Lighting Industry: Health, Intelligence and Non-visual**
- **Innovative Technology Will Drive the Growth of Entities During This Quality Development Situation**
- **The Application The Biological Lighting in The Modern Agriculture**

The Guyi Lighting Industry Community hosts 5 activities online to promote the Ruifeng Lighting Fittings City and Qingfeng Trading City to the brand suppliers and professional buyers. They discuss not only the industry trend and technical innovation, but also the marketing strategy in the lighting industry.





利和灯博中心

时尚家居设计周

Fashion Home Design Week in  
Lihe Lighting Expo

10.22-24

利和灯博中心以「创造CREATE」为名，向世界发出邀请！联合新特丽、琪朗、木源尚品等灯饰品牌商，携手中国及全球设计精英、知名泛家居&灯饰品牌，开启了一场不容错过的“时尚家居设计周”！

活动期间启动的高端论坛模式，多位设计师与行业嘉宾进行圆桌对话，从品牌打造、室内设计、家具设计等层面切入，一同探索品牌与设计之间无限可能，上演智慧与机遇激情碰撞的“头脑风暴”。

In the theme of CREATE, Lihe launches a design week with the supports from famous furniture designers and brands including Comly, Kinglong and Muyuan Decorate.

Fashion Home Design Week includes the forums in the model of round-table dialogue, to brainstorm with the audience on the brand building, interior design, furniture design and others.



# 展店联动

## 分会场展期活动 Activities in Sub-venues

### 利和灯博中心

时尚家居设计周  
2021全球灯饰艺购节·开仓季

### 华艺广场

2021华艺广场全球灯饰采购季

### 星光联盟

品牌新品发布会  
“FAN设计 IN家居”星光联盟金秋  
十月设计盛典  
星光联盟直播季（第2季）

### 中国灯都国际路灯城

户外灯具采购节

### 瑞丰国际灯配城

庆丰LED商贸广场  
直播探店&企业采访

### 灯都时代广场

全方位布置创意展厅，强化采购氛围

### Lihe Lighting Expo Center

Fashion Home Design Week  
2021 Global Lighting Art Festival

### Huayi Plaza

2021 Global Lighting Procurement Festival

### Star Alliance

New Product Release Meeting  
“FAN Design IN Home”Autumn Design Festival  
Live Broadcast Season II

### International Streetlight City

Outdoor Lighting Procurement Festival

Ruifeng International Fittings City  
Qingfeng LED Lighting Trading City

Live Broadcast & Interview

### Lighting Era Plaza

Discount Event



# 媒体合作 Corporation With Media

国内外专业媒体、大众媒体近100家对第27届古镇灯博会进行全方位报道  
100+ domestic and overseas medias help to promote Guzhen Lighting Fair in diverse perspectives

**凤凰居悦** 首页 > 资讯 > 品牌 > 正文

## 第27届古镇灯博会免费门票通道开“鲜”看

2021-05-24 10:18:54  
来源：互联网

2021年10月22日-26日,第27届中国·古镇国际展览中心盛大开启!本届展会在中山市人民政府灯饰之都(中山古镇)共同主办,中山古镇灯都博览中心

作为行业风向标,原产地黄金名片,第27届中山台的姿态,面向全球绽放。

“海丰城”和“庆丰城”均立足LED新光源,1台优势,培育了大批优秀企业,使小的做大,大的

两大分会场更入驻了古镇以及中山以外数十家份、瑞丰光电、明阳新能源、兆驰股份、佛山照明、

老外@中山 | 古镇灯博会, 这些黑科技实在太太太抢镜啦

中山日报 1周前

**腾讯家居** 首页 新闻中心 灵感案例

腾讯家居 > 照明 > 正文

## 再添劲旅! 瑞丰、庆丰大格局成就大采购!

腾讯家居 2021-09-22 17:16:35 阅读 24146

作为行业风向标,原产地黄金名片,第27届中山台的姿态,面向全球绽放。

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**CantonFair.net** China Trade Shows Guide

China (Guzhen) International Lighting Fair (C 2021)

From October 22, 2021 09:30 until October 26, 2021 18:00  
At Zhongshan - Guzhen Convention and Exhibition Center  
Canton Fair Website: [www.cantonfair.com.cn](http://www.cantonfair.com.cn)  
86-790-2235 3188, 86-790-2235 3188  
<https://en.ligala.com/lighting-fair/>

Categorie: Elettronica ed elettronica, Luci e illuminazione

Le città più gettonate  
Guangzhou, Beijing, Shanghai, Hong Kong, Shenzhen, Nanjing, Wuhan, Hengzhou, Qingdao

Luoghi migliori  
Guangzhou - Complexe d'Exposition de Canton  
Hong Kong Convention & Exhibition Centre  
Shanghai - National Exhibition & Convention Center (SNIECC)  
Shenzhen - National Exhibition & Convention Center (NECC)  
Canton - Complexe d'Exposition de Canton  
Shenzhen - New China International Exhibition Centre  
Canton - Complexe d'Exposition de Canton  
Shenzhen - Poly World Trade Center  
Guangzhou - Poly World Trade Center  
Taipei - TWTC Nangang Exhibition Center  
Yiwu International Expo Center

Nuovo aggiornamento  
SPORTS West pavillon dal 2022/11/16 al 2022/11/19  
International Smart Grid Expo Doha prevista per il 2021/11/17 al 2021/11/19  
Arabian Interiors Expo novembre dal 2022/09/14 al 2022/09/16

**Xinhua News** Window on China & the World

**GLOBALink** Xinhua Global Service

**CNENA.COM** 2021中国特招招商全面启动

第27届古镇灯博会10月开启采购盛典-聚合、聚能

2021-09-07 08:42:59 来源: 中国会展门户合作媒体: 美通社

中山2021年9月6日 /美通社 / -- 第27届古镇灯博会(秋季) 将于2021在广东中山灯都古镇会展中心再度璀璨灯饰照明行业。

一直以来, 信息与资源不对称成为了企业、经销商和卖场三者之间一沟, 古镇灯博会发挥产业源头的作用, 在帮助品牌展示产品和技术、拓展促进销售的同时, 采用“展店联动”的创新展销模式, 利用自有立足的“产业源头优势, 通过主会场与镇内专业灯具卖场联动, 点亮金秋“大灯博会”

**GLOBALink | Explore the brightest trends at China Int'l Lighting Fair**

© Oct. 26 (UTC+8), 15:47 Xinhua

The 27th China International Lighting Fair is being held in Guzhen of Zhongshan city, south China's Guangdong. Follow Paul Benavides, a U.S. teacher living in Zhongshan, to discover the highlights of the "lighting capital of the world". #GLOBALink

98次观看 · 27分钟前 #GLOBALink

10 0 分享

New China TV

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## 八大会场共筑盛会 品牌聚合点亮全球

2021年10月22日 星期五

国内统一刊号 CN44-0126 代号 45-47 中山日报社出版 Email: zrb@zsb.cn

A03版 2021年10月22日 专题

第27届古镇灯博会今日开幕  
八大会场共筑盛会 品牌聚合点亮全球

**中山日报** ZHONGSHAN DAILY

2021年10月22日 星期五

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**my Zhongshan**

## The 27th China (Guzhen) International Lighting Fair

### 中国灯都 点亮世界

### Lighting capital of China Light up the world

**China (Guzhen) International Lighting Fair**

China (Guzhen) International Lighting Fair ha sede a China Lighting Capital-Guzhen Town giacimento migliaia di produttori di illuminazione e sono soprannominati la fonte di illuminazione. Con l'aiuto del governo locale e delle informazioni, la fiera è stata organizzata con successo molte edizioni. La scorsa primavera GILF ha ricevuto un totale di 295.000 acquirenti e visitatori provenienti da 91 paesi e regioni di tutto il mondo. Il centro conferenze ed esposizioni di C-Trade principale, ha attirato 54.134 acquirenti di cui 91.398 domestici e 2.739 stranieri. Alla prenotazione dello stand GILF ha raggiunto il 95%. Se hai intenzione di ottenere l'accesso vasta base di clienti dal mondo in pochi giorni, prenota subito lo stand GILF! Altrimenti, il sarà occupato da colleghi!



## 关于我们 ABOUT US

**Informa 集团** 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** 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.

**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** creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in different markets. We 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, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

## 关于我们 ABOUT US

**上海博华国际展览有限公司** 是英富曼集团 (Informa PLC 全球最大的会展主办机构) 与上海华展国际展览有限公司(创建于1992年, 是国内第一家会展民营企业)于1998年在上海设立的全国第一家中外合作展览公司。从华展初创至今29年以来, 公司展会全年租馆总面积已达到150万平方米(2019年), 为来自全球的近百万采购人士创造了多重贸易机会, 同时大力发展线上业务, 打造8个B2B网站, 2个B2P采购通小程序, 4个资讯类小程序及2款APP产品组成的线上平台。公司总部位于上海, 下设机构包括: 2家全资子公司-上海博英电子商务有限公司和 华汉国际会议展览(上海)有限公司, 2家分公司位于北京和广州, 2家合资公司-中山古镇灯都博览有限公司及广东博泓国际展览有限公司。博华公司员工总数超过470人。

**Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.** is the first joint venture exhibition company in China founded by Informa PLC- World's Largest Events & Exhibitions Organisers and Shanghai Sinoexpo International Exhibition Co., Ltd in 1998. The total area of our trade shows covered 1,500,000 sq.m in 2019, which provided countless trade opportunities for millions of buyers coming from all over the world. The Online platforms include 8 B2B portal websites, 2 B2P sourcing miniprograms, 4 information related Mini Program platforms and 2 APPs. Sinoexpo Informa Markets is Headquartered in Shanghai and consists of two wholly-owned subsidiaries - Shanghai BoYing Electronic Commerce Co.,Ltd. and China International Exhibitions Ltd.. Besides, it operates two branches in Beijing and Guangzhou and two joint venture exhibition companies include: Guzhen Lighting Expo Co.,Ltd and Guangdong Bohong International Exhibition Co.,Ltd. The total headcount has exceeded 470.

**中山古镇灯都博览有限公司** 是中山市古镇镇人民政府和上海博华国际展览有限公司 (隶属英富曼集团 (Informa PLC)集团-世界领先的B2B资讯服务集团及全球性展会主办单位) 联合组建的合营企业, 是中国照明电器协会第九届理事会理事、广东省会展百强企业、古镇镇规上企业。公司在中国照明电器协会、古镇镇人民政府的大力支持下, 凭借双方丰富资源与经验, 承办全球展览业协会UFI认证的“中国·古镇国际灯饰博览会”, 同期举办古镇灯饰生产设备、原辅材料及配套服务展。联合古镇内灯具大卖场, 以一年两展、展店联动的办展模式, 内外销相结合, 覆盖灯饰照明全产业链, 打造超150万平方米的国际灯饰展览会。连同专业B2B贸易网站“灯饰在线”, 为专业参展商、买家搭建一个高端优质的交流平台。

**Guzhen Lighting Expo Co., Ltd.** is a joint venture by Guzhen Township People's Government of Zhongshan Municipality and Shanghai Sinoexpo International Exhibition Co., Ltd. Joining hands with other seven lighting megastore, 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 builds for exhibitors and buyers to provide a high-quality and efficient communication platform.

与你相约 SEE YOU THERE

# Lighting Fair 2022 SPRING

## 第28届中国·古镇国际灯饰博览会

The 28<sup>th</sup> China (Guzhen) International Lighting Fair

3.18-21 广东·中山·古镇  
Guzhen, Guangdong, China



 86 760 2235 3188

 [www.gzlightingfair.com](http://www.gzlightingfair.com)  
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