

# LIGHTING FAIR

春归·重启

# 第28届古镇灯博会

## 2023/03/18-21

广东·中山·灯都古镇会议展览中心

## 展后报告 Post Show Report

### 主办单位 Sponsors

中山市人民政府

Zhongshan Municipal People's Government

中国照明电器协会

China Association of Lighting Industry

### 承办单位 Organizers

中山市古镇镇人民政府

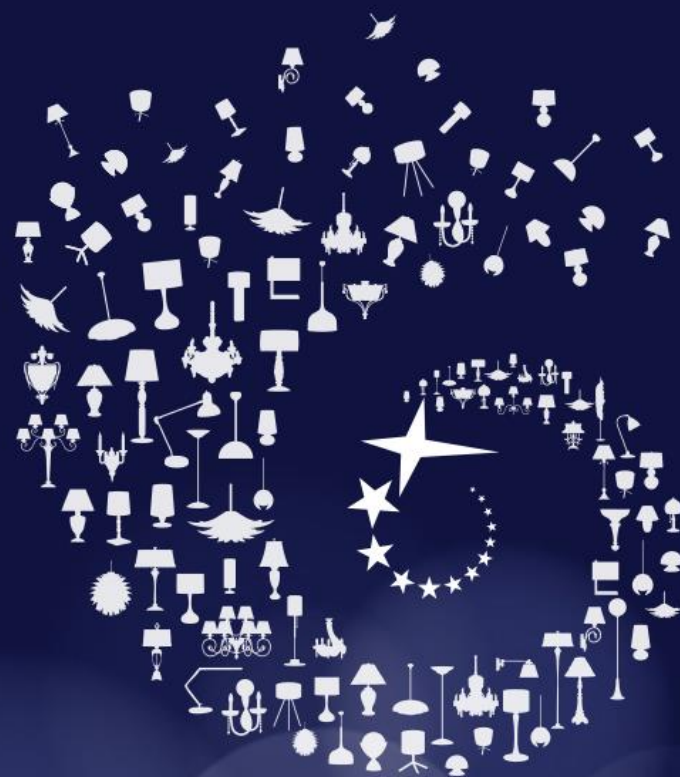
Guzhen Town People's Government

中山古镇灯都博览有限公司

Guzhen Lighting Expo Co., Ltd.

让古镇灯饰  
照亮世界

GUZHEN  
LIGHTS UP  
THE WORLD







展馆 C  
Hall

# OVERVIEW 展会概述



# 让古镇灯饰照亮世界 Guzhen Lights up the World

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

展览面积/ Scale

3,500+ 家

展商/ Exhibitors

260,000 人次

观众/ Visitors

9 大

会场/ Venues



主会场 Main Venue

Guzhen Convention and Exhibition Center

84,603 人次

专业观众/ Visits

877 家

展商/ Exhibitors

104 个

国家与地区/ Countries and Regions



2023年3月18-21日，第28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。

本届古镇灯博会由中山市人民政府、中国照明电器协会主办，中山市古镇镇人民政府、中山古镇灯都博览有限公司承办。

大会以“让古镇灯饰照亮世界”为主题，以“专业化、市场化、全球化”的精准定位，聚焦“数字化赋能产业升级，智造、设计、节能、跨界共生”，采用“1+8+N”展店联动、展网融合、线上线下双推进、资源服务全赋能模式，打造更专业化、更市场化、更国际化的行业盛会。

The 28th China (Guzhen) International Lighting Fair was successfully held in Guzhen Town, Zhongshan City.

Guzhen Lighting Fair, themed "Guzhen lights up the world," was held at "1 + 8 + N" venues with a total exhibition area of over 1.5 million square meters. Showcasing the latest technologies, products, and ideas from around the world, this year's event introduced new elements such as smart lighting experiences, new energy applications, and crossover home goods to the industry, presenting a specialized, market-oriented, and international industry event.







FEATURED SECTORS

展会亮点



## 9大会场，各具特色 Nine Venues with Distinct Characteristics

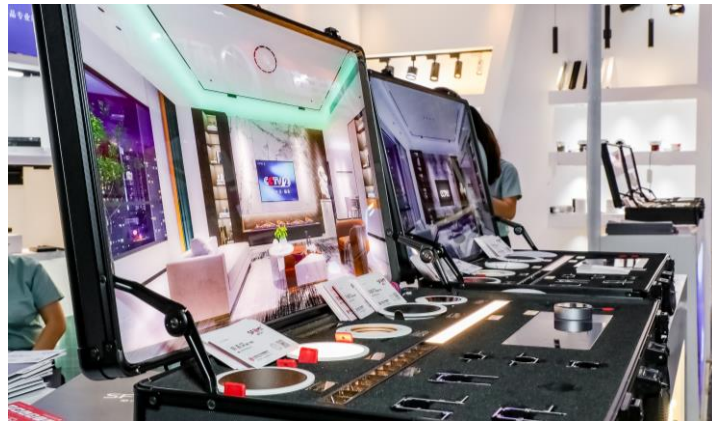
展会以灯都古镇会议展览中心为主会场，利和灯博中心、华艺广场、星光联盟、灯都时代广场、古一瑞丰国际灯配城、古一庆丰LED商贸广场、古镇长安灯配电子城、曹三国际灯配城8大灯具卖场为分会场，构建“主会场更专业、分会场更高端”的大灯博会格局。



The main venue-Guzhen Convention and Exhibition Center, focusing on industry chain, joins hands with eight sub-venues, featuring high-end products, which includes Lihe Lighting Expo Center, Huayi Plaza, Star Alliance Global Brand Lighting Center, Lighting Era Center, Guyi Ruifeng International Lighting Fittings City, Guyi Qingfeng LED Lighting Trading City, Guzhen Chang'an Lighting Parts & Electronic City, and Caosan International Lighting Parts City, to build the Great Guzhen Lighting Fair.





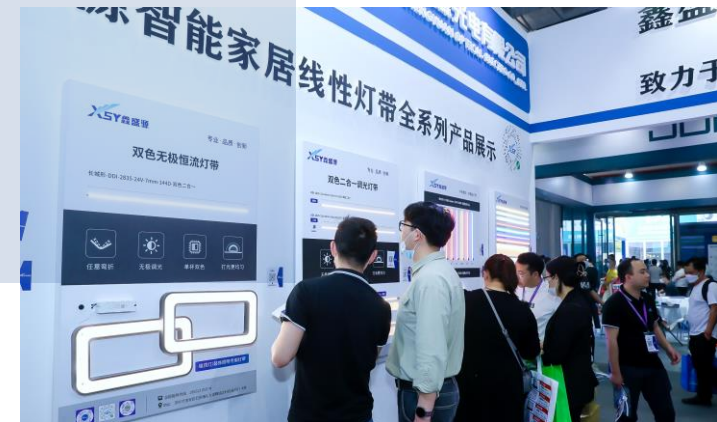


## 智能，聚焦“数智化”生态链

展会全方位强化智能板块，以智能照明为基础的智慧路灯、数字景观亮化，智能家居、智能安防、智慧办公、智慧教育等领域成果，在本届灯博会全面展示，代表着古镇灯饰产业已迈进智能与光体验时代。

## Focus on an Intelligent and Digital Ecosystem

The exhibition features the intelligent lighting sector in an all-encompassing manner, featuring intelligent streetlamps, digital landscape lighting, smart home, intelligent security, smart office, and smart education. This marks a significant milestone for the lighting sector in Guzhen as it moves towards an era of intelligent lighting experiences.





## 低碳节能，户外新能源应用多元化

大会关注节能，在新能源照明应用方面，太阳能、锂电池等绿色新能源与智慧灯杆、景观灯、节日灯等紧密结合，让新能源赋能新光源。

高节能、高功率LED最新技术、能源智慧调控技术成果在灯博会尽情展现。

## Low-Carbon, Energy-Efficient, and Diverse Outdoor New Energy Applications

The exhibition focuses on energy efficiency, featuring the latest technologies that facilitate the empowerment of new lighting sources with new energy. This includes the combination of solar power, lithium batteries, and other green new energy sources with smart lampposts, landscaping lighting, and festival lighting. The exhibition will also showcase the latest LED technologies that feature high energy efficiency and high power, as well as intelligent energy control products that have garnered widespread attention in the industry.







## 原创，潮流与个性无缝结合

原创力、精工艺、个性美，一直是以款式取胜的装饰灯品牌的核心竞争力，大会特设灯饰原创专区“设计师联合品牌”，以及灯博会主办方与鸿兴创谷共同创办“明日之星”创新联盟学院，现场推出300多个设计方案展示，多项专利加持。

特邀中山市灯饰知识产权维权中心进驻，提升中山灯饰产品创新能力和品牌价值。

## Seamless Fusion of Original Design, Trendiness and Individuality

Originality, exquisite craftsmanship, and individuality have always been the core competitive advantages of decorative lighting brands that win by style. The exhibition initiates the Talented Lighting Designer Project, dedicated an exclusive exhibition zone for Designer Alliance to present more than 300 lighting design onsite of the fair. The organizer also collaborates with the Zhongshan Lighting Intellectual Property Rights Protection Center to promote the innovation and brand value of lighting products produced in Zhongshan.



## 专精，细分品类靠特色出圈

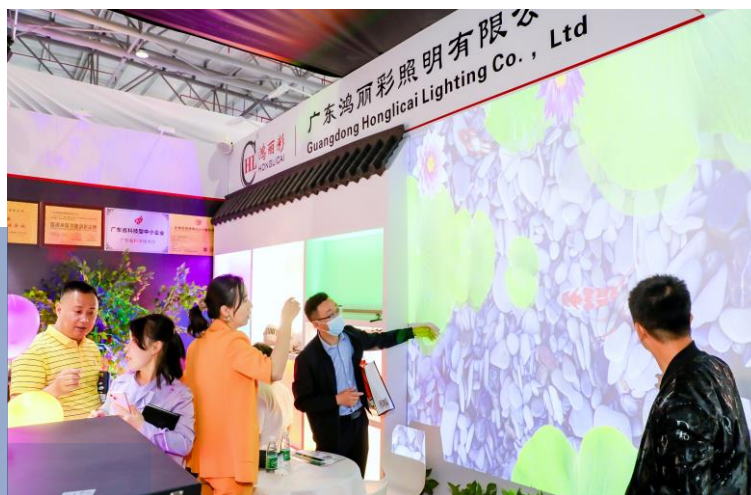
市场需求日益细分，专业度越高的企业在激烈竞争中更容易脱颖而出。

本届展会，大功率散热技术的照明产品、消防灯、教育灯、防爆灯、植物灯、景观灯、风扇灯、投影灯等，均带来了新精彩和新技术，对买家和观众的吸引力更胜往年。



## Specialization, Segmentation, and Excellence with Unique Characteristics

With the market demands becoming increasingly specific, specialized companies are more likely to stand out in the fierce competition. The fair impresses both buyers and visitors deeper than previous sessions with new and exciting technologies for lighting products requiring high power and efficient heat dissipation, firefighting lights, educational lights, explosion-proof lights, plant lights, landscape lights, fan lights, projection lights, etc.







## 深挖全产业链资源，升级完善供应链配套

展会深挖上下游及配套资源，把产业链上游汇聚于此，近百家优质配套企业齐亮相，与成品应用企业相辅相成。

具有机器人系统集成应用以及设备、最新的SMT多功能贴片机、全自动LED生产线、淋老化风干一体流水线等各类生产设备等新技术与产品，形成上下游产业紧密衔接、良性互动的特点。

## Pooling Resources for Full Industrial Chain and Featuring an Upgraded and Improved Supply Chain

The exhibition has identified upstream, downstream, and supporting resources, bringing together the various components of the industrial chain. Nearly one hundred leading part and equipment suppliers participates in the event, along with finished product and application enterprises. Advanced robot system integration applications and equipment, the latest multifunctional SMT equipment, automatic LED production lines, integrated sprinkling, aging, air drying lines, and other new technologies and products testify close connections and positive interactions between upstream and downstream industries.



## 跨界融合，展示多元领域

F展区创新展示与灯饰产品相关的泛家具资源如智能锁具、厨房卫浴、五金门窗等，以及电商、直播活动等新营销模式。

为客商提供一站式采购便利，也为行业注入跨界联动的新元素。



## Crossover Integration and Diversification

Hall F in the fair featured a range of home goods, including smart locks, kitchen and bathroom articles, hardware, doors, and windows, as well as new e-commerce, live streaming, and other marketing models, providing the convenience of one-stop purchasing and injecting new elements of crossover interaction.





## 全新亮点，打造户外灯露营体验区

展会全新打造的沉浸式“户外灯露营体验区”备受关注，全方位展示露营装备、新能源汽车、咖啡文化。并在专区内特设摩“灯”咖啡会，让展商和观众能在轻松、自由的氛围中享受咖啡甜品，同时深入交流、洽谈贸易。



## Brand Now "Lighting X Camping" Experience Area

The novel "Lighting X Camping" Experience Area displayed camping equipment, new energy vehicles, and coffee culture in all aspects. The Lighting X Camping Coffee Time is a leisure business matchmaking in the area for exhibitors and visitors to enjoy coffee and desserts while sharing ideas and bargaining over deals in a relaxed and free atmosphere.

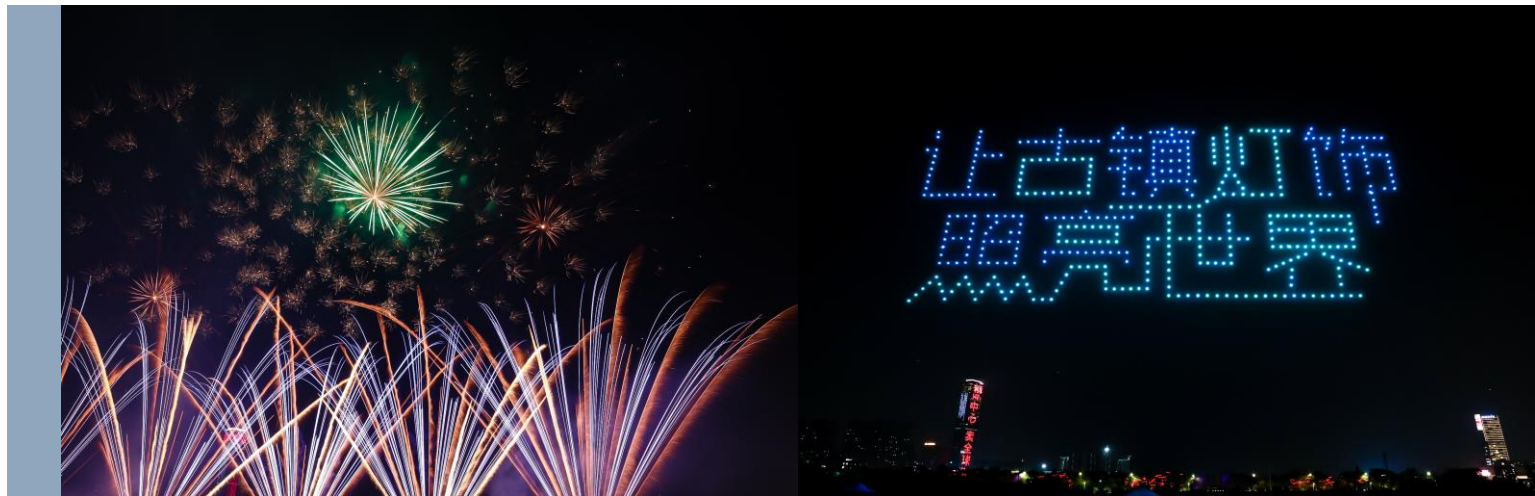




## 展会+夜经济 沉浸式感受光影文化

灯都古镇进一步延伸展览+文化生态，“白天看展，晚上赏灯”，文旅活动精彩不断。

3月18日开幕式当晚，举行了“璀璨耀灯都——烟花文艺汇演”，现场分别以烟花秀、无人机灯光表演、非遗文化六坊云龙、南粤特色夜光醒狮等演绎古镇特有的文化魅力。百佳粤剧表演，一连三晚，好评如潮。灯都文艺轻骑兵在展会期间每晚送上精彩纷呈的文艺表演。



### Exhibition + Night Economy with Immersive Experiences of Light and Shadow

The exhibition further extended the "exhibition + culture ecology" characterized by "watching the exhibition during the day and enjoying the lights at night" with impressive cultural activities.

In the evening, a spectacular "Bright Lights in Guzhen" drone and fireworks show was staged, featuring Liufang Yunlong dragon dances, fireworks, and a drone show that showcased the unique cultural charms of Guzhen Town. The three-night Top 100 Cantonese opera performances were highly acclaimed, and the lighting capital Art Light Cavalry troupe delivered splendid nightly art performances.





## 第7届全球买家采购行线上展

2023.3.18-4.18

## The 7th Hosted Buyer Program Go Online

全球买家采购行线上展，以线上线下一体化，打造展网融合新生态为方向，以“云端拓市场，线上觅商机”为主题。通过打造灯饰照明全产业链的“云端贸易盛会”，为品牌展商及逛展观众提供线上沟通交流平台、直接采购平台、一手资讯平台。

除了灯饰在线PC端、移动端、小程序之外，还在Facebook、Instagram、YouTube、LinkedIn等海外社交媒体同步更新线上展动态。通过构筑“线下实展+线上云展”数字化展会新生态，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。

灯饰在线采购通  
线上匹配把灯购

Hosted Buyer Program Go Online, the digital complement to the onsite event-Guzhen Lighting Fair,synchronously starts with GILF on March 18th.Organized by Denggle.com,it offers an online plaform for global lighting professionals to grow business with valued services and infinite opportunities.

Updated fair news could be found at Denggle.com (PC/Mobile/Mini-program), Facebook, Instagram, YouTube, LinkedIn and other overseas social media platform. "Online+Offline"event gathers more overseas buyers with onsite exhibitors to boost further cooperation.



博华  
灯饰优选

170+  
产品种类  
Categories

60,000+  
在线展品  
Products

3,500+  
品牌供应商  
Exhibitors

200,000+  
注册买家  
Buyers



## 配对服务

### 采购商

- 提供采购需求
- 查看供应商信息



微信添加匹配专员  
轻松采购



### 供应商

- 提供产品信息
- 报价
- 获得采购信息

### 精准匹配 促成交易

- 分析需求
- 挑选合适供应商



## 采购通在线匹配 EZBuy Service

线上一对一供需匹配，满足个性化采购需求

EZBuy specialist connect buyers with the suppliers based on the buyers' needs.

## 第7届全球买家采购行线上展

### The 7th Hosted Buyer Program Go Online

## 社群推荐 Wechat Group Recommendation

社群专属推荐，助力买家精准找到心仪产品

Daily exposure on the suppliers or products to attract targeted buyers.

## 交换名片 Business Card Exchange

打破时空限制，轻松获取参展商联系方式

Connct with satisfied business partner easily.





# 第7届全球买家采购行线上展

The 7th Hosted Buyer Program  
Go Online



展位直击  
Booth Display Live

展会现场速递,  
直观了解品牌展  
商动态

Discover updated  
brand news and  
products.

灯光探店  
Sub-venue  
Tour

走进镇内分会场,  
感受光与影魅力  
Immercing in the  
charm of lighting in  
the lightig  
megastores.



云游逛展  
Virtual Exhibition  
Tour

跟随主播镜头,  
沉浸式体验现场观展  
Have an immersing fair  
experience interacting with  
the host.

明人在线  
EZTalk Live  
Boardcast

线上直播论坛, 分享剖  
析照明产业新趋势  
Online talk with lighting  
professionals to share  
different perspective.





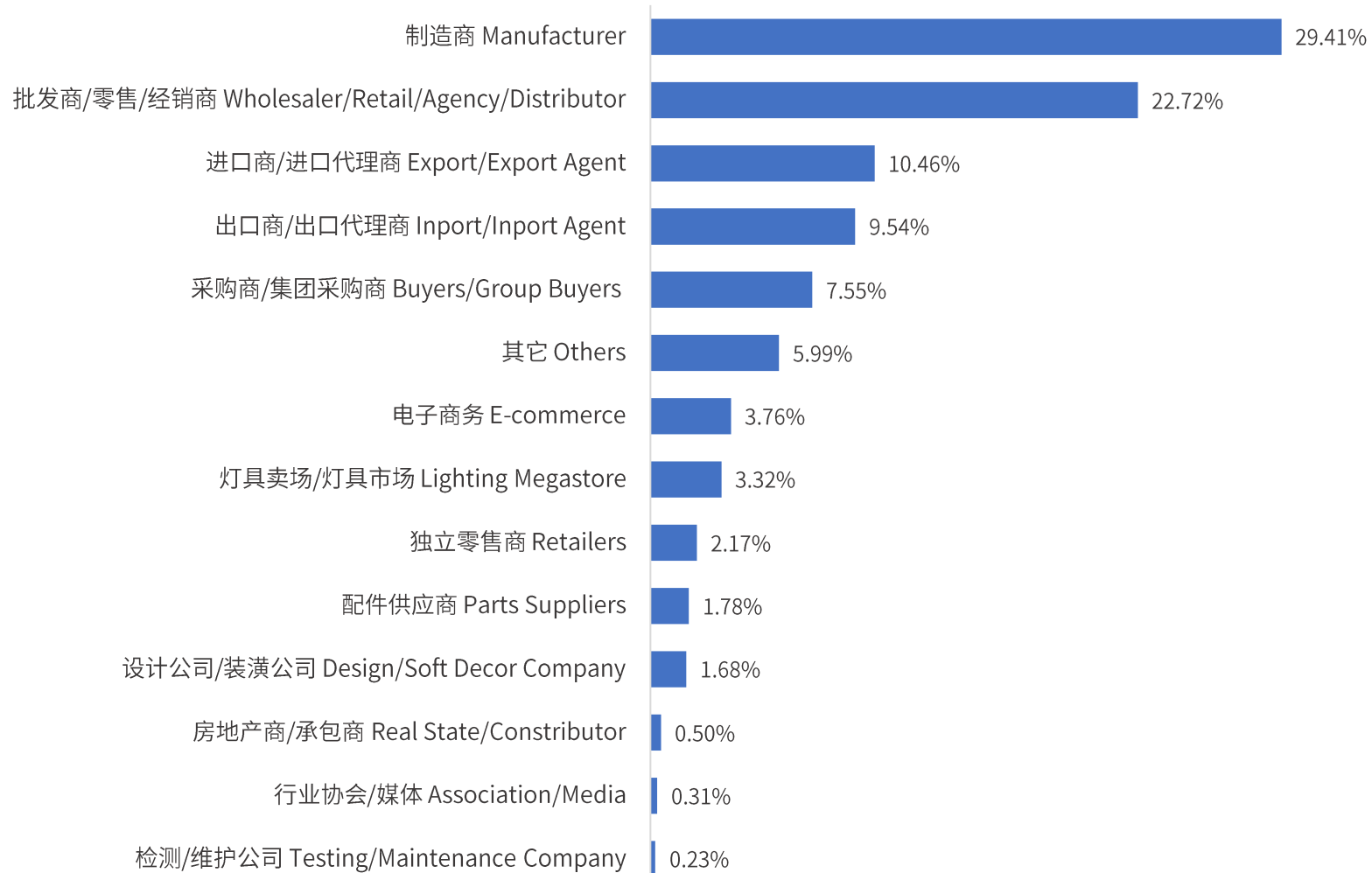
# VISITORS

## 观众分析





## 国内观众业务性质 Local Business Nature



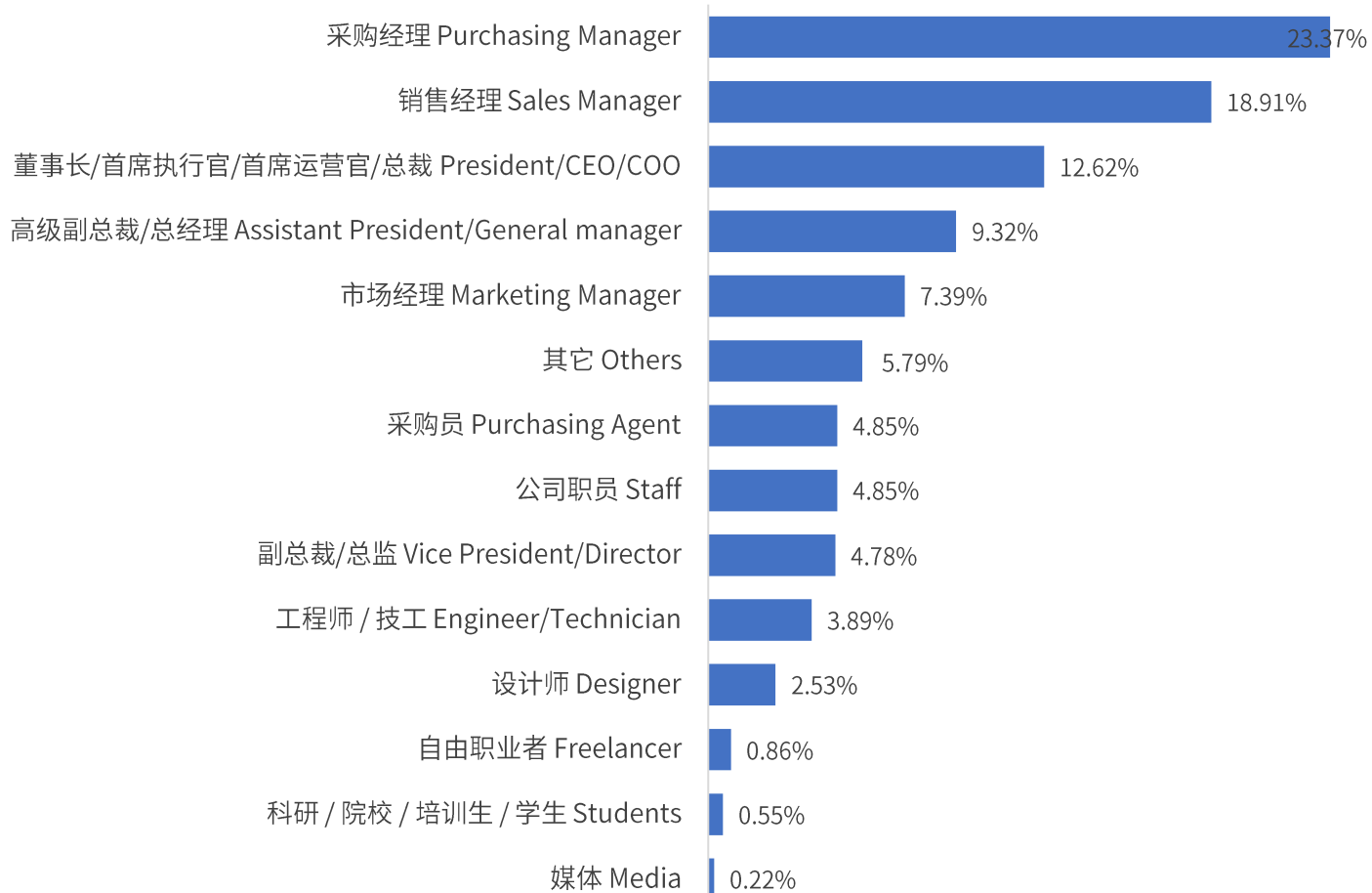


## 国内观众职务分析

### Local Visitors Profile

通过对国内观众所任职务进行分析，可以了解到国内企业对展会的重视度，近8成是企业的管理阶层。

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

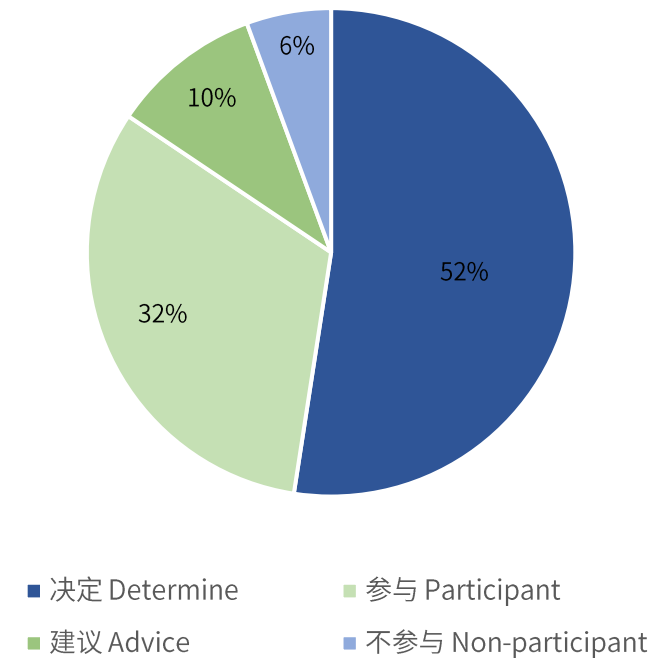


## 国内观众采购角色分析

### Local Visitors Profile Analysis

通过对国内观众采购角色进行分析，可以了解到超8成观众具备能决定或参与采购能力。

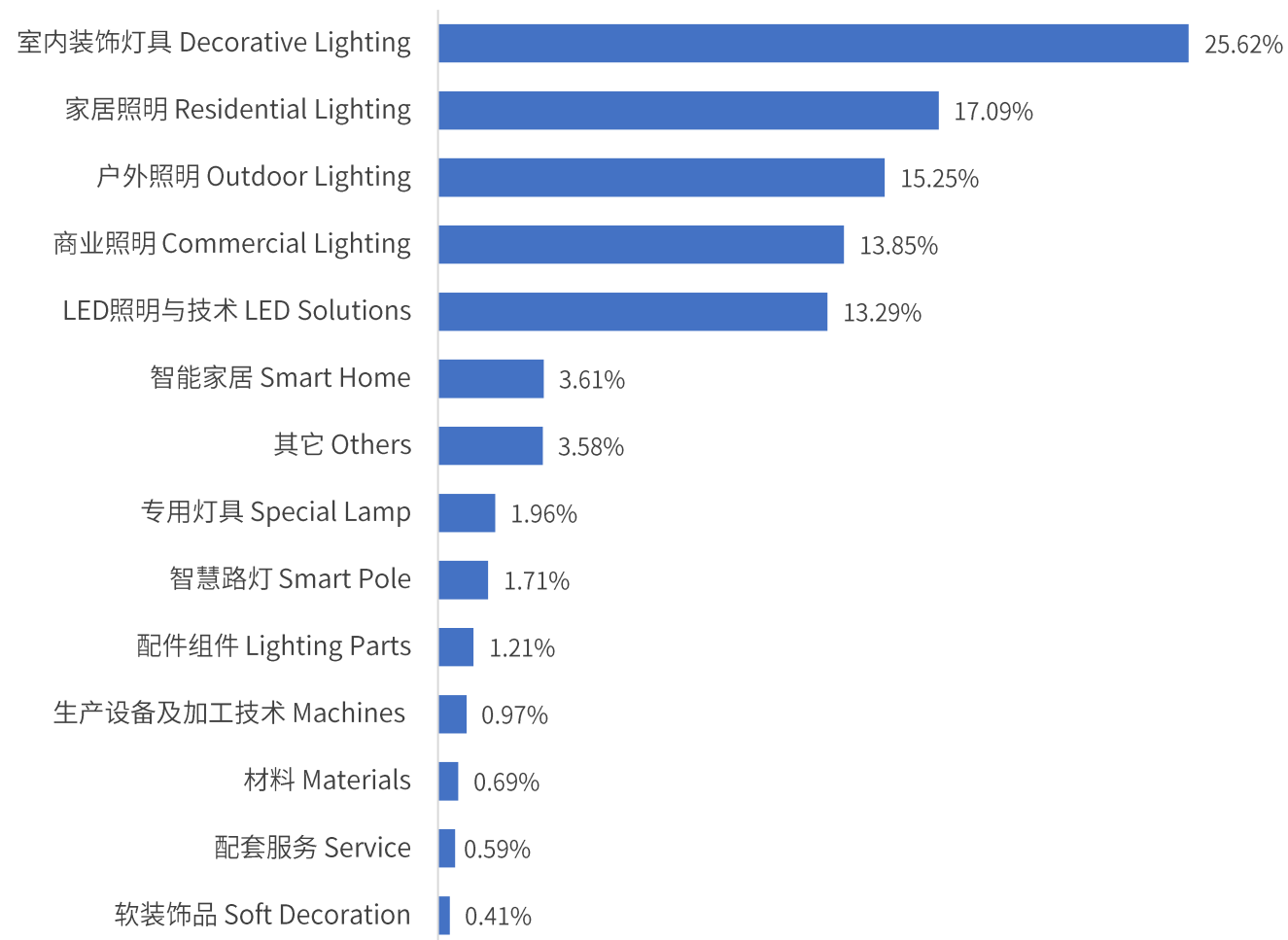
Over 80% of the visitors can determine the purchasing plan.



## 国内观众感兴趣产品 Local Visitors Interested Products

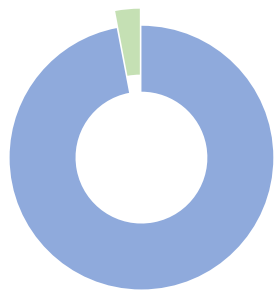
室内装饰灯具是国内采购商最为关注的展品，家居照明、户外照明、商业照明、LED照明与技术等同样受到采购商的青睐。

Decorative Lighting are the most popular products, following with the Residential Lighting, Outdoor Lighting, Commercial Lighting and LED Solutions.

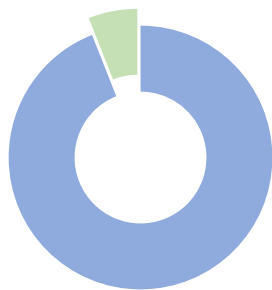




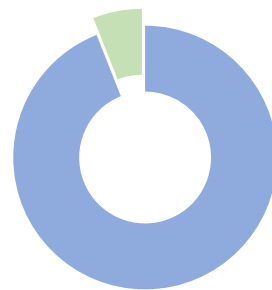
## 国内观众满意度评价 Local Visitors Satisfaction



97%的观众对本届灯博会  
表示满意  
97% visitors are  
satisfied with the fair



94%的观众将再次参观  
古镇灯博会  
94% visitors will visit  
the fair again



94%的观众会推荐朋友/同事参观  
古镇灯博会  
94% visitors will recommend  
the fair to other people



## 海外观众业务性质 Overseas Visitors Profile

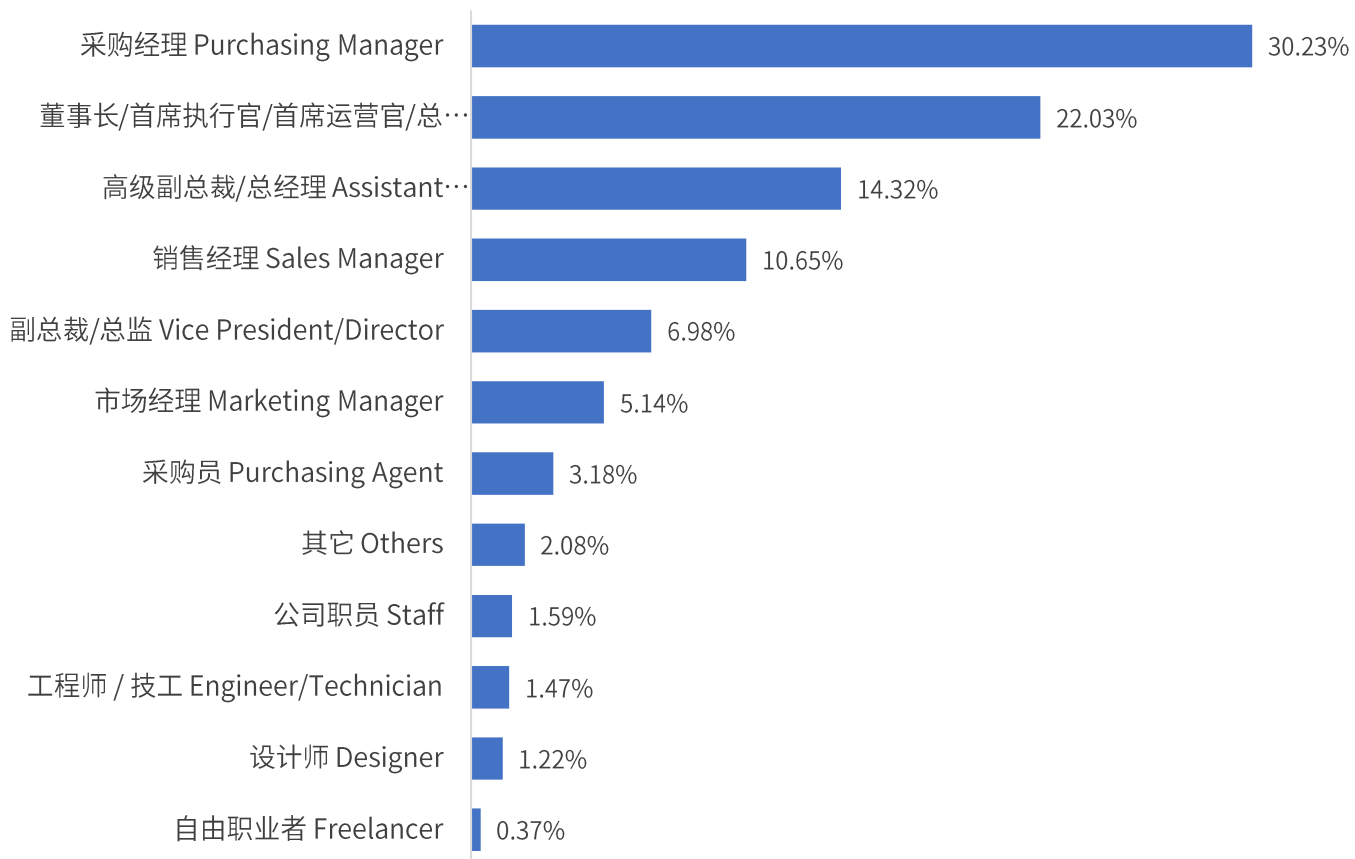




## 海外观众职务分析 Overseas Visitors Profile Analysis

通过对海外观众所任职务进行分析，可以了解到海外企业对展会的重视度，近9成是企业的管理阶层。

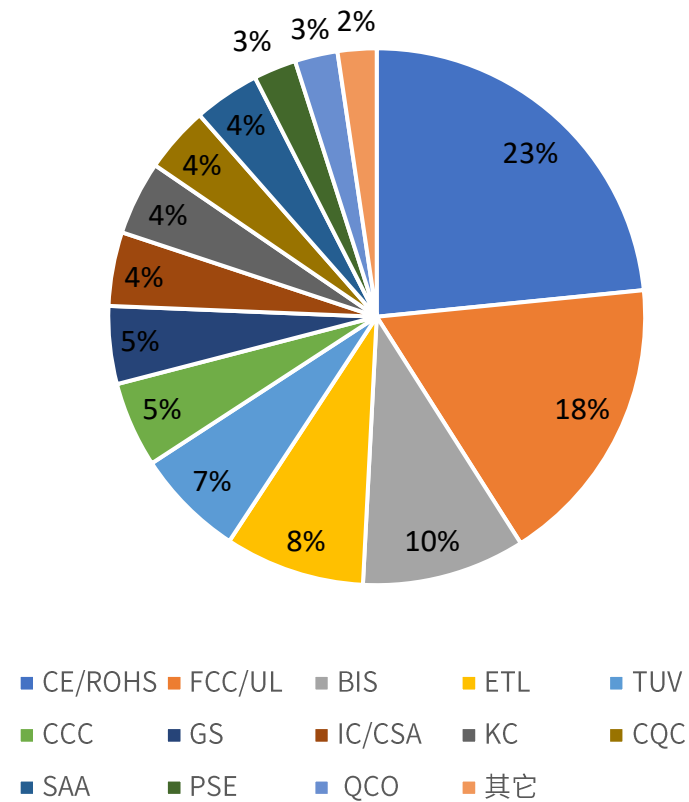
Over 90% of the visitors are key personnel of the company.



## 海外观众要求的资质证书 Certificates Required by Overseas Visitors

通过对海外观众要求的资质证书进行分析，可以了解到CE/ROHS认证是采购商最注重的认证，其次是FCC/UL认证。

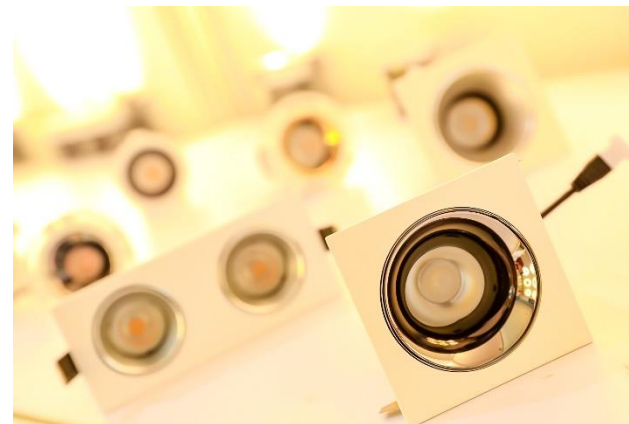
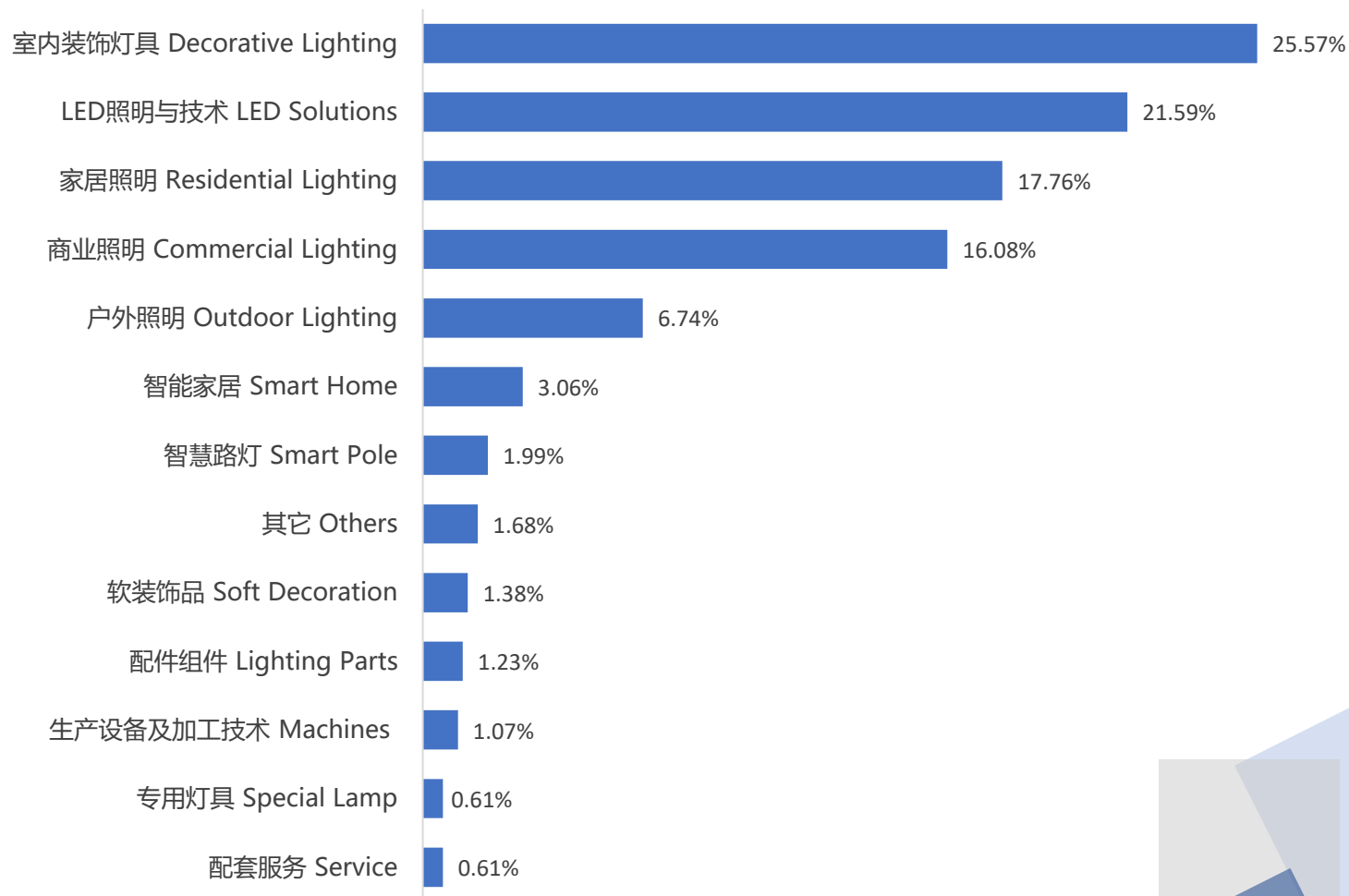
Most of the buyers required CE/ROHS, following with the FCC/UL.



## 海外观众感兴趣产品 Overseas Visitors Interested Products

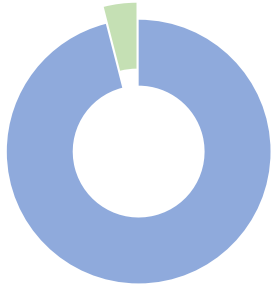
室内装饰灯是采购商最为关注的展品，LED照明与技术、家居照明、商业照明等同样受到采购商的青睐。

Most of the overseas buyers are interested in decorative lighting, following with the LED Solutions, Residential Lighting and Commercial Lighting.



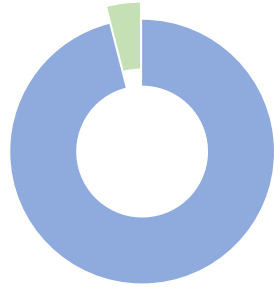


## 海外观众满意度评价 Overseas Visitors Satisfaction



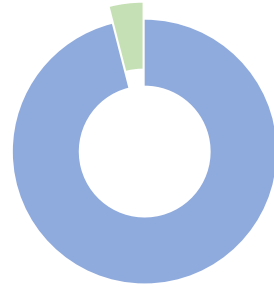
96%的观众对本届  
古镇灯博会表示满意

96% visitors are satisfied  
with the fair



96%的观众将再次  
参观古镇灯博会

96% visitors will visit  
the next fair



96%的观众会推荐朋友/  
同事参观古镇灯博会

96% visitors will recommend the fair  
to workmates/friends



集电防爆消防应急系统

VOICE OF VISITORS

观众反馈



## 观众反馈 Voice of Visitors



山西杨子照明 总经理 杨晓佳  
Yangzi Lighting General Manager- Yang Xiaojia

灯博会就是行业的风向标，第一次参加灯博会最大的感受就是产品全，企业多，人流量大，结交了不少上下游的朋友。

古镇灯博会是一个很好的行业信息整合平台，加强了上下游的信息联通。不单是灯博会亮点多，古镇灯饰传媒举办的论坛，也令我受益匪浅。

The Lighting Fair is the wind vane of the industry. The biggest feeling of participating in the Lighting Fair for the first time is that it has a complete range of products, many companies, and a large flow of people. I have made many upstream and downstream friends.

Guzhen Lighting Fair is a very good industry information integration platform, which strengthens the information connection between upstream and downstream. Not only are there many highlights in the Lighting Fair, but also the forum held by Guzhen Lighting Media has also benefited me a lot.



广西南宁市红福照明 总经理 秦桂喜  
Hongfu Lighting General Manager- Qin Guixi

此次前来观展主要是希望在展会上能寻找到一家销售全品类产品的企业，与能提供从常规的家居照明、商业照明到五金渠道产品的企业合作。

经历三年疫情后，今年终于得以参加灯博会，给人的第一感觉就是人多够热闹，产品品类也十分丰富。

The main purpose of coming to the exhibition this time is to find an enterprise that sells a full range of products at the exhibition, and to cooperate with an enterprise that can provide products ranging from conventional home lighting, commercial lighting to hardware channels.

After three years of the epidemic, I was finally able to participate in the Lighting Fair this year. The first impression I gave was that it was crowded enough and the product categories were very rich.

## 观众反馈 Voice of Visitors



江西邦納实业有限公司 总经理 杨晓佳  
Bangna General Manager- Yang Xiaojia

今年展会看到的新品和特色产品比前几年疫情期间多很多，企业活动也比较多，开业、新品发布、行业论坛等，更便于了解新品发展趋势和大咖们对行业发展的看法和预测。对制定公司的发展方向和选型方面有很大的帮助。

There are many more new and featured products at this year's exhibition than during the previous years during the epidemic, and there are more corporate activities, such as openings, new product releases, industry forums, etc., which make it easier to understand the development trend of new products and the views and predictions of big names on industry development. . It is very helpful to formulate the company's development direction and product selection.



陕西宜川县澳克士照明 总经理 李东亮  
Aokeshi Lighting General Manager- Li Dongliang

本次观展的目的是了解市场最前沿产品信息，寻找迎合宜川市场的产品，丰富店面产品，满足各类消费者需求。本次对漫灯、统一、源动力等品牌比较感兴趣，同时受市政建设量化需求量不断扩大的影响，节日灯具类产品也是重点关注的品类。

The purpose of this exhibition is to understand the most cutting-edge product information in the market, find products that cater to the Yichuan market, enrich store products, and meet the needs of various consumers. This time, I am more interested in brands such as Mandeng, Uni-President, and Source Power. At the same time, due to the continuous expansion of the quantitative demand for municipal construction, festival lighting products are also key categories.





### FILIP

Guzhen Lighting Fair is beyond my expectation. It is a very big fair, and it is a very positive experience for me, I already found some suppliers. So Guzhen Lighting Fair is very nice, I will come back again, and invite my friend to Guzhen.

古镇灯博会出乎我的意料。这是一个非常大的展会，对我来说是一次非常积极的经历，我已经找到了一些供应商。所以古镇灯博会很好，我会再回来，并邀请我的朋友来古镇。



### MR.KOUSHIK

I come to Guzhen Lighting Fair every year, from here I find many suppliers, the price and quality of the products are good. If any people want to do lighting business, I think they should come to the Guzhen Lighting Fair.

我每年都来古镇灯博会，从这里找到很多供应商，产品的价格和质量都不错。如果有人想做灯饰生意，我觉得应该来古镇灯博会。



### OSMAN ELYAYEB

Here is competitive, there are a lot of supplies for different products, like a small Canton Fair. Guzhen Lighting fair is rich in many suppliers and products, and I see the new model exactly on the solar panel light. So I also find some favorable suppliers.

这里竞争激烈，有很多不同产品的货源，像一个小型的广交会。古镇灯饰展供应商和产品非常丰富，我看到了新型的太阳能电池板灯。所以我也找了一些合适的供应商。



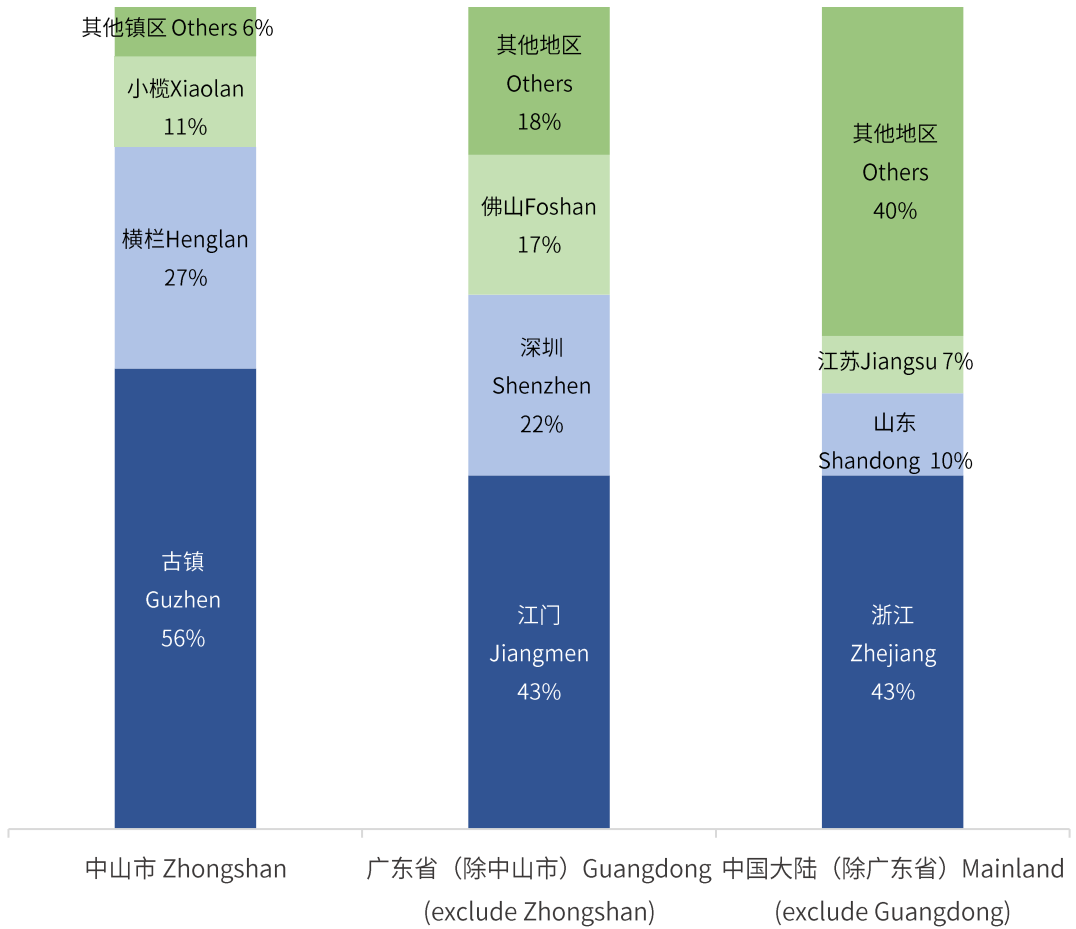
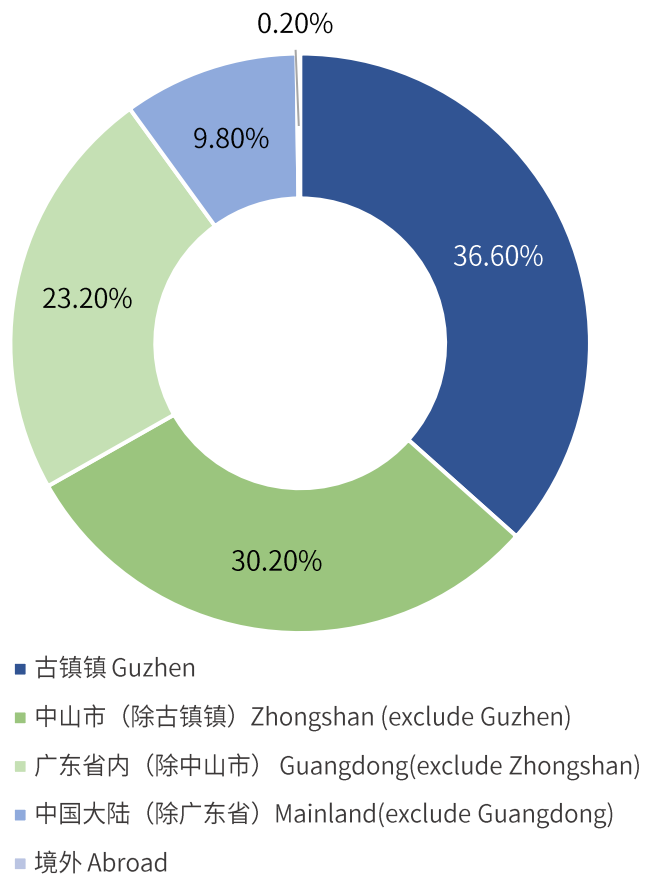
EXHIBITORS  
参展商分析



## 展商区域分析 Exhibitors Profile

主会场877家企业荟萃一堂，古镇镇内参展企业达321家，占比总数的36.6%；镇外省内展商468家，占比总数53.4%，以灯饰照明集聚地的中山、江门、深圳、佛山和东莞为主。

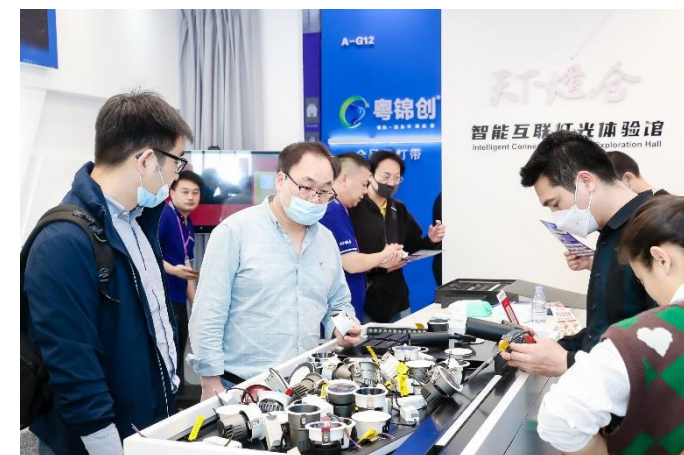
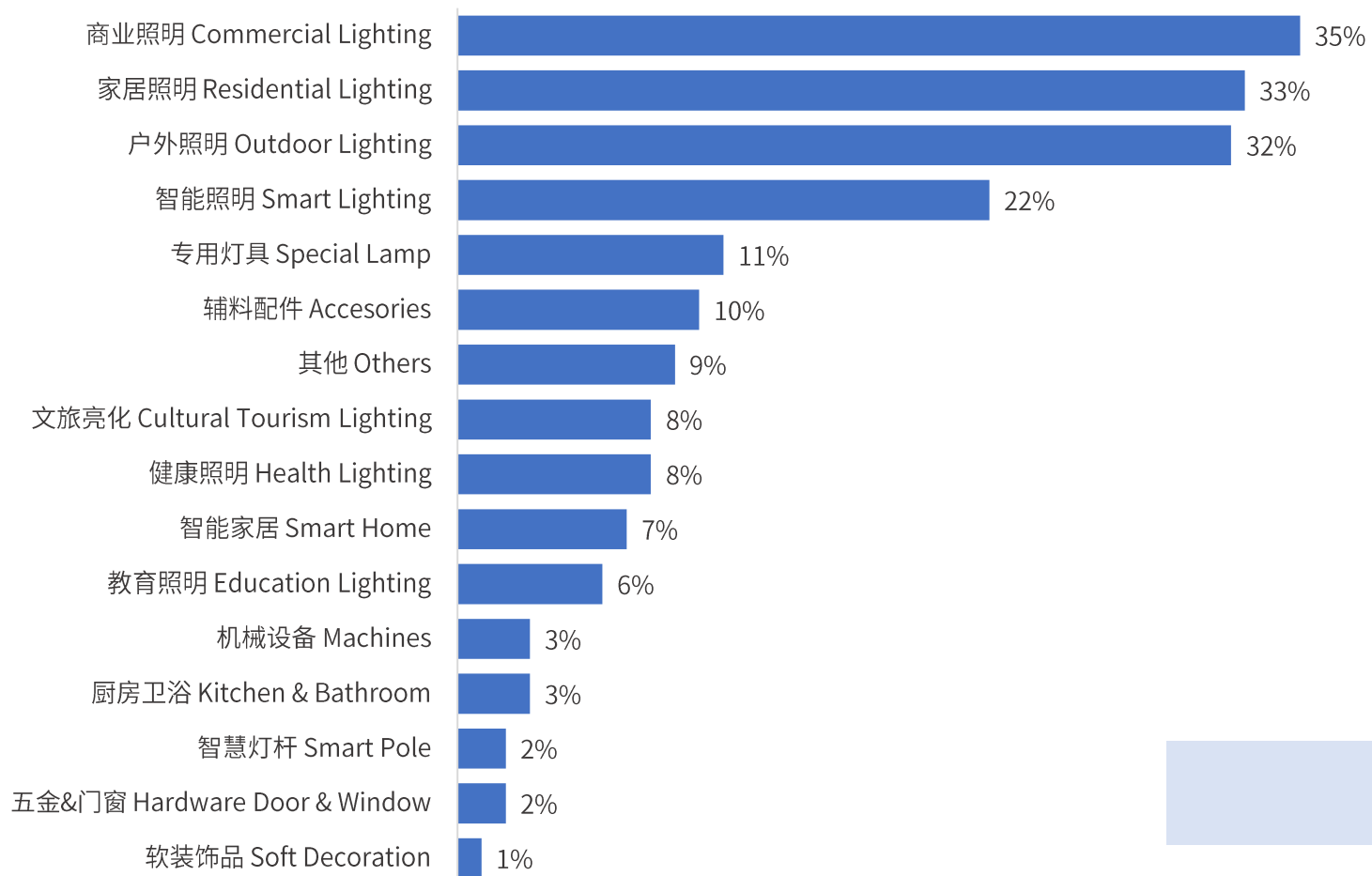
Main venue gathers 877 exhibitors: 36.6% (321) of them based in Guzhen Town. 53.4%(468) of them are out of the town, and most of them are located in Zhongshan, Jiangmen, Shenzhen, Foshan and Dongguan.



## ▶ 展品种类 Exhibits Categories

本届展会主要以商业照明、家居照明、户外照明及智能照明为主，不少厂家不只限于销售一种类型产品。智能化厂家数量比例相比往届显著提高。其他类别展品则呈现百花齐放。

The main exhibits are Commercial Lighting, Residential Lighting, Outdoor Lighting and Smart Lighting. Most of the brands present more than 1 kind of product. The number of Smart Lighting manufacturers has been increased.



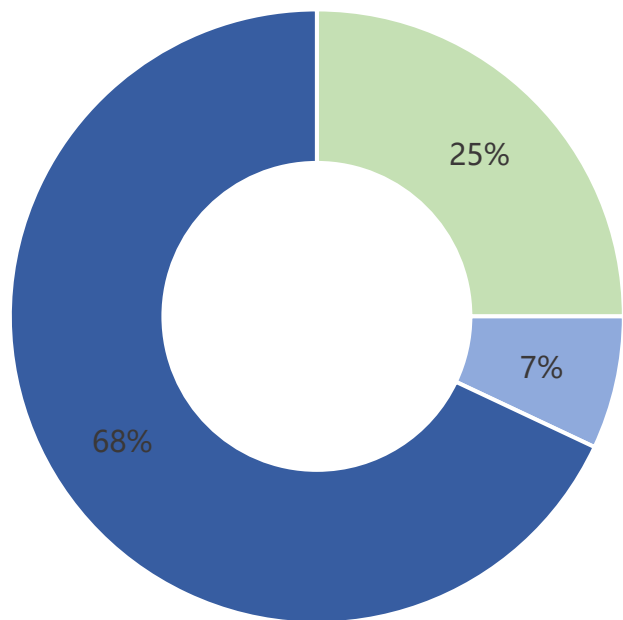




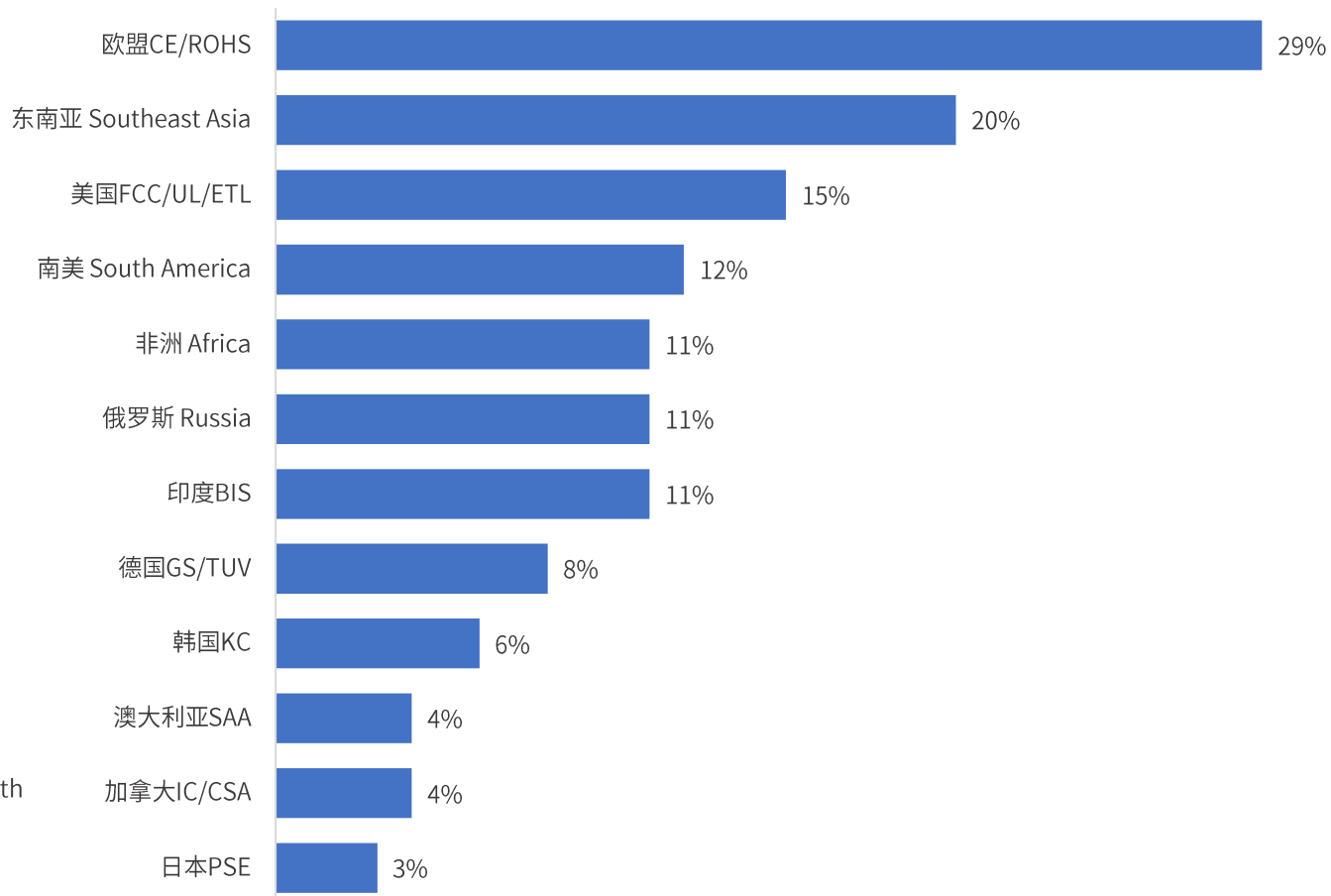
## 市场焦点及企业认证

### Target Market & Possessed Certificate

展商以内外销兼备为主，具备外销能力的企业达75%，产品认证较多偏向欧美及东南亚市场。与往届相比，展商获得各个地区的认证比例有所提高。75% of the exhibitors in the 27th GILF have overseas sales quality and most of their products have passed CE/ROHS.

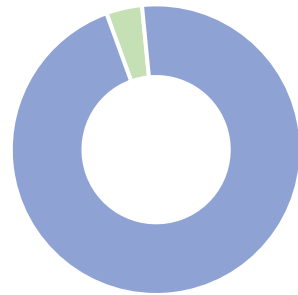
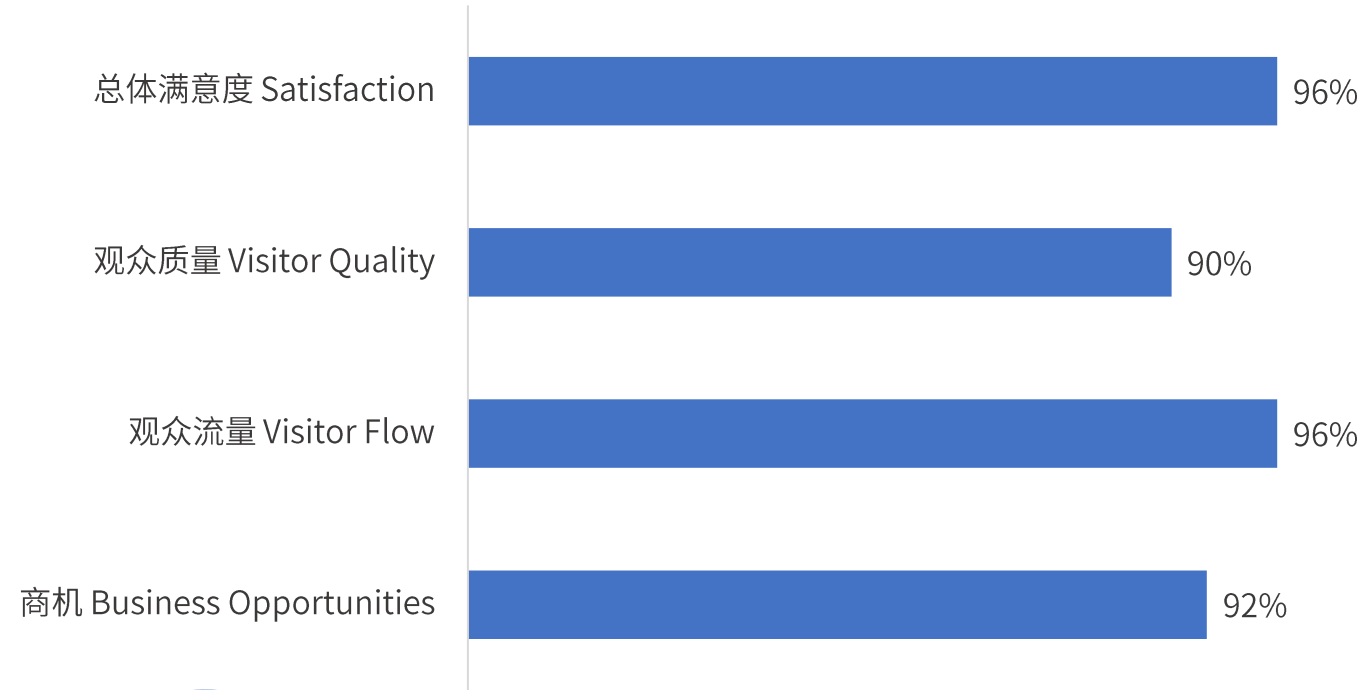


■ 中国市场 Domestic Market ■ 海外市场 Overseas Market ■ 海内外市场兼备 Both

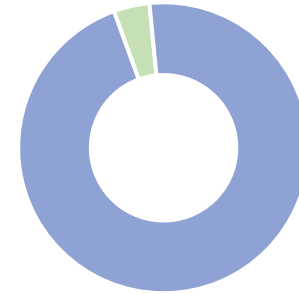




## 展商满意度 Exhibitor Satisfaction Rating



96%的展商推荐朋友/同事参观古镇灯博会  
96% of the exhibitors will recommend Guzhen Lighting Fair to workmates/friends



96%的展商表示将参加下届古镇灯博会  
96% of exhibitors will choose to attend the next Guzhen Lighting Fair



VOICE OF EXHIBITORS  
展商反馈



## ▶ 展商反馈 Voice of Exhibitors

广东爱宇照明有限公司 销售经理-梁文才

Aiyu Lighting Co., Ltd. Sales Manager- Liang Wencai

为了参加这届灯博会，爱宇照明准备了无主灯设计、线条灯设计所应用的灯带新产品，引不少买家驻足咨询。相比往届，此次灯博会人流量明显增多，客户资源十分广阔，在与客户交流的过程中收集到很多建议。In order to participate in this Lighting Fair, Aiyu Lighting has prepared new products of light strips for the design of no main lights and line lights, which attracted many buyers to stop and consult. Compared with the previous ones, the number of people at this Lighting Fair has increased significantly, and the customer resources are very extensive. Many suggestions have been collected during the communication with customers.



中山市利群照明科技有限公司 总经理-陈华雄

Liqun Lighting General Manager- Chen Huaxiong

连续多年参加古镇灯博会，每次参展都有不同的收获。而这届灯博会尤为不同，展会人气创新高，客户精准度显著提升，为我们展商带来了不少商机。

I have participated in the Guzhen Lighting Fair for many years in a row, and I have gained different results every time I participate in the exhibition. This year's Lighting Fair is particularly different. The popularity of the exhibition has reached a new high, and the accuracy of customers has been significantly improved, which has brought many business opportunities for our exhibitors.





## ▶ 展商反馈 Voice of Exhibitors

广东省拼搏防爆科技有限公司 总经理-袁浩

Guangdong Struggle Explosion Proof Technology Co., Ltd.

General Manager- Yuan Hao

从去年开始，拼搏不仅只做防爆渠道的产品，还进军流通款产品市场。在本届古镇灯博会上，拼搏防爆携几款高性价比的私模产品亮相，现场吸引了众多观展商驻足了解，不少客户当场下单。

Since last year, Struggle has not only produced explosion-proof products, but also entered the circulation product market. At this year's Guzhen Lighting Fair, Hardwork Explosion-Proof brought several cost-effective private model products to the show, attracting many exhibitors to stop and learn, and many customers placed orders on the spot.



三唯照明科技（中山）有限公司 总经理-柴威

3D Printing Lighting General Manager- Chai Wei

三唯照明十分期待此次灯博会，在产品开发方面做了十分充足的准备，借助古镇灯博会的平台展示企业的最新成果。希望通过灯博会，让更多的人了解三唯照明，实现品牌的价值。

3D Printing Lighting is looking forward to this Lighting Fair very much, and has made sufficient preparations in product development, and uses the platform of Guzhen Lighting Fair to display the latest achievements of the company. It is hoped that through the light fair, more people can understand Sanwei Lighting and realize the value of the brand.



世界

# EVENT 论坛活动

**FYTLLED**

## 工矿灯-HB79 智能·柔光·单摄

- 4G/Wifi-500万摄像模块
- 人形侦查
- H.265 解码
- 双向语音



人形侦查: 基于AI人工智能人形分析技术, 一旦有人进入用户自定义区域, 相机将抓拍照片并通过手机端App发送通知, 过滤其他物品检测, 降低误报率, 发送更确定可靠的报警通知。

双向语音: 双向语音通话, 随时随地, 通过摄像头和手机端App轻松与现场人员沟通。

50%  
H.265 解码: H.265是新一代的视频编码技术, 相比于标准的H.264编解码器, 可以极大地降低视频传输带宽及录像存储空间, 大约是H.264所需存储空间的50%。

双向语音通话  
专业隐私保护

践行工业照明的低碳发展之路



## 第28届古镇灯博会开幕典礼

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分别致辞。
- 2.开幕式现场，古镇连签13个投资项目，其中工业项目9个。
- 3.中国照明电器协会灯具专业委员会领导班子成员证书颁授仪式。
- 4.行业龙头企业代表、国外优质采购商代表致辞。
- 5.国际友好人士为灯博会打CALL点赞。



## The Open Ceremony of the 28th Guzhen Lighting Fair



At the opening ceremony, various agendas were brilliant:

1. Leaders of China Association of Lighting Industry, Zhongshan Municipal People's Government and Guzhen Town People's Government delivered speeches respectively.
2. At the opening ceremony, Guzhen signed 13 investment projects, including 9 industrial projects.
3. The certificate awarding ceremony for members of the leadership team of the Lighting Professional Committee of the China Association of Lighting Industry.
4. Representatives of leading enterprises in the industry and representatives of high-quality foreign buyers delivered speeches.
5. Congratulatory messages from nternational friendly people to the light fair.

## 中山市全球招商推介大会 ——灯饰照明产业专场

3月17日，中山市全球招商推介大会——灯饰照明产业专场在展前盛启，国内外知名企业家、灯饰照明龙头企业代表、国内外商协会代表、重要采购商，与古镇镇全体领导，各村（居）、各部门、商协会主要负责人约350余人齐聚一堂。



### Zhongshan Global Investment Promotion Conference - Lighting Industry Special Session

On March 17, the Zhongshan City Global Investment Promotion Conference-the lighting industry special session was held before the exhibition. Well-known entrepreneurs at home and abroad, representatives of leading lighting companies, representatives of domestic and foreign business associations, important buyers, and all leaders of Guzhen Town, About 350 people in charge of various villages (residents), various departments, and business associations gathered together.



## 意大利设计×中国智造—— 第二十四届中国灯都产业高峰论坛

3月18日下午，意大利设计×中国智造——第二十四届中国灯都产业高峰论坛在古镇灯博会分会场——华艺广场盛大召开。

论坛现场群贤毕至，国际设计大师、照明企业先锋及业内精英齐聚一堂，共赴一场创新设计与智能制造的探寻之旅。

## Italian Design × Chinese Smart Manufacturing—— The 24th Lighting Capital of China Industry Summit Forum

On the afternoon of March 18th, the Italian Design × China's Intelligent Manufacturing - the 24th Lighting Capital of China Industry Summit Forum was grandly held at the sub-venue of the Guzhen Lighting Fair - Huayi Plaza.

At the forum, a group of talented people came together, and international design masters, lighting enterprise pioneers and industry elites gathered together to embark on a journey of exploration of innovative design and intelligent manufacturing.



## 中国国际照明灯具设计大赛启动仪式 及“中国灯饰照明企业发布暨低碳智慧照明产品 与应用创新高端论坛”

由中国照明电器协会、中山市古镇镇生产力促进中心主办，中山古镇灯都博览有限公司、中国之光网承办的《中国灯饰照明产业发布暨低碳智慧照明产品与应用创新论坛》围绕低碳智慧照明展开。

共同探讨了低碳智慧照明的创新技术、标准、智能家居、智慧建筑、智慧交通、智慧城市等系统解决方案，引导低碳智慧照明健康有序的发展。



### Forum on China Lighting Industry Release & Product and Application Innovation of Low-Carbon Smart Lighting

Sponsored by China Association of Lighting Industry and Guzhen Productivity Promotion Center, Guzhen Lighting Expo Co., Ltd. and cali-light.com, the "Forum on China Lighting Industry Release & Product and Application Innovation of Low-Carbon Smart Lighting" focuses on low-carbon smart lighting unfolds.

The innovative technology, standard, smart home, smart building, smart transportation, smart city and other system solutions of low-carbon smart lighting were discussed to guide the healthy and orderly development of low-carbon smart lighting.





## 产业破局--有策略地合队前行会议

3月19日上午在灯都古镇会议中心一楼会议大厅，由中山市唐人街进出口有限公司、深圳市科技文化创新产业促进会、中山古镇灯都博览有限公司主办的《产业破局--有策略地合队前行会议》顺利召开。

会议上围绕外贸服务的转型升级、制造业出海升级路径、跨境电商知识产权和维权、金融、科技、产业融合创新及制造业的出海变革之路等内容进行深度分享与讨论。



## Breaking Through- Strategy on Lighting Industry Collaboration

On the morning of March 19th, on the first floor of the Guzhen Convention Center, the "Breaking Through- Strategy on Lighting Industry Collaboration" hosted by Zhongshan WIN SINO Import and Export Co., Ltd., Shenzhen Tech and Culture Interaction Association and Guzhen Lighting Expo Co., Ltd. was successfully held.

At the meeting, in-depth sharing and discussions were conducted on the transformation and upgrading of foreign trade services, the upgrading path of manufacturing industries going overseas, cross-border e-commerce intellectual property rights and rights protection, finance, technology, industrial integration and innovation, and the transformation of manufacturing industries going overseas.



# 中国灯饰照明2023年“明日之星”新品发布会暨京东护眼节启动仪式

3月19日下午由中山古镇灯都博览有限公司主办、鸿兴创谷灯饰原创设计服务平台（中山市创谷众创空间商务服务有限公司）承办的中国灯饰照明2023年“明日之星”新品发布会暨京东护眼节启动仪式盛大开启。

会议主题为围绕“无设计，不产业”、基于用户体验的护眼灯具发布、创新设计、高质量创新发展等主题进行深度分享与讨论。



## The Open Ceremony of China Lighting 2023- Talented Lighting Designer Project Product Launch and JD Eye Care Day

On the afternoon of March 19th, China Lighting 2023 "Talented Lighting Designer Project " new product organized by Guzhen Lighting Expo Co., Ltd. and hosted by Hongxing Innovation Valley, Talented Lighting Designer Project Product Launch and JD Eye Care Day was grandly opened.

The theme of the meeting is to conduct in-depth sharing and discussions on topics such as "No industry without design", release of eye protection lamps based on user experience, innovative design, and high-quality innovative development.





# 链接 数智 融合2023中国智能照明产业发展论坛

3月20日下午，“链接 数智 融合——2023中国智能照明产业发展论坛”在中山市古镇镇会议展览中心盛大召开。

本次论坛由中国国际科技促进会新兴产业分会、中山市古镇镇人民政府指导，中山市古镇灯饰文化传播有限公司、广东智慧灯云供应链管理有限公司联合主办，南京格兰斯贝网络科技有限公司、中山古镇灯都博览有限公司协办。



## Connection, Digital and Fusion 2023 China Smart Lighting Industry Development Forum

On the afternoon of March 20, "Connection, Digital and Fusion 2023 China Smart Lighting Industry Development Forum" was grandly held at the Guzhen Convention and Exhibition Center, Zhongshan City.

This forum is guided by China International Association for Promotion of Science and Technology New Industry Branch, Zhongshan Guzhen Town People's Government, Zhongshan Guzhen Lighting Media Co., Ltd., Guangdong Smart Lighting and Cloud Supply Management Co., Ltd., Nanjing Ground-space Network Technology Co., Ltd. Co-organized by the company and Guzhen Lighting Expo Co., Ltd.



## 摩“灯”咖啡会-海外买家供需对接会

本届展会在户外灯露营体验区内特设摩“灯”咖啡会，展商和观众想要深入交流、洽谈贸易，可以到咖啡会中，在愉悦的交流氛围中喝咖啡、吃蛋糕，轻松达成合作。

3月18日下午特设海外买家供需对接会，优选有采购需求的海外买家及匹配厂商入场，海外买家与厂商自由洽谈，达成贸易。

### Lighting X Camping Coffee Time- Business Matchmaking for Overseas Buyers

This year's exhibition specially set up a Lighting X Camping Coffee Time in the Lighting X Camping experience area. Exhibitors and visitors who want to communicate in depth and negotiate trade can go to the coffee meeting, drink coffee and eat cakes in a pleasant communication atmosphere, and easily achieve cooperate.

On the afternoon of March 18, a business matchmaking meeting for overseas buyers was specially held, and overseas buyers with purchasing needs and matching manufacturers will be invited to enter the venue. Overseas buyers and manufacturers can connect with each other freely and reach a deal.





LIVE STREAMING  
云端秀直播

古镇灯博会

灯饰配件  
灯饰配件  
灯饰配件





## 灯光探店 Sub-venue Tour

通过灯光探店的直播形式带各地买家沉浸式游览多个分会场，探寻2023年灯饰行业流行趋势，云端畅享灯饰狂欢盛宴。

Find high-end lighting brands by visiting the megastores as GILF's sub-venues.



## 云游逛展 Virtual Exhibition Tour

展会期间跟随主播镜头，通过抖音平台，探寻展馆内新奇有趣的新品，与展商、观众互动，感受最真实的古镇灯博会。

Have an immerse fair experience at Douyin. Follow the host to find the updated products and interact with the exhibitors and buyers.



## 展位直击 Booth Display Live

中英主播深入展会现场各大展位中，与展位负责人互动，介绍公司经营理念、火爆产品及最新研发。

Discover the latest lighting product, designs and operation mode of GILF's onsite exhibitors

第28届古镇灯博会云端秀直播活动在3月18日-4月17日，在各大平台：抖音号、视频号、灯饰在线网站、小鹅通、Facebook、YouTube等持续直播，以视频形式更新展商、展品最新动态。

The 28th Guzhen Lighting Fair presents the live streaming event (Mar 18-Apr 17) at Douyin, Weixin Channel, Denggle.com, Xiaoe-tech, Facebook, YouTube, etc,. Updated products and news could be found in the videos.



# 明人在线

## EZTalk Live Broadcast

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”线春季特别篇，一起和讲师探讨照明行业的新趋势。

五邑大学应用物理与材料学院教授-王忆《教室照明的设计与应用》、艾迈斯欧司朗客户技术支持经理-迟光伟《传感即生活》、洲明科技集团副总裁-李宇尘《AI场景联动与智慧路灯》，三大论坛纷纷开播。

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

- The Trend of the Lighting Industry: Health, Intelligence and Non-visual  
by Wang Yi- Professor of Applied Physics and Material Academy of Wuyi University.
- Sensing is Life  
by Chi Guangwei- Technology Support Manager of ams OSRAM
- AI Scene Linkage and Smart Pole  
by Li Yuchen- Vice President of Unilumin Group Co.,Ltd.



参与活动①



SERVICES  
大会服务





## 优化大会现场服务，提升观展体验

### · 会场服务

提供行李寄存、医疗、快递、翻译、免费饮用水、手机充电、外卖领取点等服务。

### · 设立法律咨询服务点

引入中山市灯饰知识产权维权中心在现场办公，现场提供知识产权快速维权服务。

### · 餐饮服务

提供多样化商务配套餐饮以及茶点、小吃、简餐等服务。

### · “飞”你莫属粉丝俱乐部

专区提供兑换礼品及互动抽奖活动，满足观众购买灯博会吉祥物周边产品需求。



## Optimize on-site conference services and enhance the fair experience

### • Venue services

Provide services such as luggage storage, medical care, express delivery, translation, free drinking water, mobile phone charging, and delivery points.

### • Establishing a legal consulting service point

Introduce the Zhongshan Lighting Intellectual Property Rights Protection Center to work on-site and provide fast intellectual property protection services.

### • Food and Beverages

Provide diversified business supporting catering as well as services such as refreshments, snacks, and light meals.

### • Nobody But “Fei” Fan club

The special area provides gift redemption and interactive lottery activities to meet the audience's demand for purchasing products around the Lantern Expo mascot.



## 数字化赋能服务

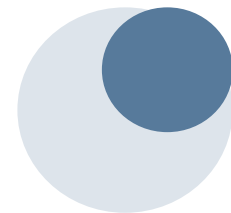
升级“博华灯饰优选”云展电商小程序，提供电子会刊、电子邀请函、交换电子名片等服务。

完善古镇灯博会小程序、线上参观指南、展商预约系统等；同时展会现场采用刷身份证的入场方式。

## Digital empowerment services

Upgrade the "Denggle.com" cloud exhibition e-commerce mini program to provide services such as electronic conference journals, electronic invitations, and exchanging electronic business cards.

Improve the Guzhen Lighting Fair mini program, online fair guide, and exhibitor reservation system; At the same time, the exhibition site adopts the method of swiping ID card for admission.





## 商旅服务

提供展会周边酒店信息、免费接送车、临时停车点，推介古镇特色美食，天气预测等观展攻略。

- 免费接送车服务

提供主会场往返镇内灯具卖场、重点商圈、临时停车点、古镇/小榄城轨站、白云机场、珠海机场、中山港客运码头的多条免费穿梭巴士路线。

- 设置多个临时停车点

主会场设有两大停车场可容纳1500辆车，并在镇内设置8个免费临时停车点。



## Travel Service

Provide information about hotels around the exhibition, free shuttle buses, temporary parking spots, promote featured cuisine in the ancient town, weather forecast, and other exhibition viewing strategies.

- Free shuttle service

Provide multiple free shuttle bus routes from the main venue to and from the town's lighting sales center, key commercial districts, temporary parking points, Guzhen/Xiaolan rail station, Baiyun Airport, Zhuhai Airport, and Zhongshan Port.

- Set up multiple temporary parking points

The main venue has two large parking lots that can accommodate 1500 cars, and 8 free temporary parking spots are set up in the town.



# 媒体合作 Corporation With Media

国内外专业媒体、大众媒体近100家对第28届古镇灯博会进行全方位报道

100+ domestic and overseas medias help to promote the 28th Guzhen Lighting Fair.





## 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 是总部设在英国伦敦的英富曼集团 (Informa PLC., 全球最大的会展主办机构,英国富时100上市公司) 与上海华展国际展览有限公司于1998年在上海设立的国内领先的中外合作展览公司。公司展会全年租馆总面积已达到150万平方米(数据源于2019年, 占当年上海市会展全部租馆面积的十分之一), 为来自全球的近100万采购人士创造了多重贸易机会, 公司自2006年起开始发展线上业务, 至今打造了8个B2B网站, 6个B2P采购通小程序, 1款APP产品组成的线上平台。员工总数近500人。

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. is a leading event company in China, the joint venture founded in 1998 by Informa PLC and Shanghai Sinoexpo International Exhibition Co., Ltd. Headquartered in London, Informa PLC is the world's top trade show organizer listed on FTSE 100. The total exhibition rented area annually by IM Sinoexpo is over 1,500,000 sq.m, (accounted for 1/10 of Shanghai's total exhibition rented area in 2019), creating multiple trade opportunities for nearly 1 million buyers worldwide. Developed since 2016, our online business now includes 8 major B2B platforms, 5 B2P sourcing mini-programs and 1 application. The total number of employees is near 500.

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.



与您相约 SEE YOU THERE

让古镇灯饰  
照亮世界

Guzhen Lights up  
the World

# 29<sup>th</sup> LIGHTING FAIR 届 古镇灯博会

广东省·中山市·灯都古镇会议展览中心  
Guzhen Convention and Exhibition Center

2023/10/22-26



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