

29th China(Guzhen) International
LIGHTING FAIR

中国·古镇国际灯饰博览会

广东省·中山市·灯都古镇会议展览中心

2023/10/22-26

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.

古镇灯饰 照亮世界

GUZHEN LIGHTS UP

THE WORLD

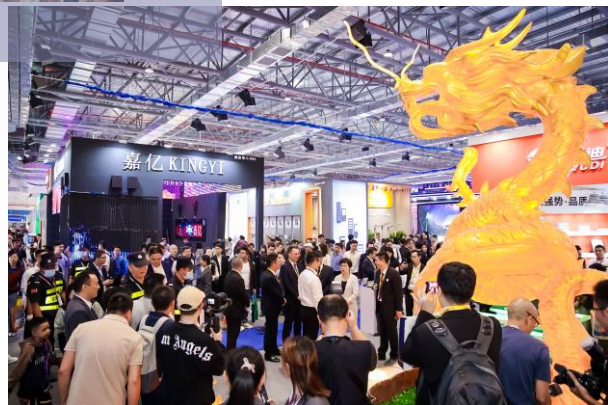


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展会概述

OVERVIEW



万商云集，聚光绽放

2023年10月22-26日，第29届中国·古镇国际灯饰博览会在广东省中山市灯都古镇会议展览中心举行。

本届展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。展会立足超千亿产值的源头集群产区，以“古镇灯饰照亮世界”为主题，以专业化、市场化、国际化为定位，围绕“智能照明、低碳环保、跨界融合、专精特新”为亮点。

以超150万平方米展览规模，超3300家灯饰照明品牌企业，淋漓尽致展示了行业强技术、爆产品、创思维、新趋势，构建“前展后厂、展店联动、展网融合”的全产业链展贸桥梁。

The 29th China (Guzhen) International Lighting Fair was successfully held in Guzhen Town, Zhongshan City, Guangdong Province, China.

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.



一镇一展会·展店联动

Linkage between Exhibition & Megastores

1,500,000+m²

展览面积/ Scale

3,300+ 家

展商/ Exhibitors

290,000 人次

观众/ Visits

9 大

会场/ Venues

展会概述

Overview

主会场 Main Venue

Guzhen Convention and Exhibition Center

55,000 m²

展览面积/ Scale

890 家

展商/ Exhibitors

70,362 人次

专业观众/ Visits

130 个

国家与地区/ Countries and Regions



展会亮点 ·

FEATURED SECTORS



9大会场，展店联动

Linkage between Exhibition & Megastores

主会场灯都古镇会议展览中心及8大分会场——利和灯博中心、华艺广场、星光联盟全球品牌灯饰中心、灯都时代广场、古镇长安灯配电子城、曹三国际灯配城、古一瑞丰国际灯配城、古一庆丰LED商贸广场共迎来超29万人次采购，约10万款新产品亮相，淋漓尽致展示了行业强技术、爆产品、创思维、新趋势，构建“前展后厂、展店联动、展网融合”的全产业链展贸桥梁。

The main venue - Guzhen Convention and Exhibition Center, focusing on industry chain, joins hands with 8 sub-venues, featuring high-end products, which includes Lihe Lighting Expo Center, Huayi Plaza, Star Alliance Global Brand Lighting Center, Lighting Era Center, Guzhen Chang'an Lighting Parts & Electronic City, Caosan International Lighting Parts City, Guyi Ruifeng International Lighting Fittings City and Guyi Qingfeng LED Lighting Trading City, to build the Great Guzhen Lighting Fair.





The exhibition scale of the main venue reached 55,000 square meters and has attracted 890 exhibitors. In addition to the original 6 Halls, the main venue also added a new comprehensive exhibition Hall G, and established the Start-ups Zone, Zhongshan Brand Zone, Shenzhen Brand Zone, Cross-border Trade Zone and Lighting & Camping Zone, forming an upgraded pattern of "7 Halls and 5 Zones".

新格局，7馆5专区

7 Exhibition Halls and 5 Special Zones

主会场展览规模达55,000平方米，890家企业同台竞秀，除原有的6个馆外，主会场还新增综合展馆G馆，并设立了初创区、中山品牌区、深圳专区、外贸专区、户外灯露营体验区。“7馆5专区”的升级格局，既是立足“深圳创新+中山制造”新趋势，助力更多中小型企业品牌快速成长，更是满足了灯饰照明产业的全方位高质量发展需求。



“智能+照明” 创造智慧生活 "Intelligent + Lighting" creates smart life

智能照明，在终端消费者渗透比例逐年增长，成为本届展会的流量担当。全系列智能产品、应用管理平台、智慧灯杆、停车场智能LED灯管等，解锁了智慧照明场景“新想象”。许多展商以核心照明技术及综合性智能灯光解决方案切入，可看出产品供应商逐步向综合方案服务商转型。

The penetration rate of smart lighting in end consumers is increasing year by year, becoming the traffic responsible for this exhibition. A full range of smart products, application management platforms, smart light poles, smart LED light tubes in parking lots, etc., unlock the "new imagination" of smart lighting scenarios. Many exhibitors focus on core lighting technologies and comprehensive intelligent lighting solutions, which shows that product suppliers are gradually transforming into comprehensive solution service providers.





“低碳+照明”绿色环保 "Low carbon + Lighting" environment friendly



随着“碳中和”“碳达峰”目标的推进，锂电新能源、光伏储能技术日渐成熟，参展商带来了家居储能、太阳能路灯、景观亮化等热门产品，凸显“低碳+照明”特质，成为撬动绿色环保照明发展“新引擎”。如锂电池、合同能源管理产品、储能电源机箱、逆变器、智能储能四合一系统、太阳能景观路灯等，吸引一大批专业采购商咨询。

With the advancement of the goals of "carbon neutrality" and "carbon peaking", lithium battery new energy and photovoltaic energy storage technologies are becoming increasingly mature. Exhibitors brought popular products such as home energy storage, solar street lights, and landscape lighting, highlighting "low carbon + lighting" characteristics, becoming a "new engine" to leverage the development of green and environmentally friendly lighting. Such as lithium batteries, contract energy management products, energy storage power supply chassis, inverters, intelligent energy storage four-in-one systems, solar landscape street lights, etc., attracting a large number of professional purchasers for consultation.

拳头产品“专精特新” *Specialized in special new*

强化“专精特新”领域的重视与布局。在市场需求日渐专业细分的当下，聚集众多专业领域的灯饰照明“单品冠军”，以独特技术和设计理念，为产业高质量发展注入更专业化、精细化、特色化、新颖化的强大驱动力。“专精特新”类产品，在主会场如浪潮奔涌般涌现。

Strengthen the emphasis and layout in the field of "Specialized in special new". At a time when market demand is becoming increasingly specialized, we have gathered lighting "single product champions" in many professional fields to inject more specialization, refinement, distinctiveness and novelty into the high-quality development of the industry with unique technologies and design concepts. "Specialized in special new" products emerged like a surge at the main venue.





“跨界+照明” 融合延伸

"Cross-border + Lighting", integration and extension

随着“跨界+照明”的边界突破，多业态融合延伸的“新赛道”特色也越发突出。这成为本次灯博会的关键词和鲜明标签，智能照明与居家生活融合，与生产经营方式融合，与城市景观融合，与文旅产业融合，实力诠释“光超乎所见”。

With the breakthrough of "Cross-border + Lighting", the "New Track" features of multi-business integration and extension have become more and more prominent. This has become the key word and distinctive label of this lighting fair. Smart lighting is integrated with home life, integrated with production and operation methods, integrated with urban landscape, integrated with the cultural tourism industry, and its strength interprets "Light Beyond What is Seen".



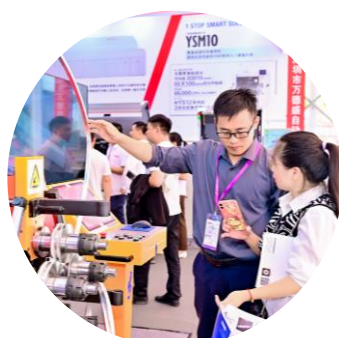
观众分析 •

VISITORS PROFILE

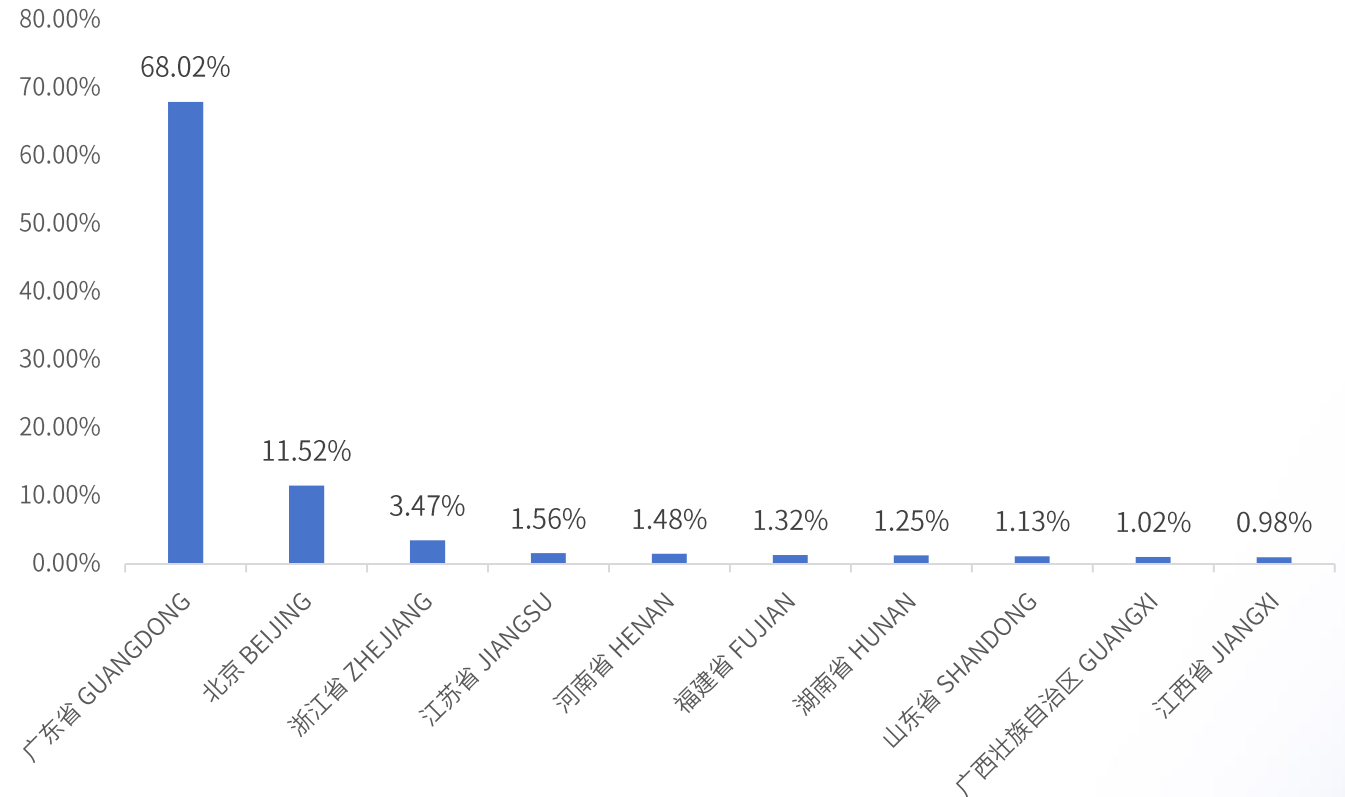
境内观众分析

Local Visitors Profile

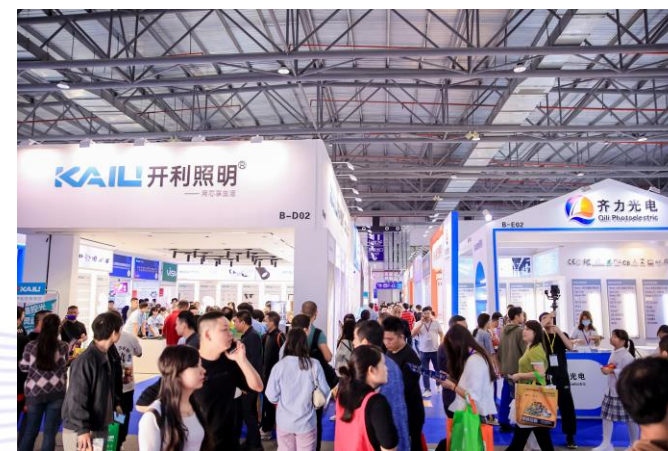
以广东省为主，辐射周边区域，主要吸引我国东部沿海城市。
The source of the local visitors is mainly from Guangdong Province, radiating to surrounding areas and attracting coastal cities in eastern China.



境内访客来源排名前10的地区
Top 10 Regions of Domestic Visitors



▶ 境内观众业务性质 Local Business Nature

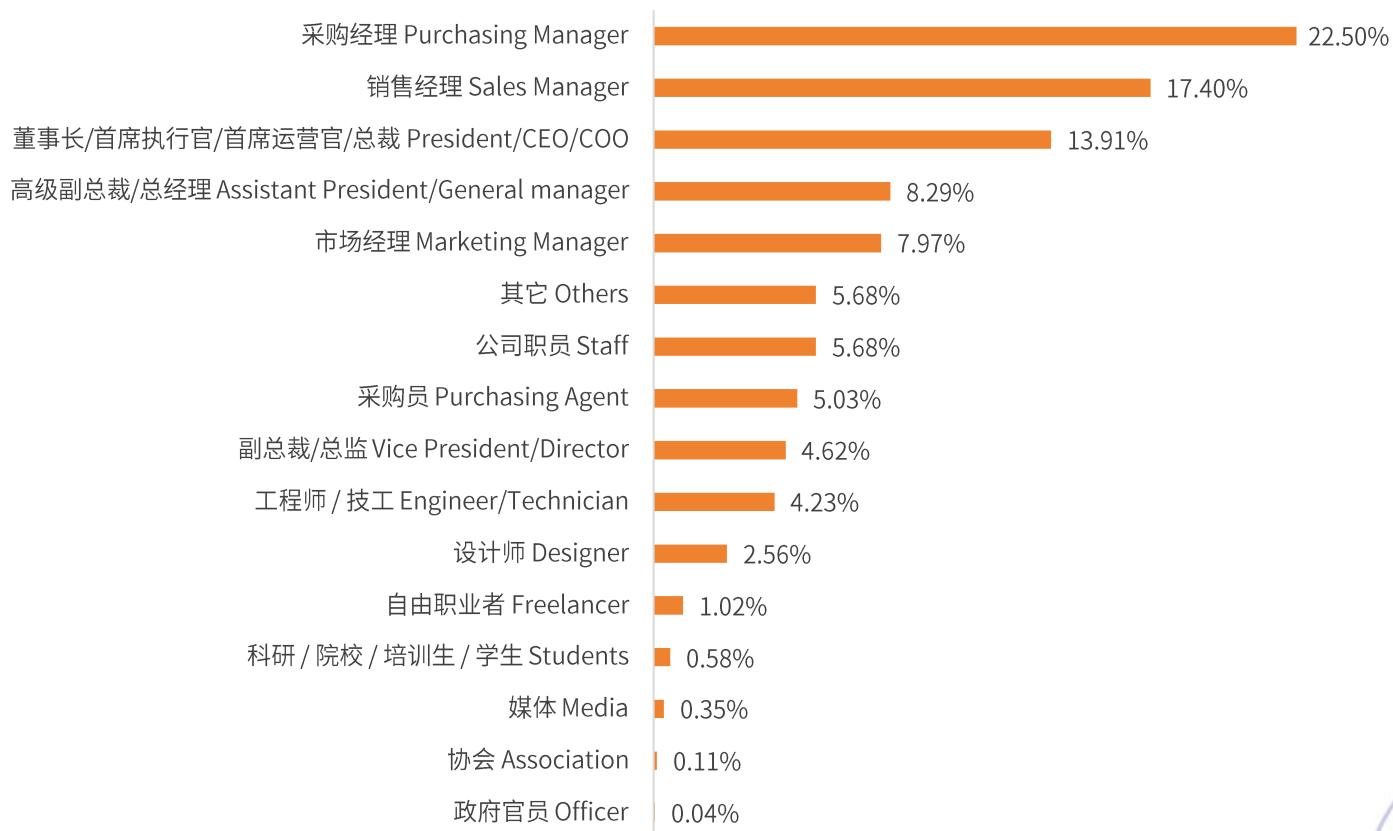


▶ 境内观众职务分析

Local Visitors Profile

通过对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75%为企业的管理阶层。

Nearly 75% of the visitors are key personnel of the company.

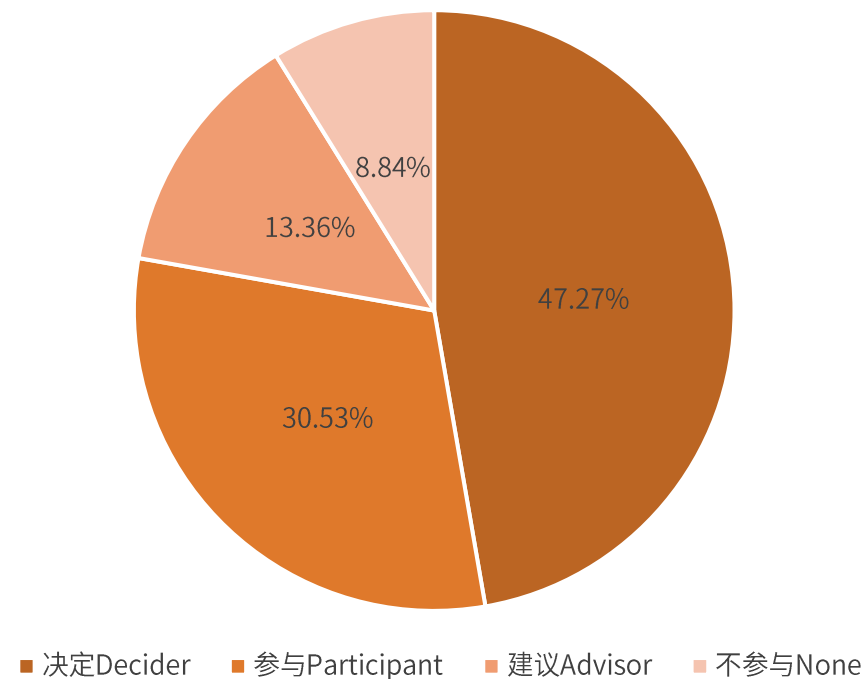


▶ 境内观众采购角色分析

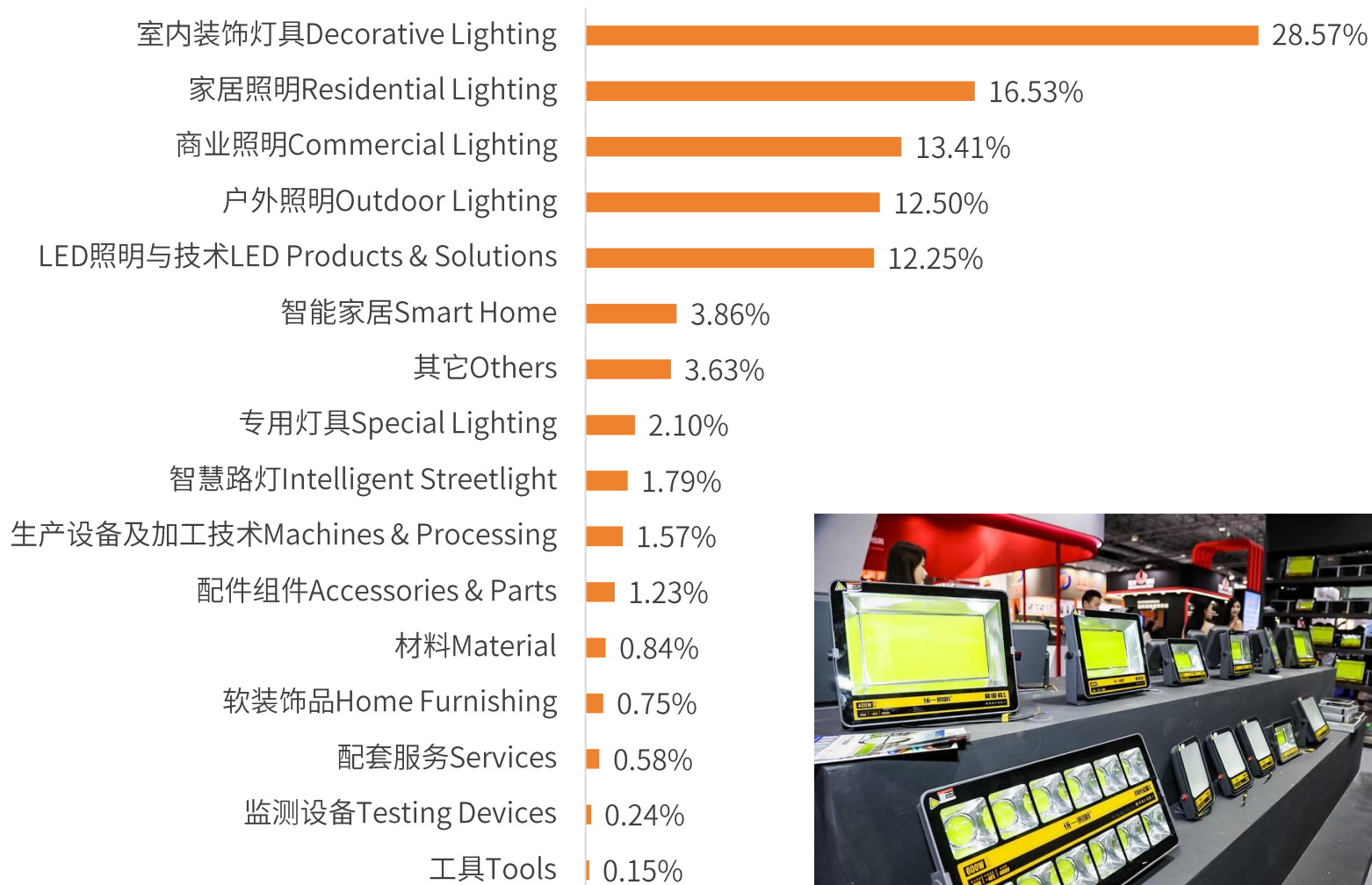
Local Visitors Profile Analysis

通过对境内观众采购角色分析，了解到近8成观众具备有决定或参与采购能力。

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



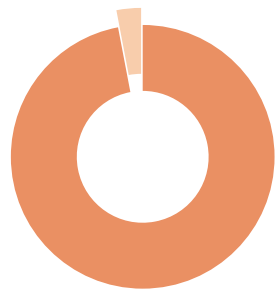
▶ 境内观众感兴趣产品 Local Visitors Interested Products



▶ 境内观众参观目的 Purpose of Visit for Local Visitors

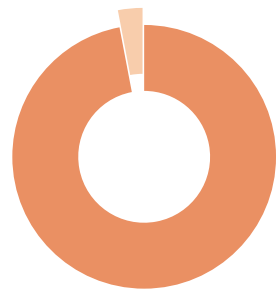


▶ 境内观众满意度评价 Local Visitors Satisfaction



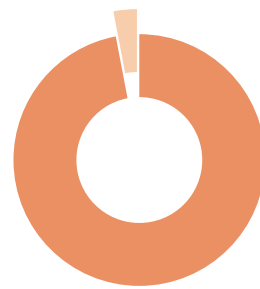
97%的观众对本届灯博会
表示满意

97% visitors are satisfied
with the fair



97%的观众将再次参观
古镇灯博会

97% visitors will visit
the fair again



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97% visitors will
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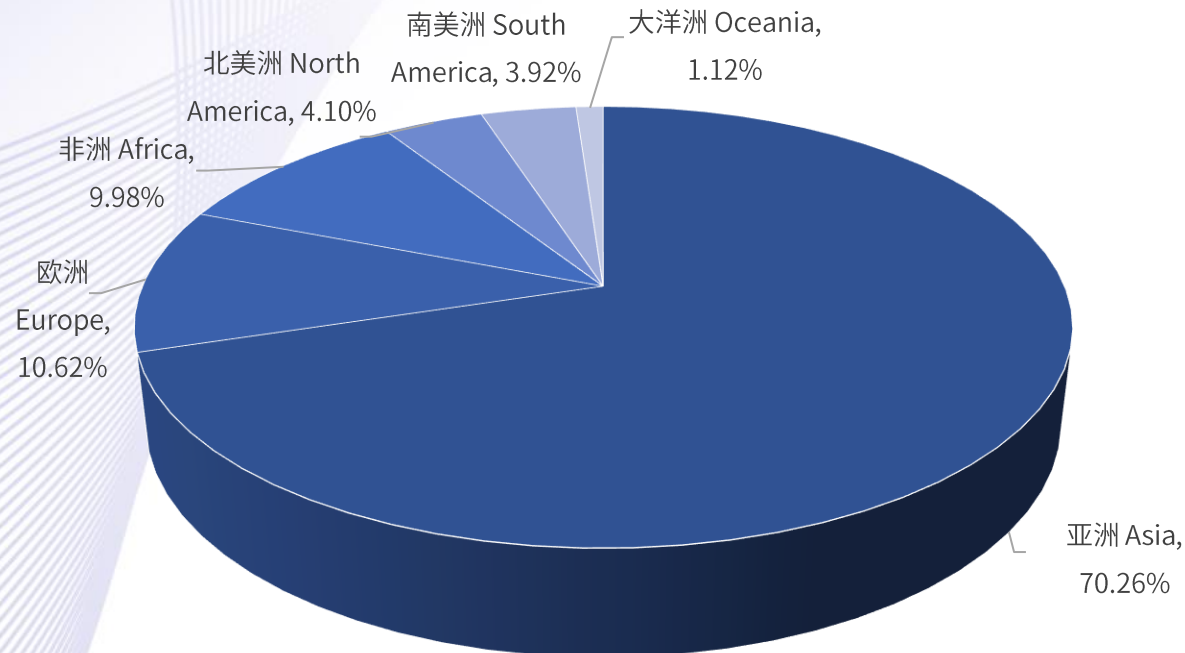


境外观众分析

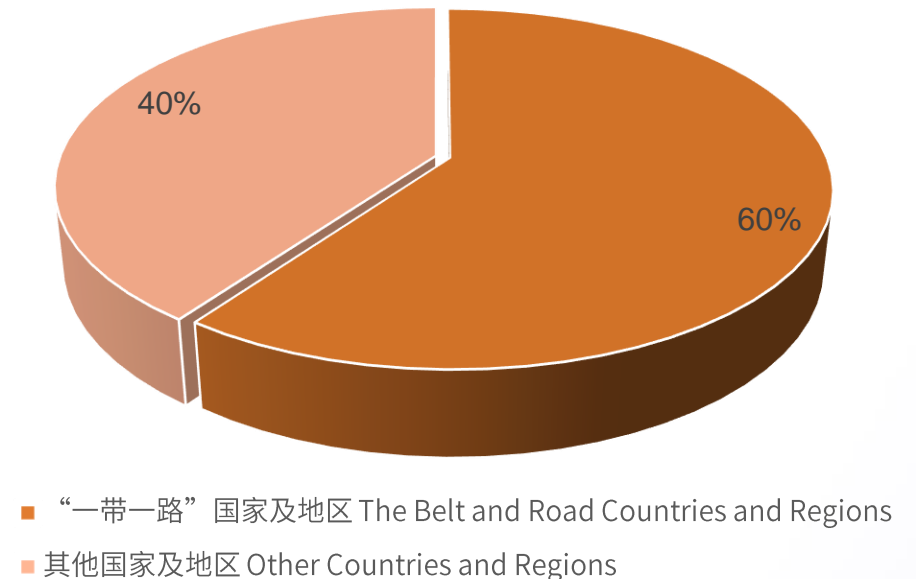
Overseas Visitors Profile

本届展会共吸引来自全球**130**个国家及地区，**3,577**名境外观众到场观展，主要来自亚洲国家及地区。

Guzhen Lighting Fair attracted a total of 3,577 overseas visitors from 130 countries and regions around the world, mainly from Asian countries and regions.

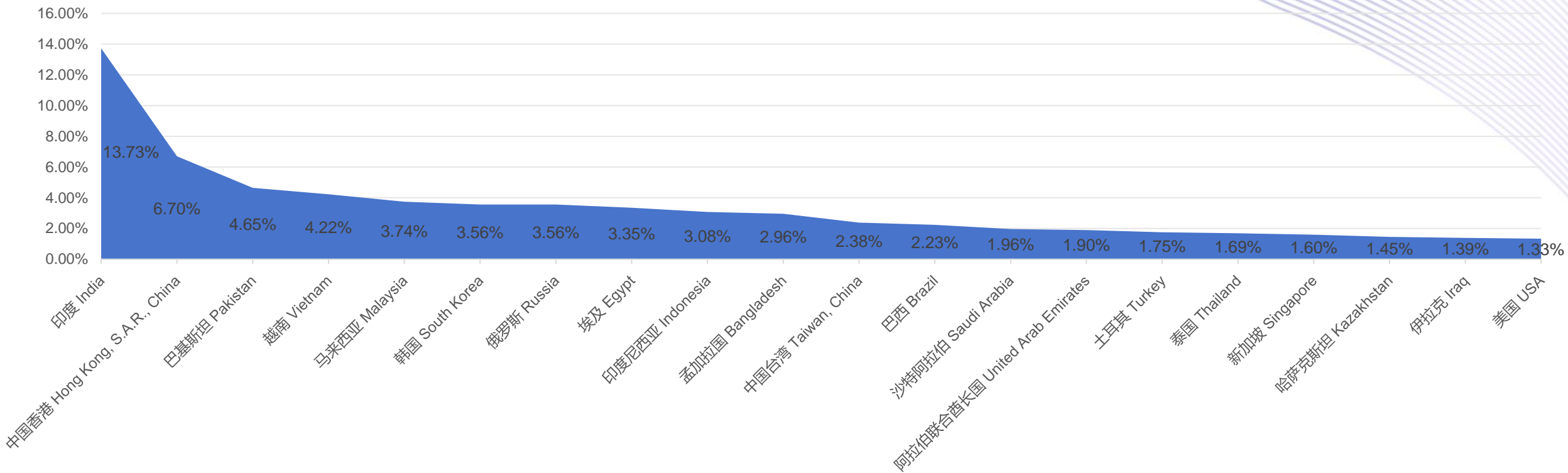


近**60%**的观众来源于“一带一路”合作国家和地区，合计**97**个国家和地区，主要来自巴基斯坦、越南、马来西亚、韩国、印度尼西亚等。Nearly 60% of overseas visitors come from countries and regions that have signed the “the Belt and Road” cooperation document with China, a total of 97 countries and regions, mainly from Pakistan, Vietnam, Malaysia, South Korea, Indonesia etc.

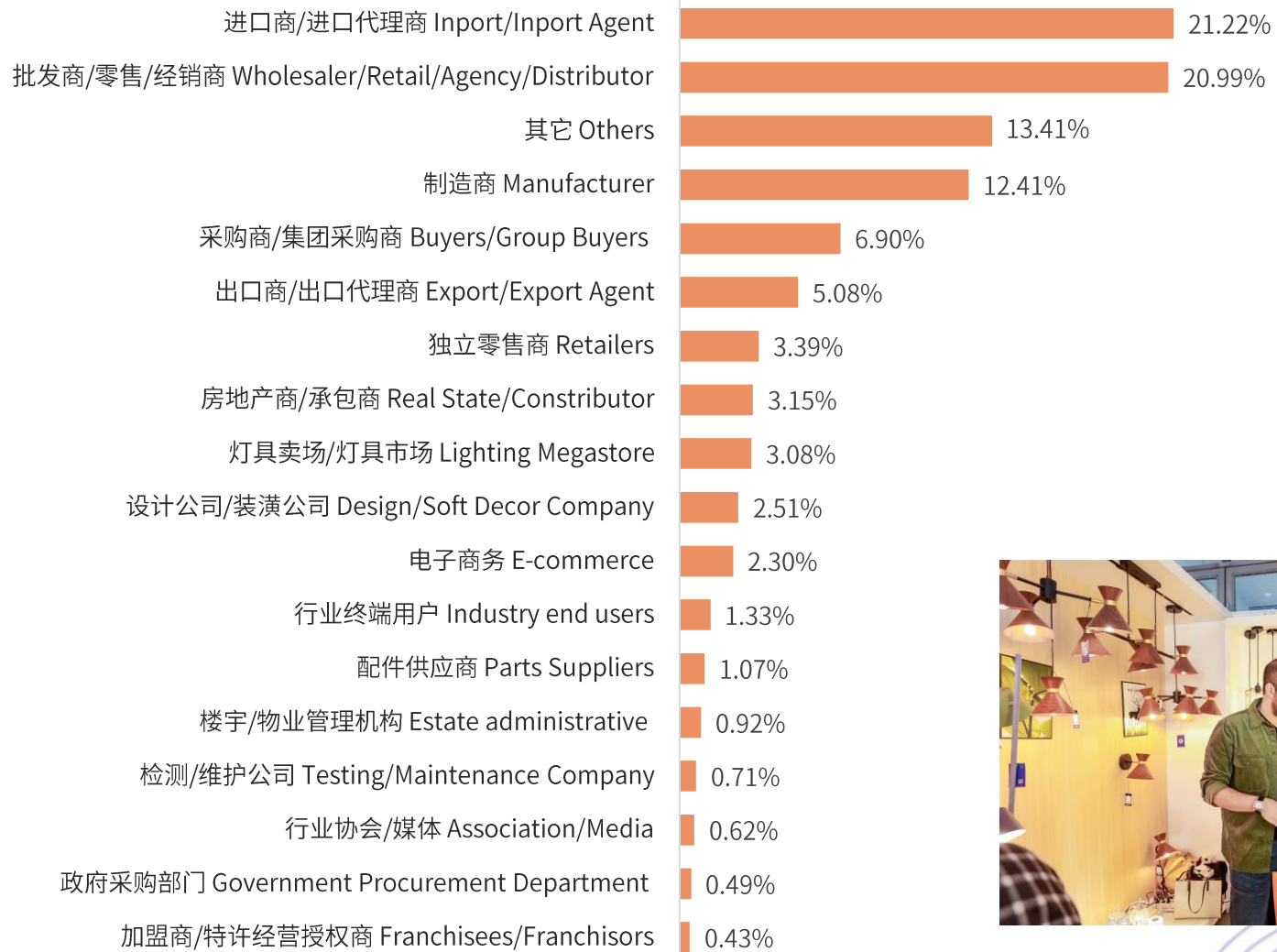


▶ 境外观众来源排名前20的国家和地区

Top 20 Countries and Regions of Overseas Visitors



▶ 境外观众业务性质 Overseas Business Nature

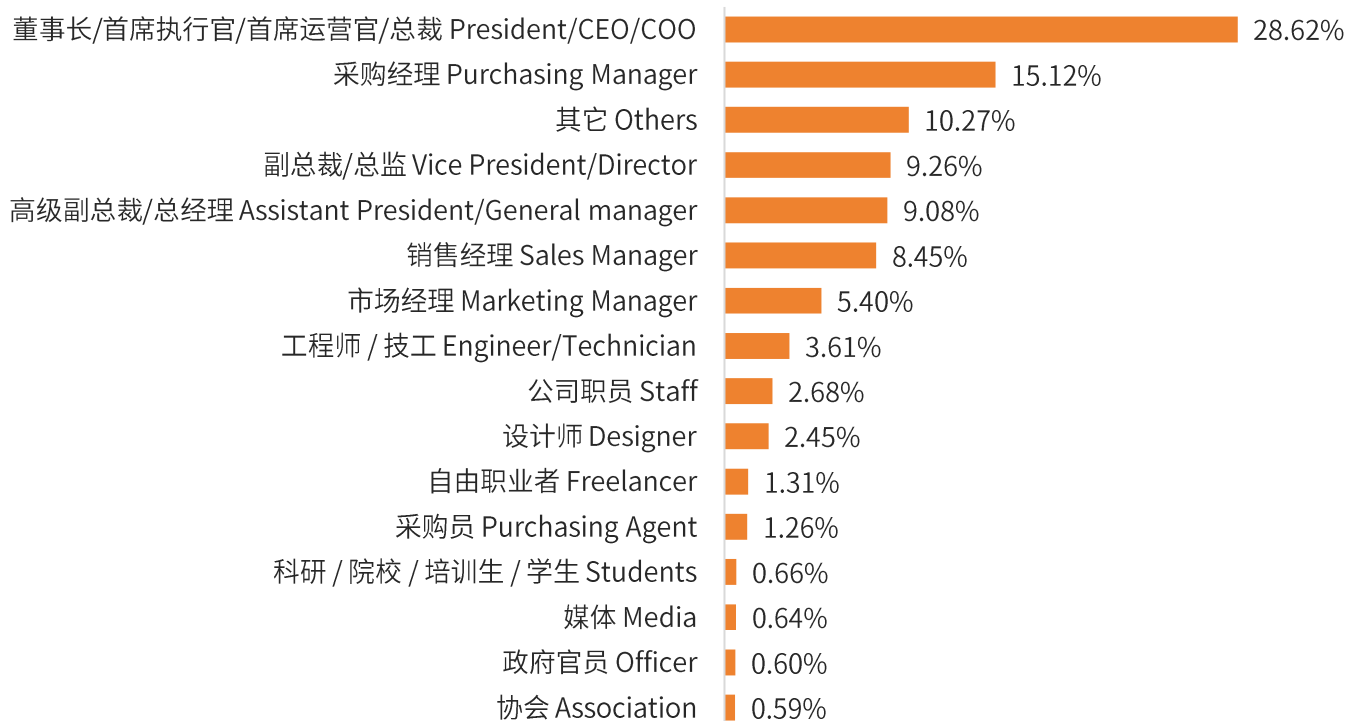


▶ 境外观众职务分析

Overseas Visitors Profile Analysis

通过对境外观众所任职务进行分析，可以了解到境外企业对展会的重视度，超7成5是企业的管理阶层。

Over 75% of the visitors are key personnel of the company.

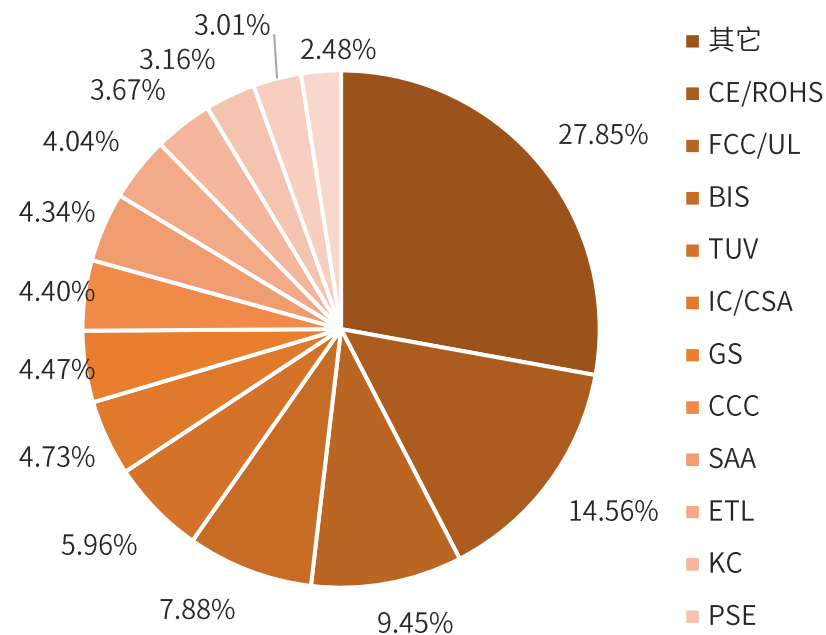


▶ 境外观众观众要求的资质证书

Certificates Required by Overseas Visitors

通过对境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。

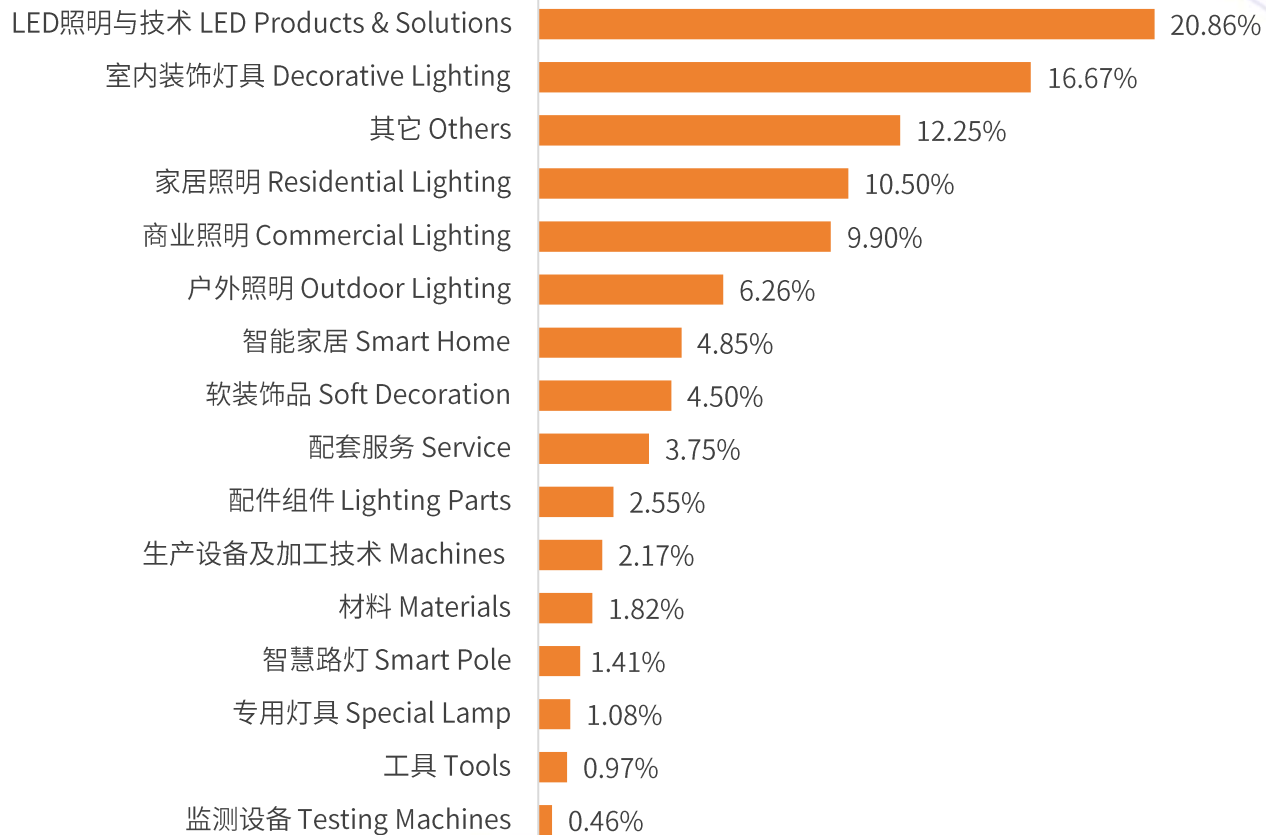
Most of the buyers required CE/ROHS, following with the FCC/UL.



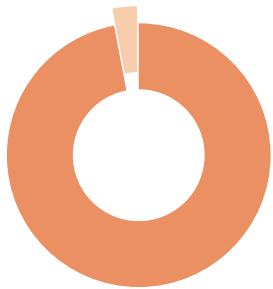
▶ 境外观众感兴趣产品 Overseas Visitors Interested Products

LED照明与技术是境外采购商最为关注的展品，室内装饰灯具、家居照明、商业照明、户外照明等同样受到采购商的青睐。

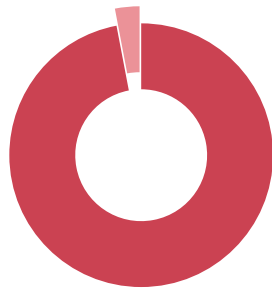
Most of the overseas buyers are interested in LED Solutions, following with the Decorative Lighting, Residential Lighting, Commercial Lighting and Outdoor Lighting.



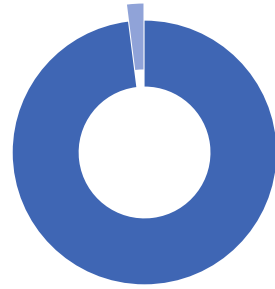
▶ 境外观众满意度评价 Overseas Visitors Satisfaction



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观众反馈 ●

VOICE OF VISITORS



德维科技发展有限公司项目经理 薛冬翔

Dewei Technology Co., Ltd Project Manager- Mr. Xue

这次灯博会给我的感受是大品牌比较多，也看到了不少新的企业前来参展，同时发现前来观展的外国人也比较多。本次过来灯博会主要是想找一些做商业照明产品的企业，了解最新的商照产品信息，观察厂商们在产品的外观、功能上的新突破，掌握最新的行业发展趋势。

Guzhen Lighting Fair has many big brands and new companies. I also noticed that there are more foreign visitors here. The main purpose of coming to this lighting fair is to find some companies that specialize in commercial lighting products, learn the latest information about commercial lighting products, observe new breakthroughs in product appearance and function, and grasp the latest industry development trends.



临沂九洲智能灯光设计中心总经理 杨丰超

Jiuzhou Intelligent Light Design Center General Manager – Mr. Yang

本次前来参加古镇灯博会，一方面是了解智能发展到什么阶段，在技术和硬件上有哪些迭代和更新，另一方面是来了解行业的最新资讯。今年的灯博会在智能、灯光、户外照明和亮化方面有大面积的展示和推广。

The purpose of visiting Guzhen Lighting Fair is to understand the current stage of intelligent development and the updates and iterations in technology and hardware, as well as to learn the latest industry information. This year's lighting fair features a large-scale display and promotion of intelligent lighting, outdoor lighting, and landscape lighting.



福州榕桥灯饰总经理 陈建林

Fuzhou Rongqiao Lighting General Manger – Mr. Chen

本次参展主要是想了解行业和产品的发展趋势和方向，考察一些线性照明和无主灯品牌，以及为手上跟进的工程寻找新产品。此次展会有非常多的产品，各品类产品也较为齐全。我也会根据了解到的产品发展方向，适当调整公司的销售策略，把今后的发展重点转向智能照明。

We are aim to understand the development trends and directions of the industry and products, to investigate linear lighting and unmounted light-style brands, and to seek out new products for ongoing projects. Guzhen Lighting Fair has a great variety of products, with various categories being relatively complete. Based on the understanding of product development trends, I will appropriately adjust the company's sales strategy and shift the focus of future development to intelligent lighting.



河源义乌特亮灯饰总经理 叶志坤

Heyuan Yiwu Teliang Lighting General Manger – Mr. Ye

这次前来古镇灯博会是想寻找新的合作品牌以及寻找新产品，例如太阳能相关的产品、适用于家居装修的产品，还有最近比较火的无主灯风格的产品以及风扇灯等，一些灯具配件也会关注，以便能为客户提供最全面、最细致的服务。

I visit Guzhen Lighting Fair this time in order to find new cooperation brands and seek out new products, such as solar-related products, products suitable for home decoration, popular unmounted light-style products, fan lights, and other lighting accessories. We aim to provide our customers with the most comprehensive and meticulous services.

观众反馈 Voice of Visitors



Abubakar Chaudhary Pakistan

It's my first time to come to Guzhen Lighting Fair. I have come to business matching here and discuss the planning for investigation. The great advantage of Guzhen Lighting Fair is to make the customers and companies direct face to face to communicate.

这是我第一次来古镇灯博会。我参加了配对会，并且和展商讨论了我们的投资计划。古镇灯博会的一大优势是可以让买家和企业实现面对面的直接沟通和交流。



**Ahmed Waseem Bin Sal India
Mamoon Asghar Pakistan**

There are many choices on Guzhen Lighting Fair. We can choose different companies depends on their prices at the same place. And we have found favorable suppliers.

古镇灯博会上的展商选择性很多。我们可以在同一个地方对不同的展商和他们的报价进行比较，并且我们已经找到了想要合作的供应商。



Fiazwazuha Pakistan

We come here to buy some lighting products for our country. China is now one of the biggest market in the world. It's quite amazing to buy things in China. I already buy a lot of lightings at the fair onsite.

我们来古镇灯博会是想买一些灯饰产品并带回我们的国家（巴基斯坦）。中国现在是全球最大的市场之一，在中国买东西让我觉得非常神奇。我已经在展会现场买到了很多灯饰产品。

参展商分析 •

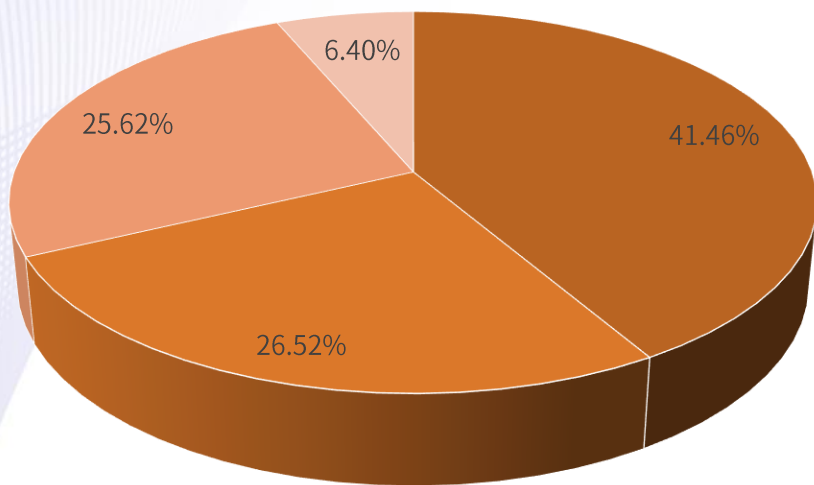
EXHIBITORS PROFILE

展商区域分析

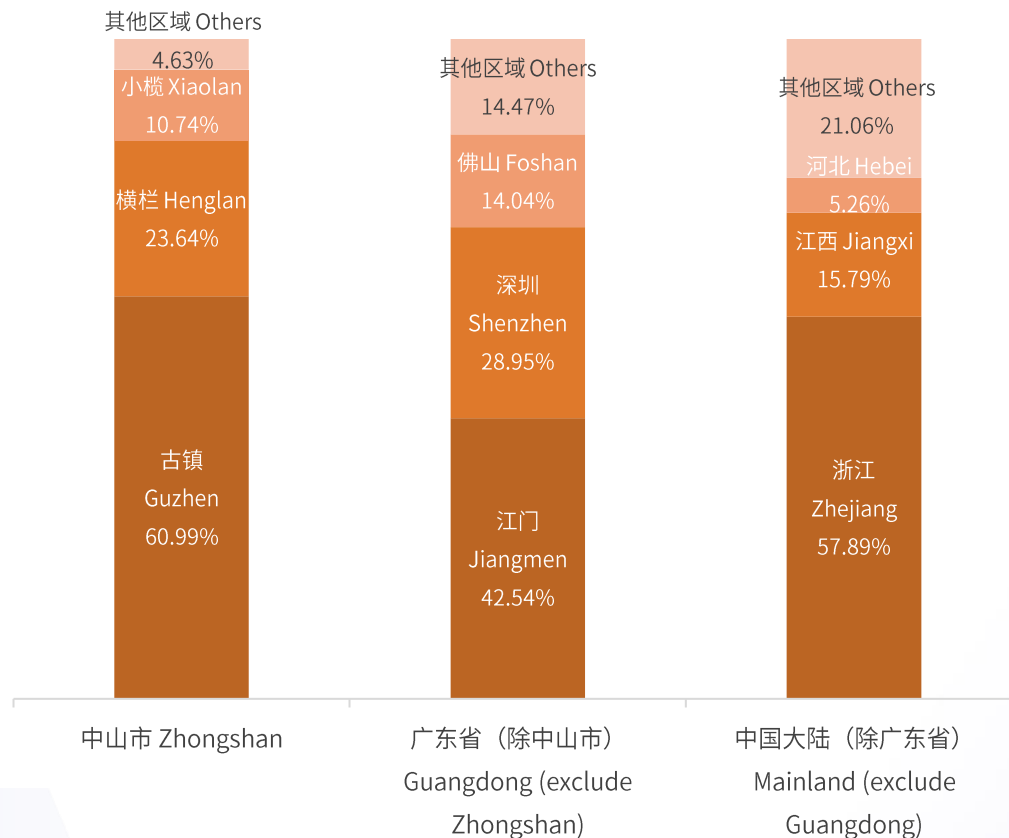
Exhibitors Profile

群英汇聚，主会场共吸引890家企业参展，古镇镇内参展企业达369家，占总数的41.46%；镇外省内展商464家，占比总数52.1%，以灯饰照明集聚地的中山、江门、深圳、佛山为主。

The main venue attracted a total of 890 suppliers to participate in the exhibition, 41.16% of them were from Guzhen Town; 52.1% of them were out of the town, mainly from Zhongshan, Jiangmen, Shenzhen and Foshan, which are lighting gathering places.



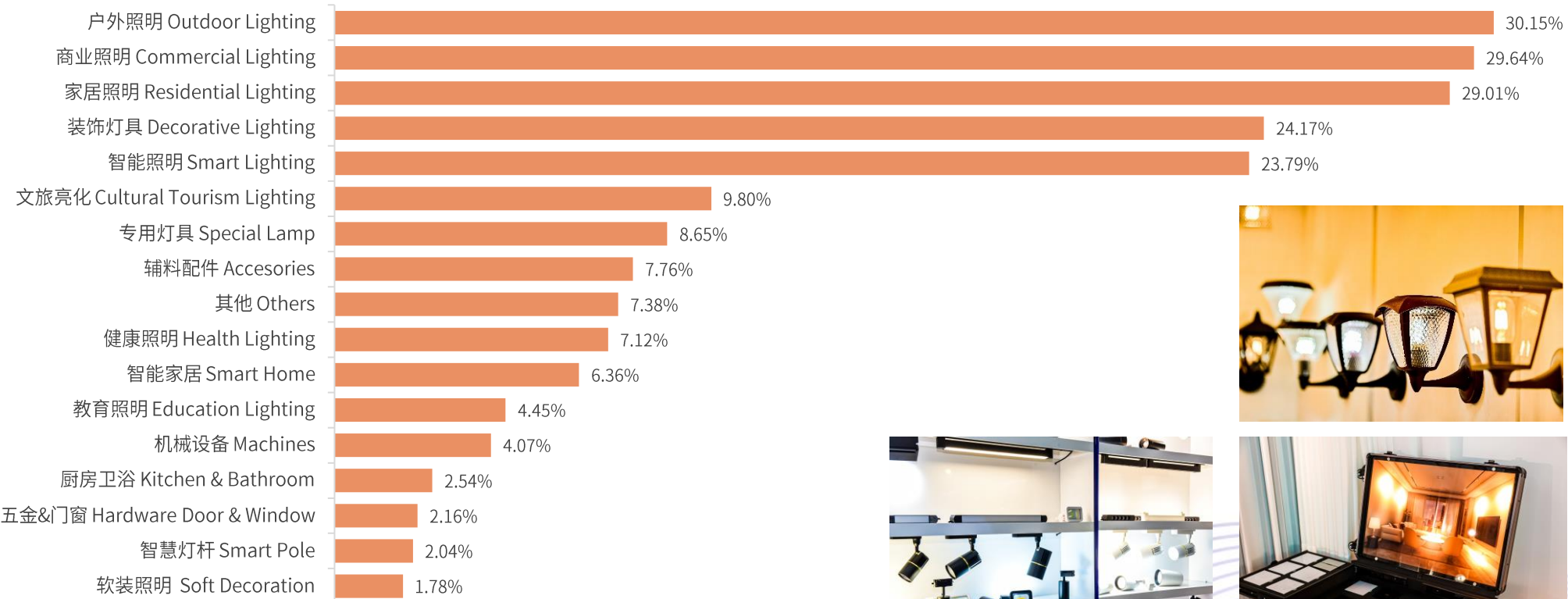
- 古镇镇 Guzhen Town
- 中山市 (除古镇镇) Zhongshan City (exclude Guzhen)
- 广东省内 (除中山市) Guangdong Province(exclude Zhongshan)
- 中国大陆 (除广东省) China Mainland(exclude Guangdong)



▶ 展品种类 Exhibits Categories

本届展会主要以户外照明、商业照明、家居照明、装饰灯具及智能照明为主，不少展商销售产品类型呈现多样化。商业照明展商数量占比较往届有所下降，装饰灯具展商数量占比较往届显著提高。

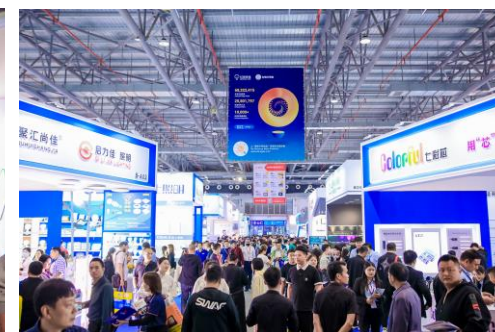
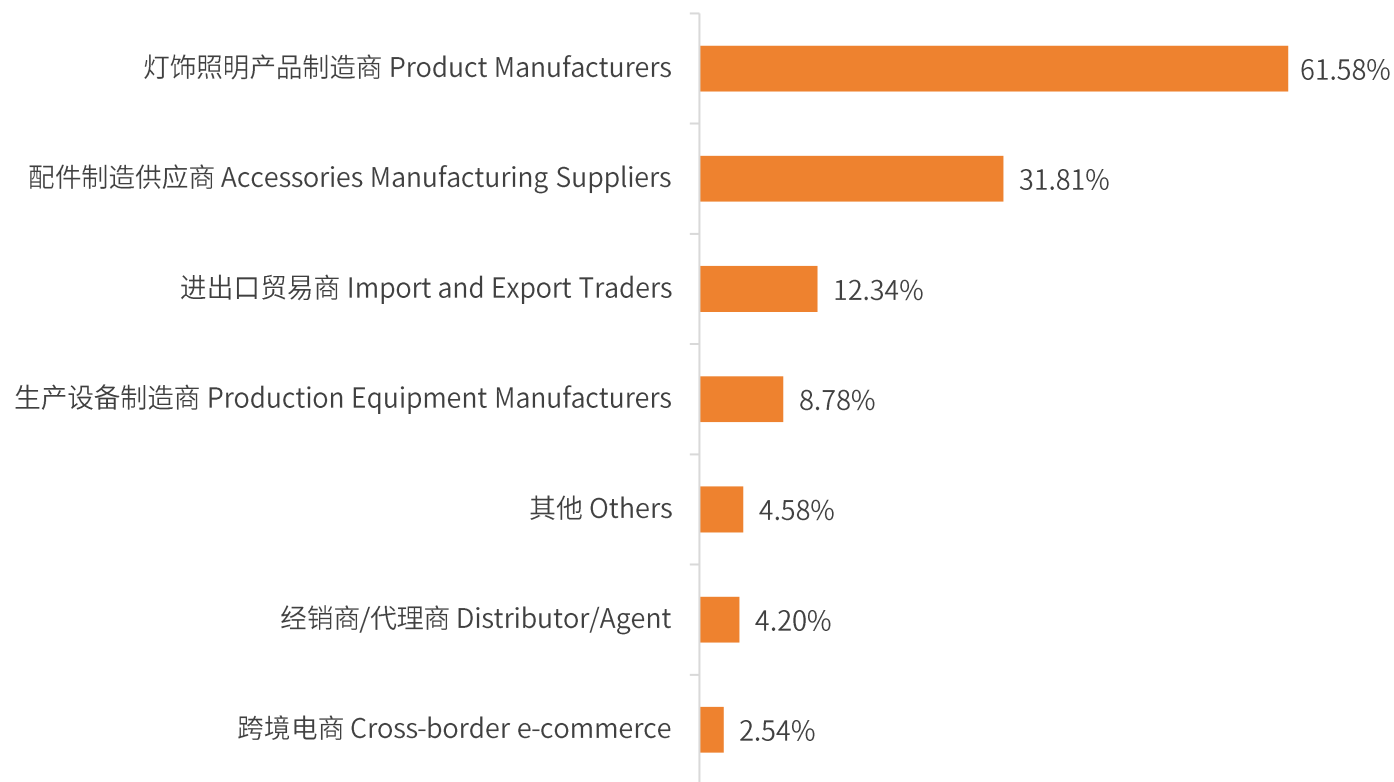
The 29th Guzhen Lighting Fair mainly focuses on Outdoor Lighting, Commercial Lighting, Residential Lighting, Decorative Lighting and Smart Lighting, and many exhibitors sell different types of products. The proportion of the number of commercial lighting exhibitors has decreased, while the proportion of decorative lighting exhibitors has increased significantly compared to previous editions.



► 主营业务 Main Business

本届展会参展商主要以灯饰产品制造商和配件制造供应商为主。在这些展商中，部分企业的主营业务不局限于一种。

The exhibitors at Guzhen Lighting Fair are mainly lighting product manufacturers and accessories manufacturing suppliers. Among these exhibitors, some companies have more than one main business.

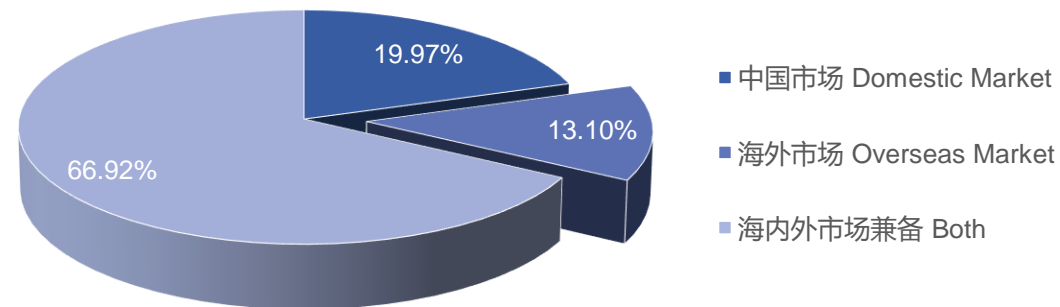
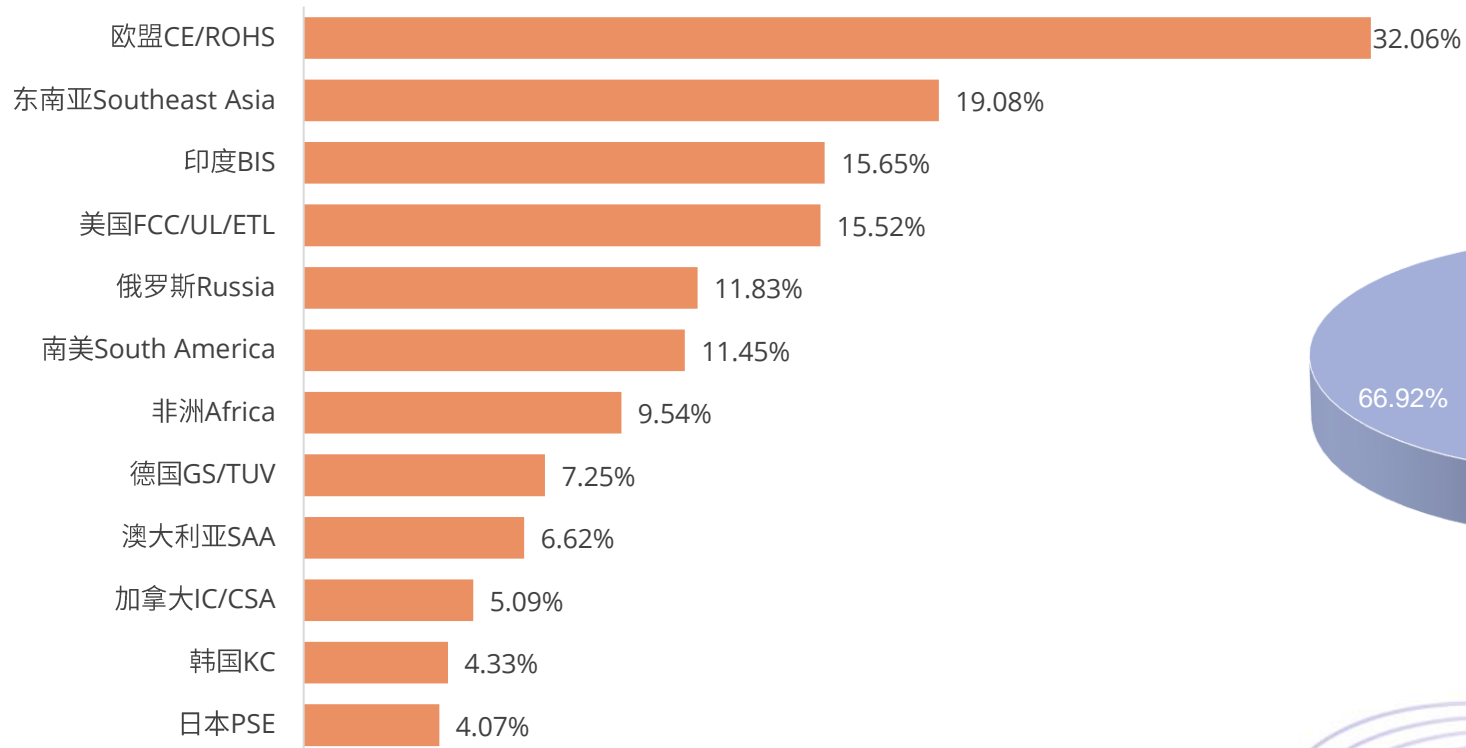


▶ 市场焦点及企业认证 Target Market & Possessed Certificate

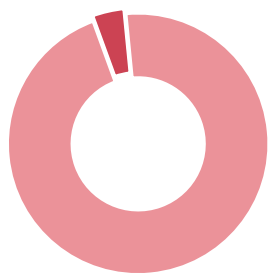
展商以内外销兼备为主，仅专注外销的展商占比与往届相比有所提高，具备外销能力的企业超80%。

产品认证较多偏向欧美、东南亚以及印度市场;与往届相比，展商在获得各个地区的认证比例方面有所提高。

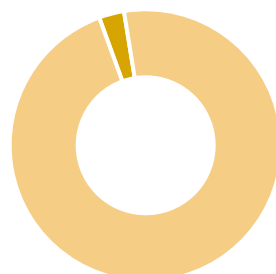
Over 80% of the exhibitors in the 29th GILF have overseas sales quality and most of their products have passed CE/ROHS.



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



97%的展商表示将参加下届古镇灯博会
97% of exhibitors will choose to attend the next Guzhen Lighting Fair



参展商反馈 ●

VOICE OF EXHIBITORS

中山市狮烽电子科技有限公司 总经理 曾进

为了此次灯博会，我们开发了两个系列新产品和一个模具，在展会现场中获得不少意向订单。感谢古镇镇政府与古镇灯博会主办方的支持，客户精准度显著提升，为我们展商带来了不少商机。

Zhongshan ShiFeng Technology Co., Ltd. General Manager -- Mr. Zeng

For this Fair, we developed two series of new products and a mold. We received many intended orders at the exhibition.

Thanks to the support of Guzhen Town People's Government and Guzhen Lighting Expo Co., Ltd., customer accuracy has been significantly improved, which has brought us many business opportunities.



全有美家照明科技有限公司 总经理 余锐

今年全有美家营产品线是以国内无主灯、商业流通板块的产品为主，在此次展会中也收获颇多。古镇灯博会是一个灯具集中展示平台，各企业把自己的创新优势产品拿出来展示，在交流沟通中得到不少建议。

Quanyoumeijia Lighting Technology Co., Ltd. General manager -- Mr. Yu

This year, Quanyoumeijia's product line is mainly based on domestic No Main Lamps and Commercial Lighting products, and it also gained a lot from this exhibition. Guzhen Lighting Fair is a centralized display platform for lighting. Each company showcases its innovative and advantageous products and receives many suggestions during communication.



东莞市励拓电器有限公司 董事长 宋勇青

五天的展览时间，让我们有充足的时间跟客户交流沟通，此次灯博会人流量明显增多，客户资源十分广阔，我们也将精益求精，制造更好更优质的产品回馈全世界的客户。

Dongguan Lituo Electric Co., Ltd. Chairman -- Mr. Song

The five-day fair gave us enough time to communicate with customers. The number of visitors at 29th Guzhen Lighting Fair has increased significantly, and customer needs were diversified. We will also strive for excellence and create better and higher-quality products to give back to customers around the world.



广东戈雅光电科技有限公司 市场经理 肖凯

此届灯博会与往届不同，吸引了中山市外的许多厂家参展，同时也有不少海外买家参观。我们推出的新品吸引不少买家驻足了解，同时我相信照明行业未来可期。

Guangdong Koyaa Optical Technology Co., Ltd. Marketing Manager -- Mr. Xiao

This Guzhen Lighting Fair is different from previous ones in that it attracted many manufacturers from outside Zhongshan City to participate in, and many overseas buyers also visited. The new products we launched have attracted many buyers, and I believe the lighting industry has a bright future.



现场活动 ●

EVENT



全球买家采购行

Hosted Buyer Program

全球买家采购行是专门为海外买家量身定做的灯饰采购之旅，活动设置迎接会、配对会、导赏团和鸡尾酒交流会。本次全球买家采购行特邀近300名来自海外优质买家，包括泰国、韩国、印度尼西亚、马来西亚、印度、俄罗斯、希腊、巴西、摩洛哥、埃及、波兰等。

Hosted Buyer Program is a lighting procurement activity tailed for overseas buyers, which includes 4 parts: Welcome Reception, Business Matching, Sourcing Tour and Networking Party.

HBP specially invited nearly 300 high-quality buyers from various overseas regions: Thailand, South Korea, Indonesia, Malaysia, India, Russia, Greece, Brazil, Morocco, Egypt, Poland, etc.

全球买家采购行——配对会 Business Matching

为满足海外买家的采购需求，古镇灯博会精心组织了一定出口规模及资质的优质展商，为买卖双方举办了三场高效的配对会。在每场配对会结束后，不少买家及参展商反馈配对会质量超出预期，现场已经签下意向单，达成交易。

In order to meet the purchasing needs of overseas buyers, the Guzhen Lighting Fair specially organized high-quality exhibitors with certain export scale and qualifications and held three efficient matching sessions for buyers and suppliers. After each matchmaking session, many buyers and exhibitors reported that the quality of the matchmaking session exceeded expectations, and orders of intent were signed on site and deals were concluded.



全球买家采购行——买家反馈 Voice of Hosted Buyer



Halim Jeffri
Indonesia

很振奋人心。因为我们在这个（HBP）买家团里认识了很多朋友，也聊了很多关于生意、旅行和下一步计划。

So exciting. Because we meet the whole friends in this (HBP) group, and we share and talk a lot about our business, our trip and our next unit.



Latawiec Marek
Poland

鸡尾酒会才刚刚开始，但我的感觉是，这将是今年的最佳节目。这么多年了，我没有来过中国。我想现在，我的第一印象是，这将是最好的聚会。The Networking Party has just begun. But my feeling is, it's going to be the show of the year. After so many years, I've not been coming to China. I think now, my first impression is, it's going to be the best party.

灯饰在线和灯饰优选

Denggle.com & Denggle EZBuy

本届展会，灯饰在线在A-P11设置会员专区及户外灯露营体验区设置小摊位，现场展示博华灯饰优选自营店多款优质原创设计灯具。10月22-26日，灯饰优选自营店特设展期特惠活动，全场灯具均享钜惠，一件包邮到家。

At this exhibition, Denggle.com has set up an EZBuy Zone in A-P11 and a mini booth in the Lighting X Camping Zone to display a variety of high-quality original design lamps from Denggle EZBuy self-operated stores. From October 22nd to 26th, the self-operated store of Lighting Choice would hold a special promotion during the exhibition. All lamps in the store would enjoy huge discounts, and one piece could be delivered to your home for free.



会议论坛 ·

CONFERENCE & FORUM

第29届古镇灯博会开幕典礼

Opening Ceremony

开幕典礼上，各项议程精彩纷呈：

- 1.中国轻工业联合会副会长、中国照明电器协会理事长何焯、中山市人民政府副市长周作德、古镇镇党委书记薛治国及海外优质客商代表分别致辞。
- 2.“古镇镇工业商业重点项目”、“古镇镇亿元企业安家计划入库项目（第一批）”的14个项目签约。
- 3.为中国照明电器协会、中山市创谷众创空间商务服务有限公司等行业专家学者、企业家颁发古镇镇“全球引才顾问”聘书。

There were many highlights at the Opening Ceremony:

1. Leaders of China Association of Lighting Industry, Zhongshan Municipal People's Government, Guzhen Town People's Government and Overseas Merchant Representative delivered speeches respectively.
2. 14 projects were signed for "Industrial and Commercial Key Projects of Guzhen Town" and "Billion Yuan Enterprises Settlement Plan".
3. Presentation of Appointment Letters to Advisors of Guzhen Town for Globe Talent Introduction.



2023年中山古镇京东·健康照明标准发布会 &中山市灯饰馆启动仪式

2023 Guzhen (Zhongshan)-JD Healthy Lighting Standards Release
& Zhongshan Lighting Exhibition Hall Launch Ceremony

论坛以“京东健康照明标准及新品发布”为主题，围绕“吸顶灯/吊灯、台灯、立式护眼灯”等产品发布护眼标准公示，并在活动现场发布了京东品质护眼灯资源，一起展望行业新战略、新未来。

With the theme of "JD Healthy Lighting Standards and New Product Releases", the forum released eye protection standard announcements around products such as "ceiling lamps/chandeliers, table lamps, vertical eye protection lamps", and JD.com's quality eye protection lamp resources were released at the event site. Looking forward to the new strategy and new future of the industry.



知识产权助力经济高质量发展论坛 *Intellectual Property Boosting the High-Quality Economic Development Forum*

论坛邀请了国家知识产权局知识产权发展研究中心原主任、研究员韩秀成老师，通过与现场观众的互动交流及共同探讨，带来了有关知识产权对照明行业发展的重要性及助推作用的知识内容分享。同时对中山市灯饰知识产权维权中心职能和实用新型专利预审通道等热点话题进行了深入分析，获得现场观众的热烈反响。

Mr. Han Xiucheng, the director and researcher of the Intellectual Property Development Research Center of the State Intellectual Property Office, was invited to share knowledge about the importance and boosting role of intellectual property in the development of the lighting industry through interactive exchanges and discussions with the audience.



2023中国智能照明产业发展论坛

2023 China Intelligent Lighting Industry Development Summit

本次论坛以“数智融合，芯云联动”为主题，汇聚众多专家学者和行业领袖，共享前沿资讯，共谋照明灯饰产业数字化、智能化转型之路，为古镇高质量发展注入新思想、新动力。

With the theme of "Digital-Intelligence Integration · Chip-Cloud Collaboration", this summit brings together many experts, scholars and industry leaders to share cutting-edge information, jointly plan the path to digital and intelligent transformation of the lighting industry. And inject new ideas and new impetus into the high-quality development of Guzhen Town.



2024灯具创新设计新品发布会暨汤姆逊品牌发布会

2024 Innovative Luminaire Design New Product Launch & Thomson Brand Release Event

在动荡的全球格局下，增强企业核心竞争力和可持续发展能力的关键在于创新塑造品牌形象。行业大咖们就提升古镇灯饰照明行业的产品创新能力和品牌价值在论坛都各抒己见，发表了独到见解。

In a turbulent global landscape, the key to enhancing an enterprise's core competitiveness and sustainable development capabilities lies in innovating and shaping brand image. Industry giants expressed their unique insights at the forum on improving the product innovation capabilities and brand value of the lighting industry in Guzhen Town.



线上直播 ·

LIVE STREAMING

灯光探店 Sub-venue Tour

带领观众沉浸式探访多个分会场，挖掘最新的灯饰卖场资讯，让大家一览灯饰行业的精品、优品。

Sub-venue Tour leads the audience to visit the megastores, digs out the latest lighting information and shows high-quality products in the lighting industry.

云游逛展 Virtual Exhibition Tour

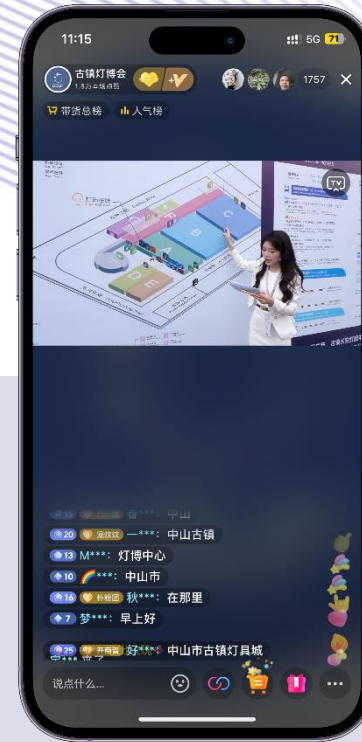
逛展玩出新花样，中文主播带国内观众一同感受展会各功能区、贴心服务，还深入走进优质展位，近距离一睹精美潮流灯饰。

The Chinese host took Chinese audiences to experience the functional areas and attentive services of the main venue, also visited high-quality booths to appreciate the lighting up close.

展位直击 Booth Display Live

英文主播走进多家外贸企业展位，与负责人面对面交流，深入了解他们本次展会带来的最新成果，让观众轻松掌握潮流灯饰趋势。

The English host visited the booths of foreign trade companies and communicated face-to-face with exhibitors, from which the audience could learn about lighting trends.



第29届古镇灯博会特别策划了多场直播活动，其中包括：云游逛展、展位直击、灯光探店等，通过抖音、视频号与云端的观众互动，共同感受照明行业的魅力。

The 29th Guzhen Lighting Fair has a series of live broadcast activities, including: Virtual Exhibition Tour, Booth Display Live, Sub-venue Tour, etc. By interacting with the audience on the live broadcast platform, you can feel the charm of the lighting industry.

明人在线

EZTalk Live Broadcast

在面对瞬息万变的灯饰行业市场，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线上讲座——明人在线秋季特别篇，邀请三位行业嘉宾莅临现场，一起探讨灯饰发展新趋势，预知市场发展新机遇。

Facing the ever-changing lighting industry market, Guzhen Lighting Fair joined hands with CALI · Ming Classroom to create a series of online lectures on the lighting industry - EZTalk Live Broadcast Autumn Special Edition, inviting three industry guests to the scene to discuss new developments in lighting industry and predict new opportunities for market development.



广州建众TD经营部总经理-李惠芳
《抖音矩阵1+N引流获客新模式》



SILA-PLC工作组发起人-贺海斌
《转型智能照明的困局》



广州软件院/中科智城CEO-董斌
《数字乡村的建设实践与运营初探》

大会服务 ●

SERVICES

多元化现场服务

Onsite Services

会场服务

提供医疗中心、报警点、翻译、饮用水、手机充电、行李寄存、快递等一站式服务。

知识产权快速维权中心

引入中山市灯饰知识产权维权中心现场办公，提供知识产权快速维权服务。

餐饮休闲服务

展馆内设有多个餐饮区及休闲区，为买家和参展商提供各色美食和休息地。

“飞”你莫属粉丝俱乐部

参会人士可参与小游戏或抽奖活动，赢取奖品，亦可购买“飞飞”与“菲菲”的周边产品。

户外灯露营体验区

设置市集、露营装备、咖啡软饮，为广大买家构建休憩场景。

Onsite Services

- It provides one-stop services such as Catering Area, Medical Center, Translation, Drinking Water, Mobile Phone Charging, Luggage Storage, and Express Delivery.
- Visitors and exhibitors can participate in mini games or lucky draws to win prizes, or purchase peripheral products of the Guzhen Lighting Fair's mascot, "Feifei".
- Lighting X Camping Zone is equipped with a market, camping equipment, coffee and soft drinks to create a rest scene for buyers.





大会提供展馆周边酒店信息、免费接送车、免费停车场、古镇特色美食、文娱活动等观展攻略。

接送车服务

提供主会场往返分会场、临时停车点、古镇/小榄城轨站、白云机场、珠海机场、中山港客运码头等多条免费穿梭巴士路线。

镇内免费停车场

为自驾车出行的观众提供免费停车场，在停车场停车后可免费乘坐接驳巴士到达展馆。

Free Shuttle Bus

Shuttle bus service between Guangzhou Baiyun Airport, Zhuhai Airport, Zhongshan Port, Guzhen / Xiaolan Railway Station, sub-venues and main venue. Visitors can enjoy this service with e-Badge.

Free Parking

Visitors who travel by car could park in the free parking lot and take the free shuttle bus to the venue.



数字化服务

Digital Services

升级“博华灯饰优选”小程序

用户能在集云展、电商、源头厂家为一体的小程序中一键查询海量厂家，快速找到心仪产品；推出灯饰优选自营店，提供优质源头生产、原创设计和尊享服务，打造客户体验新标杆；打造专属灯饰人的圈子，助力灯饰人共同学习、开拓市场。

优化“古镇灯博会”小程序

展商一览功能内新增展位分布图，并优化商旅服务和观展指南。同时，观众可线上登录小程序提前免费观展登记，展期携带身份证即可快速入场。

Upgrade Denggle EZBuy Mini Program

Visitors can search for manufacturers in online fair, e-commerce, and source manufacturers to quickly find their favorite products; launch Denggle EZBuy Mini Program to provide high-quality source production, original design, and exclusive services to create a new benchmark for customer experience.

Optimize Guzhen Lighting Fair Mini Program

A new booth distribution map has been added. Travel information and fair guides have been optimized. At the same time, visitors could register in advance through the mini program to get free tickets. And they could enter quickly by showing their ID card during the fair period.

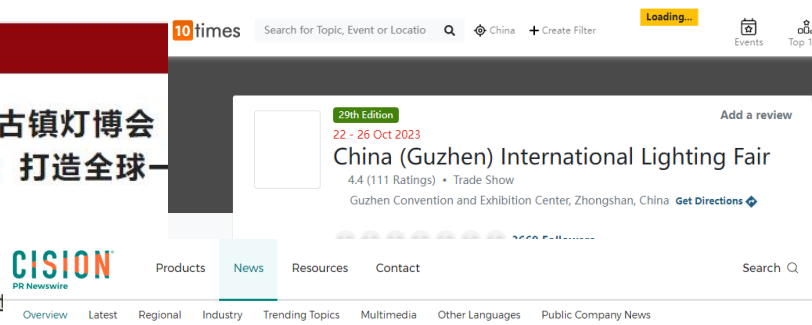
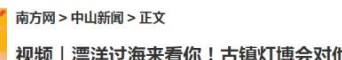
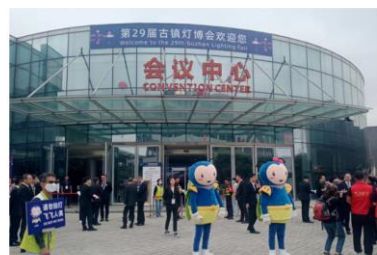


媒体合作

Cooperation with Media

国内外专业媒体、大众媒体超150家对第29届古镇灯博会进行全方位报道

150+ domestic and overseas medias help to promote the 29th Guzhen Lighting Fair



Upgrade to A New Level with More Exhibition Halls: The Main Venue of the 29th China (Guzhen) International Lighting Fair Is to Be Unveiled Grandly with A New Look on October 22

We are sincerely inviting you to join a dazzling light feast in October 22-26.



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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. (IM Sinoexpo) 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。公司在中山市人民政府、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”以及云展电商平台“博华灯饰优选”, 不仅为专业参展商、买家搭建一个高端优质的交流平台, 同时汇集P端、C端买家, 助力其实现365天的云端采购无忧, 开启线上线下新零售模式。

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 eight Lighting megastores, it creates an international event with exhibition area of over 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, which compile all the suppliers resources of the fair and offer EZBUY services that enable buyers to source online.

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广东省·中山市·灯都古镇会议展览中心

2024/03/18-21

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