



th

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

2024/03/18-21

展后报告 Post Show Report

主办单位 Sponsors

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.



目录 Catalog



PART **01** 展会概述 Overview

PART **02** 展会亮点 Featured Sectors

PART **03** 观众分析 Visitors Profile

PART **04** 观众反馈 Voice of Visitors

PART **05** 参展商分析 Exhibitors Profile

PART **06** 参展商反馈 Voice of Exhibitors

PART **07** 30届庆典活动 30th Celebration Event

PART **08** 会议论坛 Conference & Forum

PART **09** 线上直播 Live Streaming

PART **10** 大会服务 Services

PART **11** 媒体合作 Cooperation with Media

PART **12** 关于我们 About Us



10th

古镇灯博会

China(Guzhen) International

LIGHTING FAIR

广东省·中山市·灯都古镇会议展览中心

2024/03/18-21



PART

01

展会概述

Overview

三十而“励”正青春

The 30th GILF is in its Period of Vigorous Growth

2024年3月18-21日，第30届古镇灯博会在广东省中山市古镇镇灯都古镇会议展览中心盛大开启。

本届展会由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“古镇灯饰照亮世界”为主题，以“1+8+N”大灯博会格局，汇聚智能光体验、低碳新能源和跨界泛家居3大元素构筑展会核心亮点，尽显专业化、市场化、国际化的平台实力。

展会自1999年马路展开始，走过了25年的光辉历程，由最初的三年一届、两年一届、一年一届逐步演变到如今的春秋两届，形成了展店联动、前展后厂、线上线下一体化的区域特色展会模式，构建了全产业链展贸桥梁。



From March 18th to 21st, 2024, the 30th China (Guzhen) International Lighting Fair (GILF) was grandly opened at the Guzhen Convention and Exhibition Center in Zhongshan City, Guangdong Province, China.

GILF showcased the theme "Guzhen Lights up the World" and featured a "1+8+N" format, highlighting three major elements: intelligent light experiences, low-carbon new energy, and cross-border home living, demonstrating a professional, market-oriented, and international platform.

Since its beginning as a roadside exhibition in 1999, GILF has evolved 25 years into a biannual event, with a unique regional model that integrates exhibition and megastores, front exhibition and back factory, and online-to-offline experiences, creating a comprehensive industry chain trade bridge.

光耀全球，超21万客商共赴开春盛会

210,000 Visits Gathering in the Global Event



1,500,000+SQM

展览面积 / Scale



3,300+

展商 / Exhibitors



210,000+

人次观众 / Visits



9

会场 / Venues



主会场：灯都古镇会议展览中心

Main Venue: Guzhen Convention and Exhibition Center



55,000 SQM

展览面积 / Scale



928

展商 / Exhibitors



84,149

专业观众 / Visits



140

国家与地区
Countries and Regions





17th

古镇灯博会

China(Guzhen) International

LIGHTING FAIR

广东省·中山市·灯都古镇会议展览中心

2024/03/18-21



PART

02

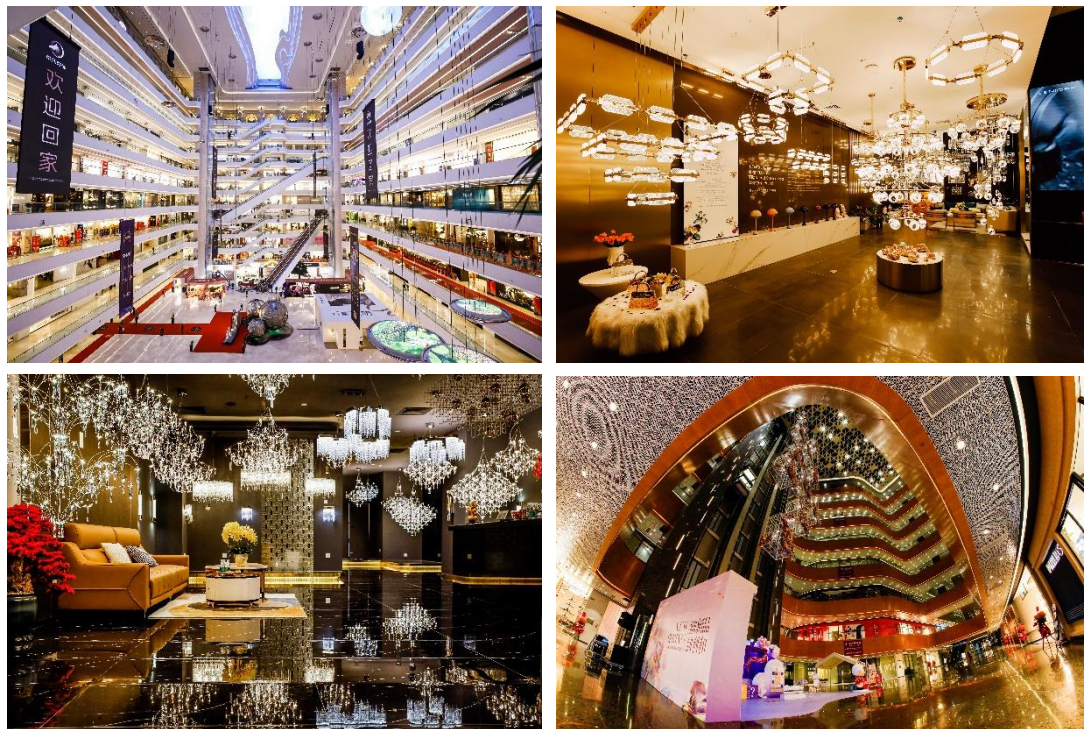
展会亮点

Featured Sectors

构建“1+8+N”大展格局，共襄行业盛举

Forming a “1+8+N” Structure

主会场灯都古镇会议展览中心联合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、曹三国国际灯配城、古一瑞丰国际灯配城、古一庆丰LED商贸广场，约10万款新产品崭新亮相，共同打造源产地一站式采购平台，精准契合买家多元化采购需求。



The main venue, Guzhen Convention and Exhibition Center, is joined by eight sub-venues, including 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 unveil approximately 100,000 new products, jointly creating a one-stop procurement platform at the source, precisely meeting the diverse purchasing needs of buyers.

主会场升级扩容，深中品牌更露锋芒

Upgraded Main Venue with Expanded Capacity for More Business Opportunities

主会场升级增容，综合馆G馆容量提升一倍，与ABCF馆无缝连接，实现了各展馆间的一体化布局。同时，进一步提升扩大深中品牌区，面积同比增加86.8%，参展企业同比增加23.3%，为深中地区的优质企业提供了展示原创设计和高新技术产品的舞台。



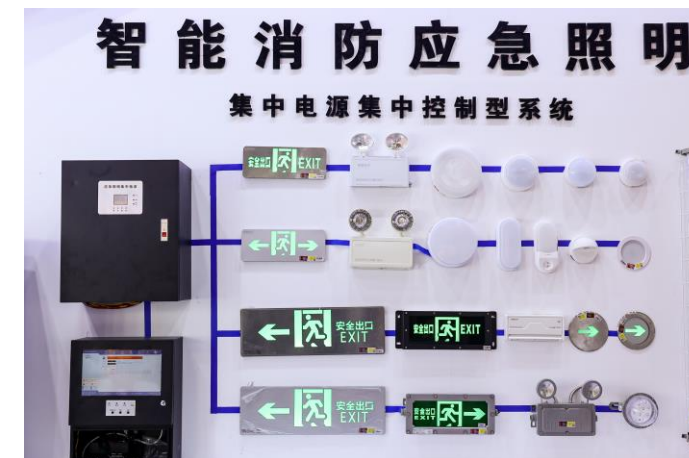
The main venue has been upgraded and expanded. Also the Shenzhen-Zhongshan Brand Zone has been further enhanced and expanded, with its area increasing by 86.8% year-on-year and the number of exhibiting companies growing by 23.3% year-on-year. It provides a stage for high-quality enterprises in Shenzhen and Zhongshan to display original designs and high-tech products.

智能全系闪耀登场，引领照明新风尚

Smart Lighting Leads the New Trend of Lighting

随着AI、物联网技术的飞速发展，智能照明成为本届展会的焦点。各大品牌展商纷纷展示智能系统、智能家居照明、智能景观亮化等前沿技术产品，让观众亲身体验智能照明带来的便捷与舒适。

The maturing AI and IoT technologies have contributed to the advancement of indoor and outdoor lighting environments and lighting experience. This can be well evidenced by the crowded exhibition areas of smart systems, smart home lighting, smart landscape lighting, and smart lampposts.



“绿色低碳+照明”，引领未来趋势

"Green and Low-carbon + Lighting", Leading the Future Trend

随着双碳国策的推行，电池储能技术日渐成熟，加之户外照明与新能源、光伏高度融合，本届展会数十家参展商均带来太阳能路灯、智慧灯杆、户外储能机箱等，还有便携式电源组、智能变频器、储能系统方案等热门产品，充分聚焦“绿色低碳+照明”的特色，也标志着新能源科技成果转化在古镇生根发芽。

Considering the implementation of the “carbon peaking and carbon neutrality” policy and the maturing application of battery energy storage technology, coupled with the integration of outdoor lighting with new energy, dozens of exhibitors showcase various popular products, including solar street lights, smart lamp posts, outdoor energy storage cabinets, portable power supplies, intelligent inverters, and energy storage systems. This marks the fruitful commercialization of new energy technologies in Guzhen.

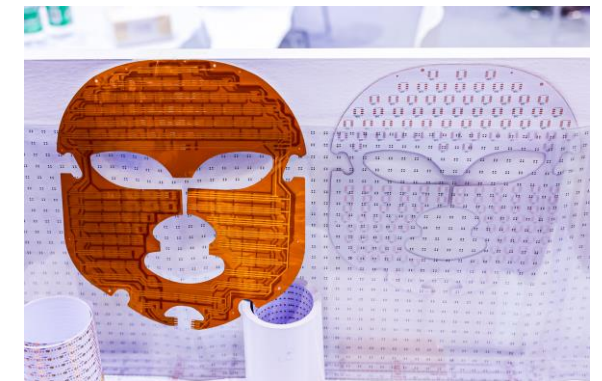
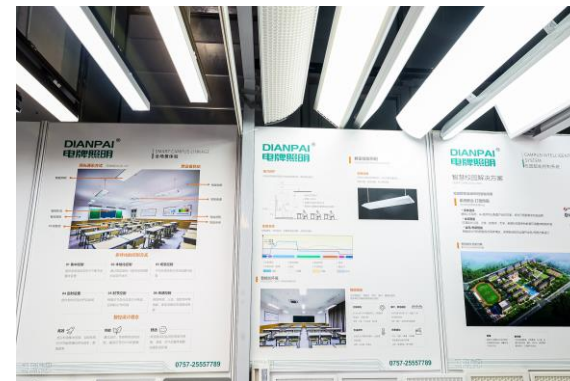


健康光品质成行业新宠

Lighting Design for Better Healthcare

光与人体健康的密切关系在本届展会上得到了充分展现，全光谱健康照明如智能护眼台灯、灯带光源、健康照明灯珠等产品备受瞩目，涵盖使用范围包括教室、办公室场景、美容、体育场等，吸引了大量买家驻足洽谈。

Full-spectrum healthy lighting is a highlight of this fair since its application can be found in numerous scenarios including classroom, office, myopia prevention, fatigue alleviation, medical care, beauty salons, sports arenas, and rehabilitation centers.



细分产品满足个性化需求

Specialized Products to Meet Individual Needs

随着市场需求的不断个性化，细分产品成为本届展会的一大亮点。各大品牌纷纷推出新款线性灯、防爆灯、灯丝灯等细分产品，以满足不同消费者的需求。这些产品不仅设计新颖、品质卓越，更在功能上实现了创新和突破，对买家和观众的吸引力更胜往年。



To meet the increasingly personalized market demands, exhibitors display more specialized products like linear lights, explosion-proof lights, filament lamps, magnetic suction lamps, and projection lamps, which are more attractive to buyers.



PART

03

观众分析

Visitors Profile

境内观众分析

Local Visitors Profile

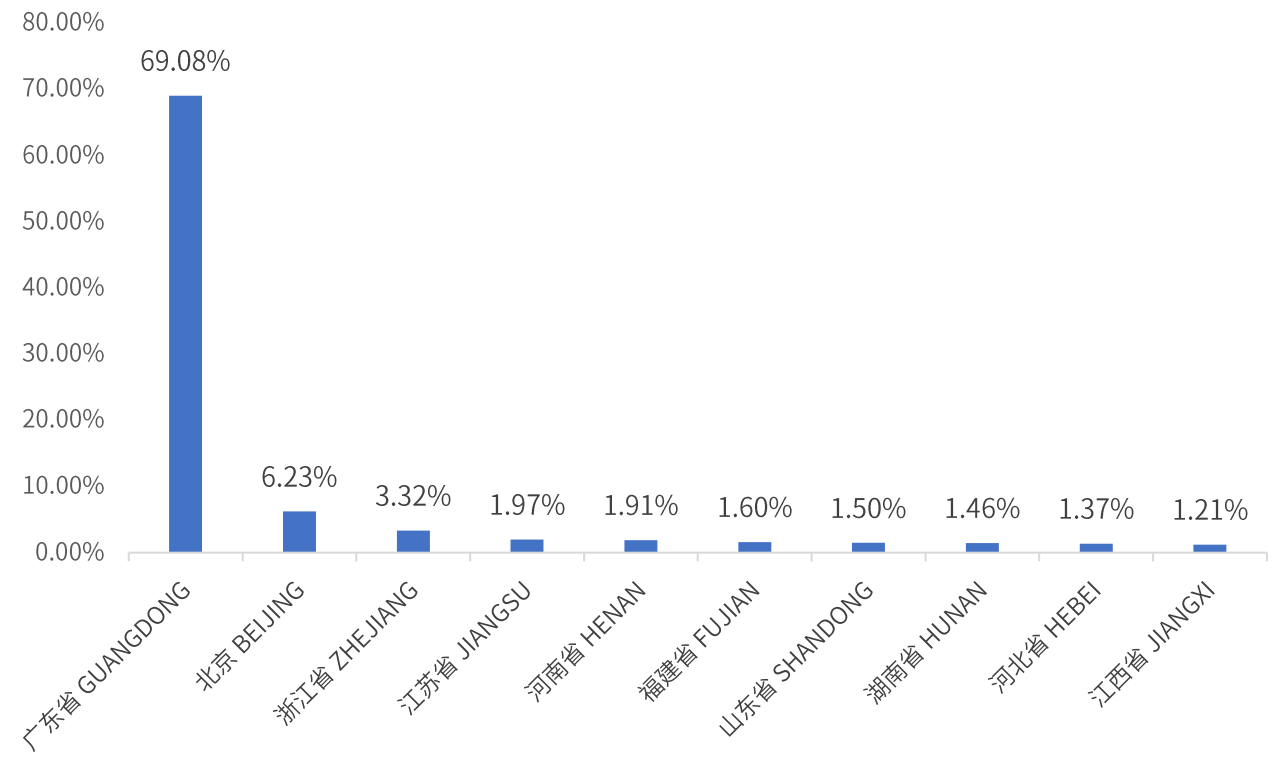
大部分观众来自于广东省，也吸引了许多我国东部沿海城市的客群。

The source of the local visitors is mainly from Guangdong Province, and it also attracted many visitors from China's eastern coastal cities.



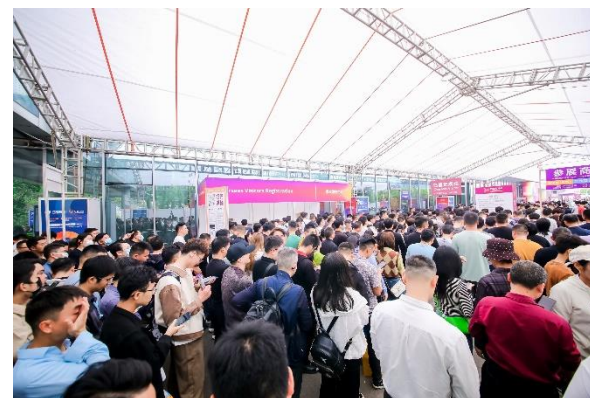
境内访客来源排名前10的地区

Top 10 Regions of Domestic Visitors



境内观众业务性质

Local Visitors Business Nature

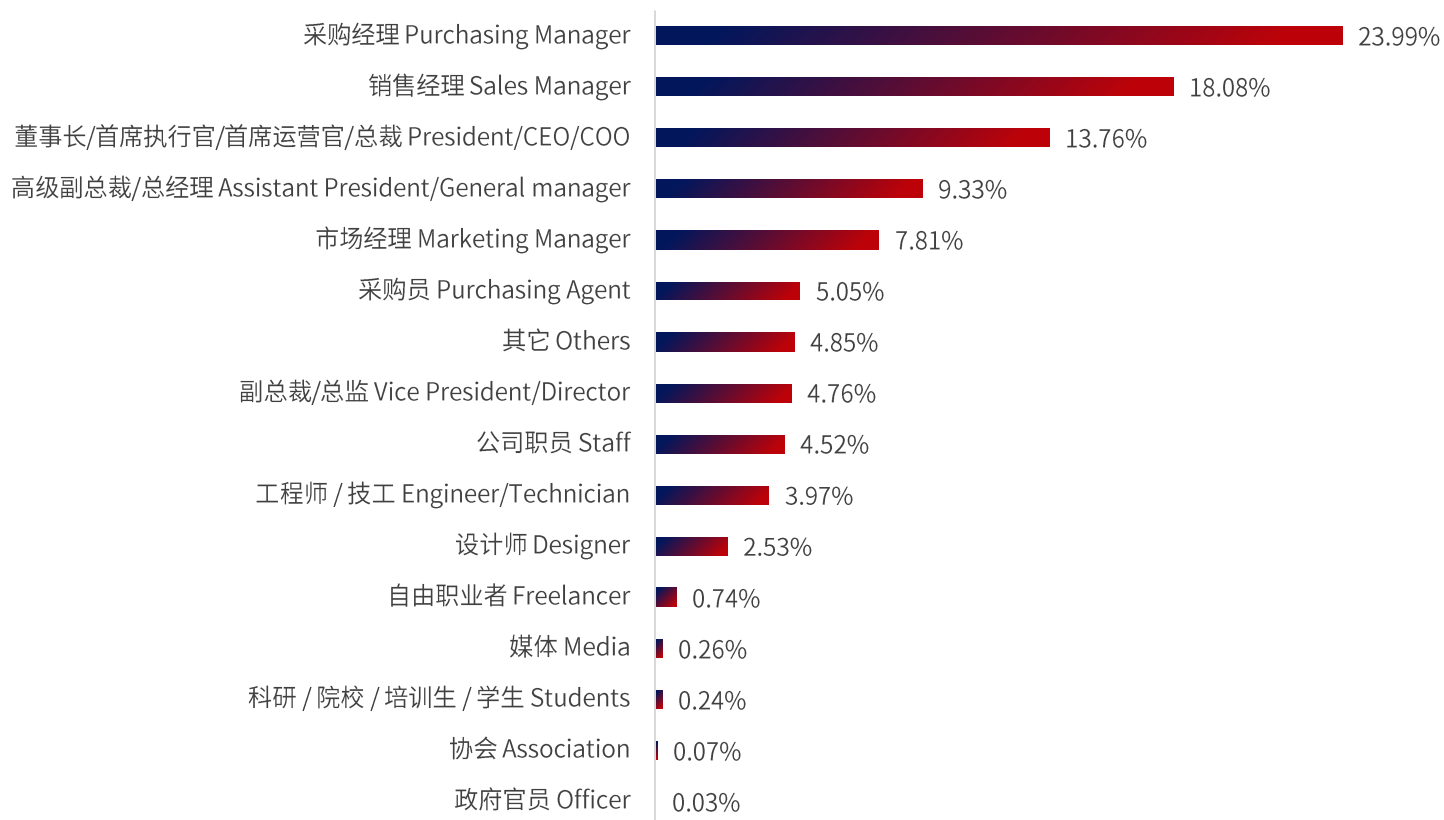


境内观众职务分析

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78%为企业的管理阶层。

Nearly 78% of the visitors are key personnel of the company.

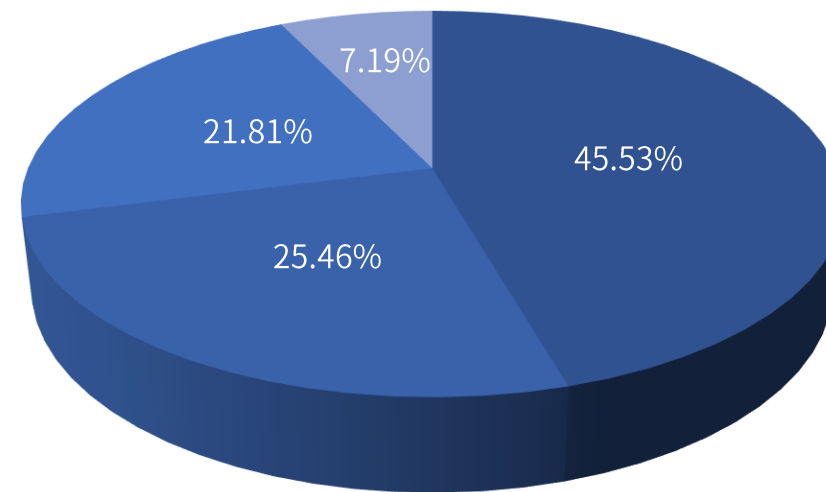


境内观众采购角色分析

Local Visitors Profile Analysis

通过对境内观众采购角色分析，了解到超70%观众具备有决定或参与采购能力。

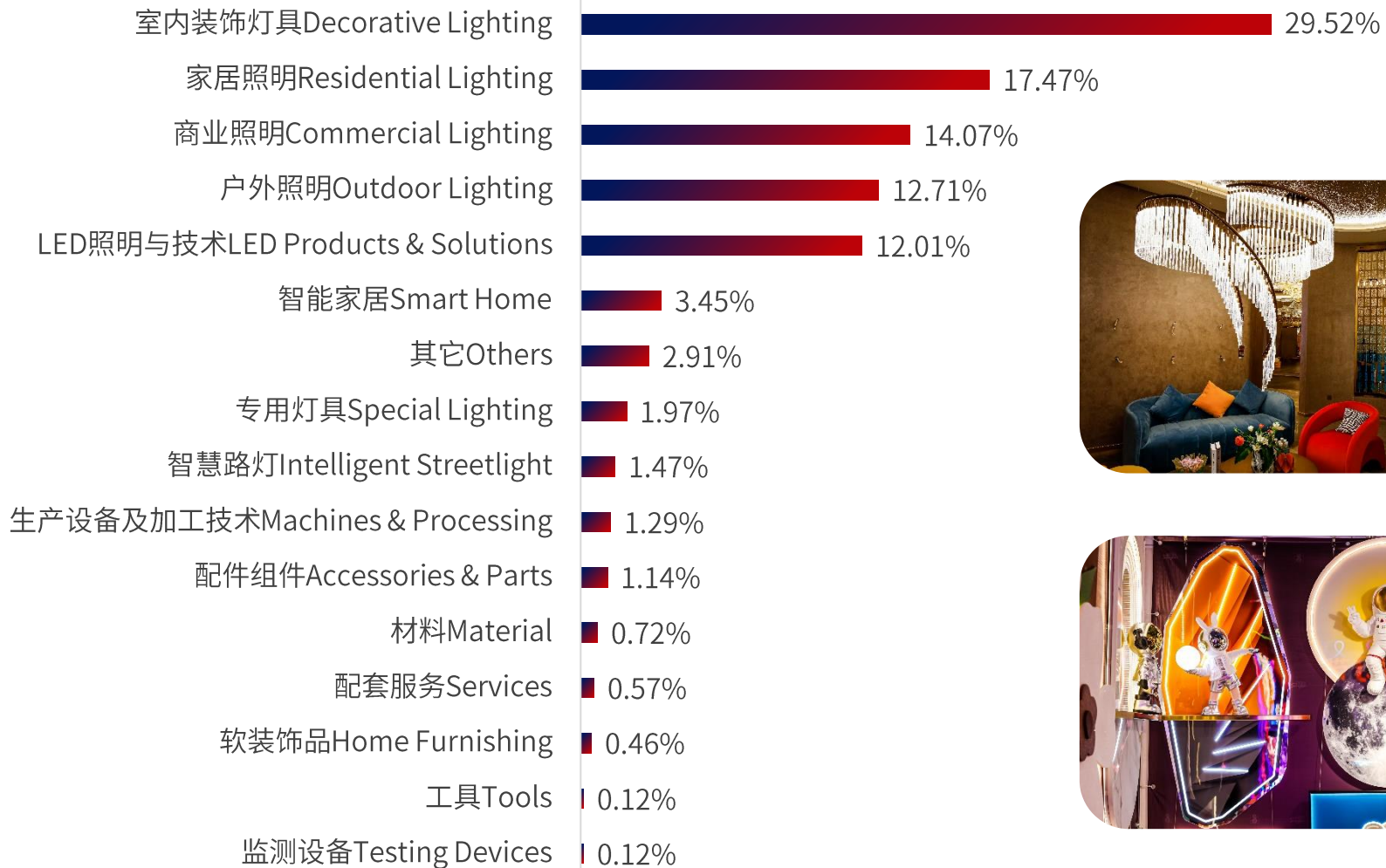
Over 70% of the visitors can determine the purchasing plan.



■ 决定 Decider ■ 参与 Participant
■ 不参与 None ■ 建议 Advisor

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



97%的观众会推荐朋友/同事参观
古镇灯博会

97% visitors will recommend
the fair to other people

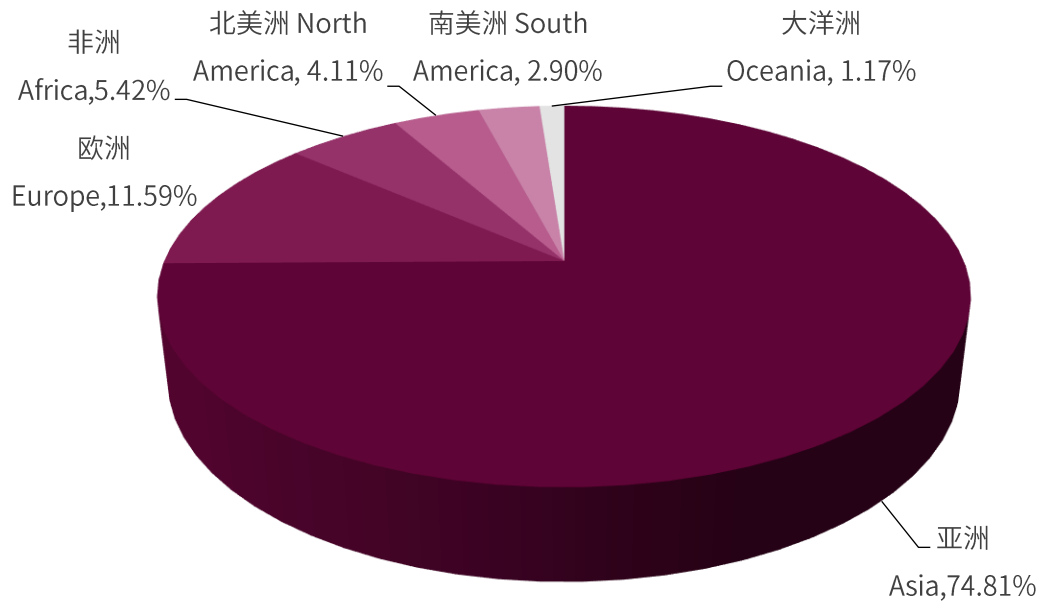


境外观众分析

Overseas Visitors Profile

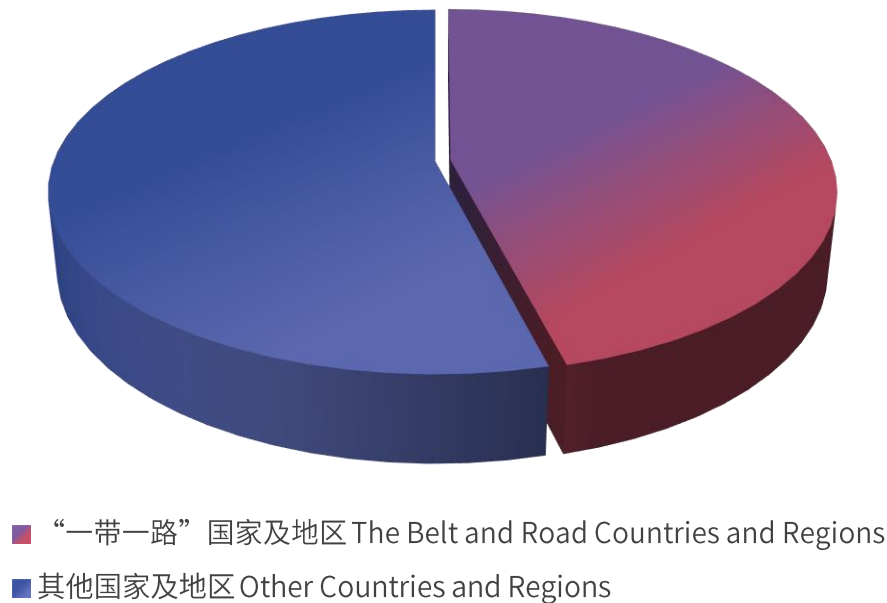
主会场共吸引来自全球**140**个国家和地区，境外观众达**3,026**人，比2023年春季展增长**31.03%**，国家及地区数量更是创历史之最。

The main venue attracted **3,026** visitors from **140** countries and regions. The number of visitors increased **31.03%** comparing to 2023 spring edition.



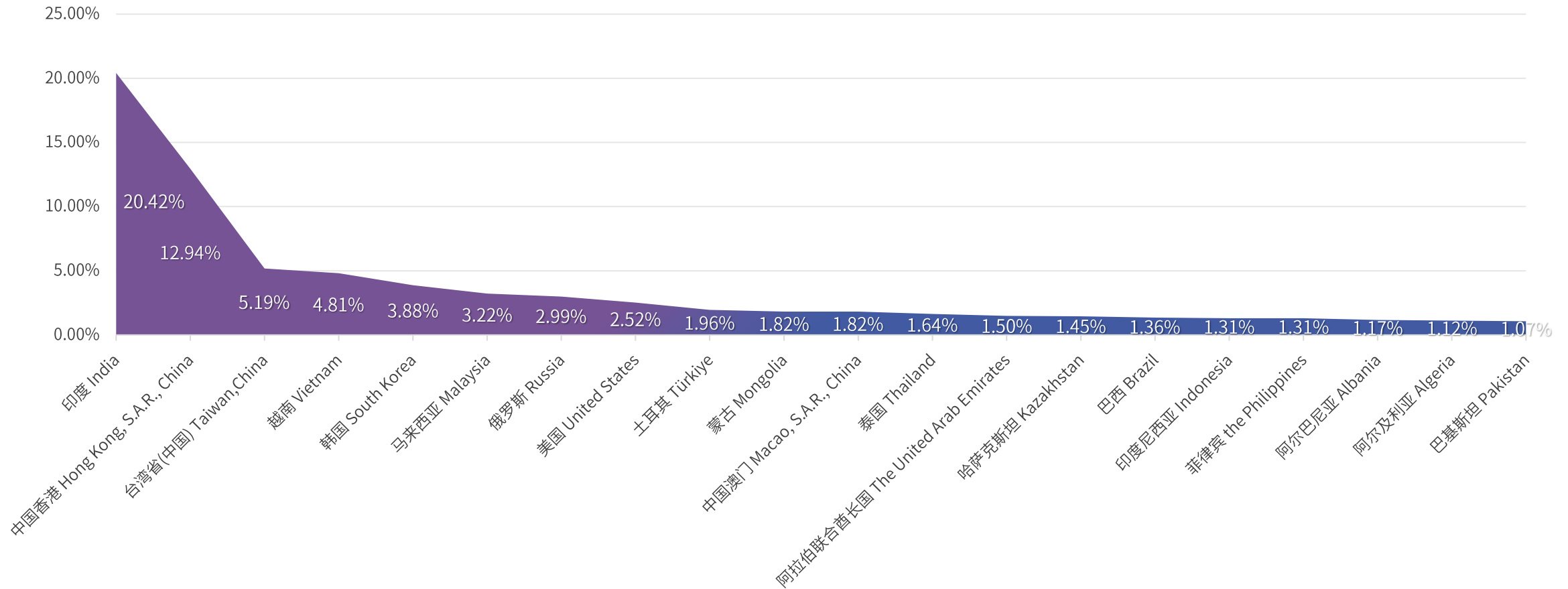
近**50%**的观众来源于“一带一路”合作国家和地区，合计**86**个国家和地区，主要来自越南、韩国、马来西亚、俄罗斯、蒙古、泰国等。

Nearly 50% of overseas visitors come from countries and regions that have signed the “the Belt and Road” cooperation document with China, a total of **86** countries and regions, mainly from Vietnam, South Korea, Malaysia, Russia, Mongolia, Thailand 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 Visitors Business Nature

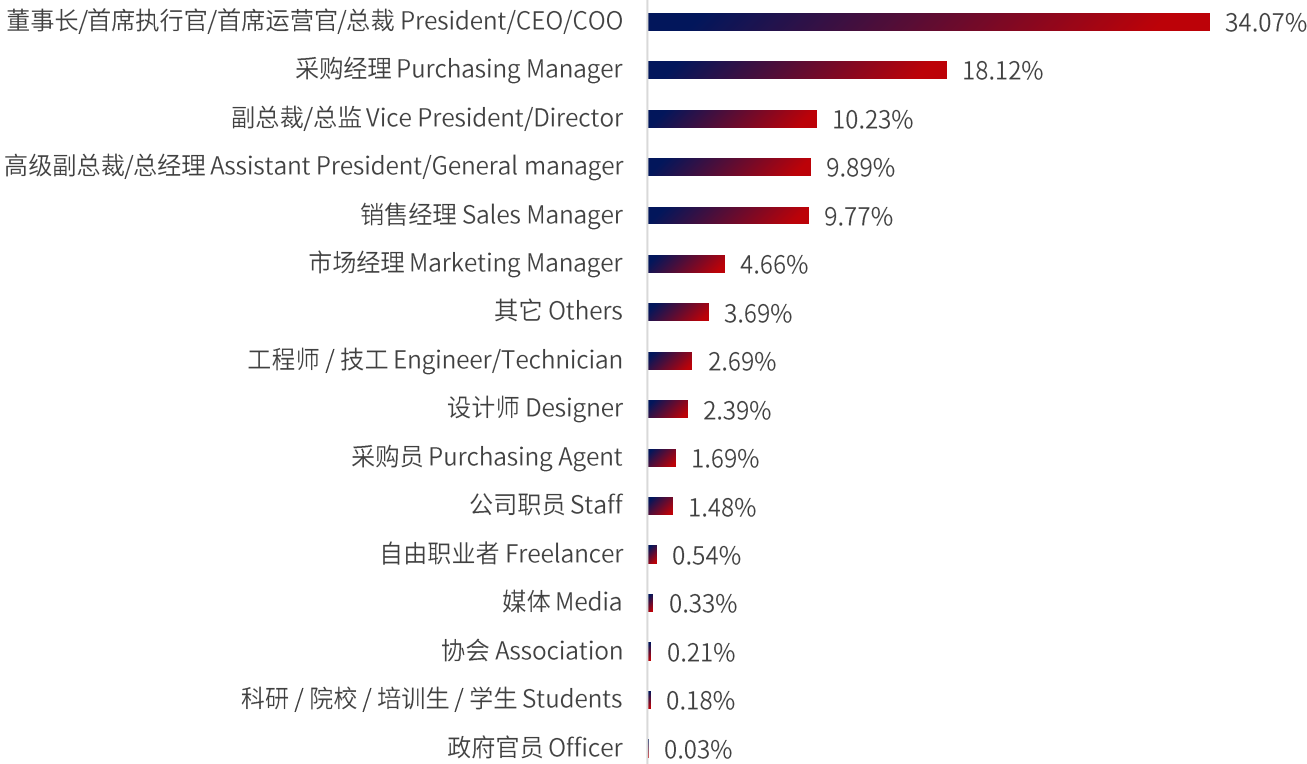


境外观众职务分析

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85%是企业的管理阶层。

Over 85% of the visitors are key personnel of the company.

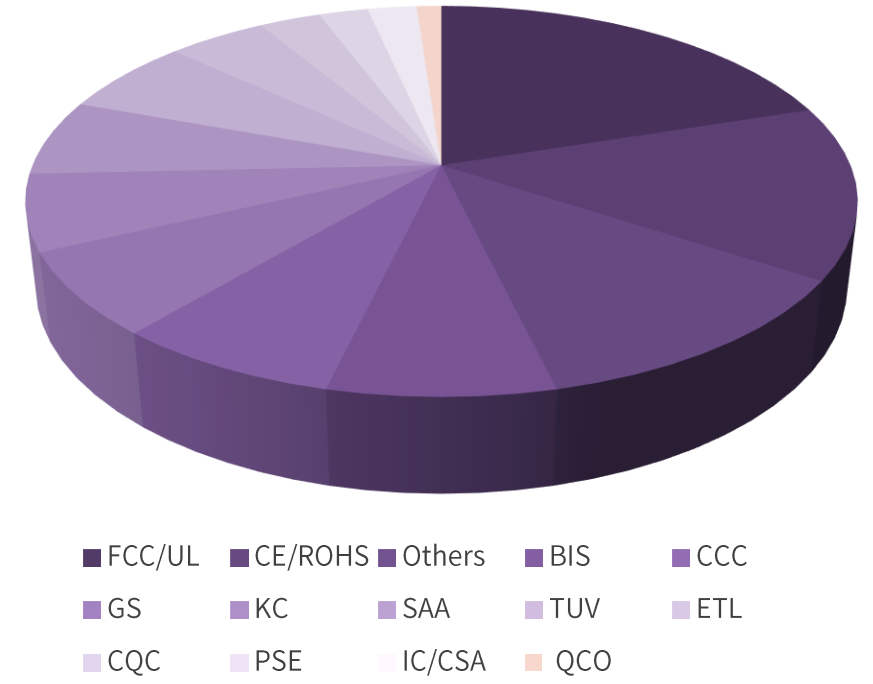


境外观众观众要求的资质证书

Certificates Required by Overseas Visitors

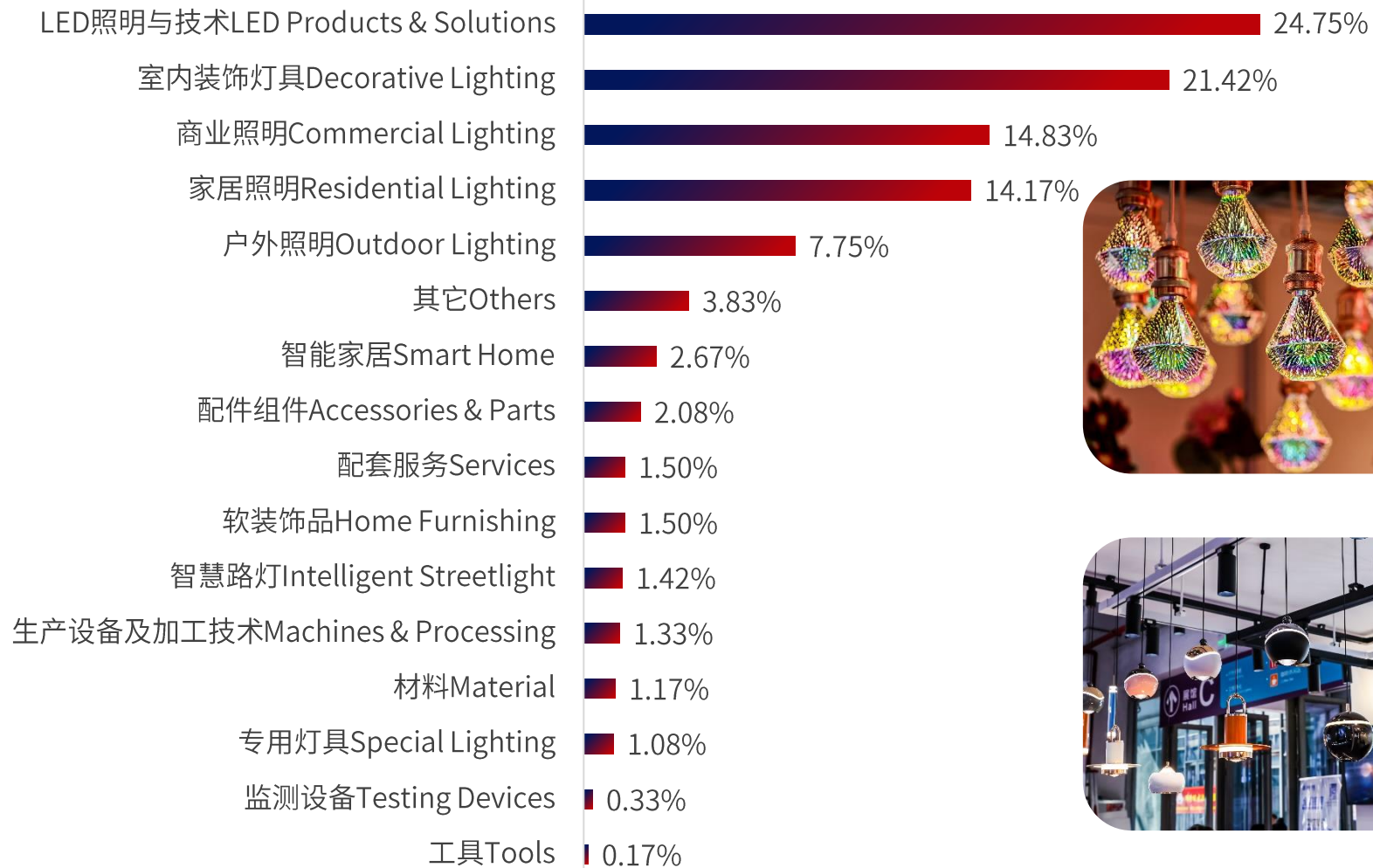
通过对境外观众要求的资质证书进行分析，可以了解到FCC/UL认证是采购商最注重的认证，其次是CE/ROHS认证。

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



境外观众感兴趣产品

Overseas Visitors Interested Products



境外观众满意度评价

Overseas 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



97%的观众会推荐朋友/同事参观
古镇灯博会

97% visitors will recommend
the fair to other people





10th

古镇灯博会

China(Guzhen) International

LIGHTING FAIR

广东省·中山市·灯都古镇会议展览中心

2024/03/18-21



PART

04

观众反馈

Voice of Visitors

境内观众反馈

Voice of Domestic Visitors



广西德良灯具配送中心总经理 黎桂良

Guangxi Deliang Lighting Delivery Center
General Manager – Mr. Li

此次来到古镇灯博会，一是为了补充库存，二则是想了解行业的发展趋势，同时也希望能在展会上与相关的产品及厂商见面。现在的产品市场价格透明，在展会上若有合适的厂家就会达成合作，促进厂家间的互相扶持与共同发展。

I am coming to the Guzhen Lighting Fair to replenish inventory, gain insights into the industry's development trends, and also hope to meet with relevant products and manufacturers at the fair. The current market prices for products are transparent. I am open to establishing cooperation with suitable manufacturers at the fair to foster mutual support and shared growth among manufacturers.



临沂拉飞灯饰总经理 黄鹏飞

Linyi Lafei Lighting
General Manager – Mr. Huang

此次参加古镇灯博会是为了了解行业品牌厂家的产品更新情况和行业内发布的动向，同时寻求合适的品牌或产品补充，以便更好地服务经销商。展馆内基本上都是专业采购商，各个品牌厂家各显神通以博得更高的关注。

The purpose of participating in the Guzhen Lighting Fair is to understand the latest product updates from industry brand manufacturers and the trends announced within the sector, and to identify suitable brands or product additions that will enable us to better serve our distributors. The fair is primarily attended by professional buyers, with each brand manufacturer pulling out all the stops to showcase their distinctive strengths and attract greater attention.

境内观众反馈

Voice of Domestic Visitors



临沂金佰利灯饰总经理 赵胜亮

Linyi Jinbaili Lighting
General Manager – Mr. Zhao

本次在展会现场，感觉观展人数比以往多，人气提升。尤其是前往B馆和C馆观展的观众络绎不绝。公司今年的整体方向是以商照工程固定类产品为主，对展会的期望值很高，并且每次都满载而归，同时也祝灯博会越办越好。

At the fair, I feel that there are more attendees than before, and the popularity has increased. Our company mainly focus on commercial lighting and engineering fixed products this year. We have high expectations for GILF and always returning with full load.



陕西西安美度光艺总经理 贺环军

Shanxi Xi'an Meidu Guangyi
General Manager – Mr. He

几乎每一届灯博会都会参加，主要是想了解行业的发展方向和最新动态，在展会上也能有所收获，在这里总能发现与众不同的产品，尤其是一些小众的产品，对自身的发展有所帮助。在展会现场找到了感兴趣的厂家，接下来会在合作方面进行沟通。

I participate in almost every GILF, mainly to understand the latest development direction and trends. I can also discover some unique products, which are helpful for my own business. We already find some interested manufacturers and will continue to communicate with them.

境外观众反馈

Voice of Overseas Visitors



Mr. Heshem from Egypt
埃及买家

I come to Guzhen Lighting Fair for many times. It's excited to see GILF keeps on developing. It's a very good chance to see new product, learn new trends and make new friends here. I'm very glad to join Guzhen Lighting Fair.

我来过很多次古镇灯博会。很高兴能看到古镇灯博会不断地发展壮大。在灯博会上，我可以看到新产品，了解新趋势，并且结交新朋友。我很荣幸能来到这里。



Mr. Danny from India
印度买家

It's my first time to visit Guzhen Lighting Fair. It is a good place to find new type of lighting. I already found many new products and interested suppliers. We will continue to visit Guzhen Lighting Fair in the future.

这是我第一次来到古镇灯博会。在这里，我能了解到新上市的灯饰产品，并且我也找到了我感兴趣的新品以及想要合作的厂家。之后我们也会继续来参观古镇灯博会。



Mr. Arman from Iran
伊朗买家

I come to Guzhen Lighting Fair every year for my lighting business. It's nice to see so many new goods and have new experience here. I get many new choices of the products that I'm looking for.

我每年都会过来古镇灯博会谈生意。很开心能在这里看到这么多新产品，每次过来也都有新的体验。在灯博会上我也找到了许多我需要的产品，选择丰富。



PART

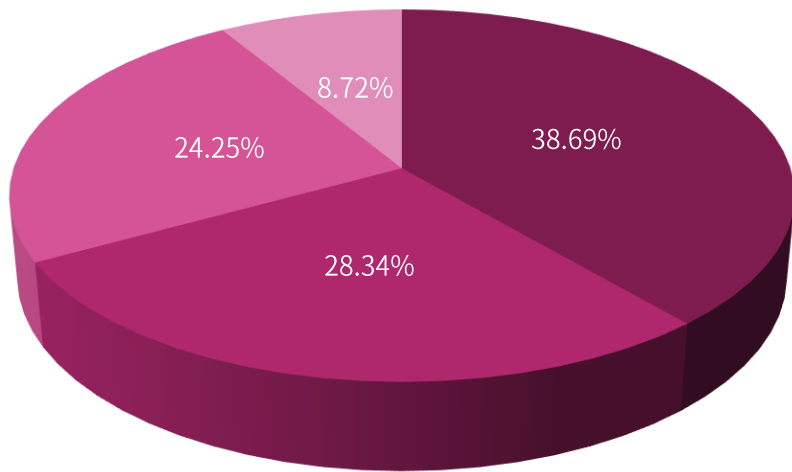
05

参展商分析

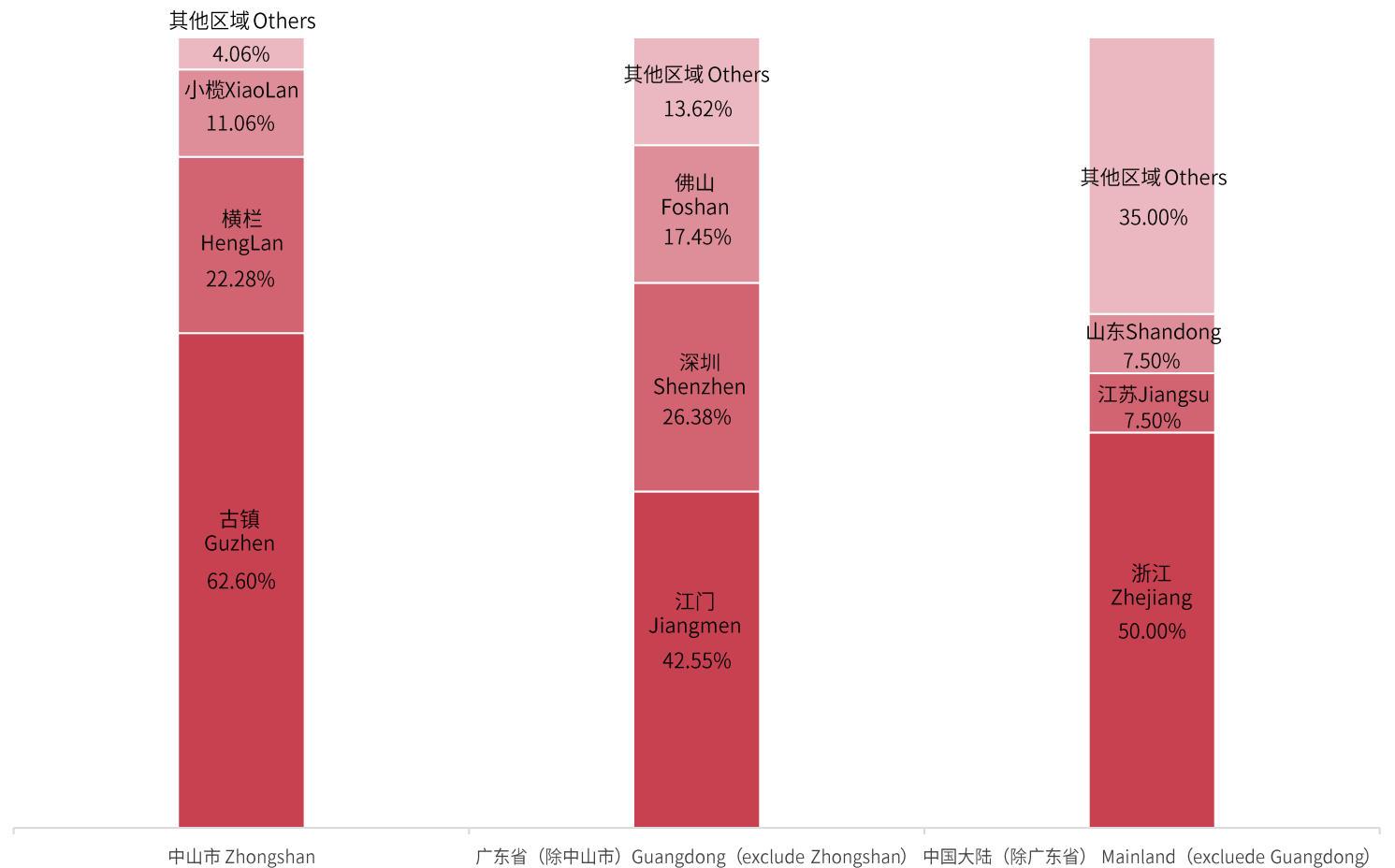
Exhibitors Profile

本届展会主会场汇聚了共计**928**家企业。古镇镇内参展企业达**359**家，占总数的**38.69%**；镇外省内展商**488**家，占比总数**52.59%**，以灯饰照明集聚地的中山、江门、深圳、佛山和东莞为主。

928 companies gathered at the main venue. There are **359** exhibitors from Guzhen Town, accounting for **38.69%** of the total; excluding Guzhen Town, there are **488** exhibitors from Guangdong Province, accounting for **52.59%** of the total, mainly from Zhongshan, Jiangmen, Shenzhen, Foshan and Dongguan.



- 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)

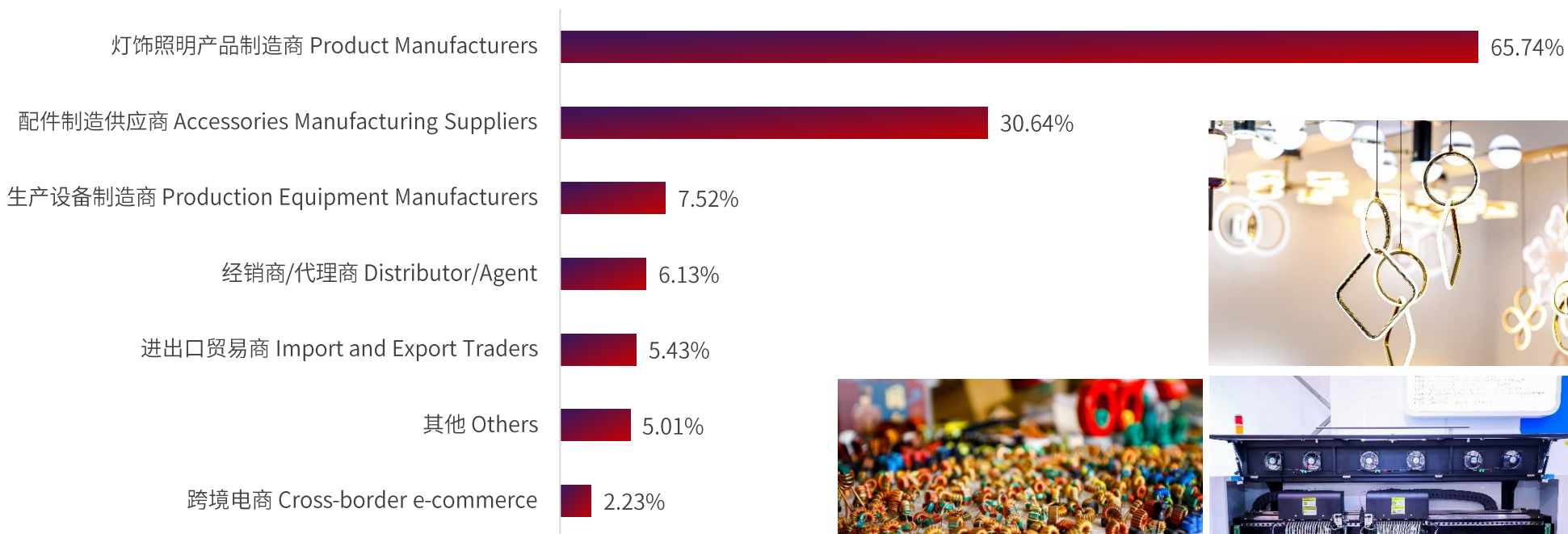


主营业务

Main Business

本届展会参展商主要以灯饰照明产品制造商和配件制造供应商为主。参展商中不乏多元化经营的企业，主营业务涵盖了多个相关领域。

The exhibitors this year are mainly lighting product manufacturers and accessories manufacturing suppliers. There are many diversified companies among the exhibitors, and their main businesses cover many related fields.

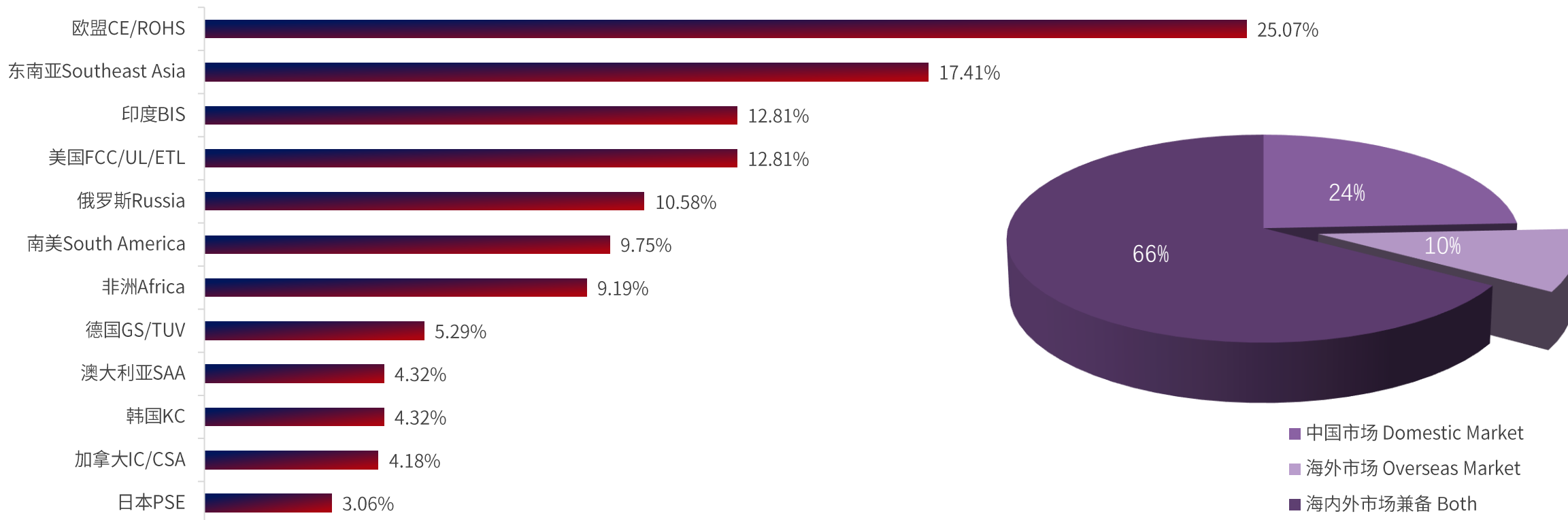


企业认证及市场焦点

Target Market & Possessed Certificate

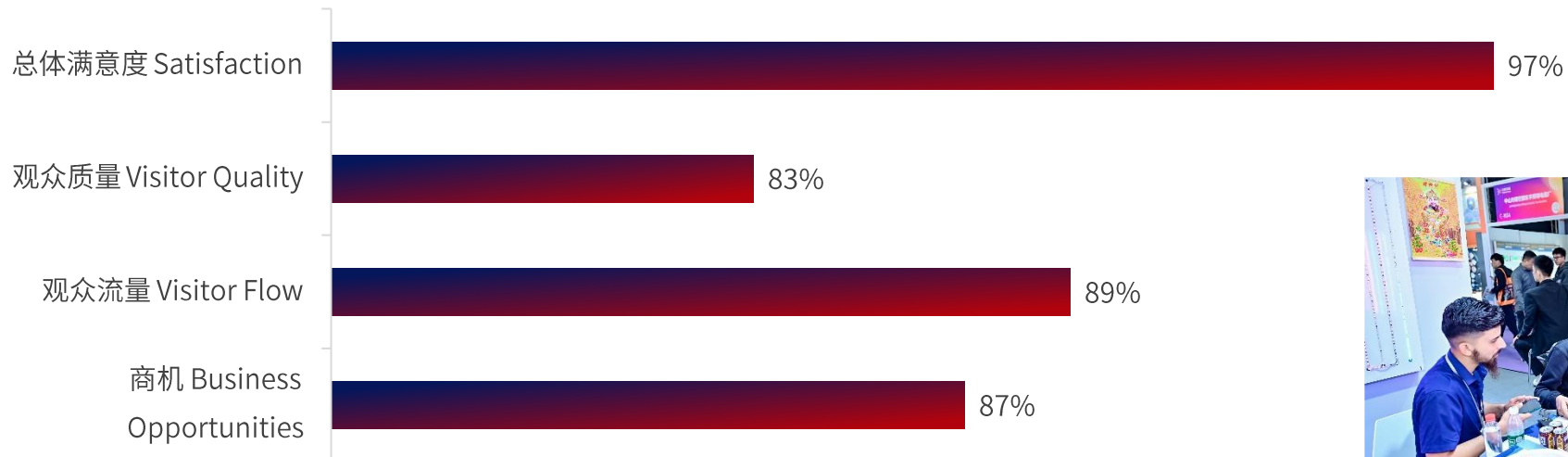
本届展会以内销为主导，但其中有76%的参展企业具备了国际市场销售的实力。在产品认证方面，大部分企业更倾向于获取针对欧美、东南亚及印度等关键国际市场的认证，以满足不同地区的需求和标准。

Exhibitors in this edition mainly focus on domestic markets. But 76% of these exhibitors have export sales capabilities. In terms of product certification, most exhibitors prefer certification for markets such as Europe, America, Southeast Asia, and India.



展商满意度

Exhibitors Satisfaction



97%的展商会将朋友/同事推荐古镇灯博会
97% of the exhibitors will recommend
Guzhen Lighting Fair to others



98%的展商表示将参加下届古镇灯博会
98% of exhibitors will choose to
attend the next Guzhen Lighting Fair





13th

古镇灯博会

China(Guzhen) International

LIGHTING FAIR

广东省·中山市·灯都古镇会议展览中心

2024/03/18-21



PART

06

参展商反馈

Voice of Exhibitors

参展商反馈

Voice of Exhibitors



中山市宏新盛电子有限公司
销售经理 谢先生

Zhongshan Hongxinsheng Electronics Co., Ltd.
Sales Manager - Mr. Xie

我们公司参加古镇灯博会有10年了。灯博会是国内影响力最大的照明灯饰展会之一，来参展能帮助我们公司持续发展，不断扩大客户群体。经过这么多年，我们见证了灯博会的展馆规模越来越大，现场的外商也越来越多。

Our company has been participating in Guzhen Lighting Fair for 10 years. GILF is one of the most influential lighting exhibitions in China, and it can help us develop our customer base. After so many years, we notice that the exhibition size is much bigger and there're more overseas customers than before.



广东省联球景观照明工程有限公司
销售经理 张先生

Guangdong Lianqiu Landscape Lighting Project Co., LTD.
Sales Manager - Mr. Zhang

来自国内以及国外的采购商每年都会齐聚古镇灯博会。我们想提升自身的知名度就来参展了，也希望能为古镇本地的经济发展贡献力量。灯博会现场的人流量越来越大，我们的产品不断地更新迭代，也在展会上结交了许多新的客户。

Every year, buyers from home and abroad gather at Guzhen Lighting Fair. We want to enhance our own visibility, and we also hope to contribute to the local economic development. The foot traffic at the fair is increasing, and our products are constantly updated. We also meet many new customers at the exhibition.

参展商反馈

Voice of Exhibitors



齐力光电科技（中山）有限公司
经理 张先生

Zhongshan Qili Photoelectric Technology Co. Ltd.
Manager - Mr. Zhang

来参展古镇灯博会，一是为了获取更多客户，二是希望在展会上推介我们的新产品。这些年来，我们看到古镇灯博会的展馆面积逐渐扩大，各方面的宣传和支持力度也越来越强。祝愿古镇灯博会越办越好。

We exhibit on Guzhen Lighting Fair in order to attract more customers and promote our new products. Over these years, we have seen the exhibition hall area of GILF gradually expand, while the promotion and support in various aspects have also become stronger. Wishing GILF continued success.



深圳市七彩芯光电科技有限公司
外贸部销售 陈女士

Shenzhen Qicaixin Lighting Co.,Ltd.
Export Sales – Ms. Chen

我们选择参加灯博会，主要是为了牢牢把握国内市场，以及进一步开拓海外市场。来自灯博会的客户质量比以往有明显的提升。同时，来参加灯博会对我们的品牌推广和产品质量的提升也起到了很大的作用。

We choose to participate in Guzhen Lighting Fair is mainly to firmly grasp the domestic market and further explore overseas markets. The quality of customers from GILF has significantly improved. At the same time, participating in GILF is also helpful for promoting our brand and improving product quality.



PART

07

30届庆典活动

30th Celebration Event

时光礼赞，灯博璀璨—卓越展商及合作伙伴答谢晚会

A Tribute to Time, the Splendor of GILF- The 30th Guzhen Lighting Fair Appreciation Banquet for Outstanding Exhibitors and Partners

为答谢历届与古镇灯博会携手同行、共同成长的参展商和合作伙伴们，由中山古镇灯都博览有限公司主办的“时光礼赞，灯博璀璨—第30届古镇灯博会卓越展商及合作伙伴答谢晚会”在3月19日晚圆满举办。

晚会进行了“卓越铂金展商”、“卓越钻石展商”、“卓越星耀展商”、“卓越合作伙伴”颁奖仪式，并特邀醒狮、武术、中国乐器乐队等艺术者呈现了精彩的表演。

Thanks to the exhibitors and partners who have worked hand in hand and grown together with the GILF in previous years, the Appreciation Banquet hosted by Guzhen Lighting Expo Co., Ltd. was successfully held on the evening of March 19th.

The Appreciation Banquet held the award ceremony for "Outstanding Platinum Exhibitor", "Outstanding Diamond Exhibitor", "Outstanding Star Exhibitor", and "Outstanding Partner", and invited artists such as lion dance, martial arts, and Chinese musical instruments to perform.



华章印记

The Mark of a Gorgeous Chapter

恰逢30届盛典，古镇灯博会从大会形象、文化体验及视觉效果方面均焕然一新。新增“璀璨里程”、“光影纪元·岁月华章墙”、“三十而熠·光启龙华”等打卡点，不少观众停留拍照，纷纷留下30届华章印记。大会并原创定制了“30届纪念邮票收藏册”、“30届纪念版吉祥物飞飞”、“纪念版徽章”、“文创周边产品”等，受到广大参会人士的追捧。

Coinciding with the 30th anniversary, the Guzhen Lighting Fair has taken on an entirely new look in terms of fair image, cultural experience and visual effects. New photo-worthy spots such as the "30th Commemorative Wall", "GILF's Glorious History Wall", and "Loong Shape Lamp" were added, and many visitors took photos there. GILF customized the "30th Commemorative Stamp Collection Book", "30th Commemorative Mascot Feifei", "30th Badge", etc., which were sought after by the visitor.



纪念版吉祥物飞飞
及文创周边
Mascot Feifei



纪念版徽章
30th Badge



璀璨里程打卡点
30th Commemorative Wall



三十而熠·光启龙华
Loong Shape Lamp



光影纪元·岁月华章墙
GILF's Glorious History Wall



30届纪念邮票收藏册
Commemorative Stamp Collection Book

三十而“跃”·深圳联展路演

Connexion · Shenzhen Roadshow Event

古镇灯博会首次路演活动于2023年12月14-16日在博华深圳联展亮相。

不仅展示了古镇灯博会的光辉历程，展出博华灯饰优选优质原创灯饰产品，并重点展示源产地办展模式及展网融合商业模式理念，为粤港澳大湾区甚至国内外采购人士提供一站式线上线下采购平台服务。

除此之外，本次路演还带领原产地企业走出古镇，到深圳联展上参展，让“中山力量”获取深圳及各地区更多的商业机遇。

The first GILF roadshow event has been unveiled at the Connexion · Shenzhen from December 14th to 16th, 2023.

It not only showcases the glorious history of the GILF and the high-quality original lighting products of Denggle EZBuy, but also demonstrates the origin exhibition model and exhibition network integration business model concept to provide one-stop online and offline procurement platform services for buyers in the Greater Bay Area and even at home and abroad.

In addition, this roadshow leads enterprises from the origin to go out of Guzhen Town and promotes "Zhongshan Power" to obtain more business opportunities in Shenzhen and other regions.



三十而“励”专题系列报道

Special Series of Reports on the 30th GILF



本届古镇灯博会联合中山电视台、中山电台、古镇灯饰传媒共同打造系列专访节目、短视频及深度文章，通过采访不同行业人士，结合其自身的故事及看法，了解他们眼中的古镇灯博会，谈谈他们对行业及展会发展的观点与期望。并结合电台玩法，广泛宣传展会品牌效应。

30th GILF has collaborated with Zhongshan TV, Zhongshan Radio and Guzhen Lighting Media to create a series of exclusive interviews, short videos and in-depth articles. Interview people from different industries to understand their views and expectations on the development of the industry and GILF. And combined with radio channels, the brand effect of the exhibition was widely publicized.



古镇灯饰传媒 > ...

保持初心 为古镇灯饰产业发展贡献绵力

作为土生土长的中山古镇人，区杏玲2004年大学毕业后便参与到古镇灯博会会展工作中，一待就是20年。

区杏玲的职业生涯，伴随着古镇小到大的发展历程，包括从政府市场化运作、新展馆落成、“展”办展模式、“灯饰在线”运营等，古镇灯饰产业从崭露头角到光芒今，站在崭新的起点上，机遇存，而这位“灯博人”仍保持着持续为古镇灯饰产业发展贡献实现个人价值。

一流湾区|中山：第30届古镇灯博会圆满收官，超21万人次入场观... 中山学习平台 1周前

高质量发展|中山：科技创新赋能美好生活！古镇灯博会聚焦智慧... 中山学习平台 1周前

中山：七大亮点尽显古镇灯博会魅力 中山学习平台 1周前

权威发布|中山：超3300家参展企业！第30届古镇灯博会3月18日... 中山学习平台 2周前

百灵·竖|骐玮说中山：第30届中山古镇灯博会即将举行 中山学习平台 2周前

稳中求进|中山：第30届古镇灯博会将于3月18日开幕 中山学习平台 3周前

中山：第30届古镇灯博会拟于3月18日至21日举行 中山学习平台 1个月前

今天我出镜|“灯博人”区杏玲：20年坚守初心 与古镇灯博会共成长 中山学习平台 3个月前

三十而“熠”专题系列视频

Special video series of the 30th GILF

本届古镇灯博会切合古镇及行业发展、展会历史及现状、行业人士采访及祝福，别出心裁拍摄了多个制作精良的视频。其中包括以古镇镇镇长阮志力详述灯都古镇的产业魅力及灯博会辉煌历史及现状；以“穿越”为主题，短视频看30届展会及产业变化；以“祝福”为中心，讲述“他们”眼中的古镇灯博会等。

The 30th GILF was in line with the development of Guzhen Town and industry, the history and current situation of the exhibition, interviews and blessings from industry professionals, and a number of well-produced videos were shot. These include Mr. Ruan Zhili, the mayor of Guzhen Town, detailing the industrial charm of Guzhen and the glorious history and current situation of GILF; With the theme of "Time Travel", it takes us back in time to see how exhibitions and the industry have changed in the past 25 years; with "blessings" as the center, it tells the story of the GILF in "their" eyes, etc.



“三十而励 闪耀灯都” 第30届中国·古镇国际灯饰博览会烟花汇演

“Shining Lighting Capital” 30th Guzhen Lighting Fair Fireworks Show

3月18日当晚，“‘三十而励 闪耀灯都’ 第30届中国·古镇国际灯饰博览会烟花汇演”在灯都生态湿地公园举行，国家级非遗项目六坊云龙舞、岭南醒狮队、荷花龙和彩带龙等表演轮番上演，带来了热闹喜庆的气氛。随着8400发组合烟花、1900发特效焰火、1220发高空礼花弹绽放，灯都古镇的上空绘就了万千灯火、满城烟花的盛世美景，向人们展示着中山古镇的和美景象。

On the night of March 18, wonderful cultural and artistic activities were held in the Guzhen Ecological Wetland Park, including fireworks show, and national intangible cultural heritage items - Liufang Yunlong Dance, Lingnan Lion Dance, Lotus Loong, and Ribbon Loong. The 8,400 sets of fireworks, 1,900 special fireworks, and 1,220 high-altitude fireworks bloomed in the sky, creating spectacular scenes.





13th

古镇灯博会

China(Guzhen) International

LIGHTING FAIR

广东省·中山市·灯都古镇会议展览中心

2024/03/18-21



PART

08

会议论坛

Conference & Forum

第30届中国·古镇国际灯饰博览会开幕典礼

Opening Ceremony

开幕典礼上，各项议程精彩纷呈：

- 1.中国照明电器协会执行理事长刘升平、中山市人民政府副市长欧阳锦全、古镇镇党委书记薛治国及海外优质客商代表分别致辞。
- 2.古镇产业平台发布。
- 3.古镇镇亿元企业安家计划投资项目、古镇镇亿元企业安家计划入库意向项目（第二批）、古镇镇现代服务业意向项目进行签约仪式。
- 4.第30届古镇灯博会启动仪式。

There were many highlights at the Opening Ceremony:

1. Ms. Liu Shengping, Executive Director of China Association of Lighting Industry, Mr. Ouyang Jinqun, Vice Mayor of Zhongshan Municipal People's Government, Mr. Xue Zhiguo, Secretary of the Party Committee of Guzhen Town and VIP Overseas Buyer Representative delivered speeches respectively.
2. Industry Platform Showcase.
3. Signing of "Guzhen Town Billion Enterprise Settlement Plan Investment Project", "Guzhen Town Billion Enterprise Settlement Plan Incorporated Intention Project (Second batch)", and "Guzhen Town Modern Service Industry Intention Project".
4. Launching Ceremony.



产业链创新助推照明行业高质量发展论坛

Supply Chain Innovation Forum for High-Quality Development of the Lighting Industry

3月18日下午，由中国照明电器协会主办的“产业链创新助推照明行业高质量发展论坛”在古镇召开，古镇镇党委委员、副镇长周锦添、中国照明电器协会秘书长王卓、罗姆尼光电系统技术（广东）有限公司总经理彭银水、厦门立林科技有限公司智能照明事业部总经理尹杰、众普森科技（株洲）有限公司研发中心产品经理文建清、中国照协农业照明专委会秘书长洪兵和来自全国各地的照明行业专家、企业设计和技术代表、科研机构及设计院校师生参会，共同探讨如何通过照明产业链的创新设计，推动行业高质量发展。

On the afternoon of March 18, the "Supply Chain Innovation Forum for High-Quality Development of the Lighting Industry" hosted by China Association of Lighting Industry was held in Guzhen Town. At the forum, they jointly discussed how to promote high-quality development of the industry through innovative design of the lighting industry chain.



健康智能照明论坛

Health Intelligent Lighting Forum

3月19日上午，古镇镇副镇长区美定、广东省照明学会陈海波、广东产品质量监督检验研究院徐彬涓、广东产品质量监督检验研究院李剑飞、广东省中山市质量计量监督检测所蒋泳涛围绕“健康智能照明”展开，聚焦教室照明、全光谱产品、产品评价及标识等主题，共同探索光对人类健康的影响。

On the morning of March 19, the forum centered on "Healthy Intelligent Lighting", focusing on topics such as classroom lighting, full-spectrum products, product evaluation and labeling, and jointly exploring the impact of light on human health.



2024中国照明行业3.0发展战略暨大湾区灯饰照明创新技术发布会

2024 China Lighting Industry 3.0 Development Strategy and Greater Bay Area Lighting Innovation Technology Conference

3月19日下午，古镇镇党委副书记/镇长阮志力、智有范创始人/总经理黄伟文、鸿雁电器广东公司总经理陈主红、光圣半导体销售总监蒙伟、涂鸦智能华南商务总监陈焱、创贸集团CEO蒲竞超、中软国际智能物联网军团产品与研发管理部总经理/OpenHarmony 技术委员会委员张兆生、华为云解决方案高级专家/制造业数字化转型架构师董军分享“产品智能化”、“产业数字化”以及“贸易创新化”的前沿成果，旨在推动大湾区内的技术创新和产业协同，加强深圳与中山在灯饰照明领域的交流合作，从而促进区域经济的共同发展。

On the afternoon of March 19, the cutting-edge results of "product intelligence", "industrial digitalization" and "trade innovation" were shared at the forum, aiming to promote technological innovation and industrial collaboration in the Greater Bay Area, and strengthen the cooperation between Shenzhen and Zhongshan. Exchanges and cooperation in the lighting field to promote the common development of regional economy.





PART

09

线上直播

Live Streaming

明人在线，共享“数字展会”

“EZTalk” Livestreaming Forum, Sharing "Digital Fair"



本届“明人在线”论坛首次采用虚拟技术直播形式，聚焦“外贸布局”“自然光谱”“光健康”等热门话题，以元宇宙的虚拟形态创新呈现照明灯饰领域的最新行业成果，创新“数字展会”模式。

The hit program, “EZTalk” livestreaming forum focused on the topics of “International Trade Layout”, “Natural Spectrum” and “Lighting Health”. It adopted the Metaverse virtual exhibition hall for live broadcast for the first time to showcase the latest industry achievements.

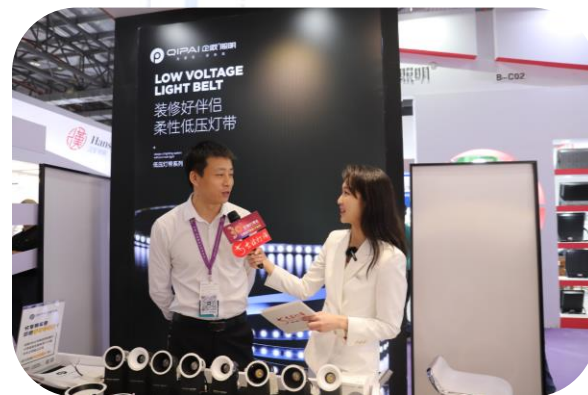
云游逛展，精彩无限

Virtual Exhibition Tour

本届展会通过云端直播的方式，为广大观众提供了一种全新的观展体验。通过三场精心策划的云游逛展直播，观众不仅能够突破地理限制，随时随地通过屏幕感受到展会的热烈氛围，还能够更加直观地了解各参展企业的优质产品和前沿技术。

直播中带领观众走进各个企业的展位，通过镜头展示企业的亮点和特色，这不仅为观众提供了一个全面了解企业的机会，也为企业提供了一个展示自身实力和吸引潜在客户的重要平台。同时，主播还会在线解答观众的问题，让观众能够更深入地了解展会。

The 30th GILF created three virtual exhibition tours for online audiences. Audiences followed the host to visit the booths of high-quality companies and learned about the companies' characteristic products and technological innovations. At the same time, the host also answered the audience's questions online so that the audience could have a deeper understanding of the exhibition.





th

古镇灯博会

China(Guzhen) International

LIGHTING FAIR

广东省·中山市·灯都古镇会议展览中心

2024/03/18-21



PART

10

大会服务

Services

多元化现场服务

Onsite Services

· 会场服务 Venue Services

大会提供医疗中心、报警点、翻译、饮用水、手机充电、行李寄存、快递等一站式服务。

It provides one-stop services such as Medical Center, Translation, Drinking Water, Mobile Phone Charging, Luggage Storage, and Express Delivery.

· 灯饰知识产权快速维权中心 Lighting Intellectual Property

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。

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

· 餐饮服务 Food and Beverages

餐饮区布局升级，部分区域设置在更开放的室外空间，为观众及参展商提供休息地和餐饮服务。

The layout of the catering area has been upgraded, one of the area set up in more open outdoor spaces, the fair providing rest areas and catering services for visitors and exhibitors.

· “飞”你莫属粉丝俱乐部 Nobody But “Fei”Fan Club

俱乐部专设多项互动活动，现场可兑换礼品，亦可购买第30届古镇灯博会文创纪念产品。

The club has set up multiple interactive activities, where visitors can exchange gifts and purchase commemorative products from the 30th edition of the GILF.

· 祈祷室 Prayer Room

大会新增祈祷室，满足不同宗教信仰的观众的需求，体现展会的包容性和对多元文化的尊重。

Set up a prayer room to meet the needs of audiences of different religious beliefs, reflecting the inclusiveness and respect for multiculturalism.



商旅服务

Travel Information

大会提供免费停车场、免费接送车、展馆周边酒店信息、文娱活动等观展攻略。

· 免费接送车服务

提供主会场往返分会场、临时停车场、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

本届展会重设免费停车场位置，为自驾车出行的观众提供更便利的临时停车地点。



Providing free parking lots, free shuttle buses, information on hotels around the main venue, cultural and entertainment activities, and other exhibition information.

· 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

Re-established free parking lots to provide more convenient temporary parking spaces for visitors traveling by car.

数字化服务

Digital Services

· 优化“古镇灯博会”小程序

主会场继续实行“提前办证、远端办证”，所有观众可登录小程序提前预登记，免费办证，减少现场排队时间。用户可以在小程序内，轻松一键获取展会概况、展商名录、会议论坛日程等展会资讯。

· 升级“博华灯饰优选”小程序

用户能在此一键查询海量参展商的介绍资料，使用“交换名片”功能，能快速获取展商联系电话。重磅打造灯饰优选自营店，可线上购买设计感灯具及灯博会的文创产品。

· Optimize Guzhen Lighting Fair Mini Program

The main venue will continue to implement "Early Registration and Remote Registration", and all visitors can log in to the mini program for free pre-registration, reducing onsite queuing time. Users can easily access exhibition information such as exhibition overview, exhibitor list, conference schedule, etc.

· Upgrade Denggle EZBuy Mini Program

Users can easily access a large amount of information about exhibitors here, and use the function to quickly obtain the contact phone numbers of exhibitors. Launch Denggle EZBuy Mini Program to provide design sensitive lighting products and buy cultural and creative products from the Guzhen Lighting Fair online.



云展电商

Denggle.com & Denggle EZBuy

本届展会设立云展电商线下体验店，集中展示博华灯饰优选自营店多款优质原创设计灯具和古镇灯博会周边文创产品，同时，推出了两款独具匠心的纪念品——30届纪念邮票收藏册和30届纪念版吉祥物飞飞公仔，均在A-P11展位亮相并售卖。

Denggle.com has set up a Denggle.com Physical Experience Store in A-P11 to display a variety of high-quality original design lamps from Denggle EZBuy self-operated stores and Cultural and Creative Product of GILF. At the same time, two unique souvenirs were launched - "30th Commemorative Stamp Collection Book" and "30th Commemorative Mascot Feifei", both of which were unveiled and sold at booth A-P11.





PART

11

媒体合作

Cooperation with Media

国内外专业媒体、大众媒体超150家对第30届古镇灯博会进行全方位报道

150+ domestic and overseas medias help to promote the 30th Guzhen Lighting Fair

人民日报 有品质的新闻

中山古镇：6.5万客商共赴第30届国际灯饰博览会（中山古镇）开幕

人民日报客户端广东频道 李刚 洪秋婷 2024-03-18

光明日报 思想文化大报，知识分子精神家园

第30届中国·国际灯饰博览会（中山古镇）开幕

羊城晚报

江门连续第二

凤凰新闻 就做不同

南方Plus 广东头条新闻资讯平台

南方观察 | 明珠焕新彩：来自灯都镇的一线报告

兴中道 南方号 03-21 09:03

3月18日，为期4天的第30届中国·古镇国际灯饰博览会（中山古镇）开幕

130多个国家宾朋共赏“光影盛宴”

第30届中国·古镇国际灯饰博览会开幕 21个项目现场签约

China's lighting capital sees robust export with green, smart development

定位国际化 中山古镇灯博会开幕：21个项目现场签约

凤凰网广东中山 03/18 19:31 凤凰网广东中山频道 来自广东省

3月18日，为期4天的第30届中国·古镇国际灯饰博览会（中山古镇）开幕

130多个国家宾朋共赏“光影盛宴”

第30届古镇灯博会开幕，逾3300家企业携10余万件灯饰照明新品参展，科创产品站“C”位

Xinhua News Window on China & the World

China's lighting capital sees robust export with green, smart development

环球时报 联接中外 沟通世界

立即下载

第30届中国·古镇国际灯饰博览会开幕 21个项目现场签约

第30届中国·古镇国际灯饰博览会开幕 21个项目现场签约

130多个国家宾朋共赏“光影盛宴”

第30届古镇灯博会开幕，逾3300家企业携10余万件灯饰照明新品参展，科创产品站“C”位

130多个国家宾朋共赏“光影盛宴”

第30届古镇灯博会开幕，逾3300家企业携10余万件灯饰照明新品参展，科创产品站“C”位

China's lighting capital sees robust export with green, smart development

Media logos including: 新华社 XINHUA NEWS AGENCY, 人民日报社, 人民网 people.cn, CMG 中央广播电视总台, 中国新闻网 CHINA NEWS SERVICE, 经济日报, 光明日报, CHINA DAILY, 香港商报, 南方日报, 广东广播电视台, 羊城晚报, 南方都市报, 新快报, 广州日报 GUANGZHOU DAILY, 中山日报, 中山广播电视台, 中山网 WWW.ZSNEWS.CN, 国际日报 GUOJI RIBAO, 澳门商报 Macao Commercial Post, 凤凰新闻 IFENG NEWS, 灯都古镇, ALI 中国之光网, 中国改革报, 中山报业中新传媒 ZHONGSHAN DAILY ZHONGXIN MEDIA, 网易 NETEASE www.163.com, Tencent 腾讯, 头条 今日头条, 抖音, PR Newswire United Business Media, LEDTEC ASIA April 17-19, 2024 | SECC Ho Chi Minh, Vietnam, EXPO PROMOTER, 10times



12th

古镇灯博会

China(Guzhen) International

LIGHTING FAIR

广东省·中山市·灯都古镇会议展览中心

2024/03/18-21



PART

12

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.

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,是国内最早的一批会展外资企业。公司初办至今26年以来,通过线上线下一体化运营,全年70多个展会租馆总面积达到162.9万平方米,为来自全球的超过114万采购人士创造了多重贸易机会;线上平台由32个中英文B2B优选网站,7个B2P采购通优选小程序,1款APP产品组成。

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 rented area of 70+ exhibitions by IM Sinoexpo reached 1,629,000 sq.m. in 2023, creating multiple trade opportunities for 1.14 million buyers worldwide. The online business includes 32 B2B platforms with PC & Mobile versions, 7 B2P sourcing mini-programs and 1 App.

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,凭借各方丰富资源与经验,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.

期待与您相约

See You There



China(Guzhen) International

LIGHTING FAIR

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, Zhongshan, Guangdong

2024/10/22-26



0760 2235 3188



www.denggle.com

