

# 32

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

**2025/3/18-21**

## 展后报告 Post Show Report

### 主办单位 Sponsor

中国照明电器协会

China Association of Lighting Industry

### 承办单位 Organizer

中山古镇灯都博览有限公司

Guzhen Lighting Expo Co., Ltd.



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# 01 | 展会概述

## Overview



## 向上向新，创新引领

Reach Higher, Create Newer



2025年3月18-21日，第32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。

本届展会以“古镇灯饰 照亮世界”为主题，秉承专业化、市场化、国际化定位，汇聚3500+优质品牌企业，展出超10万件原创新品。主会场——灯都古镇会议展览中心携手镇内8大专业灯具卖场，打造总展览面积超150万平方米、“1+8+N”的大灯博会格局。

开春万商云集，追光聚势前行。作为线上线下全产业链展贸平台，本届古镇灯博会汇聚了源产地众多优质品牌企业，吸引了全球客商的广泛关注与参与。展会立体化呈现了灯都古镇在产业升级浪潮中的引领地位，为照明灯饰行业的高质量发展注入信心与活力。

From March 18th to 21st, 2025, the 32nd China (Guzhen) International Lighting Fair (GILF) was grandly opened at the Guzhen Convention and Exhibition Center in Zhongshan City, Guangdong Province, China.

Under the theme "Guzhen Lights Up the World," this year's exhibition emphasized a professional, market-driven, and international ethos. It showcased over 3,500 brands and 100,000+ innovative products. The main venue partnered with 8 major lighting megastores to create a grand exhibition landscape spanning 1.5 million m<sup>2</sup>, organized under a "1+8+N" framework that highlighted the fair's impressive scale and global reach.

As a premier exhibition and trade platform seamlessly integrating online and offline resources across the entire lighting industry, the event attracted global buyers and industry leaders. It reinforced Guzhen's leadership in lighting innovation and injected confidence and vitality into the high-quality growth of the lighting sector.



## 聚光成势，超22万人次共赴盛会

The Grand Event Recorded Over 220,000 visits



**1,500,000+SQM**

展览面积 / Scale



**3,500+**

展商 / Exhibitors



**220,000**

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



**58,000 + SQM**

展览面积 / Scale



**1,040**

展商 / Exhibitors



**107,307**

专业观众 / Visitors



**120**

国家与地区  
Countries and Regions

# 02 | 展会亮点

## Featured Sectors





## “1+8+N” 开启一站式采购新体验

### "1+8+N" Ushers in a New One-Stop Procurement Experience

主会场灯都古镇会议展览中心联合镇内8大专业灯具卖场和灯博中心、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，构建超150万平方米展览面积、“1+8+N”的大灯博会格局，打造一站式采购平台，精准匹配买家多元化采购需求，实现“一次行程，全域选品”的商贸新体验。

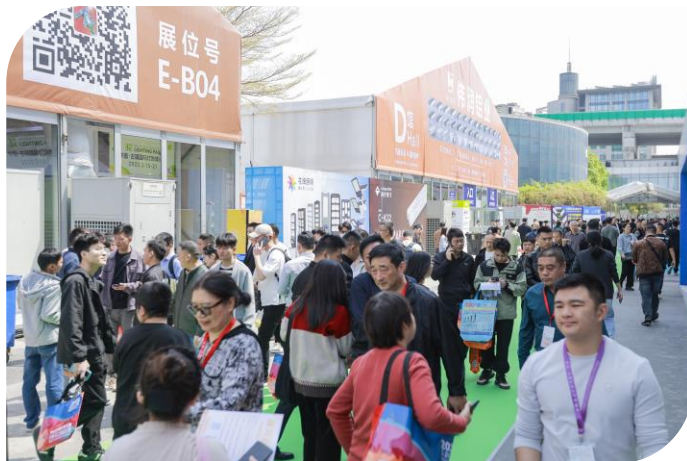


The main venue, the Guzhen Convention and Exhibition Center, has collaborated with eight lighting megastores within the town: Lihe Lighting Expo Center, Huayi Plaza, Star Alliance Global Brand Lighting Center, Era Lighting Center, Guzhen Chang'an Lighting Parts & Electronic City, Caosan International Lighting Parts City, Guyi Ruifeng International Lighting Fittings City, and Guyi Qingfeng LED Lighting Trading City. Together, they have created an industry-wide event with an exhibition area of over 1.5 million square meters, distributed across a "1+8+N" layout. This initiative has built a one-stop procurement platform that accurately matches buyers' diverse purchasing needs, offering a new trade experience of "One Trip, Full Selection Across the Region."

## 主会场布局再升级，八馆千企同台竞秀

Upgraded Main Venue: Over 1,000 Exhibitors Across 8 Halls

主会场总面积5.8万平方米，A至H八大展馆汇聚了1,040家参展企业同台竞秀。镇外境内参展企业占比高达61.9%，印证了展会作为全国性商贸平台的强大聚合力。综合品牌馆A馆采用全特装展位设计，为品牌提供展示实力与创新成果的平台，为观众带来视觉与科技的盛宴。



The main venue, the Guzhen Convention and Exhibition Center, covered a vast 58,000 square meters and welcomed 1,040 exhibiting companies. Official data shows that 61.9% of exhibitors traveled from outside Guzhen, underscoring the event's strong appeal as a national trading platform. The Comprehensive Brand Pavilion (Hall A) featured fully customized booth designs, offering brands a platform to showcase their strength and innovative achievements while providing visitors with a feast of visual and technological experiences.



## 新增设陶瓷灯专区，传统与现代创新融合

### New Ceramic Lighting Zone: Blending Tradition with Modern Innovation

展出的新款陶瓷灯将传统工艺的精湛技艺与现代美学的设计理念巧妙融合，陶瓷的细腻质感与照明功能和谐统一，尽显独特艺术魅力。通过陶瓷烧制工艺与照明技术的结合，该灯具实现了高品质与高性能的统一，为展会增添了独特的文化与科技色彩，推动了照明灯饰与陶瓷产业的协同创新。

The newly exhibited ceramic lamps have masterfully combined traditional craftsmanship with contemporary design. Their refined ceramic texture has enhanced the lighting effect, creating a striking artistic appeal. By integrating ceramic artistry with advanced lighting technology, these lamps have delivered premium quality and performance, enriching the exhibition with cultural and technological innovation while fostering synergy between the ceramics and lighting sectors.





## “AI+光科技”深度赋能，引领照明变革新趋势

### AI-Powered Lighting: Innovation and Original Design Take Center Stage

参展商突破传统功能性灯具限制，全面展现智能照明领域的技术突破与场景革新。众多企业将照明新品与AIoT（人工智能物联网）技术紧密结合，通过智能化手段显著提升光品质，为用户打造更优质、更健康、更环保的照明体验空间。

Exhibitors broke through traditional limitations in functional lighting, comprehensively showcasing technological breakthroughs and scenario innovations in the smart lighting sector. Numerous enterprises closely integrated their new lighting products with AIoT (Artificial Intelligence of Things) technology, significantly enhancing light quality through intelligent solutions to create superior, healthier, and more eco-friendly lighting experiences for users.



## 文旅新风向，户外照明热度高

### Cultural Tourism Shift Ignites Outdoor Lighting Demand

随着“微度假”“夜经济”兴起，户外照明迎来新机遇。本届展会上，智慧路灯、景观亮化、创意装饰灯等户外灯具人气高涨，折射出行业新趋势。参展商通过多样化的光效变化营造沉浸式场景，吸引观众欣赏体验。众多企业顺应文创风潮，凭借差异化产品和技术创新，在展会上提升了品牌知名度，成为户外照明领域的新锐力量。

The rise of "micro-vacations" and "nighttime economy" has ushered in new opportunities for the outdoor lighting sector. At this year's exhibition, outdoor lighting fixtures such as smart street lamps, landscape lighting, and creative decorative lights gained remarkable popularity, reflecting emerging industry trends. Exhibitors created immersive scenarios through diversified lighting effects, attracting visitors to appreciate and experience their innovations. Many companies embraced the cultural creativity trend, elevated their brand visibility through differentiated products and technological innovations, and emerged as new forces in the outdoor lighting sector.





## 新能源照明，推动低碳经济新实践

### New Energy Lighting: Pioneering Low-Carbon Economic Practices

在"双碳"战略与光伏、储能技术突破的驱动下，数家展商带来光伏照明系统、便携储能设备、智能电力调控方案等产品，充分展现了新能源与照明产业深度融合的广阔前景。凭借品类齐全、特色鲜明的产品矩阵，展商们吸引了大量客商咨询，彰显了绿色照明领域的巨大潜力。



Driven by the "Dual Carbon" strategy and breakthroughs in photovoltaic and energy storage technologies, several exhibitors presented a range of products, including solar lighting systems, portable energy storage devices, and smart power regulation solutions. This demonstration revealed the vast potential of deep integration between new energy and the lighting industry. Through their comprehensive and distinctive product portfolios, the exhibitors attracted numerous business inquiries, underscoring the significant potential within the green lighting sector.

## “跨境电商+产业带”，照明灯饰产业贸易双提升

Cross-Border E-Commerce + Industrial Belt: Dual Boost for Lighting Trade



“跨境电商 + 产业带”系列活动邀请了各大电商平台和服务机构进行现场展示和介绍，搭建了高效的沟通平台，实现了供需双方的精准对接，支持企业探索跨境新蓝海。活动促进了企业间的交流与资源整合，引入了高质量的客商资源，精准赋能企业，推动优质品牌抢占跨境红利。助力照明灯饰产业的转型升级，实现了贸易额与竞争力的双提升。



The "Cross-Border E-Commerce + Industrial Belt" series of events invited major e-commerce platforms and service providers to showcase and present on-site, establishing an efficient communication platform for precise buyer-supplier matching and supporting businesses in exploring new cross-border opportunities. These activities facilitated enterprise networking and resource integration, introduced high-quality buyer resources, empowered businesses with targeted support, and helped premium brands capture cross-border dividends—ultimately driving the transformation and upgrading of the lighting industry while boosting both trade volume and competitiveness.





# 03 | 观众分析

## Visitors Profile





## 境内观众分析

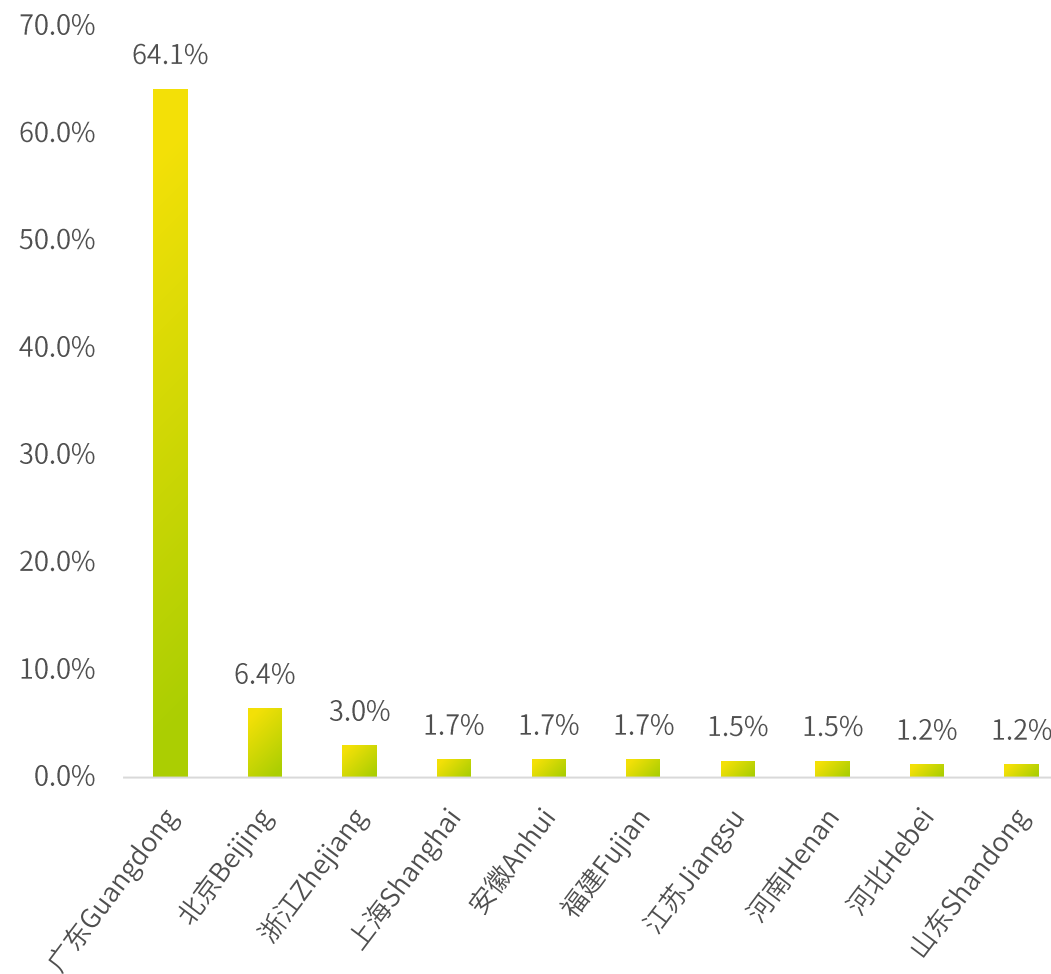
### Local Visitors Profile

此届展会境内观众主要来自于广东省，也吸引较多华南、华东地区沿海城市的观众。

The domestic visitors to this exhibition were mainly from Guangdong Province, and it also attracted a significant number of visitors from coastal cities in South China and East China.

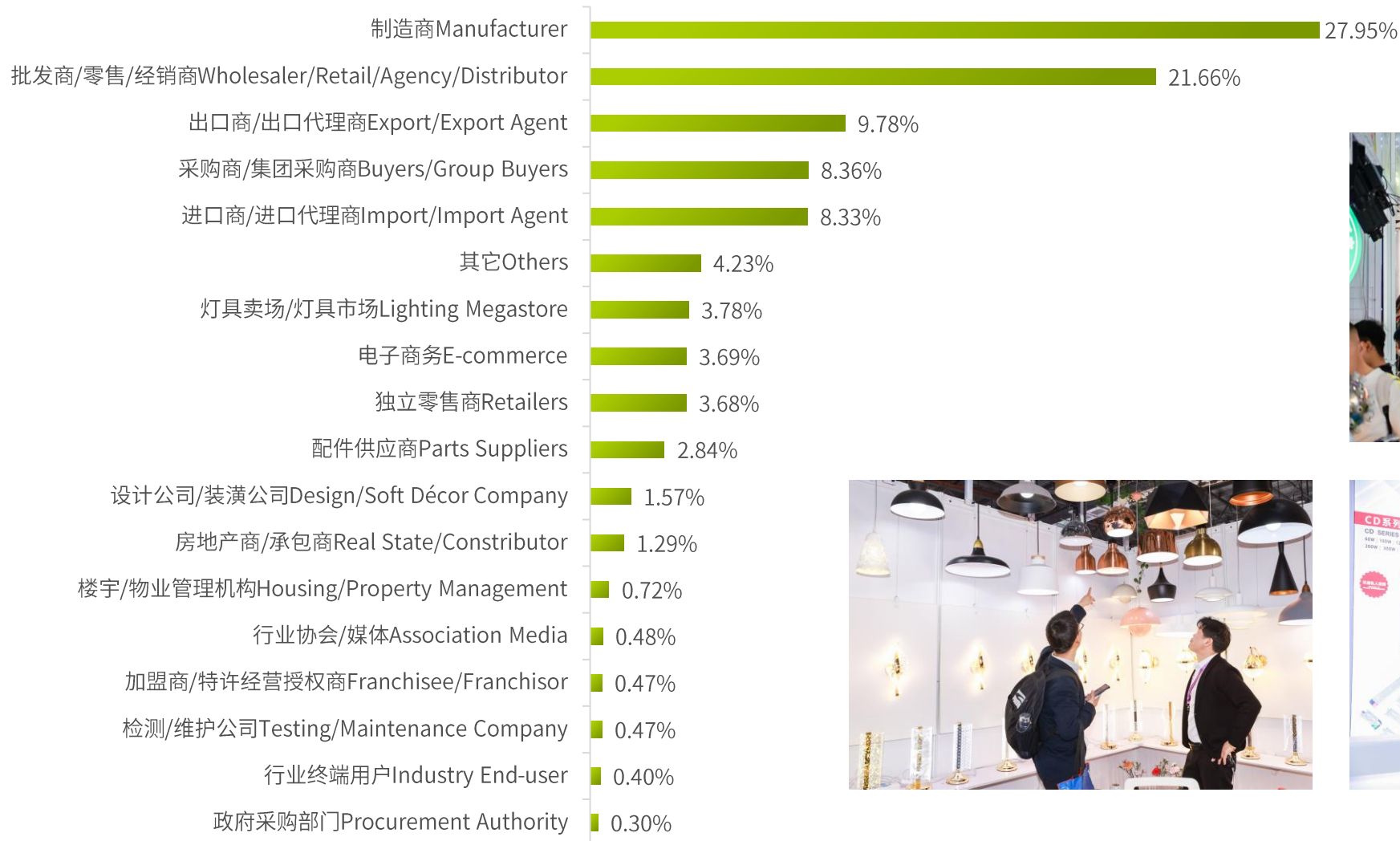


境内观众来源排名前10地区  
Top 10 Regions of Domestic Visitors



## 境内观众业务性质

## Local Visitors Business Nature

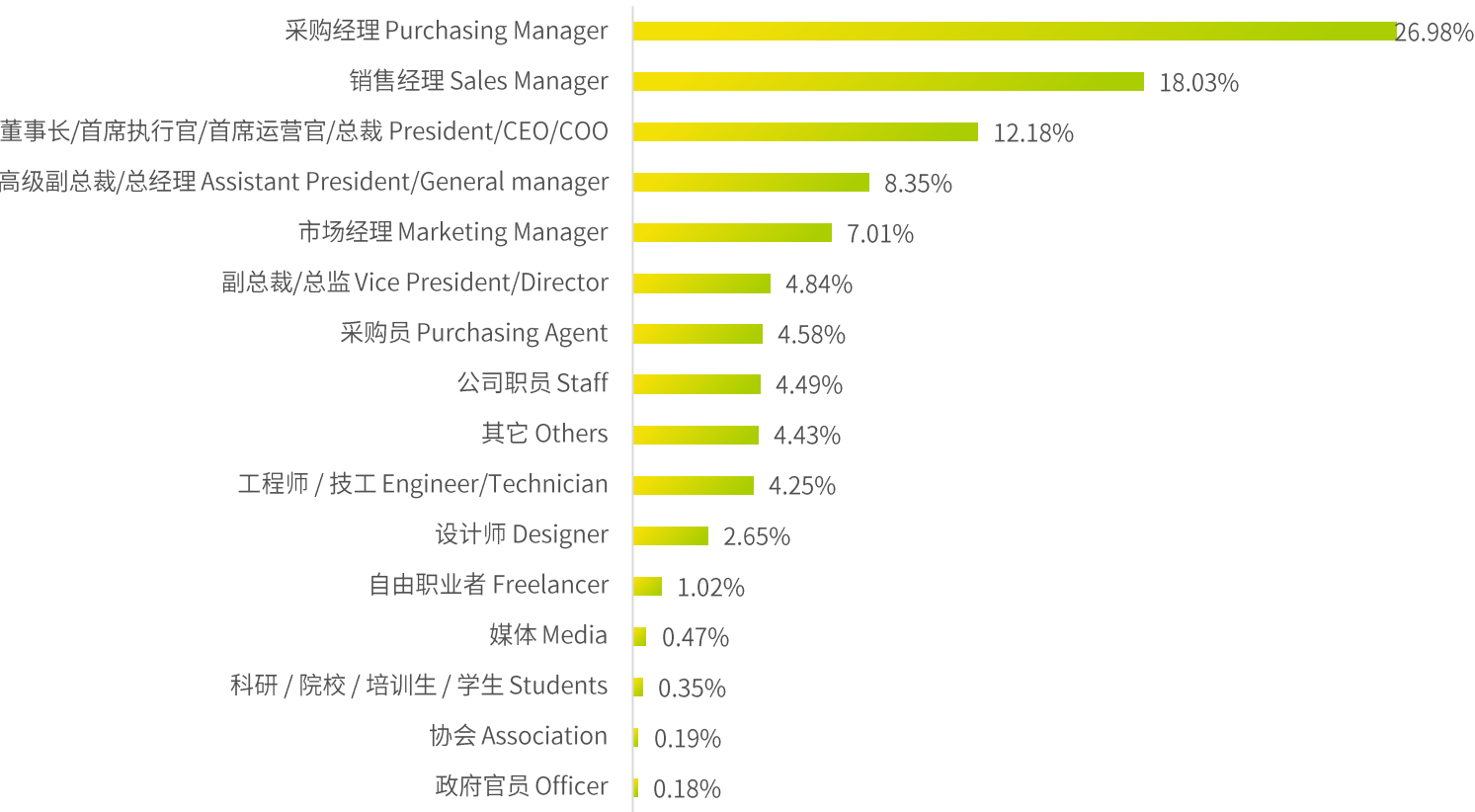


境内观众职务分析

Local Visitors Profile

分析观众职务显示，国内企业对展会的重视度，近**78%**的观众为企业的管理阶层。

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

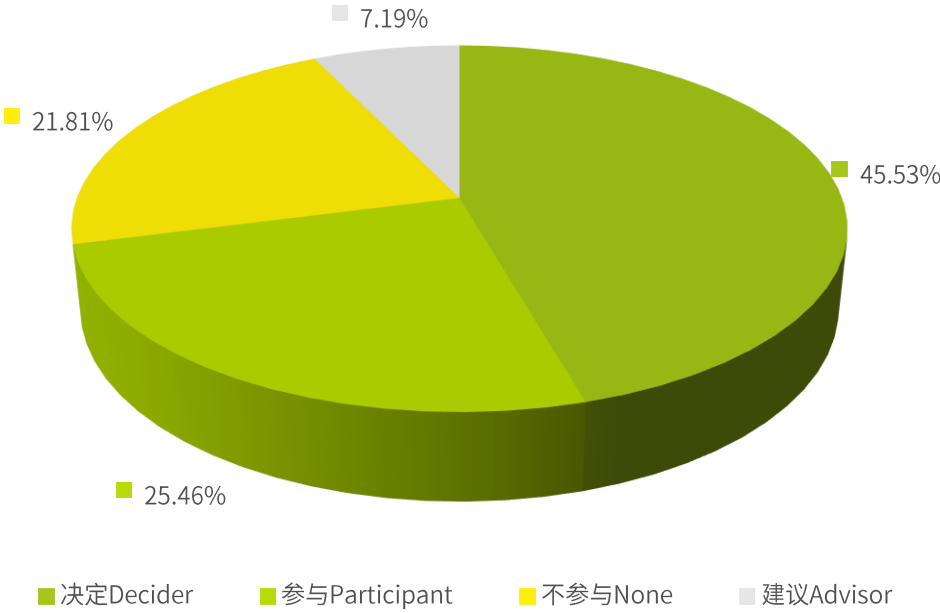


境内观众采购角色分析

Local Visitors Profile Analysis

分析观众采购角色显示，超**71%**的观众具备有决定或参与采购能力。

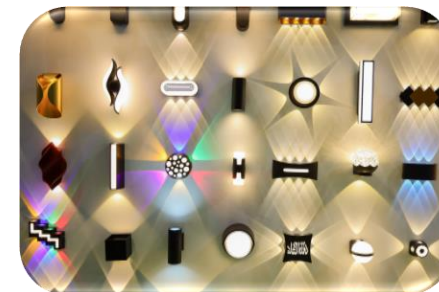
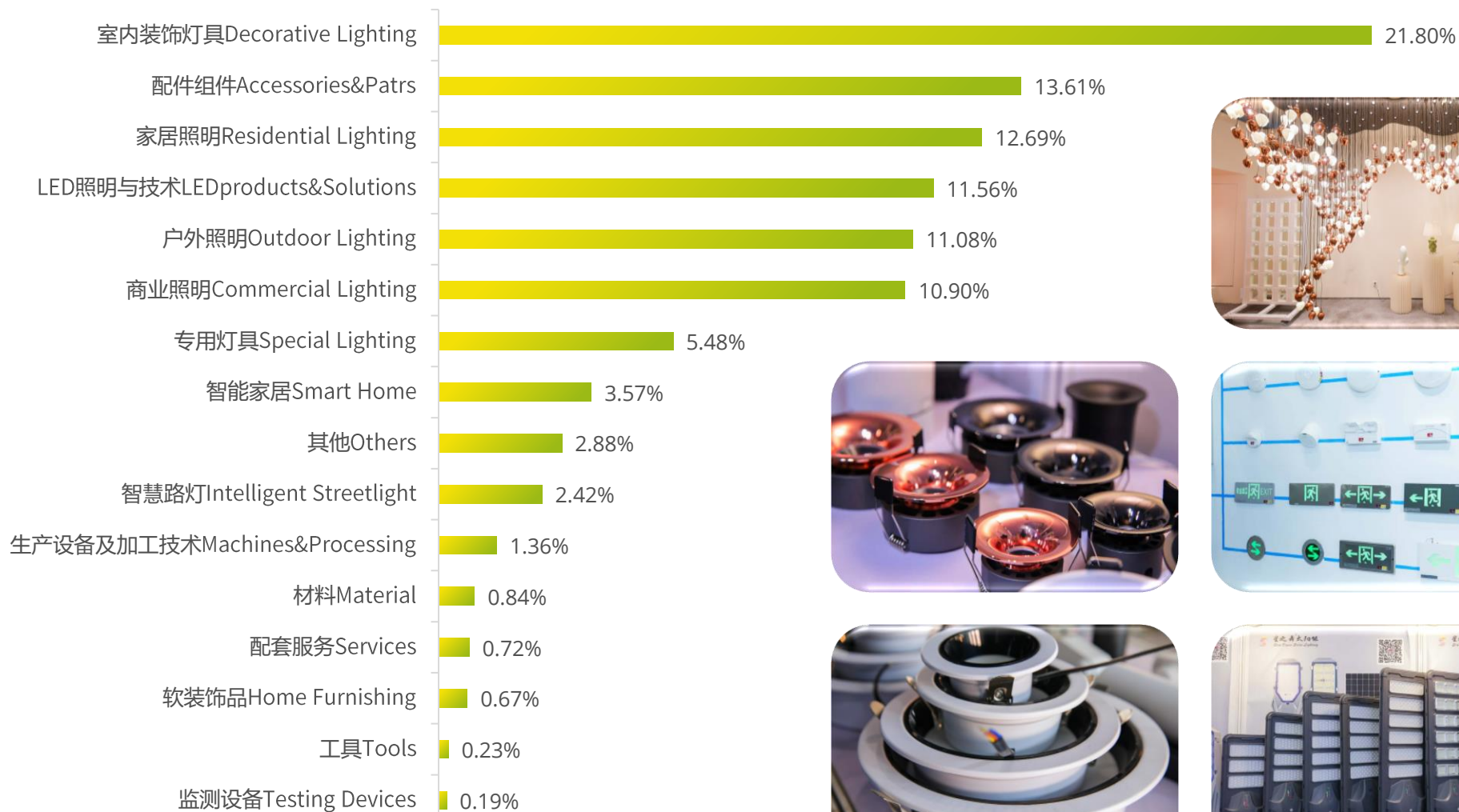
Over **71%** of the visitors can make decisions about the purchasing plan.





## 境内观众感兴趣产品

## Local Visitors Interested Products



### 境内观众满意度评价

#### Local Visitors Satisfaction



98.27%的观众对本届灯博会  
表示满意

98.27% visitors are satisfied  
with the fair



98.41%的观众将再次参观  
古镇灯博会

98.41% visitors will visit  
the fair again



98.07%的观众会推荐朋友/同事  
参观古镇灯博会

98.07% visitors will recommend  
the fair to other people





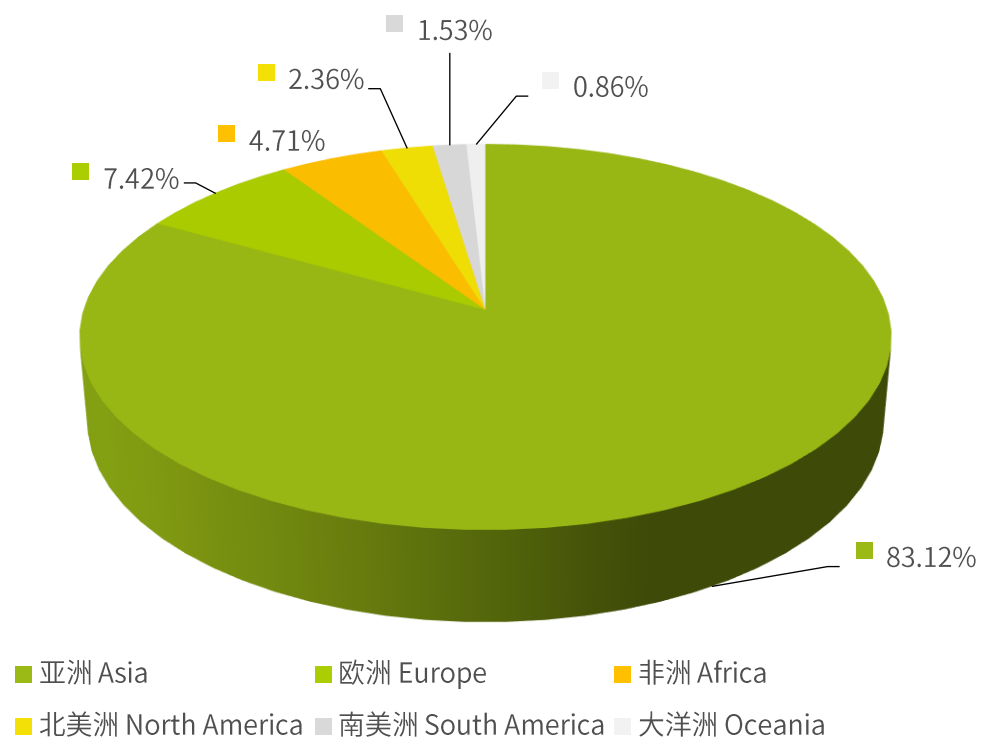
## 境外观众分析

### Overseas Visitors Profile

主会场吸引境外观众**5,034人次**，分别来自全球**120**个国家和地区。

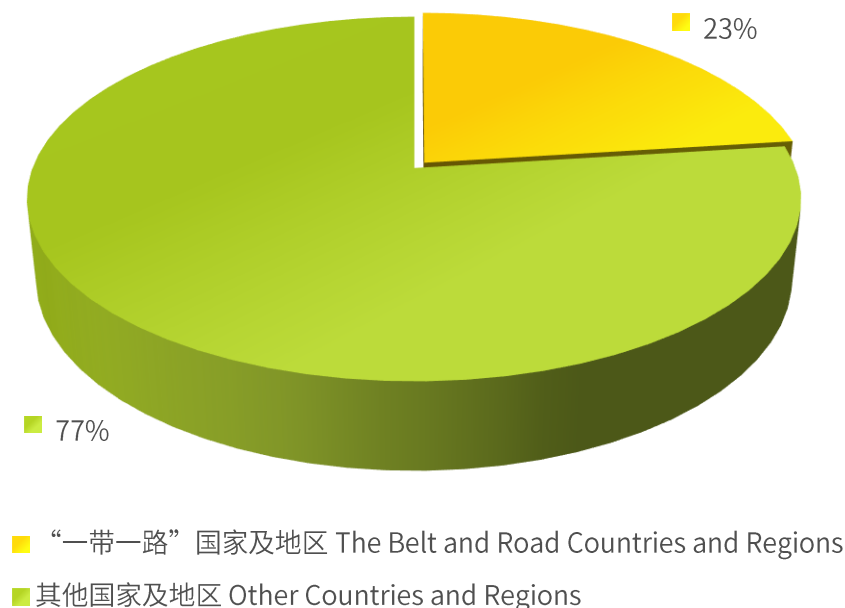
比2023年春季展增长**60.52%**，国家及地区数量更是创历史之最。

The main venue attracted **5,034** visits from **120** countries and regions. The number of visitors increased **60.52%** comparing to 2023 spring edition.



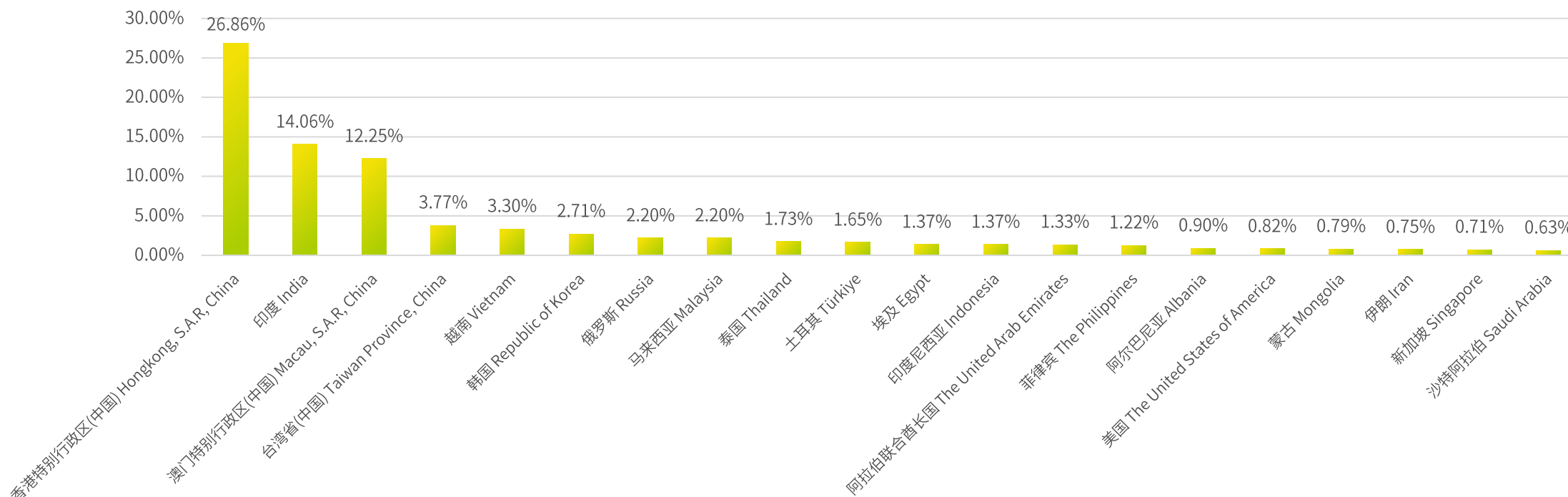
近**77%**的观众来源于“一带一路”合作国家和地区，合计**88**个国家和地区，主要来自越南、韩国、马来西亚、俄罗斯、泰国等。

**Nearly 77%** of overseas visitors come from countries and regions that have signed the “the Belt and Road” cooperation document with China, a total of **88** countries and regions, mainly from Vietnam, South Korea, Malaysia, Russia, 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

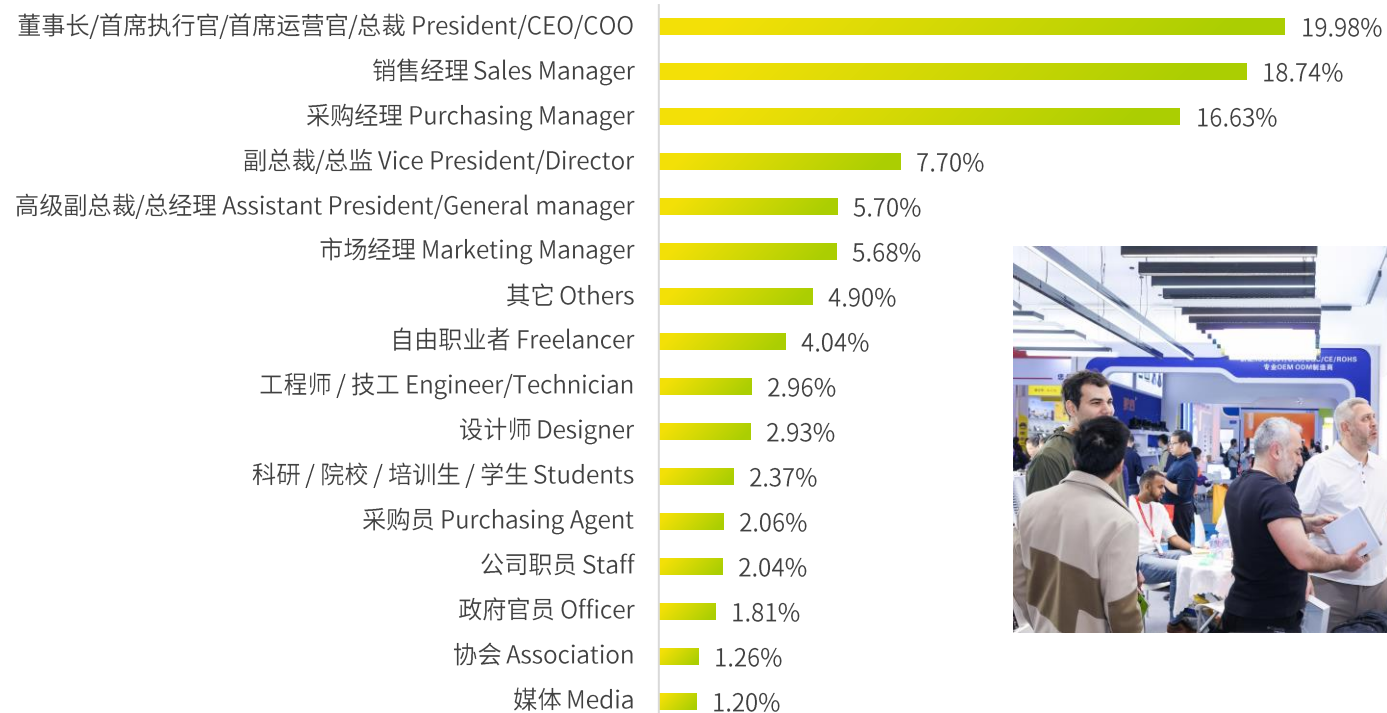


## 境外观众职务分析

### Overseas Visitors Profile Analysis

分析观众职务显示，境外采购商对展会的重视程度，超**82%**的境外观众拥有采购决策权。这些具有直接采购决策权的专业观众群体，不仅体现了展会强大的国际号召力，更确保了展会现场高质量的商业对接效率。

Over **82%** of overseas visitors hold purchasing decision-making authority. This professional visitors with direct procurement authority not only demonstrates the exhibition's strong global appeal, but also ensures highly efficient business matchmaking on-site.

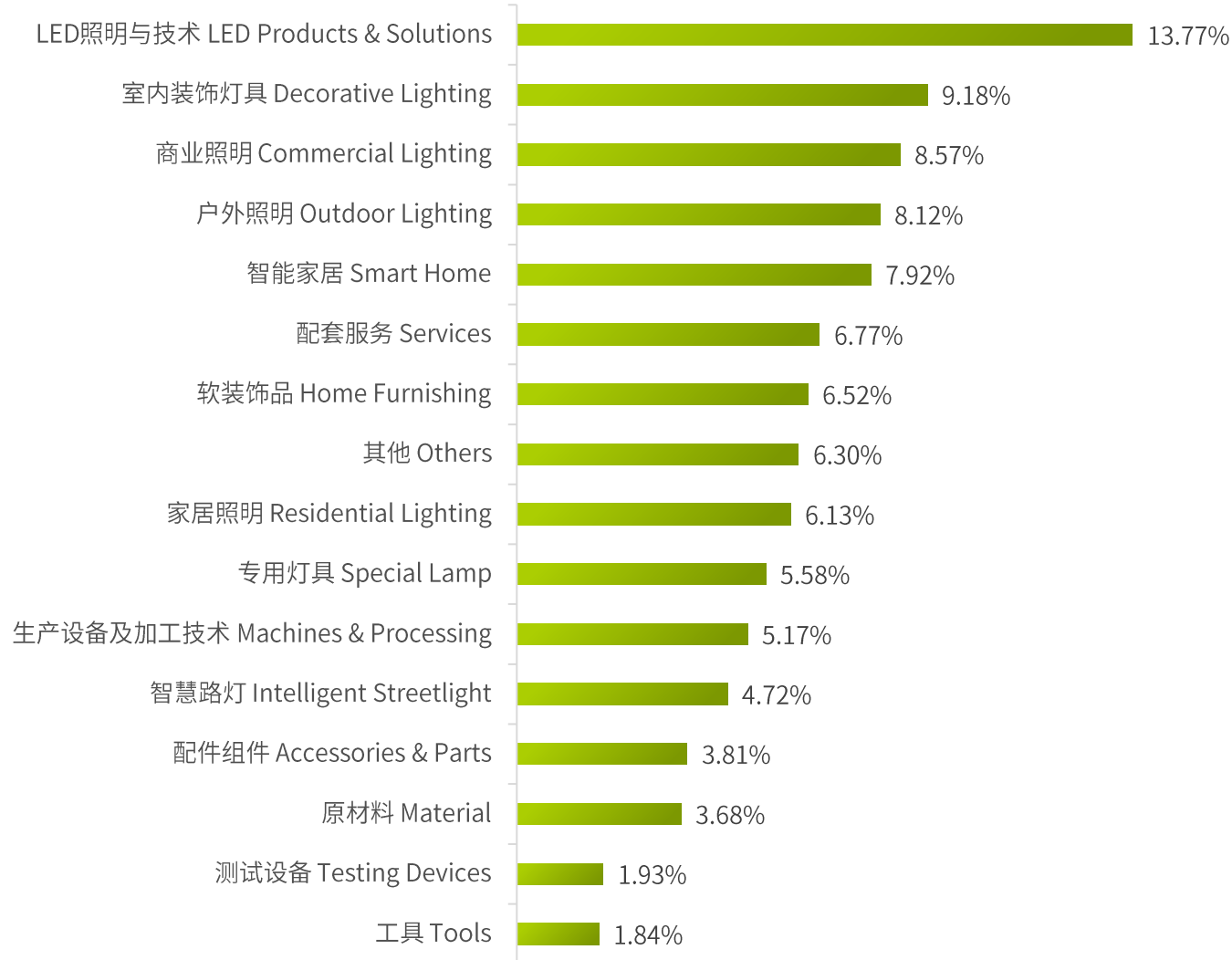


## 境外观众感兴趣的产品类型

### Overseas Visitors Interested Product

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、商业照明、户外照明、智能家居等同样受到境外采购商的青睐。

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





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



97.80%的观众对本届灯博会表示满意

97.80% visitors are satisfied with the fair



94.85%的观众将再次参观古镇灯博会

94.85% visitors will visit the fair again



97.05%的观众会推荐朋友/同事参观古镇灯博会

97.05% visitors will recommend the fair to other people





# 04 | 观众评语

Voice of Visitors





深圳 陈先生  
Mr.Chen from Shenzhen

目前我主要关注太阳能灯领域，正在寻找合适的生产厂家以建立合作关系。通过参加古镇灯博会，我观察到该展会的展品品类更为丰富，同时涵盖了较多衍生及周边行业资源。在展会中，我发现了一款成本低于现有供应商报价的灯具产品，这将有助于优化成本结构并提升利润空间。

Currently, I am focusing on the solar lighting sector and actively seeking suitable manufacturers to establish partnerships. Through my participation in the Guzhen Lighting Fair, I have observed that the exhibition offers a more diverse range of products, along with extensive resources from related and peripheral industries. During the fair, I identified a lighting fixture with a lower cost than what is currently offered by my existing supplier. This discovery is expected to optimize my cost structure and enhance profit margins.



中山 廖小姐  
Ms.Liao from Zhongshan

我们参加此次展会的目的，是希望结识更多从事跨境贸易的厂家或商家。古镇灯博会对我帮助极大，通过这一平台，我得以快速找到潜在的合作伙伴。三天的观展经历让我每天都有新的收获，展会的专业性和资源丰富性远超预期。

We're here to meet more manufacturers and traders who are active in cross-border commerce. The Guzhen Lighting Fair has been extremely helpful. Through this platform, I've been able to quickly identify potential partners. My three-day visit to the fair has been highly rewarding, with new insights gained each day. The professionalism and resource-rich nature of the event far exceeded my expectations.



深圳 王先生  
Mr.Wang from Shenzhen

古镇灯博会的展厅规模已相当可观，人流量也极为可观。中山地区的灯具产业高度发达，当前从事相关产品销售的客户销量表现良好，产品深受市场认可。

The scale of the exhibition hall at the Guzhen Lighting Fair is quite impressive, and the visitor turnout is equally remarkable. Zhongshan's lighting industry is booming, and clients dealing in related products are reporting strong sales performance. The products are well-regarded in the market.



中山 余小姐  
Ms.Yu from Zhongshan

古镇其独特之处主要在于其源头优势。由于众多源头厂家的聚集，这正是吸引大量参展者前来的重要原因。

The uniqueness of Guzhen Town lies in its proximity to manufacturing origins. With numerous source manufacturers concentrated here, it has become a prime destination for exhibitors seeking direct access to production hubs.





**Shihab from Bangladesh**  
孟加拉国买家

Lots of companies show their products here. If you come, you'll find new products and technologies, which will be helpful for everyone.

因为很多企业都在这里展示他们的产品，所以如果你来这里，就能发现最新的产品和技术，这对每个人都会很有帮助。



**Segura Son from Brazil**  
巴西买家

I can find so many suppliers and factories here, and buy products to send back to my country. For me, this is the best place to find them.

这里能找到很多供应商和工厂，对我来说，在这里采购再发回国内是最佳选择。



**Najeeb khan from Pakistan**  
巴基斯坦买家

I can find a good factory that gives me good prices, which is a good thing because I'm satisfied with the quality. That's why I choose this Guzhen Lighting Fair.

我可以找到给我好价格的好工厂，而且我对质量感到满意的好东西，所以我选择了古镇灯博会。

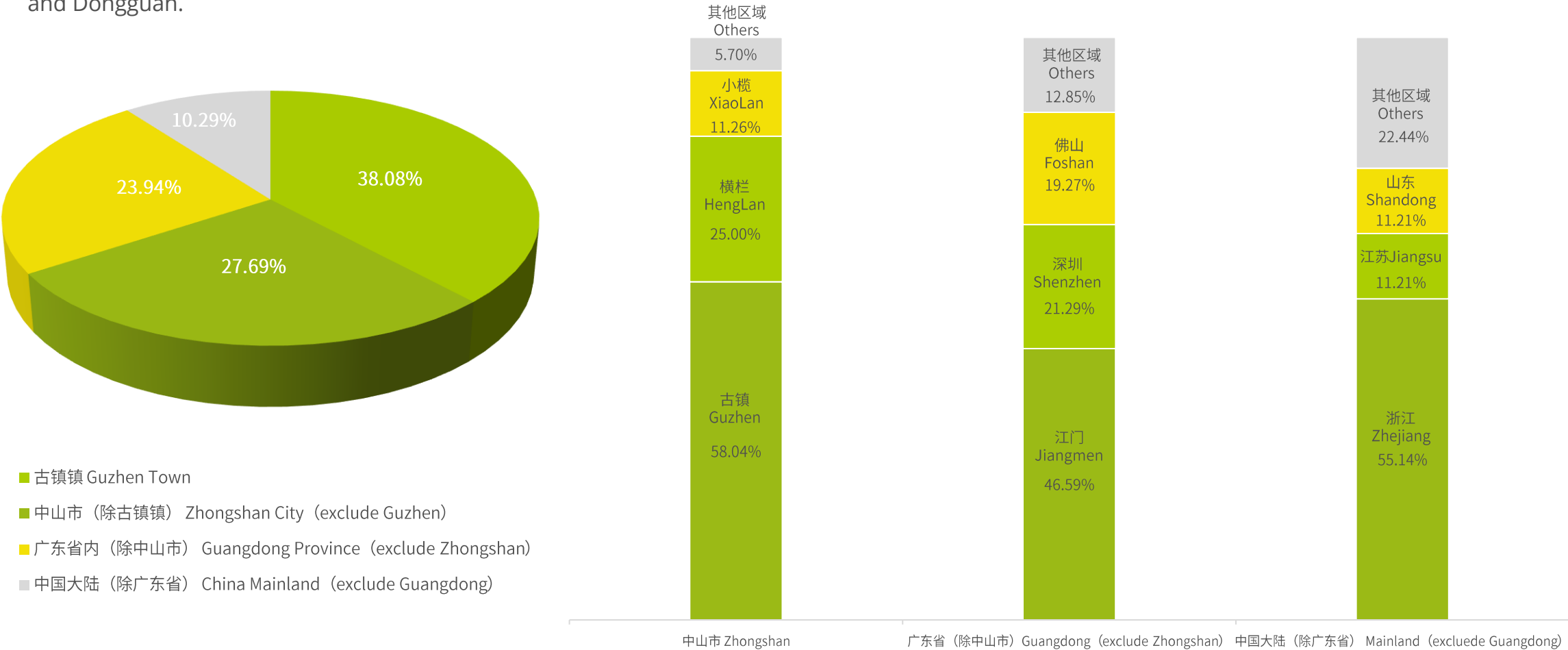
# 05 | 参展商分析

## Exhibitor Profile



本届展会主会场汇聚了共计**1,040**家企业。古镇镇内参展企业达**396**家，占总数的**38.08%**；镇外省内展商**537**家，占比总数**51.63%**，以照明灯饰集聚地的中山、江门、深圳、佛山和东莞为主。

**1,040** companies gathered at the main venue. There are **396** exhibitors from Guzhen Town, accounting for **38.08%** of the total; excluding Guzhen Town, there are **537** exhibitors from Guangdong Province, accounting for **51.63%** of the total, mainly from Zhongshan, Jiangmen, Shenzhen, Foshan and Dongguan.

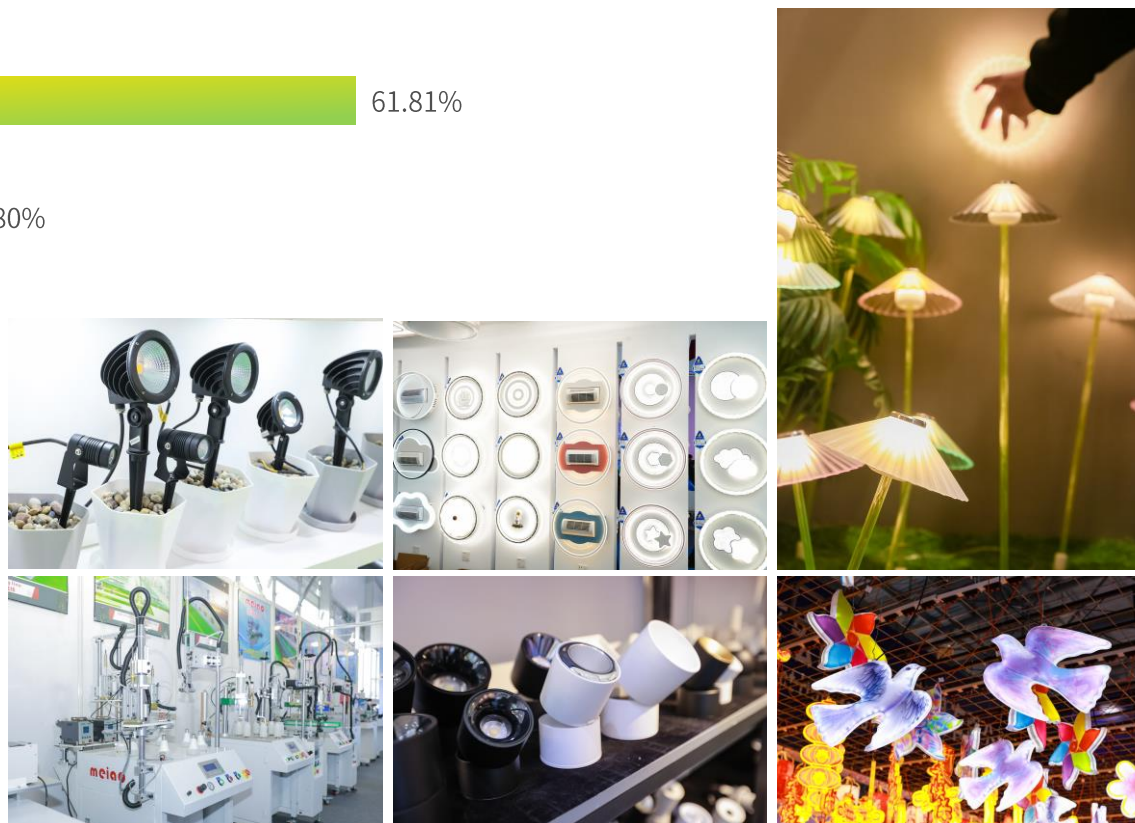
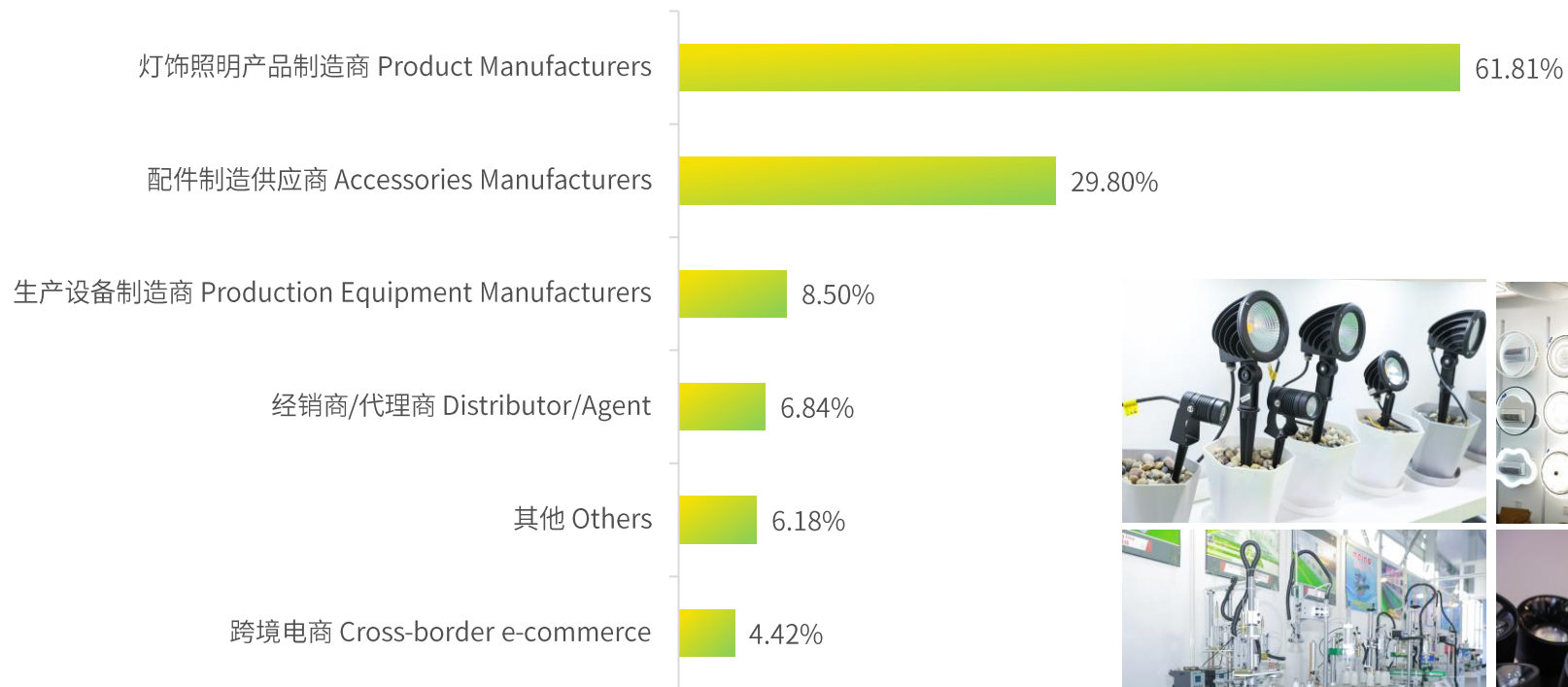




## 主营业务 Main Business

本届展会参展商主要以照明灯饰产品制造商和配件制造供应商为主。进出口贸易商和跨境电商的比例提升，符合当前越来越多照明灯饰企业拓展海外市场的发展趋势。

Most exhibitors were lighting manufacturers and suppliers, with a notable increase in import-export traders and cross-border e-commerce companies, which aligned with the industry's shift toward global markets.

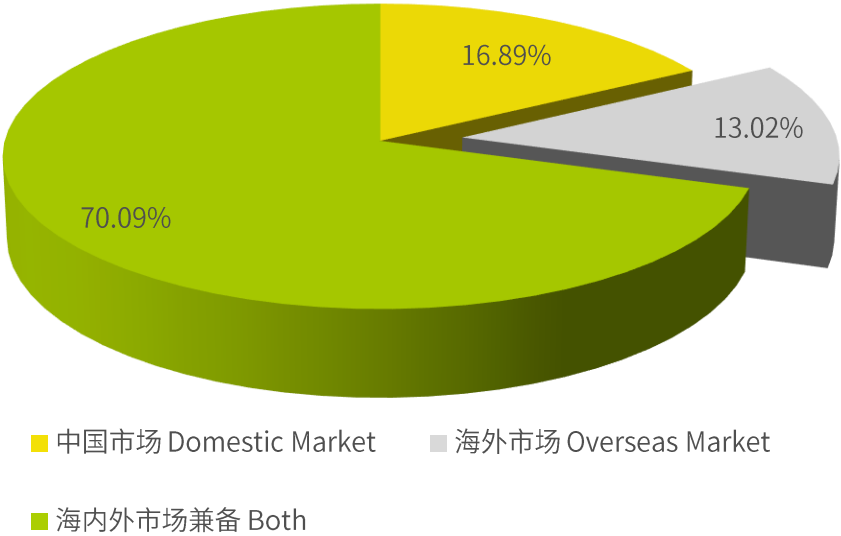
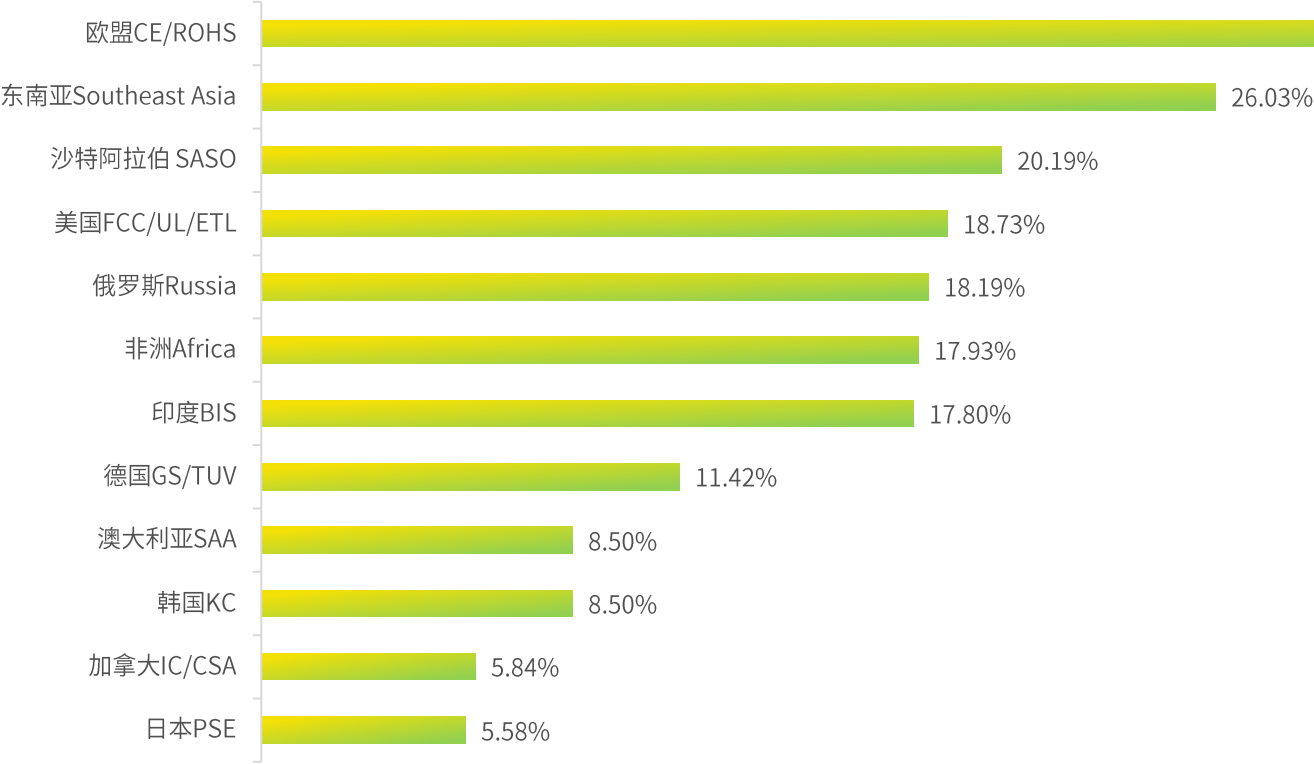


# 企业认证及市场焦点

## Target Market & Possessed Certificate

本届展会有**83%**的参展企业具备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盟、东南亚及中东等主流国际市场的认证，以满足不同地区的需求和标准。

**83%** of the exhibitors in this fair have the capability to sell in international markets. In terms of product certification, most exhibitors prefer certifications for mainstream international markets such as the European Union, Southeast Asia, and the Middle East, in order to meet the demands and standards of different regions.



## 展商满意度

### Exhibitor Satisfaction



96%的展商对本届灯博会表示满意

96% exhibitors are satisfied with the fair



95%的展商将再次参观古镇灯博会

95% exhibitors will visit the fair again





# 06 | 参展商寄语

Voice of Exhibitors





广东鸿丽彩照明有限公司 销售经理 余细虎

**Tiger- Sales Manager of GUANGDONG HONGLICAI LIGHTING CO., LTD.**

古镇是我们照明行业的参考，这里常年吸引着国内外客商，所以说我觉得这是个很好的展示我们产品的机会。同时来访客户在观展之余还会实地考察工厂，提出的宝贵建议也持续推动着我们产品的优化升级。

Guzhen is a key reference point for the lighting industry, attracting international and domestic clients. It offers an ideal platform to showcase our products. Meanwhile, visiting customers tour the factory alongside exhibitions, and their feedback helps drive product improvements.



中山市绿实照明科技有限公司 销售经理 何梓杰

**Kit- Sales Manager of ULMIX**

我们从2017年开始参加古镇灯博会。如果没有参展，我们的知名度会很低。参展后，我们接触到许多国内外客户，这不仅显著提升了品牌知名度，还极大地促进了外销业绩。

We've been attending the Guzhen Lighting Fair since 2017. Without it, our brand visibility would be low. After participating in the exhibition, we connected with many domestic and foreign customers, which significantly boosted our brand visibility and overseas sales performance.



广东华蕊歆电子科技有限公司 销售经理 Rocky

**Rocky- Sales Manager of Guangdong HuaruiXin Electronic Technology Co., LTD**

我非常喜欢这个展会，因为它专注于照明领域，并且帮助我们吸引了许多优质客户，显著提升了我们的业绩表现。

I really like this exhibition because it focuses on the lighting industry, which helps us attract many quality customers and significantly improve our performance.

# 07 | 交流活动

Meeting & Event





## 第32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.中国照明电器协会理事长何烨、中山市人民政府副市长周作德、古镇镇党委书记薛治国分别致辞。
- 2.2025年中国国际照明/灯具设计大赛启动仪式。
- 3.古镇镇亿元企业安家计划落地项目、古镇镇亿元企业安家计划入库项目（第四批）、古镇镇AI产业赋能项目、古镇镇低空经济智造项目进行签约仪式。
- 4.第32届古镇灯博会启动仪式。



### There were many highlights at the Opening Ceremony:

- 1.Ms. He Ye, President of China Association of Lighting Industry, Mr. Zhou Zuode, Vice Mayor of Zhongshan Municipal People's Government, and Mr. Xue Zhiguo, Party Secretary of Guzhen Town, delivered speeches respectively.
- 2.Launching ceremony of the 2025 China International Lighting/Lighting Fixture Design Competition.
- 3.Signing of "Guzhen Town Billion Enterprise Settlement Plan Landing Project", "Guzhen Town Billion Enterprise Settlement Plan Incorporated Project (Fourth Batch)", "Guzhen Town AI Industry Empowerment Project", and "Guzhen Town Low-altitude Economy Manufacturing Project".
- 4.Launching ceremony .

## 光智融合 双碳践行 2025照明行业新品发布暨绿色发展交流会

### 2025 Lighting Industry New Product Release And Green Development Exchange Conference

3月18日下午，会议以古镇镇党委副书记吴国森的致辞拉开帷幕。活动现场邀请中国照明学会副理事长、木林森股份有限公司执行总经理唐国庆，涂鸦智能首席智能灯光规划师丁菲菲，杭州勇电照明有限公司副总工程师李春阁，光密码智能光电总经理张高庭，榜威电子科技(上海)有限公司董事长张军君等企业高管及行业专家，分享最新技术成果与行业洞察，共同探讨智能照明在健康与双碳战略下的发展趋势，为照明行业的转型升级探索路径。



On the afternoon of March 18th, the conference kicked off with a speech by Wu Guosen, Deputy Secretary of Guzhen Town's Party Committee. Tang Guoqing, Vice President of the China Illuminating Engineering Society and Executive General Manager of Mulinsen Co., Ltd., Ding Feifei, Chief Intelligent Lighting Planner of Tuya Smart, Li Chungge, Deputy Chief Engineer of Hangzhou Yongdian Lighting Co., Ltd., Zhang Gaoting, General Manager of Guangmima Intelligent Optoelectronics, and Zhang Junjun, Chairman of Bangwei Electronic Technology (Shanghai) Co., Ltd., were invited to share their latest technological achievements and industry insights. Together, they explored the development trends of intelligent lighting under the dual-carbon strategy and health initiatives, and charted a path for the transformation and upgrading of the lighting industry.

## 2025年广东省“跨境电商+产业带”助力“百千万工程”系列活动启动仪式暨中山古镇照明灯饰专场活动

**2025 Guangdong Province “Crosss-Border E-Commerce+Industry Belt” Contributing “Hundred-Thousand-Million Project” Series Activity Opening Ceremony and Zhongshan Guzhen Lighting Special Event**

3月18日下午，广东省商务厅主办的2025年广东省“跨境电商+产业带”助力“百千万工程”系列活动启动仪式暨中山古镇照明灯饰专场活动在中山隆重举办。活动现场设置一系列专场资源对接会，涵盖跨境电商平台、卖家、金融机构、海外仓、支付机构等，引进了大宗高质量客商资源。3月18日晚上，举办“灯都古镇跨境电商卖家之夜”主题活动，为供需双方提供一个高效的沟通环境，直接面对面精准对接，构建多层次、全方位、高品质的交流平台。



On the afternoon of March 18th, the event was grandly hosted by the Department of Commerce of Guangdong Province in Zhongshan. A series of special resource matchmaking meetings were set on site, covering cross-border e-commerce platforms, sellers, financial institutions, overseas warehouses, payment institutions, etc., They introduced many of high-quality customer resources. On the evening of March 18th, “Guzhen Cross-border E-commerce Sellers' Night” was held, which provided an effective communication environment for both supply and demand and face-to-face matchmaking, building a multi-layered, all-round and high-quality communication platform.



## AI赋能照明灯饰行业高质量发展交流会

### AI Empowering High-Quality Development in the Lighting & Decoration Industry Forum

3月19日上午，会议聚焦人工智能与照明灯饰产业的深度融合，邀请来自中国电信研究院，中国计算机学会数字金融分会，杭州鸿雁电器有限公司，佛山照明研究院，广东格兰斯贝智能科技有限公司，中山市奋腾达电子科技有限公司，深圳市力合微电子股份有限公司的行业专家及企业代表，分享AI技术赋能照明产业的多元路径，剖析不同应用场景下的结合方案，助力企业突破技术瓶颈，加速智能化转型升级。



On the morning of March 19th, focusing on the deep integration of artificial intelligence and the lighting industry, the forum brought together industry experts and enterprise representatives from the China Academy of Telecommunications Research, the Digital Finance Chapter of the China Computer Federation, Hangzhou Hongyan Electrical Appliance Co., Ltd., Foshan Lighting Research Institute, Guangdong Gransbee Intelligent Technology Co., Ltd., Zhongshan Fentengda Electric Technology Co., Ltd., and Shenzhen Lihe Microelectronics Co., Ltd. They shared the diverse ways in which AI technology empowers the lighting industry and analyzed the integration solutions for various application scenarios, helping enterprises break through technical bottlenecks and accelerate their intelligent transformation and upgrading.

## 灯饰竞出海·锚定东南亚 2025中山照明灯饰产业东南亚跨境电商资源对接会

### Lighting Goes Global: Targeting Southeast Asia 2025 Zhongshan Lighting Industry Cross-Border E-Commerce Resource Matchmaking Forum

3月20日下午，会议邀请古镇税务分局、TikTok Shop家装灯饰类目、阿里巴巴国际站中山区域、万里汇跨境支付、Shopee（华南区照明）、广东省电子商务协会、全球赢、广州洲集迺供应链有限公司、广州聪明狗人工智能科技有限公司等行业负责人及权威专家分享权威观点和实战经验，从政策法规、市场需求、文化差异、竞争格局等方面，全方位解读东南亚市场机遇与挑战，同时邀请嘉宾开展圆桌对话，探讨灯饰跨境新蓝海，出海锚定东南亚。



On the afternoon of March 20th, the forum invited industry leaders and authoritative experts from Guzhen Town Tax Bureau Branch, TikTok Shop Home Decoration Lighting Category, Alibaba International Station Zhongshan Area, Wanlihui Cross-Border Payment, Shopee (South China Lighting), Guangdong Electronic Commerce Association, Iglobalwin, Guangzhou Zhoujierhui Supply Chain Co., Ltd., and Guangzhou Congminggou Artificial Intelligence Technology Co., Ltd. to share their authoritative insights and practical experience. They provided a comprehensive analysis of the opportunities and challenges in the Southeast Asian market, covering aspects such as policies and regulations, market demand, cultural differences, and competitive landscape. Additionally, a roundtable dialogue was organized to explore the new blue ocean of cross-border lighting, with a focus on Southeast Asia as the target market.

08

# 线上直播

# Live Streaming





## 灯光探店，先睹灯企新品

Lighting Store Exploration: Get a Sneak Peek at New Products from Top Brands



本届古镇灯博会创新性地采用“云端+线下”双轨模式，通过多个分会场的联动，开展“灯光探店”系列直播活动。以“沉浸式探店导览+精准商贸对接”的形式，突破地域限制，全面覆盖照明灯饰行业的最新热点新品、爆品，以及古镇各大灯饰卖场的最新资讯、行情走势和热销创意外贸灯饰，让买家能够通过云端沉浸式体验，抢先领略前沿照明灯饰产品的风采。

This year's Guzhen Lighting Fair pioneers a hybrid "online + offline" format, featuring synchronized multi-venue "Lighting Store Exploration" livestreams. By blending immersive virtual showcases with targeted B2B matchmaking, the event presents the industry's trending products, market intelligence, and creative export-oriented lighting designs from Guzhen's lighting hubs—enabling global buyers to access cutting-edge lighting products digitally.

## 云游逛展，领略展会精彩

### Virtual Exhibition Tour: Explore the Exhibition's Highlights

本届展会携手“古镇灯饰传媒”打造“云游逛展”直播，依托实时互动技术，线上观众可沉浸式探访主会场优质展商，直击智能照明、健康光环境等前沿技术应用，同步揭秘年度新品爆款及行业趋势。主播全程引导互动，通过企业访谈、产品实测、在线答疑等多维展示形式，打破地域限制，为未到场观众提供“零距离”商贸对接体验，精准传递行业风向，高效赋能品牌曝光与供需匹配，有效扩大展会长效影响力。

This exhibition partnered with “Guzhen Lighting Media” to launch a series of “Virtual Exhibition Tour” live streams, enabling virtual attendees to explore top exhibitors and cutting-edge lighting tech in real-time. Through interactive formats like product demos and Q&A, the broadcasts provided zero-distance business matching and amplified industry trends—boosting brand exposure and maximizing the event's impact.





## 明人在线，洞察行业新机遇

### “EZTalk” Livestreaming Forum: Decoding Industry Opportunities



本届展会线上活动同样精彩纷呈，特邀行业嘉宾围绕“产品创新开发”、“智慧城市的路灯应用”和“AI赋能路灯运维”等话题展开深度分享和探讨，带来专业见解与行业洞察。无论您身处何地，都能实时参与这场知识课堂中，获取前沿信息，洞见行业新机遇！

This exhibition's online events are equally exciting, featuring industry experts who will delve into topics like "Innovative Product Development," "Smart City Streetlight Applications," and "AI-Driven Streetlight Maintenance." Gain professional insights and industry foresight—no matter where you are, join this knowledge hub in real time to access cutting-edge information and discover new opportunities!



09

达人逛展

Influencer Exhibition Tour



## 达人逛展探秘

### KOLs Share the Highlights of the 32nd GILF on Social Media Platforms

本届古镇灯博会期间，超100位视频及图文创作者组成联动矩阵，通过图文专题、展位直击、短视频纪实等融媒体形式，全方位、多角度地对灯博会进行了全景式报道。创作者们捕捉展会亮点，精心制作视频内容，并在各大社交媒体平台广泛分享。这一努力极大地提升了灯博会的影响力和受欢迎程度，为参展商带来了更多曝光机会，吸引了众多潜在客户关注，为灯博会注入了新活力，也为展会宣传推广提供了创新思路和模式。

During the Guzhen Lighting Fair, over 100 video and graphic content creators formed a joint effort. They provided comprehensive coverage through multimedia formats like in-depth articles, live booth reports, and short videos. This initiative enhanced the fair's influence, brought more exposure for exhibitors, attracted potential customers, and added new vitality to the event.



# 10 | 数字赋能

Digital-driven





## 数字平台

### Digital Platform

#### ▪ 深度优化“古镇灯博会”小程序

为优化观展流程，本次展会主会场全面推行“预登记、线上办证、远程办证”模式。观众仅需通过“古镇灯博会”官方小程序提前完成登记，即可免费获得入场证。境内买家可直接刷身份证入场，境外买家凭确认函在柜台快速领取胸卡，提高入场效率。此外，小程序内集成丰富的展会信息，包括展会概览、参展商名录以及会议论坛的日程安排等，让观众一手掌握所有展会资讯，全面提升观众观展体验。

#### ▪ 多维度升级“博华灯饰优选”小程序

深度优化“云展”页面，用户能在小程序快速查询海量展商，展商索引、美图直播、交通指南、求购询盘等功能一应俱全。同时，提供“交换名片”和“电话联系厂家”功能，让用户快速与厂家商谈。重磅打造灯饰优选自营店，可线上购买设计感灯具、第32届古镇灯博会电子会刊及灯博会的文创产品。

#### ▪ Optimize Guzhen Lighting Fair Mini Program

The main venue has implemented the "pre-register, get e-Badge" system, enabling all visitors to complete free pre-registration through the mini-program. This approach has significantly reduced on-site queuing time while allowing users to conveniently access key exhibition information, including event overviews, exhibitor lists, and conference schedules, 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, E-catalogue and buy cultural and creative products from the Guzhen Lighting Fair online.



## 云展电商

Denggle.com & Denggle EZBuy

本届展会的云展电商线下体验店全新升级，致力于为观众带来更深入的灯饰在线和灯饰优选小程序的前沿资讯。体验店重点推介灯饰在线会员服务以及第33届古镇灯博会全球买家采购行活动。同时，体验店精心打造了钻石会员产品展示区和灯饰优选自营店销售区，提供丰富多样的灯饰选择，满足各类需求。此外，为了回馈观众，灯饰优选自营店在展期内推出超值优惠活动，以极具性价比的价格为观众带来优质的购物体验。

At this edition of the exhibition, the Guzhen Lighting Fair Offline Experience Store has been fully upgraded. It is dedicated to providing visitors with cutting-edge insights on the "Denggle.com" platform and the "Denggle Ezbuy" mini-program. The store highlights the Lighting Online Membership Service and the Hosted Buyer Program for the 33rd Guzhen Lighting Fair. Additionally, it features a Diamond Member Product Showcase Zone and a Lighting Selections Self-Operated Sales Area, offering a wide variety of lighting options to meet diverse needs. To show appreciation to visitors, the self-operated sales area launches exclusive exhibition discounts, delivering high-value shopping experiences at unbeatable prices.



11

## 媒体合作

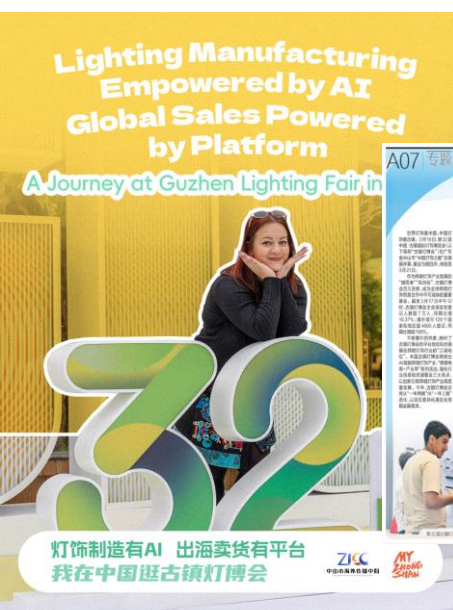
Cooperation with Media





## 国内外专业媒体、大众媒体超150家对第32届古镇灯博会进行全方位报道

150+ domestic and overseas medias help to promote the 32nd Guzhen Lighting Fair



# 12 | 关于我们

About Us



**中山古镇灯都博览有限公司** 是中山市古镇镇人民政府与上海博华国际展览有限公司（隶属于英富曼集团（Informa PLC））的合资企业，致力于推动照明灯饰产业的国际化发展。公司是中国照明电器协会的理事单位、广东省电子商务协会的副会长单位，成功承办了全球展览业协会（UFI）认证的“中国·古镇国际灯饰博览会”（古镇灯博会）。古镇灯博会一年举办两届，覆盖全产业链，展览面积超过150万平方米，并同期举办生产设备及配套服务展，为行业提供一站式交流平台。

在2025年，公司拓展展会领域：5月举办“中山古镇文旅光影、户外与工程照明展”，专注于户外及工程照明细分市场；与广东省电子商务协会合作举办“广东（中山）照明灯饰产业电商资源对接会”，推动产业与电商的融合；12月举办“中国·古镇国际灯饰博览会（深圳特展）”，进一步扩大展会的影响力。此外，公司运营B2B贸易网站“灯饰在线”和云展平台“博华灯饰优选”，为专业参展商和买家提供线上线下结合的全年365天采购服务，开启新零售模式。

**Guzhen Lighting Expo Co., Ltd.** a joint venture between Zhongshan Guzhen People's Government and Shanghai Sinoexpo Informa Markets, drives the global lighting industry. It organizes the UFI-certified "China (Guzhen) International Lighting Fair," a biannual event covering 1.5 million square meters and the full lighting supply chain. In 2025, the company will launch the "Guzhen Outdoor Lighting Expo" in May and host the "China (Guzhen) International Lighting Fair (Shenzhen Special Edition)" in December. It also partners with the Guangdong E-commerce Association to boost industry-e-commerce integration. Its B2B platform, "Denggle.com," offers a high-quality trade platform with EZBUY services for seamless online sourcing.

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**上海博华国际展览有限公司** 是英富曼集团（Informa PLC.）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。公司线上线下一体化运营，70多个展会、展馆总面积达到183.8万平方米，为来自全球的超过131万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16个B2B优选网站（中英文），7个博华优选小程序和3款博华优选APP产品组成的线上平台，2025年进入数智5.0时代，发展新质生产力。公司员工总数近600人。

**Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd** 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.. The total rented area of 70+ exhibitions by IM Sinoexpo reached 1,838,000 sq.m., creating multiple trade opportunities for 1.31 million buyers worldwide. The online business platforms have included 16 B2B portals with PC & Mobile versions, 10 sourcing mini-programs and multiple Apps since 2006. The total number of employees is near 600.



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**Informa** 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.



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