

# 33

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

**2025/10/22-25**

## 展后报告

Post Show Report

**主办单位** Sponsor

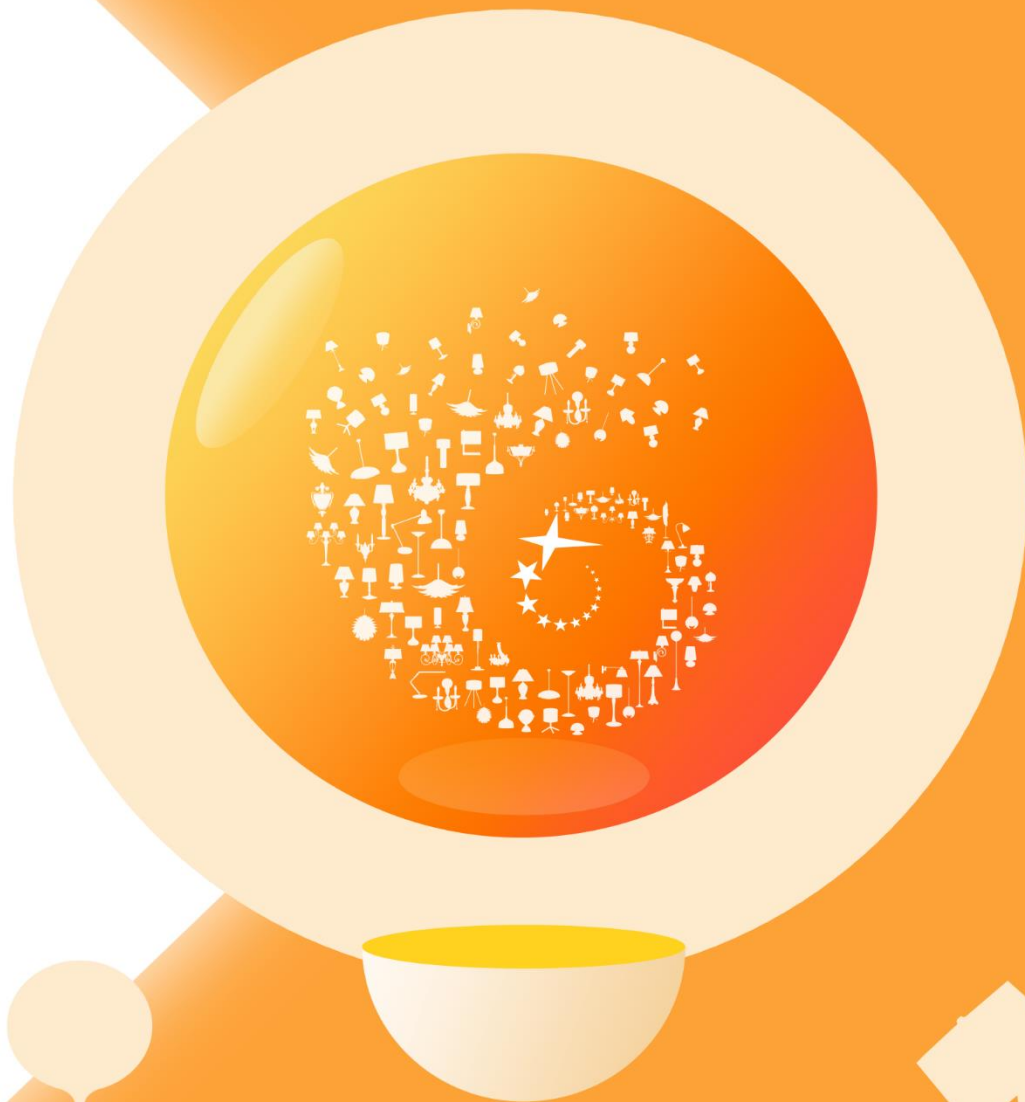
中国照明电器协会

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

## 光影聚力，共绘新篇

### Light in Focus, Write a New Chapter

2025年10月22-25日，第33届古镇灯博会在广东省中山市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，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，构建起“前展后厂、展店联动、展网融合”的“1+8+N”大灯博会格局。

金秋万商云集，追光聚势照全球。本届古镇灯博会汇聚源产地众多优质品牌企业，吸引全球客商云集，共襄灯饰行业盛举。通过线上线下融合、内外贸联动、产学研结合的创新模式，为全球照明灯饰产业搭建高效的展贸对接平台。

From October 22-25, 2025, the 33rd China (Guzhen) International Lighting Fair (GILF) was grandly opened at the Guzhen Convention and Exhibition Center in Zhongshan City, Guangdong Province, China.

With the theme of "Guzhen Lights up the World", the fair upheld its professional, market-oriented, and international positioning. The main venue Guzhen Convention and Exhibition Center, partnered with eight major professional lighting megastores in the town to form the distinctive "1+8+N" large lighting expo pattern featuring "exhibition in the front and factory in the back, linkage between exhibitions and stores, and integration of exhibitions and online platforms".

The 2025 Guzhen Lighting Fair gathered premium source-factory brands under one roof, drawing worldwide buyers to celebrate the brilliance of the lighting industry. Through an innovative model that fused online and offline channels, integrated domestic and foreign trade, and united industry with academia and research, the fair built a high-efficiency platform where exhibition and trade met for the global lighting sector.





## 全球聚焦，16万人次共赴金秋盛宴

Global Focus, 160,000 Visits Came Together For The Golden Autumn Feast



**1,500,000+ SQM**  
展览面积 / Scale



**3,600+**  
展商 / Exhibitors



**160,000**  
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



**1,017**  
展商 / Exhibitors



**75,877**  
专业观众 / Visitors



**144**  
国家与地区  
Countries and Rlegions

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# 02 | 展会亮点

## Featured Sectors



## “1+8+N” 格局，展店联动辐射广

**"1+8+N" Pattern: Extensive Radiation via Exhibition-Store Linkage**

主会场灯都古镇会议展览中心携手镇内8家专业灯具卖场——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，汇聚超3,600家优质企业，共同构建“前展后厂、展店联动、展网融合”的全产业链国际贸易平台，形成“1+8+N”大灯博会格局，全面放大展会影响力与辐射力。



The main venue, Guzhen Convention and Exhibition Center, partnered with eight major professional lighting megastores in the town. Together, they gathered over 3,600 high-quality enterprises to build a full-industry-chain international trade platform. It featured the distinctive "1+8+N" large lighting expo pattern, characterized by "exhibition in the front and factory in the back, linkage between exhibitions and stores, and integration of exhibitions and online platforms".

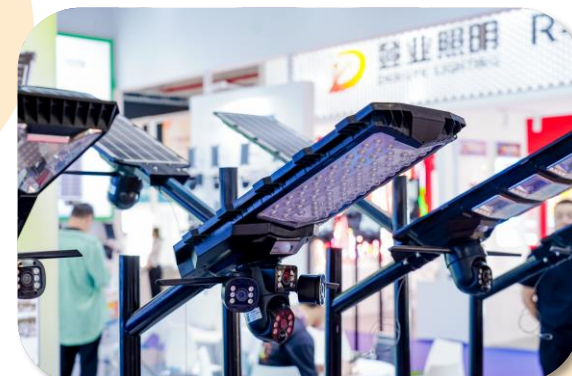


## 展区升级，全链全景展示产业生态

### Upgraded Zones: Full-Chain Panoramic Industry Ecosystem

本届展会优化展区布局，主会场八馆齐开，汇聚1,017家参展企业。精准迎合产业趋势与市场需求，助力构建“聚链成群、集群共进”的产业生态。展品覆盖照明灯饰产业链上中下游，涵盖智能照明、家居照明、商业照明、户外亮化、专用灯具、机械设备、辅料配件等全产业链品类，并延伸至陶瓷卫浴、智能锁具等泛家居领域。

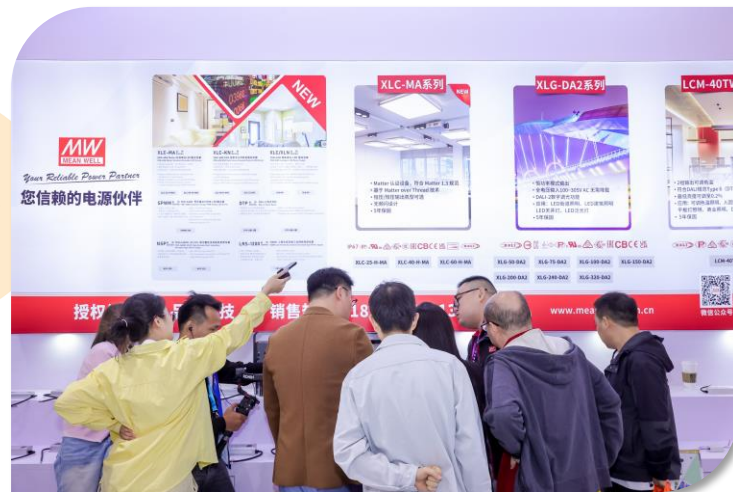
Eight halls at the main venue opened simultaneously, bringing together 1,017 exhibitors, accurately aligning with industry trends and market demand, and fostering an industrial ecosystem of "gathering chains into clusters and advancing collectively as a cluster". The exhibits cover the entire lighting industry chain, from upstream to downstream, including smart lighting, residential lighting, commercial lighting, outdoor lighting, special lamps, machinery and equipment, auxiliary materials and accessories, and extend to pan-home areas such as ceramic sanitary ware and smart locks.



## 新智能+低碳，精铸“专精特新”

Smart + Low-Carbon: Crafting "intelligentization, digitalization, and innovation"

本届展会集结数万款“专精特新”硬核新品与前沿技术产品，其中AI智能产品深度渗透家居、商照、户外等照明领域，并延伸安防、电源、储能等，为产业注入全新活力。众多参展商聚焦太阳能、户外储能、智能变频器、离网逆变等产品，彰显了“低碳+新照明”的前沿趋势。除此之外，大批企业精准卡位产业风口，围绕细分赛道推出差异化产品，带来原创设计、健康适老照明、文旅亮化、渔业照明等新品。



Tens of thousands of "specialized, sophisticated, special and innovative" products and cutting-edge technologies were unveiled, showcasing a comprehensive panorama of new trends in lighting and cross-boundary integration, reinforcing the platform strength of "intelligentization, digitalization, and innovation" of Guzhen Lighting Fair. Many enterprises accurately positioned themselves at industry trend, unveiling new products such as original designs, smart systems, full-spectrum healthy lighting, solar applications, photovoltaic storage, cultural tourism illumination, and aquaculture lighting-indicating that enterprises shift from "large and comprehensive" to differentiated tracks to accelerate their breakthroughs, with their products boasting intensive technological highlights and their scenario-based experiences undergoing iterative upgrades.



## 商贸对接，精准匹配全球供需

### Business Connection: Precise Global Supply-Demand Matching

本届展会持续深化“以展促贸、以贸促展”的创新模式，通过系列高端商贸活动搭建供需对接桥梁，助力照明灯饰产业高效链接全球市场。展会重点开展“全球买家采购行”，有效缩短商务洽谈周期，实现贸易效率倍增。

The Guzhen Lighting Fair continues to deepen its innovative model of "promoting trade through exhibitions, boosting exhibitions through trade", building platforms for supply-demand matching through a series of high-end business activities to link the lighting industry efficiently with global markets. The Autumn Fair premium project-the Hosted Buyer Program was full of highlights. It specially invited hundreds of overseas powerful buyers to visit in groups, effectively shortening business negotiation cycles and doubling trade efficiency.





## 交流分享，“以会带展”引领产业思潮

Exchange & Sharing: "Conferences Driving Exhibitions" Lead Industry Trends

主会场举办多场精彩交流活动，齐聚中国照明电器协会、中国电信等权威机构代表，以及京东、小米、欧普、鸿雁等知名企业专家，为照明灯饰产业下一轮增长指明方向；展会联动广东省电子商务协会，共同举办电商高端私享会与平台对接会，精准聚焦电商转型与新兴市场开拓，为企业搭建政策解读和资源对接的专业交流平台。



During the exhibition, the main venue hosted a series of wonderful exchange activities, including the Lighting Products & Marketing Innovation Exchange Conference, the Home Lighting Smart Ecosystem Co-Creation Exchange Conference, the 2025 Intelligent Lighting Green Development Exchange Conference, and the Dengju Platform Launch Conference.

Also, this exhibition partnered with the Guangdong E-commerce Association to jointly host the "High-end Private Sharing Session on E-Commerce of Guangdong E-commerce Association" and the "2025 Guangdong (Zhongshan) Lighting Industry Belt Emerging Markets Platform Matchmaking Conference".

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# 03 | 观众分析

## Visitors Profile

## 境内观众分析

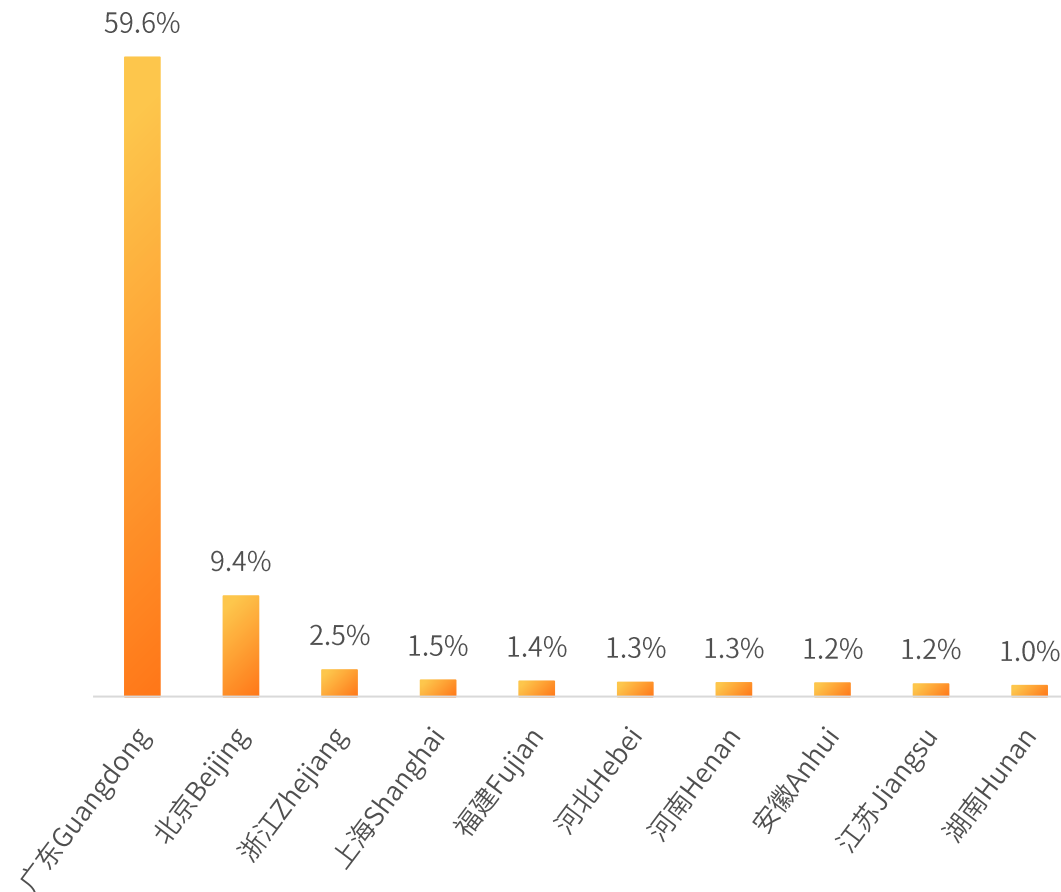
### Local Visitors Profile

此届展会境内观众主要来自于广东省，也吸引较多华东、华北、华中地区观众。

The exhibition attracted domestic visitors mainly from Guangdong Province, as well as a considerable number from East China, North China and Central China.



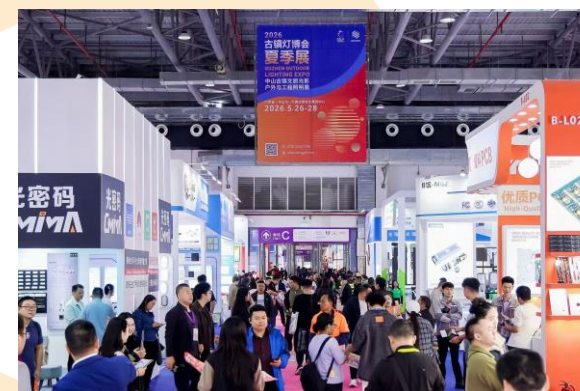
境内观众来源排名前10地区  
Top 10 Regions of Domestic Visitors





## 境内观众业务性质

Local Visitors Business Nature



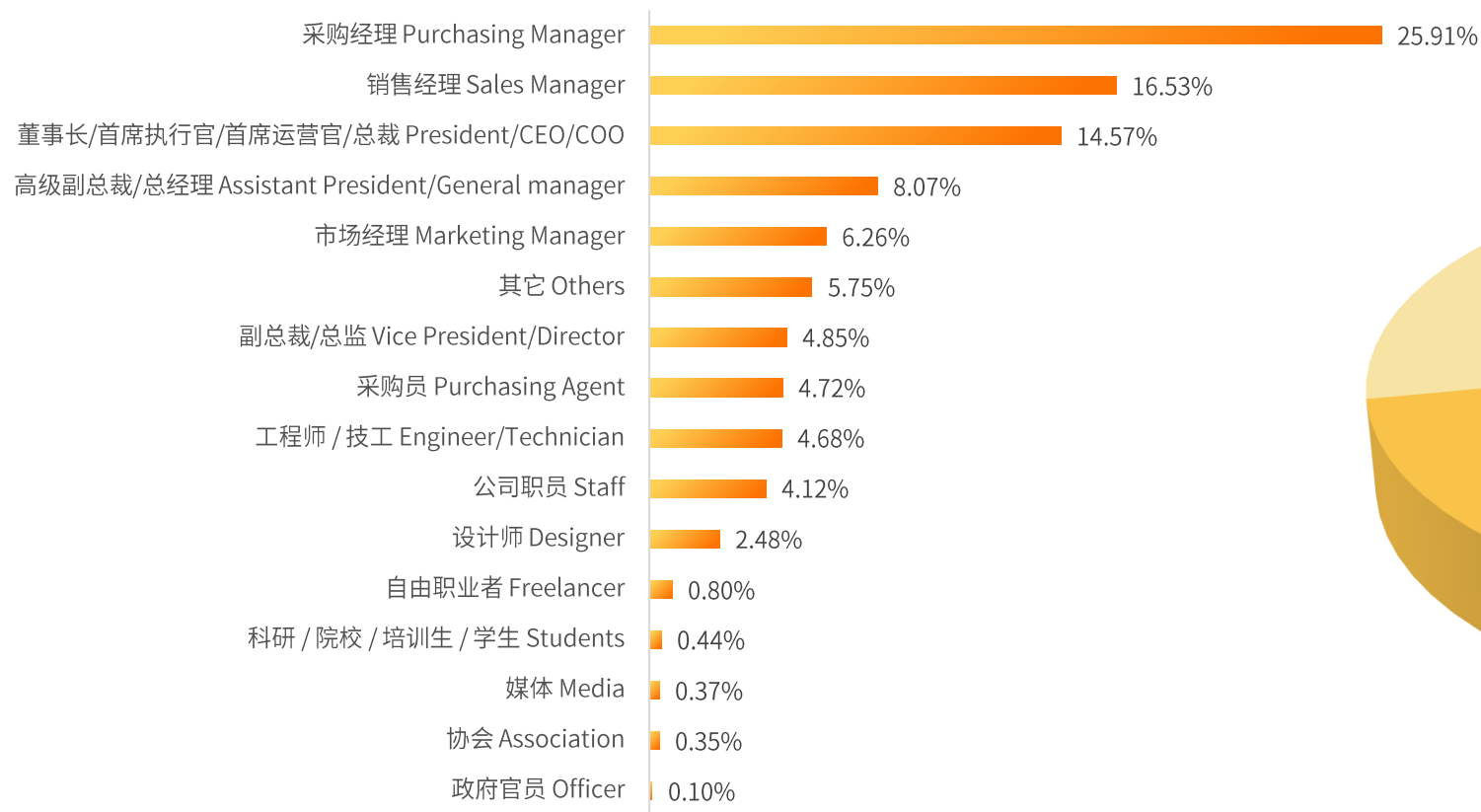


## 境内观众职务分析

### Local Visitors Profile

通过对境内观众所任职务进行分析，可以了解到境内企业对展会的重视度高，近77%为企业的管理阶层。

Nearly 77% of the visitors are key personnel of the company.

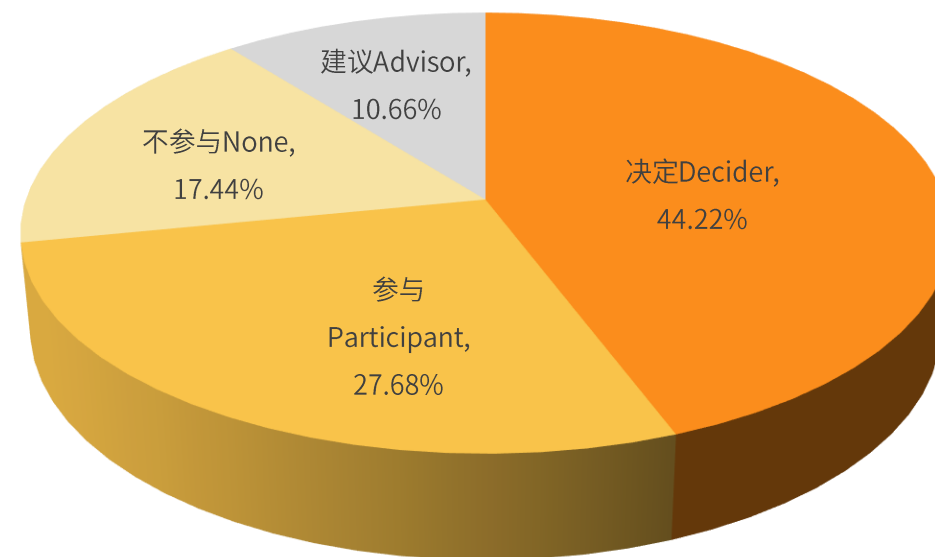


## 境内观众采购角色分析

### Local Visitors Profile Analysis

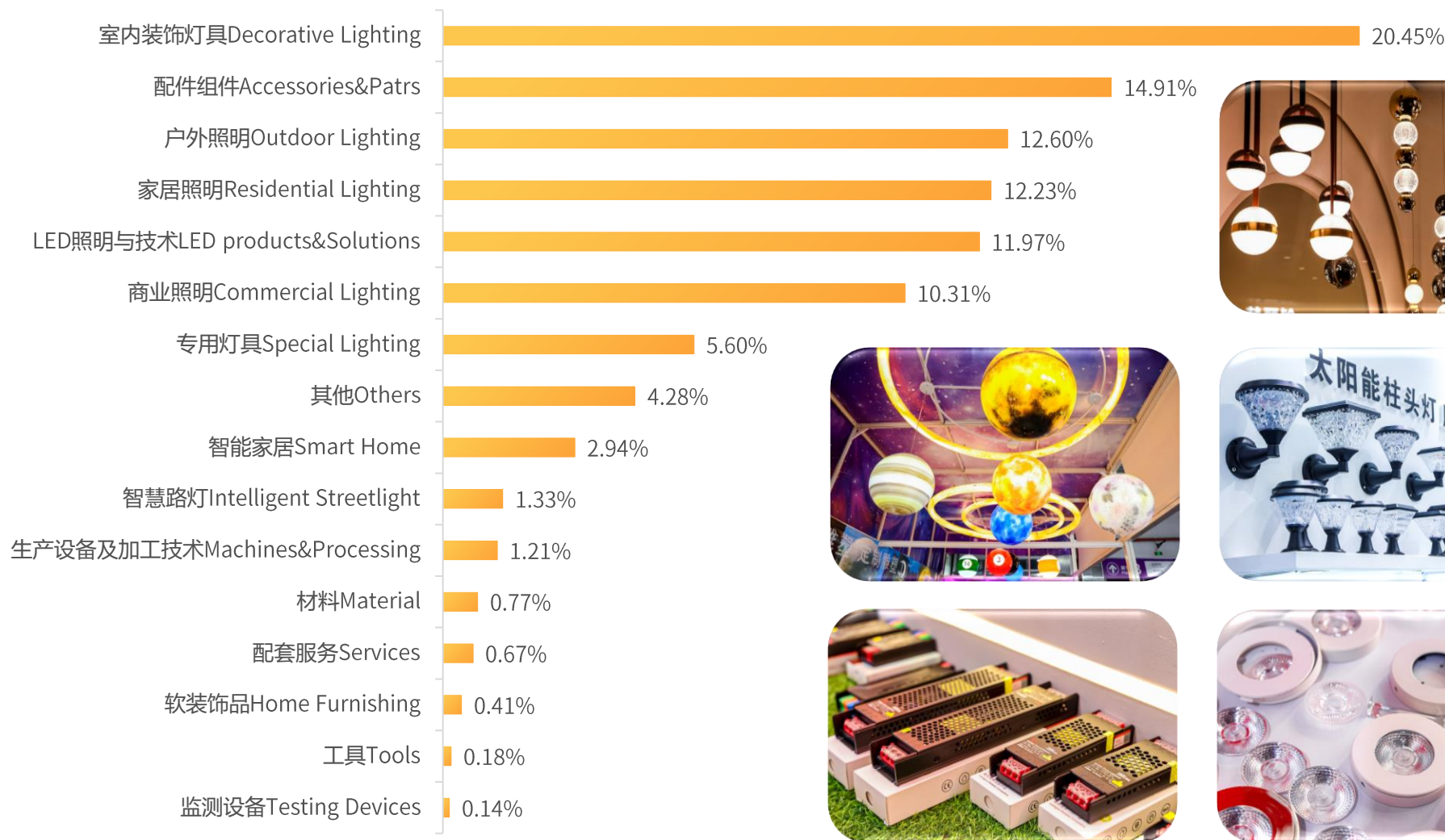
通过对境内观众采购角色分析，了解到超71%观众具备有决定或参与采购能力。

Over 71% of the visitors can determine the purchasing plan.



## 境内观众感兴趣产品

Local Visitors Interested Products



### 境内观众满意度评价

Local Visitors Satisfaction



98.66%的观众对本届灯博会  
表示满意

98.66% visitors are  
satisfied with the fair



98.45%的观众将再次参观  
古镇灯博会

98.45% visitors will visit  
the fair again



98.59%的观众会推荐朋友/同事  
参观古镇灯博会

98.59% visitors will recommend  
the fair to other people

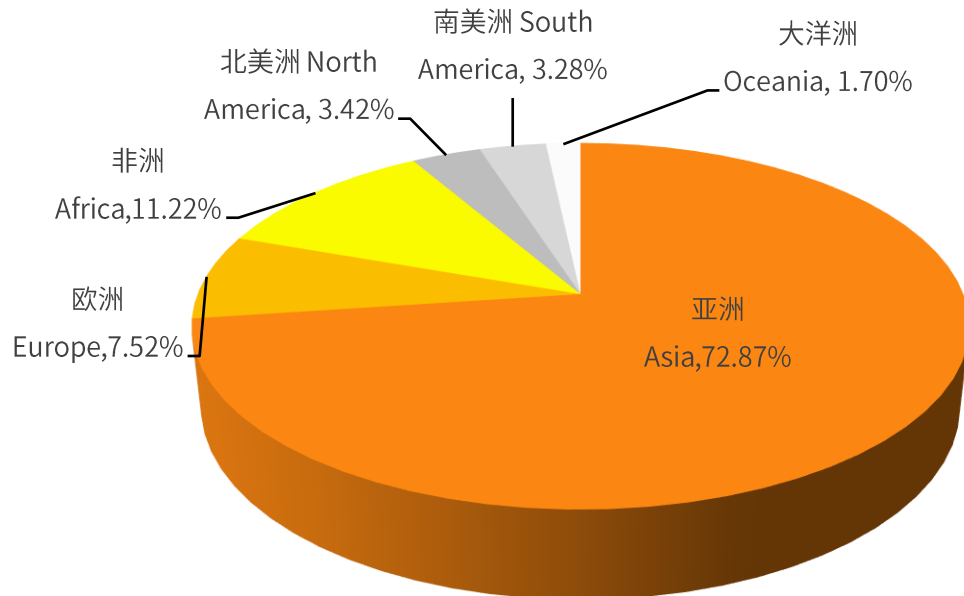


## 境外观众分析

### Overseas Visitors Profile

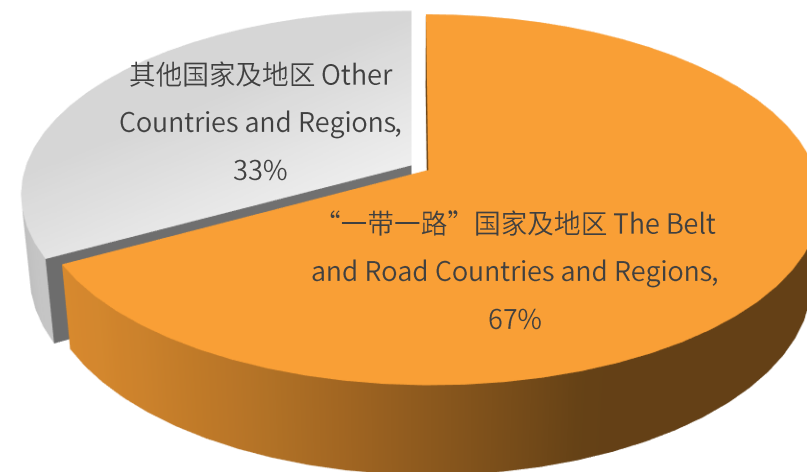
主会场共吸引来自全球**144**个国家和地区的境外观众，达**4,853**人，同比增长**6.47%**，境外人数、来源国家与地区数量均创秋季展历史新高。

The main venue attracted **4,853** visitors from **144** countries and regions. The number of visitors increased **6.47%** comparing to 2024 autumn edition.



近**67%**的观众分别来自于**92**个“一带一路”倡议合作国家和地区，如俄罗斯、孟加拉国、埃及、马来西亚、土耳其等。

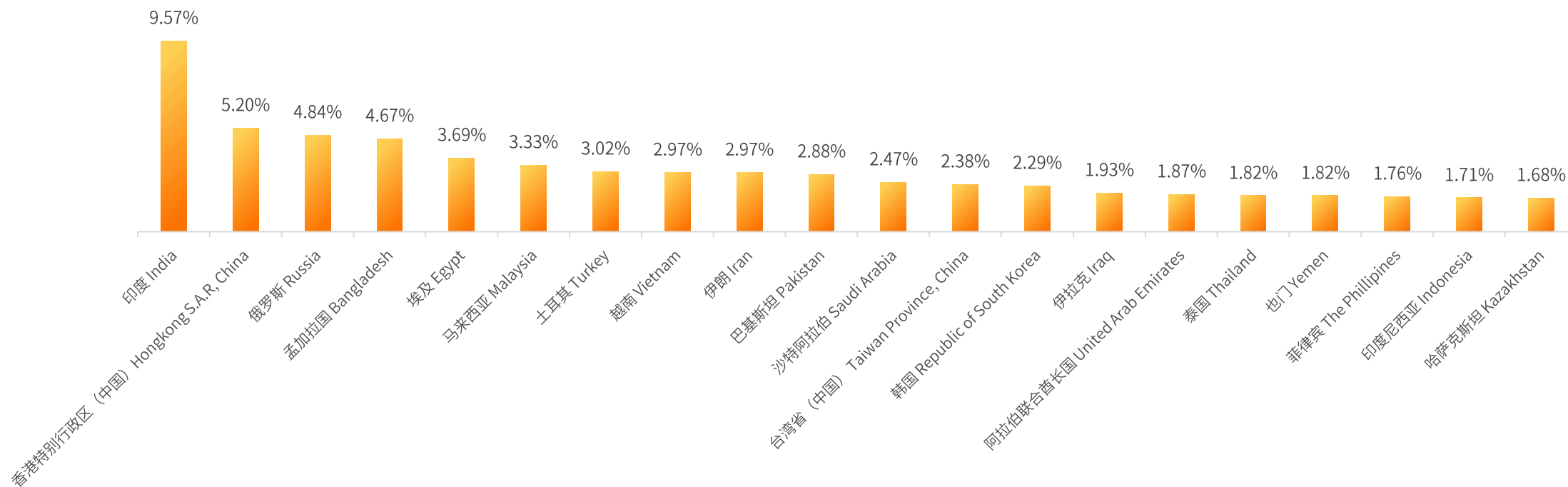
**Nearly 67%** of overseas visitors come from countries and regions that have signed the “the Belt and Road” cooperation document with China, a total of **92** countries and regions, mainly from Russia, Bangladesh, Egypt, Malaysia, Turkey, etc.





## 境外观众来源排名前20的国家和地区

Top 20 Countries and Regions of Overseas Visitors



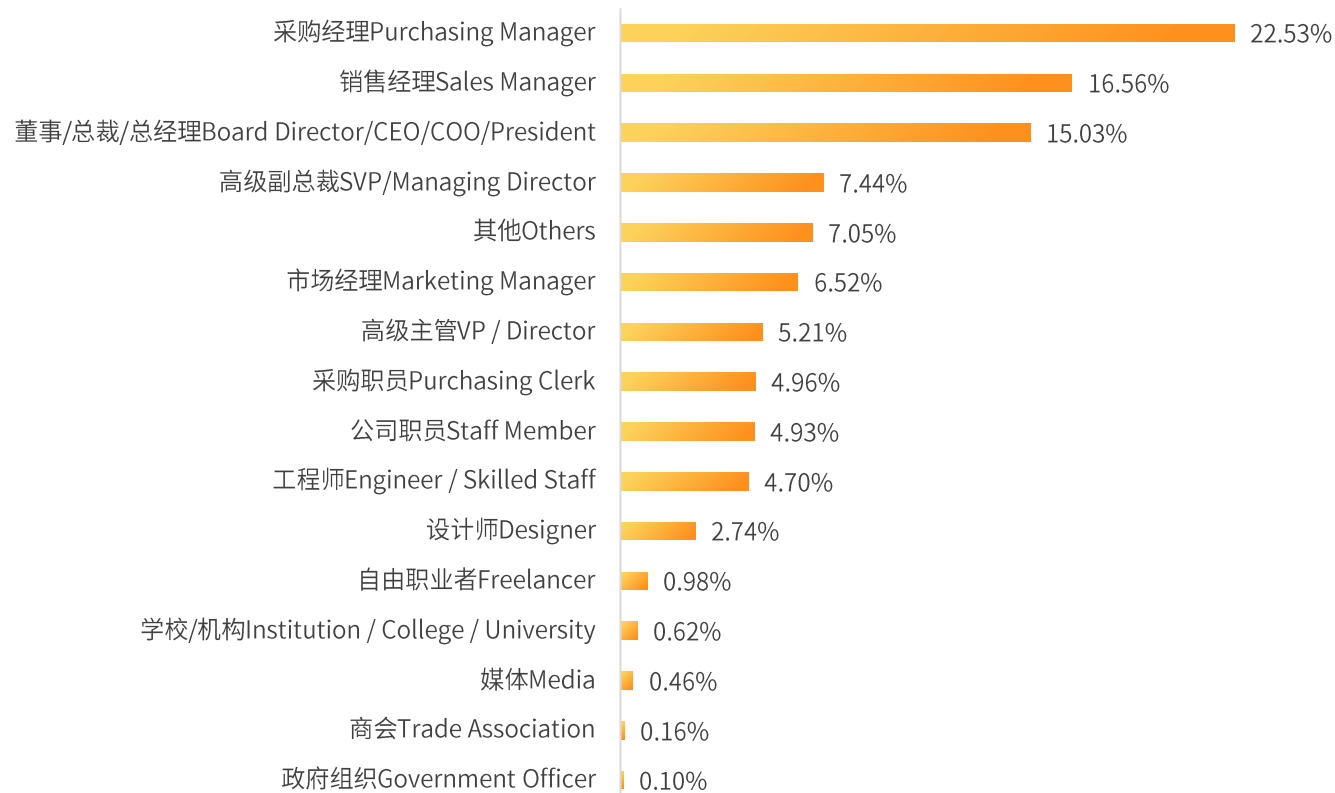


## 境外观众职务分析

### Overseas Visitors Profile Analysis

超**78%**境外观众拥有企业采购的决策权或影响力，体现境外企业对展会的重视度高。

Over **78%** of overseas visitors held decision-making power or influence in corporate procurement.

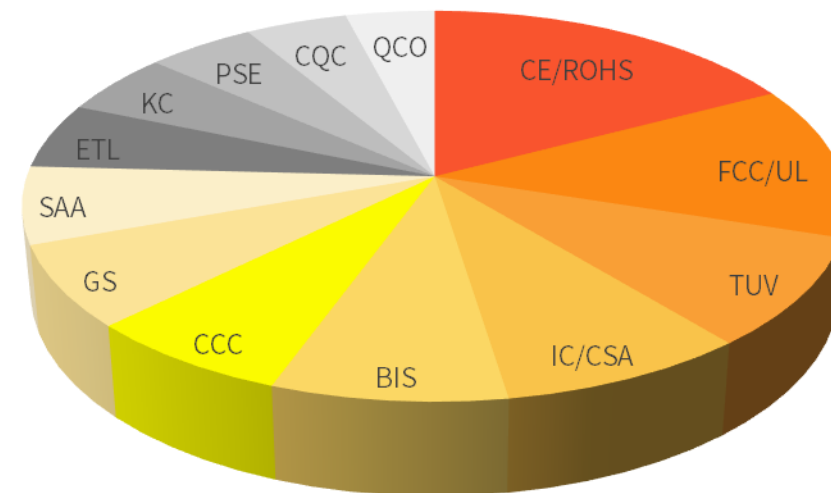


## 境外观众要求的资质证书

### 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.

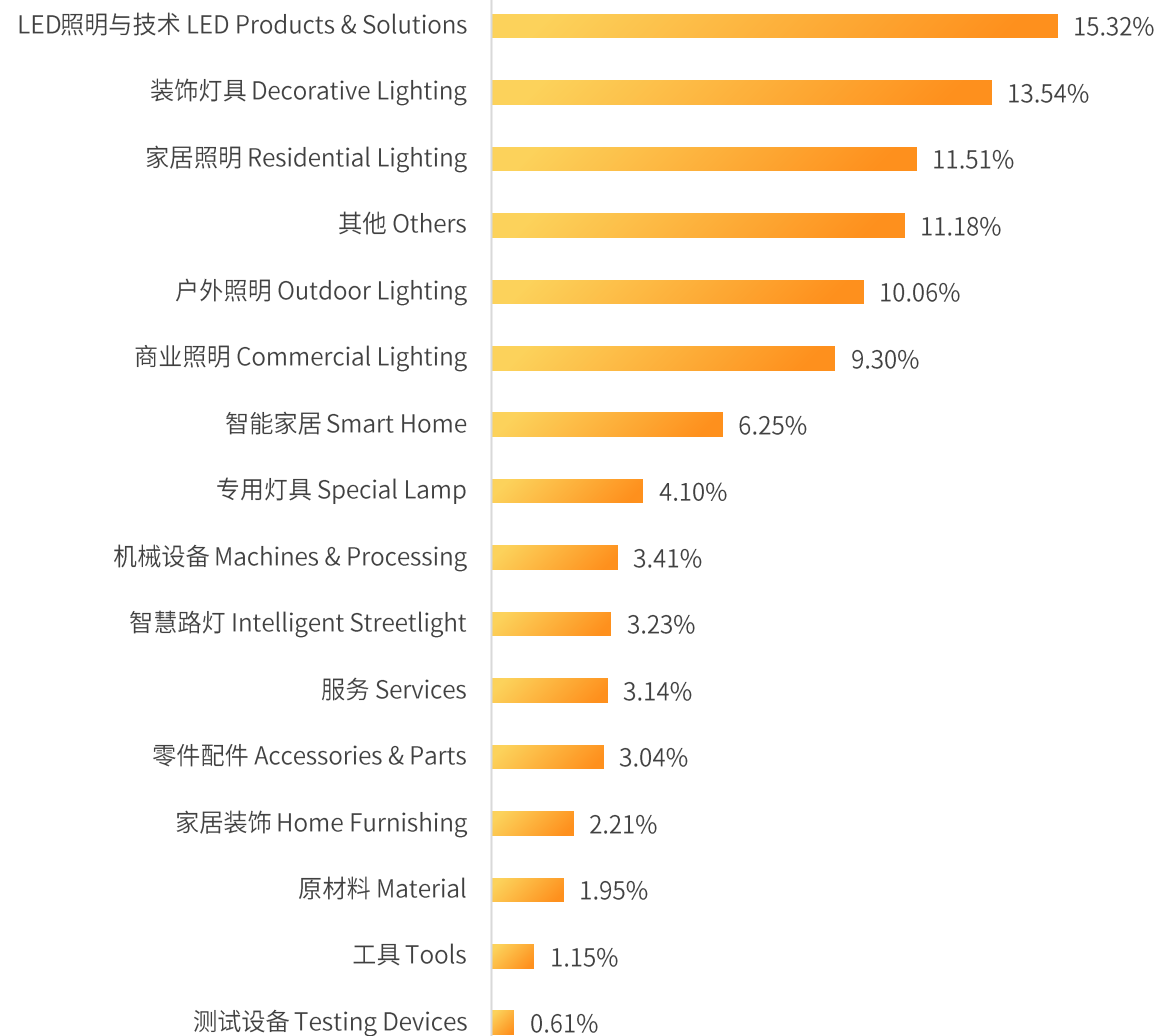


## 境外观众感兴趣的产品类别分布

### Overseas Visitors Interested Product Categories

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

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



### 境外观众满意度评价

Overseas Visitors Satisfaction



97%的观众对本届展会  
表示满意

97% visitors are  
satisfied with the fair



95%的观众将再次参观  
古镇灯博会

95% visitors will visit  
the fair again



96%的观众会推荐朋友/同事参观  
古镇灯博会

96% visitors will recommend  
the fair to other people



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# 04 | 观众反馈

Voice of Visitors



湖南-夏先生

Mr. Xia from Hunan

古镇灯博会一直是内地经销商云集的展会，非常贴合内地经销商的需求，是一次特别有价值的活动，所以我基本上每年3月、10月都会专程过来。

The Guzhen Lighting Fair always draws a lot of mainland distributors. The Guzhen Lighting Fair perfectly aligns with the needs of mainland distributors like us and is an especially valuable event. So I basically make a special trip here every March and October.



广东-刘女士

Ms. Liu from Guangdong

这里的人气特别旺，大家都特别热情。对我来说，这是个结识合作伙伴的好机会，还能认识各种渠道的朋友。另外，B馆的太阳能灯、射灯和灯带都很亮眼，让人印象深刻。

The venue is bustling with people, and everyone is quite enthusiastic. For me, this is also a great opportunity to connect with potential partners and meet friends from various channels. Besides, the solar lights, spotlights, and light strips in Hall B are quite impressive and leave a deep impression.





河南-郑女士

Ms. Zheng from Henan

工作人员非常热心友善，我在登记的时候，他们一直很有耐心地帮我弄完了注册。展会上的产品每年都有新东西，感觉很新颖。而且来这儿不仅能摸清市场的走向，还能认识不少客户，获益良多。

The staff at this fair are really warm and nice. When I was registering, they were patient the whole time and helped me get it done. The products here have new stuff every year—they feel pretty creative. Besides, coming here not only lets me figure out market trends, but also helps me meet a lot of clients.



广西-李先生

Mr. Li from Guangxi

这次展会还是有不少收获的，一是可以看到新开发的各类产品，样式也很丰富；二是带来了不少客户源，给公司发展帮了大忙；另外，通过看展我也长了见识——这里能看到各国相关的产品，更能直观感受到中国产品走向世界的样子，切实体会到中国外贸的强大实力。

I've gained a lot from this fair. First, we saw various new products with rich styles. Second, it brought many customers, greatly helping the company. Besides, I broadened my horizons too. We can see global products here, feel how Chinese products go global, and truly realize China's strong foreign trade.



**Mr. Zahid Yaqoob**

From Pakistan  
巴基斯坦买家

我每年都会参加古镇灯博会。我来这里主要是因为能参观到更多来参展的工厂。这里的 product 不仅品质出众，比其他市场的同类产品更靠谱，更有不少特色款式是在别处找不到的，这也是我一直坚持来的关键。

I attend the Guzhen Lighting Fair every year. The core reason is that I can connect with a large number of participating factories. The products here are not only of outstanding quality and more reliable than similar products in other markets, but also include many unique styles that are unavailable elsewhere—and this is the key reason I keep coming back.



**Mr. Md Aby Yousuf**

From Bangladesh  
孟加拉国买家

我本身就是做 LED 生意的，这次逛展也重点留意了相关产品。现场看到不少 DOB 驱动板、PCB 电路板，还有一些 COB 光源，质量都很不错。尤其是部分 LED 产品的品质确实很突出，和市面上同类产品比起来优势明显，这次展会对我来说收获很大，非常有帮助。

I'm in the LED business myself, so I paid close attention to relevant products during the fair. On-site, I saw quite a few reliable DOB, PCB, and some COB. The quality of certain LED products here is truly outstanding, with distinct advantages compared to similar products on the market. This fair has been highly rewarding and extremely helpful for me.



**Mr. Ahmed**

From Egypt  
埃及买家

古镇灯博会非常好。这里有很多工厂能直接报价，价格合适还能看到不少新款产品。对我们做业务的人来说，它特别有价值——既能了解新产品信息、跟进老产品情况，还能和新工厂建立合作，所以我通常每年都会来。

The Guzhen Lighting Fair is very good. There are many factories can make offers and good prices and the new items. It's very good for me as a business. This fair is new models, and I usually come here every year to attend this fair because I have good experience in new items and my old items and make new cooperations with new factories.



**Mr. Sunil**

From Nepal  
尼泊尔买家

和其他展会比，这个展会是专门做灯具的。要知道，其他展会上的展品特别杂，各种品类都有，是混合陈列的。但现在在这儿，我看到所有和灯具相关的产业资源都集中在一个地方，没有其他无关品类，只有各式各样、不同品质的灯具，而且产品系列很齐全。所以这一点非常好。

Compared to other fairs, this is specific light. You know, in the other fair there are so many items found in, you know, mixed mass form. But right now, here I am looking at whatever the light industries are accumulated in one place, there are no other things, only the varieties, the qualities and the entire range of lights are available here. So that is a very good thing.



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# 05 | 参展商分析

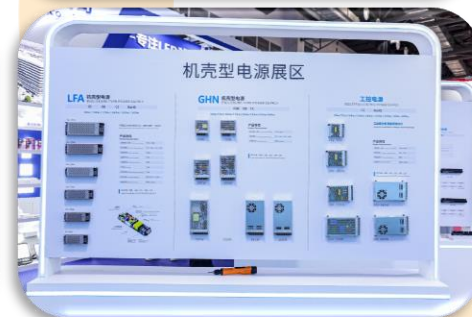
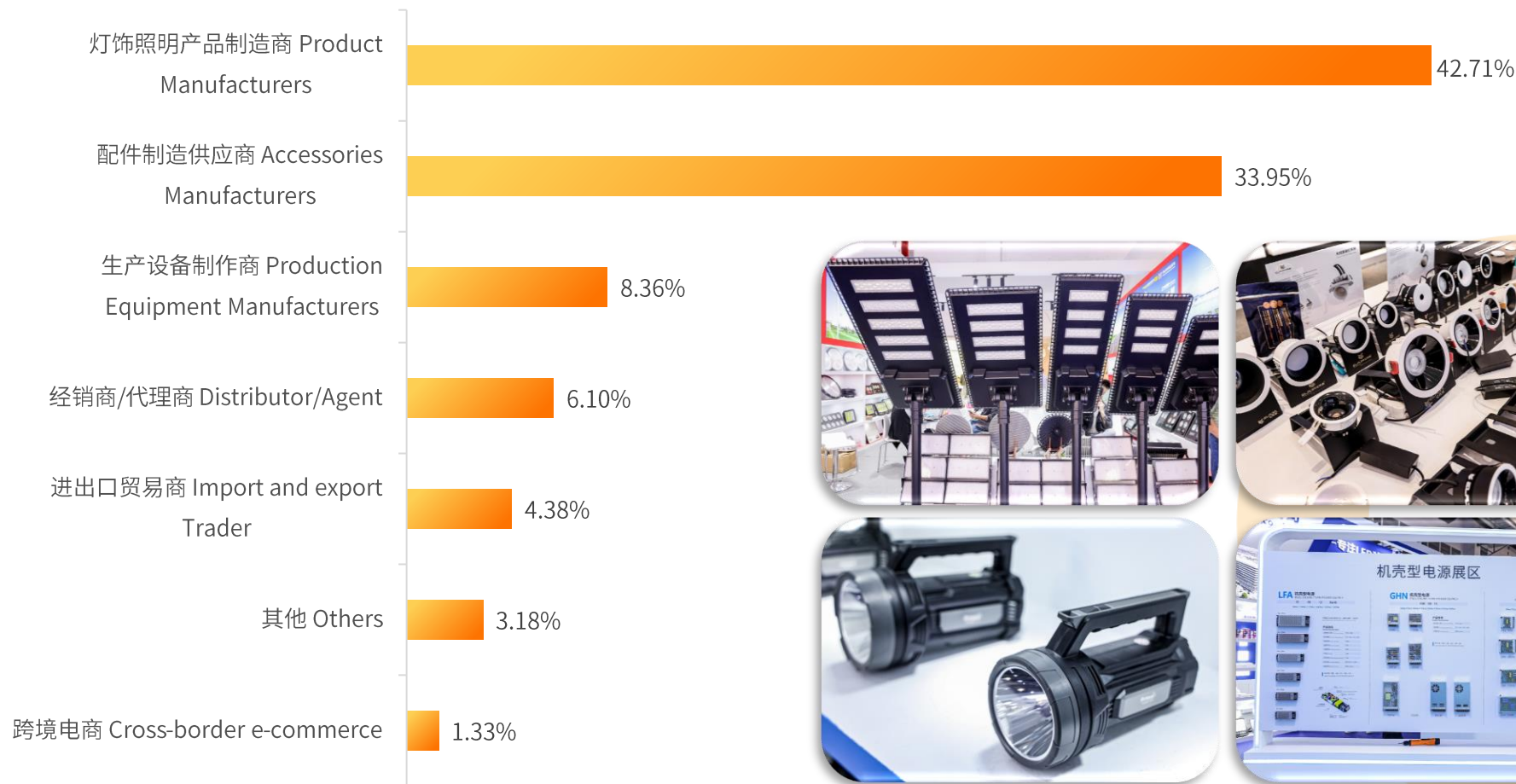
## Exhibitor Profile

## 主营业务

### Main Business

本届展会参展商主营业务结构多元并蓄，主要以照明灯饰制造商和配件制造供应商为主，生产设备制造商的占比有所提升。

The exhibitors this year are mainly lighting product manufacturers and accessories manufacturing suppliers. The proportion of production equipment manufacturers has increased, and the business structure of exhibitors is diversified.



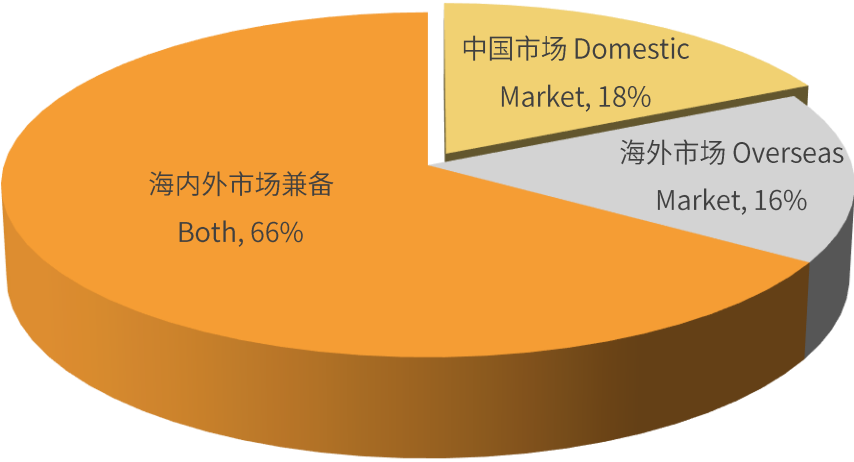
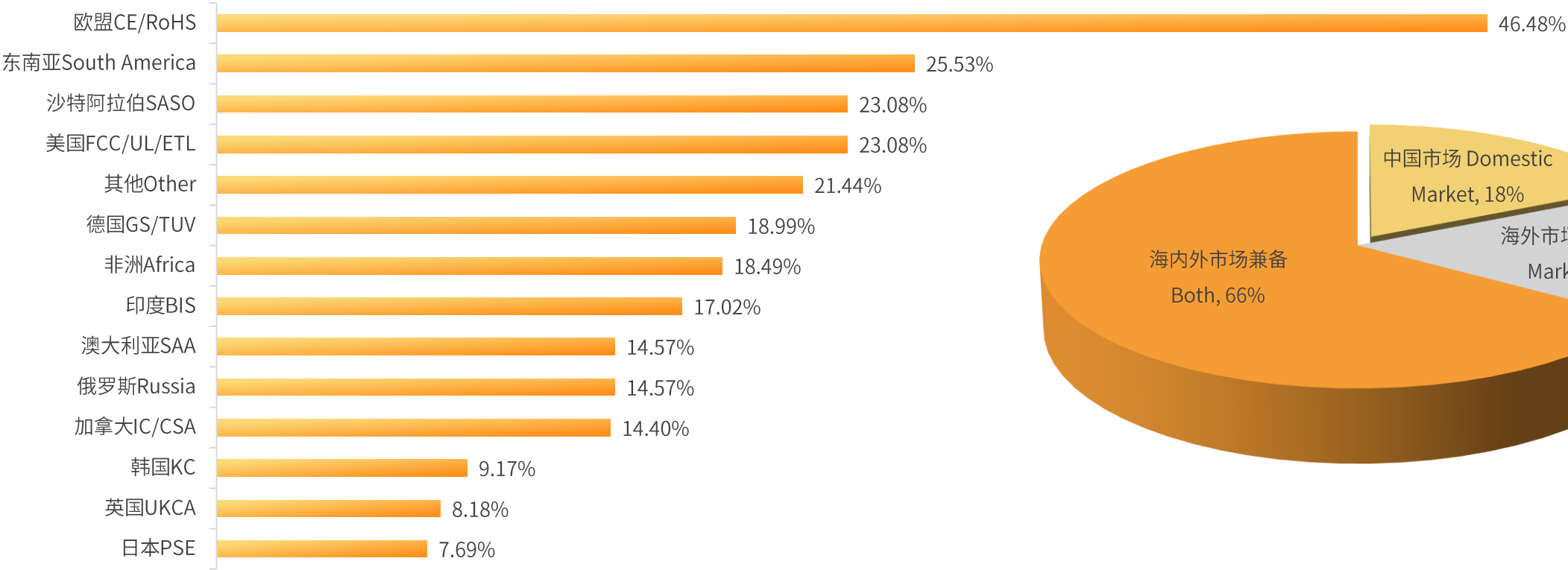


## 企业认证及市场焦点

### Target Market & Possessed Certificate

本届展会以外销为主导，兼并内销，有**82%**的参展企业具备出口销售的能力。在产品认证方面，大部分企业更倾向于获取针对欧美、东南亚以及沙特阿拉伯等关键国际市场的认证。

Exhibitors in this edition mainly focus on foreign markets. And **82%** of these exhibitors have export sales capabilities. In terms of product certification, most companies prefer to obtain certifications for key foreign markets such as Europe, America, Southeast Asia, and Saudi Arabia.





## 展商满意度

### Exhibitor Satisfaction



95.89%的展商将参加下届古镇灯博会  
95.89% of exhibitors will choose to attend the next Guzhen Lighting Fair



93.90%的展商会向朋友/同事推荐古镇灯博会  
93.90% of the exhibitors will recommend Guzhen Lighting Fair to others



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# 06 | 参展商反馈

Voice of Exhibitors



佛山电器照明股份有限公司

**陆海鹏** 展位负责人

Mr. Lu - Manager of Foshan Lighting Co., Ltd.

古镇灯博会的人流量非常集中，面向的群体也都是精准用户。这次展会为我们带来大量客户和关注度，而且它对特定群体或渠道商的针对性，也能很好地推动和促进我们品牌的发展。

The Guzhen Lighting Fair attracts a concentrated flow of people, and the visitors here are all targeted users. This fair will definitely bring us many customers and attention. Its focus on specific groups or distributors will also effectively promote the development of our brand.



中山宏凡照明有限公司

**班如明** 销售运营总监

Mr. Ban - General manager of  
Zhongshan Hongfan Lighting Co., Ltd.

古镇灯博会最大的优势，就是能汇聚全国的意向客户，这对我们这些深耕照明品牌、专注户外照明产品的企业来说，是能够精准对接客户的专业平台，价值尤为突出。我们从三年前就开始持续参展，未来也会如期参加每一届。

The Guzhen Lighting Fair's biggest advantage is its ability to gather intentional clients nationwide. For companies like ours focusing on outdoor lighting products, it's a professional platform for precise customer connection, offering exceptional value. We've been exhibiting consistently since three years ago and will attend every future edition.





易迅道电子科技（中山）有限公司

**丁喜** 总经理

**Ms. Ding - General manager of Yixundao Electronics Technology (Zhongshan) Co., Ltd.**

我们在 A 馆入口处投放了一个广告位，上面的二维码因扫码咨询的客户太多，热度高到不得不更换新码，才能继续顺畅地接纳客户添加，这样的传播效果实在让人惊喜。古镇灯博会聚焦整个灯饰行业，带来的客户精准度也格外高。

We put an ad at the entrance of Hall A. Our QR code got scanned so much it's worn out—we need to replace it to keep adding customers. Such communication effect is truly surprising. The Guzhen Lighting Fair covers the whole lighting industry, so the customers it brings us are more targeted.



中山赛露斯照明科技有限公司

**吴开阳** 副总经理

**Mr. Bruce - Deputy General manager of Zhongshan CELUX Lighting & Electronics Co., Ltd.**

我们参加古镇灯博会已经有 10 多年了，展位面积也从最初的 18 平方米扩大到了现在的 54 平方米。到目前为止，我们累计服务的客户已超过 1,000 位。未来我们会继续深化与展会的合作，也希望通过这次展会，进一步提升我们的品牌影响力，同时把古镇的照明产品推向全世界。

We have been cooperating with the Guzhen Lighting Fair for over 10 years. Our booth area has expanded from 18 square meters to 54 square meters now, and we have accumulated more than 1,000 clients in total. We will continue to deepen our cooperation, and we hope this fair will help enhance our brand CELUX and promote Guzhen's lighting products to the world.

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# 07 | 全球买家采购行

## Hosted Buyer Program

**全球买家采购行** 自2018年开始至今已成功举办5届，是一项专门为境外买家量身定做的照明灯饰采购之旅。精心设置供需配对会、分会场导赏团和鸡尾酒交流会活动，三大高含金量环节链接主分会场，让境外买家们深切感受到灯都古镇的产业实力及浓厚的采购商贸氛围。

**Hosted Buyer Program**, launched in 2018, has completed five successful sessions—a tailor-made lighting sourcing journey for overseas buyers. Featuring three high-value segments—business matching, sourcing tour and networking party—it links the main and sub-venues, letting buyers fully experience the industrial strength and dynamic business environment of Guzhen Town.



本次全球买家采购行共汇聚近 **400 名** 优质境外买家亲临现场。买家群体覆盖南亚、东南亚、中亚、非洲、欧美等多个核心出口贸易市场。广泛的地域覆盖与优质的买家资源，进一步夯实了古镇灯博会作为照明灯饰行业跨国商贸桥梁的核心价值。

2025 HBP brought nearly **400** premium overseas buyers, covering core export markets like South Asia, Southeast Asia, Central Asia, Africa, Europe and the Americas. This extensive reach and premium buyer base further solidify the Guzhen Lighting Fair's core value as a cross-border business bridge for the global lighting industry.



## 供需配对会

### Business matching

全球买家采购行举办多场高规格供需配对会，定向邀请数百位手握决策权的境外大买家，涵盖灯具经销商、工程采购商、品牌代理等多元主体，自带明确需求与强合作潜力。

配对会通过“需求-产品”匹配机制，为供需双方省去繁琐的初筛环节，展商携图册、样品直击痛点，针对性地展示其核心优势。现场座无虚席，洽谈火爆。

根据统计，单场配对会意向订单总额约为350万美元，活动为供需双方带来新的合作火花，效果好评如潮。

Hosted Buyer Program organized multiple high-standard business matchings, inviting hundreds of key buyers with decision-making power. These include diverse entities like lighting distributors, engineering purchasers and brand agents, all with clear needs and strong cooperation potential.

With a precise matching mode, they cut tedious initial screening, focusing communication on core issues and boosting efficiency. Exhibitors brought catalogs and samples to highlight their core strengths. Statistics show a single session's estimated intended orders hit ~\$3.5 million. The well-organized sessions earned wide praise, sparking new cooperation opportunities.



## 分会场导赏团

### Sub-venue Sourcing Tour

导赏团活动与分会场华艺广场合作，以“商贸交流会 + 自由探店”为核心形式有序开展。华艺广场凭借种类繁多、覆盖全面的产品资源，能够充分满足不同层次境外买家的采购需求。活动不仅为境外买家特设商贸交流环节，还提供专业导赏逛店服务。

该模式显著降低买卖双方时间、费用与人力成本，让采购对接更直接高效。同时，活动更致力于构建境外买家、灯博会与分会场三方联动的高效国际贸易交流平台，为行业跨国商贸合作注入持续动力。

Sub-venue sourcing tour was held at Huayi Plaza, featuring a combination of an “Exchange Meeting + Free Store Exploration.” Huayi Plaza offers a wide variety of product resources to meet the procurement needs of buyers at different levels. By participating in the meeting at Huayi Plaza, a more professional and precise matching method can reduce the exhibition time, costs, and labor costs for overseas buyers, establishing an effective international trade exchange platform between overseas buyers and the Guzhen Lighting Fair as well as its sub-venues.





## 鸡尾酒交流会

### Networking Party

10月24日晚，鸡尾酒交流会在分会场-华艺广场举办。品牌企业主、国内灯具卖场代表及海外优质买家齐聚一堂，现场同步举行“好灯 in 古镇 ——2025 古镇灯博会新媒体传播大赛”颁奖仪式，借助轻松愉悦的交流氛围，厂商和买家深入对接采购需求，催生更多合作商机。

On the evening of October 24, the networking party was held at one of the sub-venues, Huayi Plaza. Brand owners, domestic lighting mall representatives, and overseas premium buyers gathered here. Meanwhile, the award ceremony for the "2025 Guzhen Lighting Fair Short Video & Live Creator Contest Awards" was held on-site. Leveraging the relaxed and pleasant exchanges, manufacturers and buyers conducted in-depth discussions on procurement needs, fostering more business cooperation opportunities.



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08

| 会议论坛

Conference & Forum



## 第33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、古镇镇党委副书记、镇长黄贤龙分别致辞。
- 2.古镇镇制造业企业安家计划入库项目、古镇镇文旅与服务业项目、古镇镇制造业企业安家计划落地项目进行签约仪式。
- 3.星曜★智汇照明灯饰AI大模型应用平台进行发布仪式。
- 4.第33届古镇灯博会启动仪式。



### The Opening Ceremony featured several key highlights:

- 1.Ms. Liu Shengping, Executive Director of the China Association of Lighting Industry, and Mr. Huang Xianlong, Deputy Party Secretary and Mayor of Guzhen Town, delivered speeches.
- 2.Signing Ceremony for Guzhen Town Manufacturing Enterprise Settling-In Registered Projects, Culture, Tourism and Service Sector Projects of Guzhen Town, and Settling-In Projects of Guzhen Town Manufacturing Enterprises.
- 3.“Xingyao★Zhihui” Launch Ceremony for Large AI Model Application Platform for Lighting & Decorative Lamps.
- 4.Launching Ceremony.



## 照明产品与营销创新交流会

### Lighting Products & Marketing Innovation Exchange Conference

10月22日下午，由中国照明电器协会主办的“照明产品与营销创新交流会”成功举办。古镇镇副镇长胡蝶辉致开幕辞，中国照明电器协会秘书长王卓作《创新驱动照明产业高质量发展》主旨报告。星闪联盟甄斌、众普森唐清林、京东熊琴、建众李慧芳等嘉宾围绕“绿色+低碳照明”主题，分享短距通信、智能能效、跨境零售及AI营销最新方案，为照明行业搭建了一个知识交流互通的平台，也为推动行业创新发展提供了新的动力与思路，得到了与会代表的一致好评。

On the afternoon of October 22, the “Lighting Products & Marketing Innovation Exchange Conference” was successfully held. Hu Diehui, Deputy Mayor of Guzhen Town, delivered the opening address, while Wang Zhuo, Secretary-General of the China Association of Lighting Industry, presented the keynote report titled “Innovation-Driven High-Quality Development of the Lighting Industry.” Guests including Zhen Bin from Sparklink, Tang Qinglin from Zopaise, Xiong Qin from JD.com, and Li Huifang from Jianzhong presented the latest solutions in short-range communication, smart energy efficiency, cross-border retail, and AI marketing under the theme of “Green + Low-Carbon Lighting.” This event established a platform for knowledge exchange within the lighting industry, provided new impetus and insights for driving innovation and development, and received unanimous praise from attendees.



## 光启智居——家居照明智能化生态共创交流会

### Home Lighting Smart Ecosystem Co-Creation Exchange Conference

10月23日上午，家居照明智能化生态共创交流会在古镇镇党委书记薛治国、古镇镇党委副书记、镇长黄贤龙等政府领导及镇照明企业代表的见证下开幕。中国电信天翼物联、欧普照明、小米集团、狮盾电气、乐式物联等头部企业与机构齐聚，围绕“绿色+智能照明”主题，先后发布AIoT平台、数字工厂、人车家全生态、智能开关及一站式米家接入方案，共筑古镇照明智能化新生态。

On the morning of October 23, the “Home Lighting Smart Ecosystem Co-Creation Exchange Conference” opened under the witness of Xue Zhiguo, Party Secretary of Guzhen Town, Huang Xianlong, Deputy Party Secretary and Mayor of Guzhen Town, and other government officials, together with local lighting-enterprise representatives. Leading companies and organizations—China Telecom Tianyi IoT, Opple Lighting, Xiaomi Cooperation, Shield Electric and Lelight—came together to focus on “Green + Smart Lighting”. They unveiled an AIoT platform, a digital factory, the “human-vehicle-home” ecosystem, smart switches and one-stop Mi-Home access solutions, jointly forging a new intelligent-lighting ecosystem for Guzhen.





## 光耀前行 智链未来 2025智能照明绿色发展交流会

### 2025 Intelligent Lighting Green Development Conference

10月23日下午，灯都古镇会议展览中心举行“光耀前行 智链未来 2025智能照明绿色发展交流会”。活动由古镇灯饰文化传播公司主办，鸿雁电器协办，邀请中国照明电器协会副理事长、鸿雁电器总裁王米成、优智者科技董事长夏立波、立林照明事业部总经理林启武、上海三思品牌兼市场中心总监宋定龙四位大咖，聚焦“双碳”战略下的IoT+AI+通信融合，分享生态平台、终端落地、一站式节能降碳、陶瓷芯高光效等最新实践，为智能照明绿色升级搭平台、破痛点、链资源。

On the afternoon of October 23, the “2025 Intelligent Lighting Green Development Conference” was held at the Guzhen Convention and Exhibition Center. Organized by Guzhen Lighting Culture Communication Co., Ltd, four heavyweights were invited: Wang Micheng, Vice Chairman China Association of Lighting Industry and CEO of HONYAR, Xia Libo, CEO of UWIZE, Lin Qiwu, Lighting GM of LEELIN, and Song Dinglong, Brand Director of SANSEI. Centered on IoT+AI+communications under the dual-carbon strategy, they shared the latest practices on eco platforms, end-device deployment, one-stop energy-saving & carbon-reduction solutions, and high-efficacy ceramic-core LEDs, establishing a platform that addresses industry pain points and connects resources to advance greener, smarter lighting solutions.





## 广东省电子商务协会电商高端私享会-走进古镇灯博会

### Guangdong Electronic Commerce Association Executive Roundtable—Go into Guzhen Lighting Fair

在电商竞争日趋激烈、企业寻求全域发展的背景下，为加强副会长单位之间的对接交流，广东省电子商务协会在10月23日下午在灯都古镇会议展览中心打造广东省电子商务协会电商高端私享会-走进古镇灯博会，共同探索业务新空间与发展新模式，助力企业构建多元化、跨领域的电商生态合作网络，促进企业全域化、多元化、跨行业发展，共筑电商生态新高地。

Amid intensifying e-commerce competition and enterprises pursuing omnichannel development, to strengthen collaboration and communication among vice-president member units, the Guangdong Electronic Commerce Association hosted an executive roundtable at the Guzhen Convention and Exhibition Center on the afternoon of October 23. This event aimed to jointly explore new business opportunities and development models, help companies forge diversified, cross-sector partnerships within the e-commerce ecosystem, promote holistic, diversified, and cross-industry enterprise growth, and collectively establish new heights in the e-commerce ecosystem.



## 灯聚平台发布会：连接全球灯具供需的无界桥梁

### Lighting Selection Release Conference

10月24日上午，灯聚平台依托照明行业头部KOL“老杨说灯”的百万级全平台粉丝矩阵和深厚行业资源，正式推出灯聚平台，以行业首个IP驱动型灯具产业会员平台全球亮相，平台创新推出“以图搜图+零佣金”模式帮助全球采购商快速精配对，并依托多语种的海外独立站和老杨海外百大账号矩阵，帮助企业“抱团出海”，高效触达国际采购需求，活动现场演示小程序、AI找厂、跨境支付全流程，并为首批创始会员授牌、组织企业签约，推动灯具行业数字化转型与全球化协作。

On the morning of October 24, the Dengju Platform officially launched, leveraging the million-follower cross-platform matrix and deep industry resources of “Yang-Lighting,” a leading KOL in the lighting sector. As the industry's first IP-driven membership platform for the lighting industry, it made its global debut. The platform innovatively introduced a “search-by-image + zero-commission” model to facilitate rapid, precise matching for global buyers. Leveraging its multilingual overseas independent website and Lao Yang's network of over 100 international accounts, it enables companies to “go global together,” effectively tapping into international procurement demand. The event featured live demonstrations of the mini-program, AI factory search, and cross-border payment processes. It also awarded plaques to the first batch of founding members, organized enterprise signings, and advanced the digital transformation and global collaboration within the lighting industry.





## 好灯饰·中山造·亮全球——2025广东（中山）灯饰产业带新兴市场平台对接会

### 2025 Guangdong (Zhongshan) Lighting Industry Emerging Market Platform Matching Conference

10月24日下午，广东省电子商务协会主办“好灯饰·中山造·亮全球——2025广东（中山）灯饰产业带新兴市场平台对接会”，TikTok Shop、Shopee、大迈国际、亚马逊、Coupang五大平台受邀分享：TikTok Shop代表解读“内容+商城”双轮驱动，Shopee华南区渠道经理Vivian推出ERP轻量出海方案，大迈国际总经理黎健德演示AI多语种直播降本增效，亚马逊中东站经理Vinson谈中东客群配套中山产业链，Coupang代表解析韩国节庆消费对特色灯饰的需求。活动吸引多个本地企业及采购商，共拓东南亚、中东、韩国等跨境新蓝海，推动“跨境电商+产业带”深度融合。

On the afternoon of October 24, the Guangdong Electronic Commerce Association hosted the "2025 Guangdong (Zhongshan) Lighting Industry Emerging Market Platform Matching Conference". Representatives from TikTok Shop, Shopee, Damai, Amazon and Coupang shared insights: TikTok Shop outlined its "content + marketplace" dual-engine model; Shopee introduced an ERP-based lightweight cross-border solution; Damai demoed AI-powered multilingual live streaming for cost and efficiency gains; Amazon explained how regional consumer demographics align with Zhongshan's supply chain; and Coupang examined Korean festive demand for distinctive lighting. The event drew numerous local manufacturers and buyers to jointly tap the new cross-border blue seas of Southeast Asia, the Middle East and Korea, promoting the deep integration of cross-border e-commerce with the lighting industry cluster.



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# 09 | 线上直播

Live Streaming



## 灯光探店：云端探店引领采购新体验

Sub-venue Tour: Online Tours Bring New Procurement Experiences



“灯光探店”系列直播活动采用“云端+线下”双轨并行模式，联动多个分会场，打造沉浸式探店导览与精准贸易对接平台。

观众通过直播镜头，可实时探访各大灯饰卖场及企业展厅，了解最新热点新品、爆款灯饰及市场行情。该模式突破地域限制，帮助买家“云”端抢先掌握行业动态，实现高效选品与采购决策。

“Sub-venue Tour” live streaming series adopts a dual “online + offline” model, links multiple sub-venues, and creates an immersive store tour guidance and targeted trade matching platform. Via live streams, audiences can make real-time visits to major lighting markets and corporate exhibition halls to learn about the latest trending new products, best-selling lighting items and market trends. This model breaks geographical barriers, fully covers cutting-edge products and design trends in the lighting industry, helps buyers stay ahead of industry developments online, and enables efficient product selection and procurement decisions.

## 云游逛展：镜头揭秘展会现场精彩

### Virtual Exhibition Tour: Showcases the Fair's Highlights

本届展会与“古镇灯饰传媒”深度合作，推出两场“云游逛展”线上直播活动，带领未能亲临现场的观众沉浸式游览主会场。通过专业主播的镜头与讲解，观众深入探访多家优质展位，了解企业新品与爆款设计，并享受实时答疑服务。直播内容涵盖展位陈列、产品演示及设计理念解析，以最直观的方式呈现展会实况，增强观众的参与感与互动性。活动不仅拓展了展会的受众范围，也为参展商带来更多曝光机会，广受参展商与观众好评。



The fair partnered deeply with "Guzhen Lighting Media" to launch two Virtual Exhibition Tours, guiding online audiences through the fair. Via hosts' footage and commentary, viewers explored high-quality booths, learned about exhibitors' new and popular designs, and got real-time Q&A. Live content covered displays, demos and design explanations, intuitively showcasing the fair to boost engagement. This expanded reach, boosted exhibitor exposure, achieved "online traffic driving offline conversion" win-win, and won wide praise.



## 明人在线：元宇宙直播间点亮行业智慧

"EZTalk" Livestreaming Forum: Metaverse Live Shows New Industry Trends



“明人在线”作为本届展会重点打造的线上论坛板块，特邀三位行业嘉宾，以元宇宙虚拟直播间为舞台，展开多场专业议题的深入探讨。内容涵盖照明设计趋势、技术革新与市场前景等热点话题，打造照明灯饰领域的“云端课堂”。线上观众均可通过此创新直播获取前沿知识、交流观点，拓展行业视野。元宇宙场景的运用不仅提升视觉体验，也赋予线上论坛更强的科技感与互动性。



“EZTalk” Livestreaming Forum, a key online forum segment of this Lighting Fair, invited three industry guests to hold in-depth discussions on multiple professional topics via a metaverse virtual live broadcast stage. Covering hot topics like lighting design trends, technological innovations and market prospects, it creates a “cloud classroom” for the lighting sector. Both professionals and enthusiasts can gain cutting-edge knowledge, exchange views and expand industry horizons through this innovative format. The use of metaverse scenarios not only enhances visual experience but also adds stronger tech vibes and interactivity to the online forum.



# 10 | 新媒体传播大赛

Short Video &  
Live Creator Contest



## 好灯in古镇，短视频&直播点亮灯都

### Short Video & Live Creator Contest

本届新媒体传播大赛以创新视角与多元内容，成功构建了覆盖线上线下的传播矩阵，众多优质作品的涌现——从回溯灯博会发展历程、精准聚焦展会现场亮点，到贴心分享实用逛展攻略、动情讲述灯都奋斗故事，创作者们以丰富的内容维度收获广泛好评，既彰显了古镇灯博会的平台实力，也立体呈现了灯都的产业底蕴与文化魅力。

This Short Video & Live Creator Contest, with innovative perspectives and diverse content, built an online-offline communication matrix. During the event, many high-quality videos emerged—covering the fair's history, highlights, visiting tips, and inspiring stories of struggles in the lighting capital. Creators earned wide acclaim with diverse content, showcasing the fair's strength and the lighting capital's industrial heritage and cultural charm.





大赛汇聚了数百位内容创作者，围绕赛事主题，在抖音、视频号等平台上展开激烈角逐与创意碰撞。数据显示：抖音平台“#古镇灯博会”话题吸引超1.2万人参与，话题播放量突破5706.5万次；“#好灯in古镇”话题亦创下851.7万次播放的亮眼成绩，实现了现象级的传播覆盖，充分验证了灯博会内容在新媒体领域的强大吸引力与社交传播力。

The contest gathered hundreds of creators, who competed and brainstormed around the theme on Douyin and WeChat Channels. Data shows results: Douyin's "#GuzhenLightingFair" attracted over 12,000 participants with 57.065 million views; "#GoodLightsInGuzhen" also hit 8.517 million views. This viral reach fully demonstrates the fair's strong appeal and social communication power in new-media.



本次大赛新增直播、创意视频两大赛道，奖项加码，进一步提升赛事吸引力。经过公开、公平、公正的评选，最终评选出“互动热力王”1名，“点击率之王”1名，“新锐卓越奖”6名，“创意达人”5名和“直播达人”3名，并在全球买家采购行鸡尾酒交流会上进行颁奖。

本届获奖作品凭借其独特视角与专业表达，全景呈现了第33届古镇灯博会的核心亮点，生动传递了照明灯饰产业的创新活力与发展优势。



The 2025 Guzhen Lighting Fair Short Video & Live Creator Contest Awards is upgraded, adding two new tracks (livestreaming and creative videos) and more awards to enhance appeal. It selected 1 "Most Popular Video Award", 1 "Traffic Champion Award", 6 "Rising Star Excellence Award", "Creative Talent Award" and "Live-Streaming Creator Award", with awards presented at the Hosted Buyer Program Networking Party.

The award-winning works, with unique perspectives and professional expressions, showcase the Fair's highlights and convey the lighting industry's innovative vitality and development advantages.



The background features two large, overlapping orange circles. The circle on the left is a lighter shade of orange and is partially cut off by the top and left edges. The circle on the right is a darker shade of orange and is also partially cut off by the right and bottom edges.

# 11 | 数字赋能

Digital Platform

## 灯饰在线 & 中国邮政

Denggle.com & CHINA POST

展会现场打造“灯饰在线 & 中国邮政”专属联动区，集“最新展会资讯一站解锁、灯饰在线钻石会员展区、邮政文创礼品、集章打卡”多环节于一体，把线上内容、线下体验全线打通，为观众解锁逛展新乐趣。

A dedicated “Denggle.com & CHINA POST” zone is set up at the exhibition. It integrates one-stop access to the latest exhibition info, purchasing lamps at the Denggle.com diamond member area, cultural gifts at CHINA POST Area. This connects online content, offline experience and mailing rituals, offering visitors new exhibition fun.



The background features two large, overlapping orange circles. The circle on the right is solid orange, while the one on the left is a lighter shade of orange and partially cut off by the top and left edges of the frame.

# 12 | 媒体合作

Cooperation with Media



## 超150家国内外专业、大众媒体对展会进行全方位报道

150+ domestic and overseas medias help to promote the 33rd Guzhen Lighting Fair



This is Zhongshan @ThisisZhongshan · 8m  
Join Anna on a journey of light! She's exploring the 33rd China (Guzhen) International Lighting Fair in Zhongshan. Let's follow along and discover the future of lighting tech and design!



Zhongshan's lighting hub launches AI platform to boost c...



中山古镇灯饰持续擦亮金字招牌  
产业集群迈向国际化

南方都市报  
2025-10-23 18:34 发布于广东 南方都市报官方账号

“26年来，古镇灯博会既是我国照明灯饰行业广具灯饰同仁翘首以盼的源产地盛会。”中国照明日，中山古镇又迎来了盛事——第33届中国·古镇国际灯饰博览会。

20个重点项目签约、全品

凤凰网广东中山  
2025年10月22日 12:17:03 来自广东



第33届中山古镇灯博会开幕  
超5万名客商共赴灯都盛会

文/图 羊城晚报记者 张博群 通讯员 曾雅静

中国日报客户端  
第33届古镇灯博会后  
目现场签约

中国新闻网，梳理天下

中新网APP



The background features two large, overlapping orange circles. The circle on the right is solid orange and contains a large white circle in its center. The circle on the left is a lighter shade of orange and is partially visible at the top and left edges of the frame.

# 13 | 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和上海博华国际展览有限公司（隶属英富曼集团 (Informa PLC)）的合营企业，是中国照明电器协会第九届理事会理事单位、广东省电子商务协会副会长单位、古镇镇规上企业。公司在中国照明电器协会、古镇镇人民政府的大力支持下，承办每年3月、10月举办的全球展览业协会UFI认证的“中国·古镇国际灯饰博览会”春秋两展。

除此之外，每年5月举办“中山古镇文旅光影、户外与工程照明展”（古镇灯博会夏季展）和“广东（中山）照明灯饰产业电商资源对接会”，12月举办中国·古镇国际灯饰博览会（深圳特展）。此外，公司还运营“灯饰在线”B2B网站与“博华灯饰优选”云展平台，为参展商和买家搭建高端交流渠道。

**Guzhen Lighting Expo Co., Ltd.** a joint venture between the Zhongshan Guzhen People's Government and Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd. (a subsidiary of Informa PLC), is dedicated to advancing the global lighting industry. Supported by the Zhongshan Municipal Government, the China Association of Lighting Industry, and Guzhen People's Government, the company organizes the UFI-certified "China (Guzhen) International Lighting Fair" in March and October every year (Spring and Autumn Editions).

In 2025, the company will launch the "Guzhen Outdoor Lighting Expo (Guzhen Lighting Fair Summer Edition)", "Guangdong (Zhongshan) Lighting and Lamp Industry E-commerce Resource Matching Conference" 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,租馆总面积达到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** (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.



**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. The portfolio is comprised of more than 550 international B2B events and brands in different markets. Informa Markets 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, Informa Markets bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

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**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.



期待与您相约

# 34

China(Guzhen) International  
**LIGHTING FAIR**

## 古镇灯博会

广东·中山·灯都古镇会议展览中心  
Guzhen Convention and Exhibition Center, Zhongshan, Guangdong

### 2026/3/18-21



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期待与您相约



2026

SUMMER EDITION

# 古镇灯博会夏季展

GUZHEN OUTDOOR LIGHTING EXPO

中山古镇文旅光影、户外与工程照明展

广东省·中山市·灯都古镇会议展览中心

Guzhen Convention and Exhibition Center,  
Guzhen Town, Zhongshan City, Guangdong Province, China

2026/5/26-28



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