

# Press

Shanghai International Lighting Fair  
Shanghai New International Expo Centre  
Shanghai, China, 5 – 7 September 2017

Hong Kong, August  
2017

Callum Wiggins  
Tel. +852 2238 9941  
[callum.wiggins@hongkong.messefrankfurt.com](mailto:callum.wiggins@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)  
[www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn)

SILF17\_PR1\_Eng

## **Shanghai International Lighting Fair opens 5 September as exhibitor numbers double from last year**

### **A comprehensive product platform presenting one-stop sourcing opportunities**

### **Four concurrent events to highlight the latest trends in lighting engineering and smart lighting**

The 2017 Shanghai International Lighting Fair (SILF) will run from 5 – 7 September at the Shanghai New International Expo Centre. Organised by Guangzhou Guangya Messe Frankfurt Co Ltd, the 2017 fair will embrace the themes of “lighting engineering” and “smart lighting”. The organisers are delighted to announce that they are expecting a significant surge in exhibitors’ participation for the 2017 show as the three-day event will welcome 238 exhibitors, a figure more than double that of last year. The fair will utilise some 11,500 sqm of exhibition space, which represents a 75% increase in total scale. A diverse display of some of the industry’s most up-to-date technologies will be showcased over the three days.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Ltd, is encouraging the industry to make the most of business opportunities created by new government projects: “The market has witnessed strong growth trends in large-scale lighting infrastructure projects led by the state and these are contributing greatly to recent transformations within the lighting industry. While maintaining a vision for the future, we must constantly adapt ourselves by respecting the following principles: Being ready – upholding the values of lighting engineering in the market; Being responsive – implementing projects in an effective and organised manner; Being agile – gaining further expertise and ensuring a profitable business model. At SILF, we endeavour to uphold our fundamental values while showcasing the latest trends in lighting engineering and smart lighting to the industry.”

### **A comprehensive product platform presenting one-stop sourcing opportunities**

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

SILF continues to receive firm support from industry peers. Contributing to the broad spectrum of lighting products and solutions at the show are the visiting exhibitors in illumination design, planning, engineering and contract building from the region. Some of the brands confirmed to join the show are Dilux, Guangzhong Electron, Juhao, Mean Well, Meteor Shower, Northern Lights, Red100, Tong Yi Fang, TOPAZ and YD Illumination.

### **Four concurrent events to highlight the latest trends in lighting engineering and smart lighting**

Beyond showcasing the latest products from exhibitors, a series of event programmes will be held concurrently to promote discussion amongst the attendees. In collaboration with a number of influential associations, four tailor-made seminars; “Lighting Design Agora”, “Human Centric Lighting Projects”, “Smart Lighting – Keeping The Light On” and “Lighting +” will see a number of leading industry experts gather on stage.

#### **Lighting Design Agora**

Organised by the Chinese Lighting Designer Association (CLDA) and International Advisory Council (IAC), the Agora will focus on case studies in commercial, retail and hotel interior lighting designs while introducing concepts of smart lighting and the Internet of Things (IoT). Four global lighting designer brands; iGuzzini, Lutron, Luci and Asensetek will be present to showcase their own cutting-edge solutions.

Additionally, seven distinguished overseas and domestic designers will partake in an interactive ‘Pecha Kucha-style’ forum, whereby 20 presentation slides are shown for 20 seconds each in order to encourage a faster pace and livelier discussion.

#### **Human Centric Lighting Projects**

Lighting has evolved beyond simple illumination purposes. People are now in pursuit of quality lighting which reflects moods and emotions and has the ability to completely alter the surrounding atmosphere. To explore such human-centric lighting development, a forum will be organised with the support of the China Association of Lighting Industry (CALI).

#### **Smart Lighting – Keeping The Lights On**

The session will unveil possible transformations in the industry for the coming era of LED smart lighting. Guest speakers are to share how the growing use of IoT is reshaping the industry’s business ecosystem. Innovations in supply-chain and infrastructure implementation strategies will also be touched upon to assist attendees keep pace with the fast-growing market of IoT products.

#### **Lighting +**

Held by Alighting Omnimedia, Lighting Research Academy of China Southern Power Grid, and Guangya, the forum will discuss urban lighting projects across China. The main focus will be how to capitalise on lighting opportunities for the tourism sector.

Looking forward to the show’s opening, Ms Wong added: “We feel very privileged to have successfully gathered such a strong lineup of experts to discuss the future trends of lighting design. It is our hope that SILF helps to promote the development of lighting engineering and smart lighting in China.”

The Shanghai International Lighting Fair is headed by the biennial Light + Building event which will take place from 18 – 23 March 2018 in Frankfurt, Germany. Messe Frankfurt also offers a series of other light and building technology events worldwide, including the Guangzhou International Lighting Exhibition, BIEL Light + Building in Argentina, Light Middle East in the United Arab Emirates, Interlight Moscow powered by Light + Building in Russia as well as Light India, the LED Expo New Delhi and the LED Expo Mumbai in India.

For more information on Light + Building shows worldwide, please visit [www.light-building.com/brand](http://www.light-building.com/brand). For more information regarding the lighting shows in China, please visit [www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn) or email [light@china.messefrankfurt.com](mailto:light@china.messefrankfurt.com).

– end –

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)