

Press release

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## Smart, sustainable and human-centric lighting solutions headline Thailand Lighting Fair 2018

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**Thailand Lighting Fair was held concurrently with Thailand Building Fair and Secutech Thailand from 8 – 10 November 2018 at the Bangkok International Trade & Exhibition Centre. Collectively, the three shows gathered 300 exhibitors from 18 countries and regions and welcomed 10,270 visitors over the three-day fair period.**

The 2018 edition of Thailand Lighting Fair adopted a theme of showcasing lighting solutions that are smart, sustainable and human-centric. Many exhibitors featured lighting that integrated network connectivity and intelligence while applications that promoted energy efficiency and luminance were also noticeable around the fair.

The three shows offered a comprehensive platform of smart and green building technologies that enhanced the relationship between the various sectors. Fairgoers were provided with new chances to discover overlapping business opportunities within the building ecosystem and witness sustainable city developments in the ASEAN region.

Mr Hubert Duh, Chairman and Managing Director, Messe Frankfurt New Era Business Media Ltd, said: “The 2018 edition of Thailand Lighting Fair witnessed another successful gathering of the lighting community as exhibitors and visitors from Thailand and around the world made their way to Bangkok. We are grateful to those who continue to place their trust in us as the organiser and we were delighted to see the comprehensive range of products, technologies and solutions showcased during the three-day show. Messe Frankfurt will continue to devote itself to growing its presence and creating business connections that serve the ASEAN market.”

### **Key figures at a glance (combined with concurrent shows)**

Visitors: 10,270 from 48 countries and regions  
Exhibitors: 300 from 18 countries and regions  
Exhibition area: 15,000 sqm

### **Comments from exhibitors:**

“We have received a surprising amount of interest from buyers who originate outside of Thailand which is great as it means that the fair is able to attract quality buyers from overseas. We are targeting system integrators and facility managers and we have managed to meet these kinds of buyers during the show. We wanted to make a greater effort in branching out into markets like Thailand so participating in the fair provided us with an ideal opportunity.”

**Mr Ken Sayker, Sales Director Asia Pacific, Graesslin GmbH**

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

“This is our first time exhibiting at Thailand Lighting Fair. As this fair is mainly focused on Thailand and the surrounding ASEAN market, I think it is worthwhile to attend and we managed to meet our target clients from the area. We are looking to establish more relationships with local import brands and distributors and we have managed to connect with at least four extremely high-quality buyers which we will cooperate with in the future.”

**Mr Tony Song, Regional Sales Manager, Shanghai Wellmax Lighting Industry Co Ltd**

“By integrating Thailand Lighting Fair, Thailand Building Fair and Secutech Thailand into concurrently held shows, it allowed us to meet more potential clients as there is a lot of crossover between these industries. We have managed to meet a number of distributors and system integrators who have a good understanding of our products and of the market in Thailand and Asia.”

**Mr Forrest Gan, Asia Pacific Sales Manager, HDL Automation**

#### **Comments from visitors:**

“The fair has a wide variety of products and I saw exhibitors from many different sectors of the lighting industry. I was looking to find local Thai manufacturers with their unique products and take on lighting solutions. I’m satisfied with the fair as it met my expectations in terms of the type of exhibitors I was able to meet. I will return next year.”

**Mr Ronald Fung, Vice-President, Hong Kong Electrical Appliance Industries Association (Hong Kong)**

“Any trade fair is worthwhile attending as it only takes one good contact or lead to make the time spent beneficial. The market in Thailand and the ASEAN region is growing and I think the fair is increasing in quality with every edition. The range of exhibitors has been good and I’ve been able to find some interesting products and solutions which I can advise my clients about.”

**Mr Ralph P. McMurray, Honorary Trade Advisor to the Ministry of Commerce, Royal Thai Government (USA)**

“I have a lighting business in China and I came to the fair to find new products, learn more about the market in Thailand and make new business partners. The quality of the exhibitors has been good and I am happy with the contacts that I’ve made, it’s been especially pleasing to meet Thai companies and big players in the region.”

**Mr Kant Chan, Head of Overseas Market, Shenzhen Hoyol Opto Electronic Co Ltd (China)**

Thailand Lighting Fair is a part of Messe Frankfurt’s Light + Building Technology fairs headed by the biennial Light + Building event held in Frankfurt, Germany, every two years. The next edition of Light + Building will take place from 8 – 13 March, 2020.

Messe Frankfurt also offers a series of other light and building technology events worldwide, including the Guangzhou International Lighting Exhibition, Shanghai International Lighting Fair, 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.

Thailand Lighting Fair  
Bangkok, 8 – 10 November, 2018

For more information on Light + Building shows worldwide, please visit [www.brand.light-building.com](http://www.brand.light-building.com). For more information regarding Thailand

Lighting Fair, please visit [www.thailandlightingfair.com](http://www.thailandlightingfair.com)

**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 2,400 employees at 30 locations, the company generates annual sales of around €669 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)