

Press release

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## Thailand Lighting Fair welcomes the ASEAN lighting industry

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**Thailand Lighting Fair will bring together more than 150 companies and brands from 10 countries to showcase the latest lighting solutions from 8 – 10 November at Bangkok International Convention & Exhibition Centre. The fair will also consist of over 50 speakers invited to the event programme, while business matching programmes will be held concurrently.**

Messe Frankfurt New Era Business Media Ltd acquired Thailand Lighting Fair and Thailand Building Fair at the beginning of this year to expand the worldwide portfolio of its Light + Building brand of trade fairs. Powered by Messe Frankfurt since their inception in 2015, the two fairs now officially form part of the Light + Building family that totals 15 fairs around the globe.

Mr Hubert Duh, Chairman and Managing Director, Messe Frankfurt New Era Business Media Ltd, revealed more about what to expect at this year's show: "Thailand Lighting Fair 2018 is a comprehensive platform that encompasses lighting accessories and electronic components, commercial, city and architectural lighting as well as design lighting fixtures. All these sectors of the industry are showcased in tandem with the rising needs and challenges of the ASEAN market. We aim to make Thailand Lighting Fair an exciting destination for exploring diverse and new business opportunities in the region".

### **Smart, sustainable and human-centric are key focuses of the 2018 show**

#### **Smart**

The smart concept is a hot topic that the lighting industry has embraced. Smart lighting has emerged as a crucial component for smart homes, buildings and cities alike. By integrating network connectivity and intelligence into LED-based luminaries, it has helped to form the backbone of smart building and cities and has made the vision of IoT feasible. To highlight the smart concept, Thailand Lighting Fair is held concurrently with Thailand Building Fair, offering a combined focus on smart home and building technologies. The two fairs benefit from a synergistic effect by providing an ideal platform for networking and cooperation possibilities between the lighting and IoT communities. Such collaboration opportunities may inspire industry peers to strategically plan and upgrade existing product lines to grasp new business

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opportunities focusing on smart trends. Highlighted exhibitors from the smart sector include the KNX Association from Belgium together with their members including ABB, Somfy, Domotica, Phuket Technology, Jung and Green Controls as well as HDL Automation and Graesslin.

### **Sustainable**

Lighting can improve lives and create value beyond illumination. Besides featuring diverse lighting applications that champion energy efficiency and luminance, the 2018 show will also feature a solar zone to highlight LED compatibility with solar technology, promoting business opportunities between lighting technology and the integration of solar devices in building projects. Highlighted exhibitors in the solar zone include Seraphim Solar System (Thailand), Ciwolf, Cleanmax IHQ (Thailand) and Solar Express.

### **Human centric**

Human-centric lighting is the latest trending term in the professional lighting industry, meaning lighting that is devoted to enhancing vision, wellbeing and performance. The commercial lighting section at this year's fair will feature diverse lighting applications with key user comfort solutions on full display. Highlighted exhibitors include Shanghai Wellmax Lighting, Dongguan Shenshar LED lighting, YuYao Ostron Lighting Tech and LED on Home.

### **Broad event programme provides insight and market intelligence**

A series of thought-provoking events and seminars will take place across the three-day shows, covering different hot button topics in the lighting and building sectors. The Industrial Estate Authority of Thailand will be present to explain more about opportunities available for lighting businesses in the industrial estate development in the country, while a host of architectural and interior designers will discuss the future direction of the industry. Meanwhile, smart home, building and parking solutions highlight the building sector's event programme. For full details of the event programme, please click [here](#).

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 show 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)