

Over 100 Seminars on Design, Market and Technology at Guangzhou International Lighting Exhibition 2016

Asia's most influential and comprehensive lighting and LED event exposes the market's untapped potential and pushes the boundaries of conventional lighting.

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Guangzhou International Lighting Exhibition ([GILE](#))
9 – 12 June 2016
China Import and Export Fair Complex
Guangzhou, China



Asia's most influential and comprehensive lighting and LED event, the Guangzhou International Lighting Exhibition (GILE), continues to work towards exposing the market's untapped potential. The fair's 21st edition, scheduled to take place from 9 – 12 June 2016 at the China Import and Export Fair Complex, features an event programme that focuses on promoting out-of-the-box thinking and pushing the boundaries of conventional lighting concepts.

In regards to the show's aim this year, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, commented: "As in previous years, GILE remains a breeding ground for fresh market ideas and sophisticated lighting solutions. For 2016, the quest for the next industry innovation continues and our THINKLIGHT event programme aims to stimulate participants to explore the vast and different possibilities of lighting. Concepts that are simple, smart, connected and incorporate Internet Plus are capable of adding another dimension to lighting, elevating living comfort levels, and initiating progressive innovation within the lighting community."

The event programme boasts over 100 diverse sessions that are categorised into three tracks: design, market and technology. A combination of these essential lighting aspects will create a valuable and informative experience for participants.

THINKDESIGN

Covering new design concepts, city lighting planning and lighting applications, the design track will examine how modern lighting exceeds the basic function of illumination. Contemporary designs are achieving greater levels of sophistication and creating new lighting experiences for users. Track sessions will address key topics such as personalisation, optimised efficiency and simplistic designs. Participants can also expect analyses of applications under various conditions.

THINKTECHNOLOGY

Technology is reshaping the lighting landscape. In an evolving technological era where markets face short product life cycles and severe price erosion, industry players must constantly upgrade and optimise their product portfolios to remain competitive. The technology track will examine advanced technologies that have enhanced the functionality and efficiency of lighting. Furthermore, the use of innovative materials and significance of connected lighting as well as brand new applications and improved uses for existing applications including connectivity, Li-Fi and human-centric lighting will be discussed.

THINKMARKET

Speed to market is a new key performance indicator in the changing lighting industry. Seminars in the market track will not only dive into the benefits of market transformations, but they will also investigate new business opportunities in emerging lighting markets such as Brazil, Russia and Thailand. Also to be touched upon are core market dynamics, new distribution channel strategies and industry end-users' preferences.

Experts share industry forecasts through interactive THINKLIGHT programme

The lighting and LED industry is full of progressive ideas and GILE's interactive THINKLIGHT programme seeks to unveil them. Having begun its pre-show efforts to engage the lighting community to build industry interaction, the programme asks experts to share their lighting industry forecasts and insights before and during the exhibition. Collected entries will be displayed throughout the duration of the show to encourage market players to think differently about lighting and its many dimensions. The programme serves as a tool for exchanging market intelligence and generating new value-added business opportunities.

A sneak peek at some entries reveals a few of the topics the lighting industry is focusing on for future development. They include simple lighting designs with hidden fixtures, connected lighting, human-centric lighting for enhanced wellness, greener energy light sources to help obtain low-carbon lifestyles and much more.

The Guangzhou International Lighting Exhibition, along with the concurrently held Guangzhou Electrical Building Technology, is headed by the biennial Light + Building event. The mother event will take place from 13 – 18 March 2016 in Frankfurt, Germany.

Messe Frankfurt also offers a series of other light and building technology events worldwide, including the 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.

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

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In

2015, Messe Frankfurt organised 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at www.messefrankfurt.com.

*Preliminary figures for 2015

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