



Shanghai International Lighting Fair Opens 31 August with Diversified Exhibits

From 31 August – 2 September 2016, SILF showcases a diverse display of the industry's latest lighting technologies.

SHANGHAI, CHINA, August 30, 2016 /EINPresswire.com/ -- With the [Shanghai International Lighting Fair](#) (SILF), organised by Guangzhou Guangya Messe Frankfurt Co Ltd, just around the corner, over 100 lighting companies are gearing up to showcase a diverse display of some of the industry's most up-to-date lighting technologies will be showcased at the Shanghai New International Expo Centre from 31 August – 2 September 2016.

Concurrent interrelated fairs to foster business opportunities

Helping to boost sector-specific business opportunities is the fair's strong profile of diverse products that provides a one-stop sourcing experience for designers, planners, system integrators, engineers, builders and many other project-based buyers. Some of the exhibiting brands confirmed to join the 2016 fair are Chuanglian Power Supply, CRETOP, Dilux, ERP, GZ Arex Electronics, HPWINNER, Mean Well, SUNPU, Sunwea, TongYiFang, VENTO, YD Illumination, Yueming and several others. As specialists in their field, exhibitors will promote:

- Urban lighting applications (Street, architectural, garden, tunnel, sporting arena and advertising use)
- Commercial and industrial lighting applications (Retail, office and hotel use)
- Residential lighting applications
- Lighting, electronic components and accessories (LEDs and light sources, packaging components, drivers and controllers, and modules and light engines)

The fair will be held concurrently with three other events: ISH Shanghai & CIHE – the Shanghai International Trade Fair for Heating, Ventilation & Air-Conditioning; Shanghai Intelligent Building Technology; and Shanghai Smart Home Technology. Forming a part of the "Intelligent Green Building – IGB" exhibition platform, the four interrelated exhibitions and their collective synergies benefit a wide group of project-based buyers and also assist manufacturers of lighting and intelligent building solutions to build strategic partnerships through technological integration. The shows will host more than 460 exhibitors in 40,000 sqm of exhibition space, and expected to draw professional visitors from lighting, intelligent building, smart home and HVAC industries.

Event programmes to highlight key elements of project-based lighting

In addition to an extensive display of applications and technologies, industry professionals can look forward to SILF's three event programmes that will unveil the latest market trends and product developments. Over 50 sessions covering key project-based lighting elements that include planning, design, implementation and smart technology will be held. The programmes are:

-Lighting Design Agora

Organised by the Chinese Lighting Designer Association (CLDA) and International Advisory Council (IAC), Lighting Design Agora is a brand-new show component that gathers international and domestic

designers to present on art and lighting design topics. It is divided into three categories with varied presentation formats.

Lighting Design Arena: Association members will give informative lectures on a variety of topics. The speaker line-up includes:

- Mr Herbert Cybulska, Chairman of IAC, CLDA; Co-founder of Cybulska+Partner
Topic: "Bon Nuit in St. Bonifatius"
- Mr James Wallace, CEO of IAC, CLDA; Principal and Design Director of LightPlan
Topic: "From Renaissance to Rodin: From Lighting Design to Shadow Design"
- Mr Freddy Lim, Director of CLDA; Design Director of Lightcraft
Topic: "Smarter Lighting – The Way Forward"
- Mr Martin Klaasen, Executive Officer of Corporate Support; Member of IAC, CLDA; Principal Designer of Klaasen Lighting Design
Topic: "The Challenges of Lighting Public Artworks in Urban City Environments"
- Mr Paul Ehlert, Advisor of IAC, CLDA; Lighting Design Director of Lichtkompetenz GmbH
Topic: "Interaction and Inspiration with Light Art in Public Spaces"
- Mr Amardeep Dugar, Advisor of IAC, CLDA; Founding Principal of Lighting Research & Design
Topic: "Poetic Lighting Design"

Additionally, overseas and domestic designers will partake in an interactive Pecha Kucha-style forum, showing 20 slides for 20 seconds each, which is sure to raise lively discussions. Some of the participants are:

- Mr Jason Du, Director of CLDA
Topic: "Landscape – Less Light Means More"
- Mr Jerry Lu, Senior Professional Member of CLDA
Topic: "Urban – Light of New Hometown"
- Mr Elvis Tang, Senior Professional Member of CLDA
Topic: "Interior – Light Will Show You the Way"
- Mr Carry Yu, Director of CLDA
Topic: "Interior – Quality of Light"

Lighting Design Showplace: Several international brands will showcase their state-of-the-art lighting products. Participating names include AL'ART, Creative Lighting Asia, iGuzzini, LED Linear, Lumascope, Technolite, WE-EF and Xicato. Experts from these companies will also give speeches on:

- Mr Luca Tarsetti, General Manager of iGuzzini
Topic: "Lighting for 'The Last Supper'"
- Ms Gorana Saula, General Manager of Lumascope
Topic: "LED is in the House"
- Mr Roger Sexton, Advisor of IAC, CLDA; Vice President Specifier Service of Xicato
Topic: "Smart Lighting and Galleries"
- Mr Stefan Bittner, Vice President, Regional Sales and Marketing of LED Linear
Topic: "Linear Lighting Design + Art"

Lighting Design Gallery: Images of excellent works from global and domestic lighting designers will be displayed in photography exhibitions. Contributors are AL'ART, Creative Lighting Asia, Lumascope, Xicato and LED Linear.

- Alighting Forum – Smart Lighting Solutions
Collaborating with Guangzhou Alighting Electronic Commerce Co Ltd (Alighting Omnimedia) and the Lighting Research Academy of China Southern Power Grid Co Ltd, the fair organiser has set up the

forum to open discussion on smart lighting solutions in urban and hotel lighting applications, communication protocols, product innovation, system integration and much more.

- China Urban Lighting Symposium

Urban and architectural lighting can be important contributors to a city's tourism and economic growth. Organised by the China Illuminating Engineering Society (CIES), the symposium will cover case studies and panel discussions on the future development of urban lighting projects and trends.

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

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