

# All-encompassing Event Programme Will Feature Two Forums at the Guangzhou International Lighting Exhibition 2017

*The 2017 event programme will strategically gather professionals from different sectors to discuss the convergence of industries, technologies and devices.*

HONG KONG, HONG KONG, February 27, 2017 /EINPresswire.com/ -- As the lighting sector evolves, the Guangzhou International Lighting Exhibition (GILE) continues to work towards exposing the market's untapped potential. The 22nd edition is scheduled to take place from 9 – 12 June 2017 at the China Import and Export Fair Complex in Guangzhou, China. Stemming from this year's "THINKLIGHT: The Convergent Future" show theme, a two-part 2017 concurrent event programme will be made up of The Convergent Future Forum and THINKLIGHT Forum.

Commenting on the all-encompassing event programme, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, shared: "Lighting has crossed over into a modern world – one in which circuits, semiconductors and the internet are all integrated as a whole. Such changes have led to a shift in the way lighting is perceived and also in the way business is conducted. With these factors in mind, the expo's 2017 event programme is strategically designed to not only focus on lighting concepts and LED technology, but also to gather professionals from different sectors to discuss the convergence of various industries, technologies and devices. The GILE platform aims to provide new market insights to lighting experts so they may discover fresh business opportunities from both within and outside of traditional industry scopes."

The Convergent Future Forum to address industry convergence



Forums



Bird's-eye view of exhibition floor

The Convergent Future Forum, to be held opposite Hall 4.1 in Area A along the Pearl Promenade, will explore two major trends surrounding convergence in the lighting industry. They include the intersection of LED technology and the IoT as well as embedded digital art in architectural spaces. A few specific subtopics are:

#### Lighting & IoT

Given that the IoT has been a key driver in the lighting industry's reform, the forum will cover ways the IoT has been bridging various aspects of the industry from technological and application viewpoints. Having a sturdy foundation in LED and lighting management, the IoT movement has created a myriad of possibilities for future LED lighting applications. Subjects to be examined in the technology sessions include:

- Communication protocols for lighting control
- Smart lighting solutions and IoT platforms
- Smart lighting solutions and big data
- Smart dimming and IoT

Modern lighting is creating new value for consumers as it transforms commercial, industrial, city and residential spaces. The forum's application sessions will discuss a number of ways IoT technologies can be integrated into lighting. Subjects include:

- A high-tech makeover in street lighting
- IoT in commercial buildings: Connected lighting and beyond
- Residential lighting: Towards intelligent living

#### Lighting & digital art

Starting from a purely artistic form, digital art has transformed and is revitalising exhibitions, indoor spaces, architecture and entire cityscapes. The forum will explore the convergence of lighting and digital art from design and technological perspectives to unveil how the interactive nature of the newest forms of media facades are redefining public areas. Featured subjects include:

- Have media facades become our modern urban monuments?
- The colour and lighting technologies for media facades

#### THINKLIGHT Forum to discuss the concepts, quality and applications of lighting

The THINKLIGHT Forum, to be held opposite of Hall 2.1 in Area A along the Pearl Promenade, will take it back to the basic concepts of lighting in city and commercial spaces. Subtopics to be addressed include the quality of light, specifically aspects such as colour, vision, comfort and composition. Additionally, embedded lighting, or the direct implantation of LEDs into architectural materials such as walls, floors and ceilings, will also be covered. These discussions will jumpstart the creation of aesthetically pleasing spatial applications with new approaches to design, specifications and fabrication.

Another subject will be human-centric lighting. The ability to create appropriate lighting characteristics that sync with users' circadian rhythms is a hot trend. Moreover, the forum will cover new applications



Product demonstration

of UV LEDs and horticultural lighting.

Ms Wong added: “As in the past, GILE remains a breeding ground for new market ideas. The concurrent event programme has and will continue to expose and explore topics of concern and interest to lighting designers, manufacturers and professionals worldwide. We invite experts in their field to expand their knowledge, exchange ideas and network on a platform whose influence extends far beyond domestic borders.”

The Guangzhou International Lighting Exhibition will run concurrently with Guangzhou Electrical Building Technology. Both are a part of Messe Frankfurt’s light and building technology fairs worldwide, 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 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.brand.light-building.com](http://www.brand.light-building.com). 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).

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world’s leading trade fair organisers, generating over €640\* million in sales and employing 2,364\* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138\* trade fairs were held under the Messe Frankfurt umbrella, 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](http://www.messefrankfurt.com)

\*Preliminary figures for 2016

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