



# A world of new lighting products

## 放眼國際燈飾新潮流



 **Hong Kong International  
Lighting Fair (Spring Edition)**  
香港國際春季燈飾展



**6-9/4/2018**  
**Hong Kong Convention and Exhibition Centre**  
香港會議展覽中心

Explore and Connect 推廣香港 創造商機





# Lighting the Way to a Brighter Future

## 照亮光明前景

The Hong Kong International Lighting Fair (Spring Edition) is shining brighter than ever as the most recent edition in 2017 proved. The fair, organised by the Hong Kong Trade Development Council (HKTDC), welcomed some **21,000 buyers from 115 countries and regions**, a 5.8 per cent increase over the previous year, with buyer attendance from the United States, Australia, Germany, the United Kingdom, Canada, Japan, the Philippines and Thailand recording double-digit growth. Some big-name buyers at the fair included GalaxyLED (Brazil), GE Lighting (the Chinese mainland), Wipro Customer Care and Lighting (India), Lighting Sou Co., Ltd (Japan), LEDIN Sp. z o.o. Sp.K. (Poland), Rexel Arabia (Saudi Arabia), Lux-light (Spain), Index Living Mall (Thailand), and Swiss LED (USA). Exhibitor numbers were up, too, with **1,340 exhibitors from 13 countries and regions** participating.

香港國際春季燈飾展(春燈展)2017圓滿結束，大放光芒。春燈展由香港貿發局主辦，吸引來自**115個國家及地區約21,000名買家**入場參觀採購，比去年上升5.8%。其中來自美國、澳洲、德國、英國、加拿大、日本、菲律賓及泰國的買家數字均錄得雙位數升幅。買家當中更包括來自GalaxyLED(巴西)、GE照明(中國內地)、Wipro Customer Care and Lighting (印度)、Lighting Sou Co., Ltd(日本)、LEDIN Sp. z o.o. Sp.K. (波蘭)、Rexel Arabia(沙特阿拉伯)、Lux-light (西班牙)、Index Living Mall(泰國)及Swiss LED(美國)等知名品牌公司。參展商數字亦有所上升，共有來自**13個國家及地區的1,340家企業**參展。

### Comprehensive Industry Coverage

#### 全面覆蓋燈飾業範疇

The exhibit categories cover the products and services which are attractive to buyers:

展品類別涵蓋買家感興趣的照明產品及服務，包括：

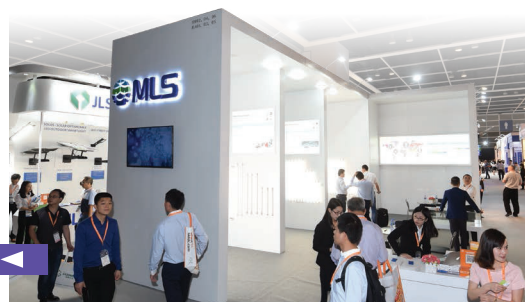
- Advertising Display Lighting 廣告照明
- Automotive Lighting 汽車照明 **New 新增**
- Avenue of Chandeliers 吊燈廊
- Business of IP Zone 知識產權營商區
- Commercial Lighting 商業照明
- Decorative Lighting 裝飾照明
- Horticultural Lighting 植物照明 **New 新增**
- Lighting Accessories 燈飾配件
- Residential Lighting 家居照明 **New 新增**
- Smart Lighting & Solutions 智能燈飾及照明方案
- Technical Lighting 專業照明 **New 新增**
- Trade Service & Publication 貿易服務及刊物
- Urban & Architectural Lighting 城市及建築照明 **New 新增**

### Highlighting Growth Areas

#### 聚焦於增長領域

In view of industry development and to facilitate buyers' sourcing needs, this edition will feature several function-based new product zones, such as **Residential Lighting** showcasing products for daily household use, **Urban & Architectural Lighting** for lighting products used in outdoor environments and in various types of buildings, **Technical Lighting** for industry and professional use, as well as new product categories such as **Horticultural Lighting** and **Automotive Lighting**. The fair will also continue to feature the following highlight zones deemed to be of high growth potential, in order to meet buyers' needs:

- ▶ **Smart Lighting & Solutions Zone** debuted in 2017, showing smart lighting systems, remote controls and products. Buyers are looking for household lighting systems that can be controlled by smart phone/tablet applications, and energy-saving smart lighting systems for household/industrial/commercial applications.
- ▶ **Hall of Aurora** presents branded collections of high quality in a well-appointed space that reflects their position as market leaders.
- ▶ **Lighting Accessories** covers raw materials, including metal and plastic, fittings such as diodes and semiconductors, even decorative items such as lamp shades and chandelier beads.





## Exhibitors' Quotes 參展商語錄

“After the acquisition of Osram’s LEDvance lighting business last year, we are promoting our OEM business for the first time at the Spring Lighting Fair. Buyers’ responses have been very good at the fair. Buyers from Europe, North Africa and Southeast Asia have expressed their interest in using our OEM service.”

**Pan Wei, Sales Manager, Marketing & Sales, MLS Co., Ltd., the Chinese mainland**

“Our WiFi-enabled smart devices are not just LED light bulbs that illuminate your home but also incorporate unique features such as a smoke detector, a home security system, a mosquito killer, a motion sensor for turning lights on and off, and RGB colour changing feature for creating different moods. We made about 100 useful contacts on the first two days of the fair. It’s very likely that we’ll finalise our cooperation with new distributors in Canada, Japan, Malaysia and the US after the fair.”

**Fabrice Vossier, CEO, Sino Digit Technology Limited, Hong Kong**

「這是我們自去年收購歐司朗的LEDvance照明業務之後，首次在春燈展上推廣我們的原件製造(OEM)業務。買家的反應非常好，其中來自歐洲、北非及東南亞的買家表示有興趣使用我們的OEM服務。」

**中國內地木林森股份有限公司營銷中心銷售經理潘巍**

「我們的智能裝置備有WiFi功能，不僅是照亮家居的LED燈泡，而且分別結合了獨特的功能，如煙霧探測器、家居防盜系統、滅蚊器、以動作傳感器來控制開關燈光，以及備有RGB顏色變化功能，營造不同的氣氛。我們在展會首兩天建立了約100個有用的聯繫，很可能在展會之後跟加拿大、日本、馬來西亞及美國的新分銷商達成合作協議。」

**香港 Sino Digit Technology Limited 行政總裁 Fabrice Vossier**

- ▶ **Avenue of Chandeliers** is dedicated to classic and contemporary interpretations of this ever-popular fitting.
- ▶ **Decorative Lighting** showcases all kinds of lamps, such as desk lamps and wall lamps, crystal lights and Christmas lighting.

為配合行業發展，並滿足買家的採購需要，今屆展覽將增設多個按功能劃分的全新展區，包括網羅日常家用燈具的「**家居照明**」、戶外及不同建築物所需的「**城市及建築照明**」、工業和專業用的「**專業照明**」、以及新增產品類別如「**植物照明**」及「**汽車照明**」等。展會亦因應市場增長潛力而設置以下幾個焦點展區，以迎合買家需要：

- ▶ **「智能燈飾及照明方案」**展區在2017年春燈展中首度登場，展示智能照明系統、遙控及智能燈具。買家尋找以智能手機或平板電腦應用程式控制的家居照明系統，以及用於家居/工業/商業的節能智能照明系統。
- ▶ **「名燈薈萃廊」**在氣派不凡的環境下展示優質品牌燈飾系列，突顯市場領導者的地位。
- ▶ **「燈飾配件」**涵蓋原材料如金屬及塑膠；配件如二極管及半導體；甚至是裝飾配件，如燈罩及吊燈珠子。
- ▶ **「吊燈廊」**呈獻璀璨耀目的吊燈系列，古典至當代設計的吊燈大受市場歡迎。
- ▶ **「裝飾照明」**匯聚各種燈具，如枱燈、壁燈、水晶燈及聖誕燈飾。



## So Much on Offer 精彩活動源源不絕

The programme of seminars and forums attracts buyers and gives participants the chance to hear experts speak on industry topics. Creating new business relationships is facilitated by events such as the Networking Reception.

一連串研討會及論壇吸引不少買家，並讓與會者聽取專家就業界議題發表的真知灼見。其他活動如交流酒會有助締造新的業務關係。

## Critical Mass in April 買家雲集4月份展覽

Buyers flock to Hong Kong in April to take advantage of a confluence of world-class trade fairs.

- **13-16 April** **HKTDC Hong Kong Electronics Fair (Spring Edition)**  
**HKTDC International ICT Expo**
- **20-23 April** **HKTDC Hong Kong Houseware Fair**  
**HKTDC Hong Kong International Home Textiles and Furnishings Fair**
- **27-30 April** **HKTDC Hong Kong Gifts & Premium Fair**  
**Hong Kong International Printing & Packaging Fair**

多項世界級貿易展覽會每年4月份在香港舉行，吸引買家蜂擁而至。

- **4月13至16日** 香港貿發局香港春季電子產品展  
香港貿發局國際資訊科技博覽
- **4月20至23日** 香港貿發局香港家庭用品展  
香港貿發局香港國際家用紡織品展
- **4月27至30日** 香港貿發局香港禮品及贈品展  
香港國際印刷及包裝展

## Join this Brilliant Opportunity 把握輝煌機會

Book your space today to engage with buyers from around the globe.

請即預訂展台，聯繫來自世界各地的買家。

# Reserve Your Booth Today 請即報名參展

## Participation Fee 參展費用

**9-sq.m. Standard Booth A** ▶ US\$美元5,760  
9平方米標準展台A

**9-sq.m. Standard Booth B with Display Platform** ▶ US\$美元6,230  
9平方米標準展台B展示平台

**Custom-built Participation** ▶ US\$美元584 (per sq.m. 每平方米)  
特裝參展 (Minimum 27 sq.m. 最少租用27平方米)

Please fax the reply form to 表格請傳真至 **(852) 2824 0026** or you may mail to HKTDC 或郵寄至「香港貿易發展局」  
Please send us more information on exhibiting at the **HKTDC Hong Kong International Lighting Fair (Spring Edition) 2018** 請惠寄有關參加香港貿發局香港國際春季燈飾展2018的資料

Company Name 公司名稱：

Contact Person 聯絡人 (Mr先生 / Ms女士)：

Title 職銜：

Office Address 公司地址：

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Postal Code 郵編：

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Office Fax 公司傳真：( )

Office Email 公司電郵：

Company Website 公司網址：

Product Categories 產品類別：

Please attach your business card for easy reference. 請附上閣下名片以供參考。

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Hong Kong Trade Development Council - Exhibitions Department

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9平方米標準展台A

**9-sq.m. Standard Booth B with Display Platform** ▶ HK\$港元42,110  
9平方米標準展台B展示平台

**Custom-built Participation** ▶ HK\$港元3,990 (per sq.m. 每平方米)  
特裝參展 (Minimum 27 sq.m. 最少租用27平方米)

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