

LED Expo Thailand 2018 Opens Up Growth Opportunities in the Ever Brightening LED Technology

6th edition opened up new avenues for exhibitors, visitors and international participation

LED Expo Thailand 2018, ASEAN's largest international exhibition on LED products & technology concluded on an affirmative note with new records. This key business and networking event that took place in Challenger 1, IMPCAT Exhibition Center, Bangkok, Thailand, served as the platform to showcase products and technical innovations from the LED industry.

Along with concurrent show, PCB Expo Thailand 2018, ASEAN's largest and only exhibition on printed circuit board manufacturing and electronics assemblies.

Organized by MEX Exhibitions Pvt. Ltd. and IMPACT Exhibition Management Co., Ltd. and supported by the Metropolitan Electricity Authority (MEA), the Show was devoted to science, technology and LED applications. It was aimed at providing a major hub for LED lighting companies to promote, discuss, transact, partner and gain insights on neighboring LED markets.

REGIONAL BREAKDOWN OF VISITORS

12,347 VISITORS
FROM **47** COUNTRIES

12% International
88% Thailand



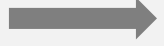
VISITOR

SATISFACTION

98% of visitors rated the show was important to their business



88% of visitors will definitely attend next year



76% of visitors rated quality of show features / attractions

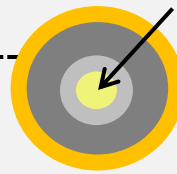


75% of visitors rated quality of products / services



BUSINESS MATCHING SESSIONS

The event marked an impressive **656** business meetings, establishing a multitude of new trade partnerships.



69% International
31% Thailand

REGIONAL BREAKDOWN OF EXHIBITORS

243 EXHIBITORS FROM
12 COUNTRIES

73 % International
27% Thailand



83% of exhibitors created relationships with business partners / buyers

83% of exhibitors rated the show was important to their business

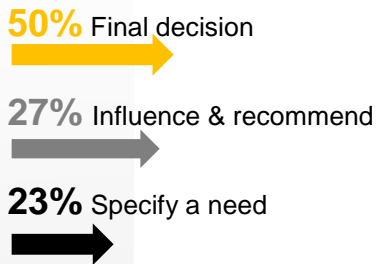
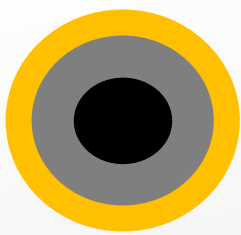
80% of exhibitors found new buyers at the show



TOP 10 PRODUCT / SERVICES OF INTEREST

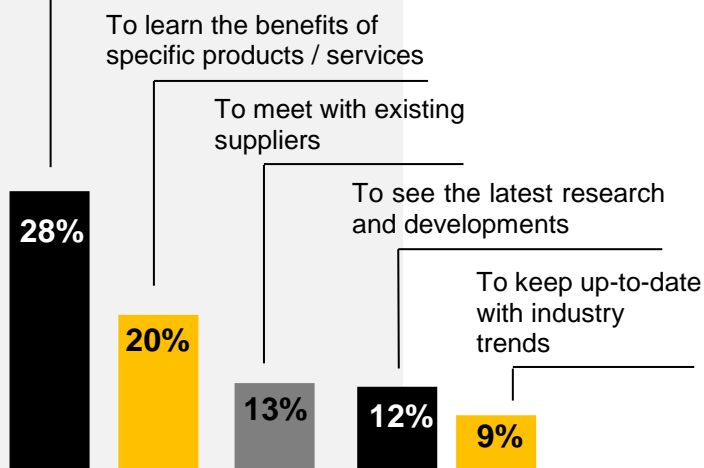
Solar LED lighting	11%
LEDs & LED products	11%
Plant / Factory lighting	10%
Residential / Home lighting	9%
Smart lighting	6%
LED signage & displays	5%
LED decorative lighting	4%
Solar Panels / PV Modules	4%
LED lighting components & accessories	4%
Retail & commercial lighting	4%

Visitor by decision making



TOP 5 Objectives for visiting

To buy / source new products / services



“A mix of top decision makers from the industry, lighting and design engineers, representatives from government and regulatory bodies, and trade professionals marked their presence during the show.”

“A visitor from UK apprises how it was worth visiting LED Expo Thailand for him. “I am working in development and construction field. This is the right place to see new product and new innovation. This is very good show, I would like to recommend.”

VISITOR BY BUSINESS SECTOR

LED and lighting dealers / distributors / importers / manufacturers	15%
Architectural and interior design companies	14%
Lighting specifiers	7%
Construction companies	7%
Electricity boards	6%
Industrial estates and manufacturing Companies	6%
Commercial buildings	5%
Corporate companies	5%
Universities and educational institutes	3%
Event organizers	3%
Mechanical and electrical engineering companies	3%
Shopping malls and retail stores	3%
Government agencies and state enterprises	3%
Hotels and Resorts	2%
Facility management companies	2%
Signage and advertising companies	2%
Real estate	2%
Infrastructure and project management Companies	2%
Stage lighting and set design companies	2%
Hospitals	2%
Municipal corporation and public works department	1%
Visual merchandisers / retail design companies	1%
Trade associations / chamber of commerce / Embassies	1%
LEED certifiers / energy conservers	1%
Transportation authorities (Airport / Port / Highway / Railway / Station / Bus Station)	1%
Stadium and sport facilities	1%

What Our Visitors Say?

“Another visitor from Thailand, who came to visit the show for the second time, found new products that have colorful and tracery for using in decoration. “The use of LEDs helps in term of saving as the cost is cheaper. Also, the show has a wide range of products.”

“A first-timer from India didn't keep his excitement secret. “I am excited because this is my first time to visit LED Expo Thailand. I'm here to get ideas to start new business. I got a lot of opportunities to help myself setup new business, besides exploring innovative new products put forth by the exhibitors.”

What Our Exhibitors Say?

“ We continue to develop innovative products where in our core concept is IOT, i.e. ‘lighting beyond illumination’. We are committed to bringing new innovations to our customers in Thailand. This is why (in our booth) we didn’t showcase products, but innovation and concept lighting.”

Mr. Chalermpong Darongsuwan
Managing Director, Philips Electronics (Thailand) Ltd.

“ This is our first time for in LED Expo Thailand. The South East Asian market is very important for us, so is Thailand. Since, our products are certified to be used in Thailand, we expect bagful of local projects here or from South East Asia.”

Mr. Xu Jianzhong
Marketing and Sales Director, Shenzhen Bao Yao Technology Co., Ltd.

“ This is the 6th year that we have sponsored this event. It’s a very good platform to launch new products, and the response is also very good. This year, we brought spotlight for stadiums, which have already received national innovation award.”

Mr. Pichest Kleangma
President, ICE LED Co., Ltd.

Show Highlights

Thailand LED & Energy Saving Summit

Overall **938 delegates** attended the summit. The keynote speakers provided tremendous knowledge and insights into the current trends in LED and energy saving in residential, commercial and industrial sector. They presented studies on Smart Metro Grid, Lighting Solution with DALI System, Solar panels for farms and sustainable agriculture, etc.

International LED Summit & Workshop

A total of **98 delegates** from all around the world took part in the second edition of international LED Summit & Workshop. The industry professionals got the chance to do the lighting workshop on architectural and landscape, while the summit remained focused on case studies, practical design issues, trends, innovations and technological advancements in lighting design.

While the International LED Summit was sponsored by **Lasvit, Pulsur, and Lutron; We-ef Lighting** provided the lighting equipment, associated controls and cabling for the Workshop.

Solar Zone

This zone featured high-performance solar products, services & technology for the housing, commercial and industrial sectors - aimed to induce huge savings on electricity and encouraging the usage of renewable energy.

Architectural Design Village

This special village showcased amazing works of famous architects and designers to increase the efficiency of building as well as the presentation of creative lighting concept. This village also imparted education to visitors in term of energy saving and lighting design.

LED Café

A great resting place for all trade visitors in the hall, LED Café served a variety of refreshments, in addition to experiencing creative LED lighting.

Agricultural Lighting Zone

It was a dedicated demonstration area of agricultural LED technology, used perfectly by Fresh Ville Farm to showcase the latest innovations.

BOI Business Matching Activity

Thailand Board of Investment (BOI) organized an exclusive business-matching activity to help raise joint investment for LED, Solar energy and Electronics market. The program enabled exhibitors to have a one-on-one discussion with the qualified ‘buyers’ from the wide range network of BOI and Thai Subcontracting Promotion Association.



Sponsors & Supporters

Host Organization



Platinum Sponsors



Supporting Organizations



Show promotion

A comprehensive visitor marketing campaign, using the full range of media, including TV, Newspaper direct mail, email, PR, print media, online advertising, social media.

TV
We promote the show through television channels provided extensive coverage nationwide, reaching **993,510** viewers.

LED Screen
We promote the show on **45** LED Screen, all key strategic locations throughout Thailand that effectively reaches **2,509,912** audiences

Public Relations
An extensive PR campaign produced editorial promotion with an equivalent advertising value of **5,625,539** THB.


Print Media
LED Expo Thailand 2018 worked with **33** leading nation and international trade publications to cover a wide variety of readers form difference business sector with **66** print adverts.


Electronic Direct Mail
Email marketing was the most comprehensive and effective campaign, with **1,177,170** emails sent to the most relevant trade professionals in the industry.

Visitor Invitations
50,000 invitation cards were sent to the carefully compiled databases.


Online Advertising
78 banners on targeted online partner websites reached both local and international audiences.

Social Media
Through the active use of social media platforms, the Expo created a strong online community.


47,642


350


281


869

*The numbers shown above include concurrent show.

SEE YOU AGAIN NEXT YEAR



27-29 June 2019
Hall 3-4
IMPACT EXHIBITION CENTER BANGKOK, THAILAND
www.ledexpothailand.com

