

LED Expo Thailand 2019 registers huge footfall, leaves exhibitors elated



The three-day lighting extravaganza, LED Expo Thailand + Light ASEAN 2019, saw a mix of frenzied activity and successful business closures, even as thousands of visitors flowed in to witness the latest and most innovative solutions in the world of lighting. The 7th edition of the Show was dedicated to the science, technology and applications of LEDs and solid-state lighting.

LED Expo Thailand 2019 saw over 200 exhibitors and brands from 10 countries showcasing products across several portfolios including commercial lighting, residential lighting, solar LEDs, smart lighting, LED signage and manufacturing equipment & components. Of these, 84% were international exhibitors, while the remaining 16% were from the Thailand market itself. Thousands of visitors from around 31 countries flocked the venue to witness the exhibits, and the Show registered about 12% international visitors in all from countries like Thailand, China, India, Malaysia, Singapore, Philippines Vietnam, Myanmar, Hong Kong and United States of America. An essential element of the Show was the Buyer Program that offered select procurers an opportunity to meet with the exhibitors of their choice via targeted one-to-one meetings. This program enabled successful conclusion of 243 business meetings with top buyers from the region, with 41% local and 59% international participation.

LED Expo Thailand + Light ASEAN saw visitors from varied business spheres including government agencies and state enterprises, architects, lighting industry professionals, industrial estate and manufacturing companies, hotels and resorts to explore the use of lighting products for various applications in commercial usage. Exhibiting in such a dynamic Show enabled companies interact with such visitors and form long-term associations for a flourishing business. Exhibitors' satisfaction was evident at the end of the Show and their testimonials are a proof. Ivy Soh of Ledvance Pte Ltd said, "This is the first time we have participated in LED Expo Thailand, as ASEAN market is very important for us, and so is Thailand. We are glad that we have met a lot of ASEAN customers from Thailand, Myanmar, Philippines and Vietnam which were our target group of customers."

Speaking on the same lines, Rattawat Kamdee of K.P.T Machinery Co., Ltd., said, "We provide LED drivers and power supply. This is the 5th year that we have exhibited in LED Expo Thailand. We have met our target group of customers during the show such as manufacturers and interior designers, and their feedback is quite positive." Hans Kunswadl, Frigodynamics GmbH, said, "It's now my 4th time in LED Expo Thailand. I highly recommend you to visit the show because LED Expo Thailand is definitely on the forefront of LED exhibitions in ASEAN region."

LED Expo Thailand 2019 encompassed three highlights - LED Technical Conference, Lighting Demonstration and BUILD. There were three specific highlight zones in the form of Smart Lighting & Smart City Zone, Made in Thailand and PCB Zone. The Expo aimed to create awareness around LED-centric applications, which can be put to use in various spheres. The Show has now moved beyond the purview of just LED lighting to include solar products and technology, LED signage, LED technology for entertainment, agriculture, etc.; thereby creating new possibilities for both exhibitors and visitors.

Through LED Expo Thailand, visitors were able to explore ways to gain access to ASEAN markets. It offered an excellent opportunity for companies seeking to enter South East Asian market to network and partner with LED players in that region. Visitors were able to get a peek into the latest offerings in LED and related applications, which helped them gain ideas for improving their business prospects. It was a converging point for various stakeholders, and enabled them to interact and network with the pioneers of LED industry in ASEAN region. Expressing his delight, Parinya Punaprasart from Thai Beverage Public Co., Ltd., said, "I am working in electrical engineering department of Thai Beverage Public Company Limited. This is the third time I am attending LED Expo Thailand. This year, the show looks diverse with a wide range of LED products from international and local exhibitors that showcased latest LED innovations. I highly recommend visiting the show."

Son Nguyen, CEO of Sonanh International Trading, echoed similar sentiments. "I am from Vietnam and I feel very good attending LED Expo Thailand. I found a lot of new suppliers here with high quality LED products and I plan to visit the show again next year," he remarked.

Thailand has long been a proponent of free & fair trade and its attractiveness as a production base for leading international companies is enhanced by a number of free trade agreements. Thailand's LED lighting market accounts for 12% of the total lighting market share with a projected growth rate of CAGR 30% during 2015-2020. At this juncture, it is evident that a Show like LED Expo Thailand can prove to be a dynamic platform for bringing together various stakeholders of this industry.

The next edition of LED Expo Thailand + Light ASEAN will be held from June 24-26, 2020 at IMPACT Exhibition Center, Bangkok. The theme for the coming year is 'Connected Lighting for a Better Future', and several players from the field of connected lighting are expected to come together to showcase their best technologies, which could pave the way for a revolutionary future.

Visit <https://www.ledexpothailand.com/> for further details.