

Organizers



# FUTURE OF LED

ASEAN's Largest  
International Exhibition on  
LED Products & Technology

**10-12  
MAY, 2018**

**CHALLENGER 1**  
IMPACT EXHIBITION & CONVENTION CENTER  
BANGKOK, THAILAND

[www.ledexpo-thailand.com](http://www.ledexpo-thailand.com)



# FACT SHEET

- Event Title** : LED Expo Thailand 2018  
**Event Name** : ASEAN's Largest International Exhibition on LED Products & Technology  
**Edition** : 6<sup>th</sup>  
**Website** : www.ledexpoThailand.com  
**Event Date** : 10-12 May 2018  
**Venue** : Challenger 1, IMPACT Exhibition & Convention Center, Bangkok, Thailand  
**Exhibit Area** : 20,000 Sqm. (Gross)  
**Exhibitor** : 300+ Companies and brands  
**Visitor** : 15,000 trade visitors (international & local)  
**Organizers** : MEX Exhibitions Pvt. Ltd. (India)  
IMPACT Exhibition Management Co., Ltd. (Thailand)

## SHOW HIGHLIGHTS

INTERNATIONAL  
LED SUMMIT+  
LIGHT TALKS/2018

LED Café

SOLAR  
LED ZONE

Architectural  
Design Village

Smart Lighting  
& IoT Pavilion

LoT  
(LED OF THINGS)

LED  
SUMMIT/2018

BUYER PROGRAM

DEALERS &  
DISTRIBUTORS ZONE

B2B Matching  
Program

Lighting & Energy Saving  
Consultation Centre

CO-LOCATED WITH

THAILAND  
**PCB**  
**EXPO 2018**

SHOW THEME 2018

FUTURE  
OF  
LED

# ABOUT LED EXPO THAILAND

The global LED lighting market is set for swift expansion and is expected to reach USD 54.28 billion by 2022; growing at a CAGR of around 13% between 2017 and 2022. 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. LED Expo Thailand aims to support and accelerate this upswing by providing a dynamic hub for LED/lighting companies, mainly from Southeast Asian countries, to congregate, promote and partner with neighboring LED markets at a niche level.

LED Expo Thailand welcomes 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 LED for various applications in commercial usage.

Whether you are looking to generate new sales leads or aiming to maintain relationships with clients, seek local partners, developing new business in key markets is always challenging. With LED Expo Thailand 2018, you have the ability to maximize business opportunities by gaining access to ASEAN market.



## WHY THAILAND?

- **Emerging Country:** Thailand is the world's 51st largest country by area, 20th largest country by population and the 32nd largest country in the world by economic size.
- **Hub of ASEAN:** with strategic location among ASEAN, it is easy access to the Greater Mekong sub region (GMS). Hence, Thailand has high potential to be regional logistic hub.
- **Growing economy:** The Economic Intelligence Center of the Siam Commercial Bank (SCB) has predicted that Thailand's economy is expected to expand further in 2018, to around 3.5 percent.
- **Policy support:** 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.
- **Energy trend:** Thailand is moving full steam ahead towards the use of LED lighting. In 2016, the turnover in the LED bulb market has increased 33%, with a total market value of THB 4,960 million.

## LED AND ENERGY SAVING PROJECT IN THAILAND

- An "investment subsidy" for LED light bulb or variable Speed/Inverter replacement will be provided by Department of Alternative Energy Development and Efficiency (DEDE), with a total subsidy campaign budget of 521,125,000 THB.
- An "investment subsidy" for LED light bulb, energy conservation machinery and equipment replacement will be provided by Department of Alternative Energy Development (DEDE), 20% for factory and Building control act and 30% for SMEs, SMCE and entrepreneur.
- "ESCO Revolving Fund" by Department of Alternative Energy Development and Efficiency (DEDE) to encourage private investments in renewable energy and energy efficiency projects and facilitates project owners or investors in order to benefit from selling carbon credit.



# SHOW HIGHLIGHTS



## SOLAR LED ZONE

### SOLAR LED ZONE

This specific zone would be highlighting high performance Solar LED products, services and technology for housing, commercial and industrial sectors to induce huge saving on electricity, besides encouraging the usage of renewable energy.



### SMART LIGHTING AND IoT PAVILION

A special pavilion for new technologies that would bring forth three categories of smart lighting innovation each for Factory, Building and Street, showcasing the latest innovations, system integration and applications as how technology can play its part in the present and future of lighting.



### LIGHTING & ENERGY SAVING CONSULTATION CENTRE

This would facilitate a free discussion between trade visitors and professional consultants for their current and upcoming lighting and energy saving projects.



### LED CAFÉ

A great resting place for all trade visitors after a long walk in the hall. LED Café will serve a variety of refreshments and mouthwatering delicacies. The café will be decorated with creative LED lighting solutions.



### IoT -LED OF THINGS

This section will showcase best of the best lighting product displays that is popular in the market and can be utilized in different industry sectors. It is aimed at bringing forth innovations taking place in LED signage system with sound and light effects to keep the visitors engaged.



### LED SUMMIT/2018

Thailand LED Summit is a conference on LED lighting products & technology. Steered by a committee of experts, the conference attracts high powered keynotes and serves stimulating discussions in an open environment.



### ARCHITECTURAL DESIGN VILLAGE

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



### DEALERS AND DISTRIBUTORS ZONE/BUSINESS MATCHING

A specialized business matching program strictly for distributors and manufacturers, our dedicated buyer team will source out "wish list" of manufacturers and distributors to be pre-matched. A dedicated zone will be provided for three days or pure bulk buying business. This is aimed at facilitating international exhibitors finding local dealers and distributors.



# International LED SUMMIT/2018

## LED LIGHT TALKS/2018

Meet Leading International Lighting Designers  
& Industry Gurus

International Conference on LED & Lighting Technology is aimed at bringing the opportunities today, besides defining future trends covering important aspects like smart lighting, urban development, IoT & latest innovations in exterior & interior spaces in lighting sector.

### WORLD'S MOST RENOWNED LIGHTING DESIGN PROFESSIONALS PARTICIPATED IN 2017



Dr. Acharawan Chularat



Mr. James Wallace



Dr. Amardeep M. Dugar



Dr. Karolina M. Zielinska  
Dabkowska



Mr. Stefan Bittner



Mr. Philip Cardeiro Rafael



Dr. Lear Hsieh



Mr. Warren Julian



Ms. Yoke Yui Cheong

### SPECIFIC THEMES:

Contemporary topics such as smart lighting and the IoT, compliance with new regulation, codes of practice, environmental & wellness issues, and many more were discussed under four heads:

URBAN REDEVELOPMENT | MULTI-MEDIA BUILDING FACADES | HOSPITALITY | COMMERCIAL RETAIL

## 2017 SNAPSHOT



# EXHIBIT PROFILE

## LEDs

- ◆ High Power LEDs
- ◆ Liquid LEDs
- ◆ OLEDs
- ◆ Other LEDs
- ◆ SMD LEDs

## LED APPLICATIONS & LIGHTING

- ◆ Architectural Lighting
- ◆ Automotive Lighting
- ◆ Building Lighting
- ◆ Casino & Disco Lighting
- ◆ Commercial Lighting
- ◆ Decorative Landscape & Garden Lighting
- ◆ Exterior Lighting
- ◆ Floor Lighting
- ◆ Interior Lighting
- ◆ Office Lighting
- ◆ Residential LED Lighting
- ◆ Retail Lighting
- ◆ Special Lighting
- ◆ Stage Lighting
- ◆ Street Lighting
- ◆ Tunnel Lighting
- ◆ Underwater & Fountain Lighting

## LED LIGHTING PRODUCTS

- ◆ LED Bollard Lights
- ◆ LED Bulbs
- ◆ LED Ceiling Lights
- ◆ LED Down Lights
- ◆ LED Flat Panels
- ◆ LED Flood Lights
- ◆ LED Garden Lights

- ◆ LED Lighting Fixtures
- ◆ LED Spot Lights
- ◆ LED Street Lights
- ◆ LED Tubes
- ◆ LED Underground Lamps
- ◆ LED Underwater Lights
- ◆ LED Wall Washers
- ◆ Solar LED Lights

## LED PRODUCTS

- ◆ LED Automotive Lamps
- ◆ LED Backlights
- ◆ LED Bars
- ◆ LED Emergency Lights
- ◆ LED Flashlights
- ◆ LED Focus Lamps
- ◆ LED Headlamps
- ◆ LED Indicator Lamps
- ◆ LED Modules
- ◆ LED Neon Lights
- ◆ LED Reading Lights
- ◆ LED Rope Lights
- ◆ LED Solar Lanterns
- ◆ LED Strips
- ◆ LED Traffic Lights

## LED SIGNAGE & DISPLAYS

- ◆ LED Forex / Bank Displays & Signs
- ◆ LED Moving Signs
- ◆ LED Production Display Signs
- ◆ LED Screens
- ◆ LED Signs & Displays
- ◆ LED Video Walls
- ◆ Numeric & Alphanumeric Displays

## LED COMPONENTS / ACCESSORIES & RAW MATERIALS

- ◆ Circuit Boards
- ◆ Control System
- ◆ Dimmers
- ◆ DMX Controllers
- ◆ Heat Sink / Thermal Management
- ◆ Housing Manufacturers & Suppliers
- ◆ LED Encapsulation Material
- ◆ LED Wafer / Chips
- ◆ Lenses / Optics
- ◆ MCPCBs
- ◆ PCB Adhesive Tapes
- ◆ PCBs
- ◆ Reflectors & Diffusers
- ◆ Wires & Cables

## LED DRIVERS & POWER SUPPLY

## LED MANUFACTURING EQUIPMENT / MACHINERY & ALLIED PRODUCTS

- ◆ Imaging Devices, Applied Products
- ◆ Inspection / Measuring / Repair
- ◆ LED Manufacturing Equipment / Devices
- ◆ SMD Mounting Machines
- ◆ Solid-State Lighting / Equipment

## LED DECORATIVE LIGHTING

- ◆ Chandeliers
- ◆ Floor and Table Lamps
- ◆ Wall Lights
- ◆ Modern and Traditional Lights
- ◆ Crystal Lights
- ◆ Christmas Lights

“

This is a good opportunity for us to promote our products during LED Expo Thailand 2017. We met a lot of visitors, such as investors and business owners who were interested in energy-saving products.

”

**Mr. Pakpoom Bhumimala**  
Regional Sales Manager - Hongfa Electric  
(Hong Kong) Co., Ltd., Thailand

“

Over the three days of the show, we received good feedback. I plan to attend again next year. We also received good feedback from the OEM, project and government markets.

”

**Siriwat Wangsook**  
Assistant Business Development Director - Lighting  
& Equipment Public Company Limited, Thailand

## WHY EXHIBIT?

- The opportunity for you to meet your target clients on a personal level for effective marketing.
- An excellent platform to launch and showcase your products to Government bodies, retailers, hoteliers, architects, project managers, signage specialists and lighting industry professionals among others.
- The chance to promote your brand to an international audience representing more than 53 LED markets worldwide. Access to high-level decision makers from the industry and useful market insights found nowhere else.
- A conducive environment to help you make the right connections with Asian and global LED buyers.





# VISITOR PROFILE

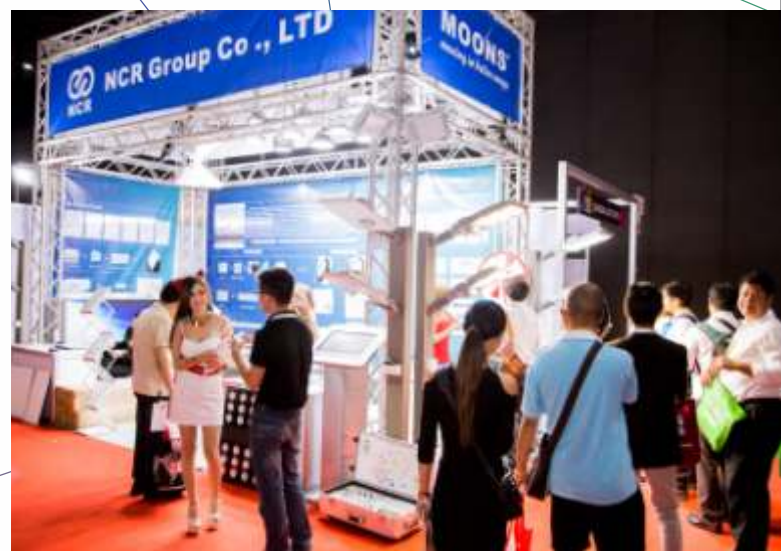
## CUSTOMER ACQUISITION, CONVERSION & RETENTION

LED Expo Thailand offers a unique opportunity to interact with professionals who influence and make purchasing decisions at their workplace everyday. It attracts potential and qualified buyers from different fields of architecture, hotel & hospitality, retail, real estate, education, government, municipal corporations, etc. It is a place where supply and demand come together, giving rise to the best business transactions achievable.

- ◆ Architectural & interior design companies
- ◆ Commercial buildings
- ◆ Construction companies
- ◆ Corporate companies
- ◆ Electricity boards
- ◆ Event organizers
- ◆ Facility managers
- ◆ Government agencies & state enterprises
- ◆ Hospitals
- ◆ Hotels & Resorts
- ◆ Industrial estates & manufacturing companies
- ◆ Infrastructure & Project management companies
- ◆ LED & Lighting dealers/ Distributors/Importers/Manufacturers
- ◆ LEED Certifiers/Energy conservers
- ◆ Lighting specifiers
- ◆ Mechanical and electrical engineering companies
- ◆ Municipal corporations & public works department
- ◆ Real estate
- ◆ Shopping malls and retail stores
- ◆ Signage and advertising companies
- ◆ Stadium and sport facilities
- ◆ Stage lighting & Set designers
- ◆ Trade associations & chamber of commerce
- ◆ Transportation Authorities (Airport/Port/Highway/Railway station/Bus station)
- ◆ Universities & Educational institutes
- ◆ Visual merchandisers/Retail designers
- ◆ Trade councils / Embassies & many more...













# SPONSORS & SUPPORTERS IN 2017 EDITION

## Host Organizations



## Platinum Sponsors



# SOME BRANDS THAT PARTICIPATED IN 2017 EDITION





# VENUE & RATES

No matter what your specific area of specialty, if you are seeking to extend your reach in Asia and looking for overseas buyers as well, LED Expo Thailand is the place to be. If you register early to participate in LED Expo Thailand, you can take advantage of early bird discounts. We hope you will take advantage of this offer and will send us your queries today.

## Challenger 1, IMPACT Exhibition & Convention Center, Bangkok, Thailand

For local companies / Companies based in Thailand

**Space only** : 8,000 THB / Sqm. (VAT 7% Excluded) (Minimum Size 24 Sqm.)  
**Standard furnished booth** : 9,000 THB / Sqm. (VAT 7% Excluded)

Special price for Thailand pavilion

**Standard furnished booth** : 56,700 THB / 9 Sqm. (VAT 7% Excluded)

For international Companies / Companies based outside Thailand

**Space only** : 300 USD / Sqm. (VAT 7% Excluded) (Minimum Size 24 Sqm.)  
**Standard furnished booth** : 330 USD / Sqm. (VAT 7% Excluded)

### 10% premium extra for 2-side, 3-side & 4-side open booths

#### Payment schedule:

**50% at the time of booking & balance 50% at least two months prior to the show.**



For illustrative purpose only

Standard furnished booth: wall partition height of 2.5 m, floor carpet, fascia name, 2 LED tubes, 1 power socket 5 Amp., 1 information counter, 2 chairs and 1 waste basket.

### FOR INTERNATIONAL COMPANIES BASED OUTSIDE THAILAND

Payments to be made will be in conformity with the terms and conditions stipulated. Cheques are to be crossed and made payable to MEX EXHIBITIONS PVT. LTD Exhibitors can also pay directly via telegraphic transfer to our account as:

#### Bank details

Beneficiary : MEX EXHIBITIONS PVT LTD  
 Beneficiary Bank : CITIBANK  
 Branch address : ITT, Hotel Intercontinental Eros Complex, Nehru Place, New Delhi-110019  
 Swift Code : CITIINBX  
 A/C No : 0037262226

### FOR LOCAL COMPANIES BASED IN THAILAND

Payments to be made will be in conformity with the terms and conditions stipulated. Cheques are to be crossed and made payable to IMPACT Exhibition Management Co., Ltd. Exhibitors can also pay directly via telegraphic transfer to our account as:

#### Bank details

##### Customer for Trade Inter

Account Name : IMPACT Exhibition Management Co., Ltd.  
 Bank's Name : KASIKORNBANK Public Company Limited  
 Bank Address : 47/7 Moo 3 Popular Rd. Banmai Pakkred Nonthaburi 11120 Limited  
 Bank Phone : +6625628004  
 Swift Code : KASITHBK  
 Account No. : 593-2-00099-9 (Saving Account)  
 Bank Code : 004

##### Customer for Local Consumer

Account Name : IMPACT Exhibition Management Co., Ltd.  
 Bank's Name : KASIKORNBANK Public Company Limited  
 Bank Address : 47/7 Moo 3 Popular Rd. Banmai Pakkred Nonthaburi 11120  
 Bank Phone : +6625628004  
 Swift Code : KASITHBK  
 Account No. : 593-2-00099-9 (Saving Account)  
 Bank Code : 004

Account Name : IMPACT Exhibition Management Co., Ltd.  
 Bank's Name : BANK OF AYUDHYA PUBLIC COMPANY LIMITED  
 Bank Address: 99 Popular Rd. Banmai Pakkred Nonthaburi 11120  
 Bank Phone: +6625045162-3  
 Swift Code: AYUDTHBK  
 Account No.: 456-1-00009-8 (Saving Account)  
 Bank Code: 025

Note: The organizer reserves the right to modify the floorplan under circumstances beyond their control.

