

EXHIBITORS OVERVIEW



REGIONAL BREAKDOWN OF EXHIBITORS

- 30% Middle East
- 30% Asia
- 38% Europe
- 02% Americas








72% of exhibitors were highly satisfied / satisfied with the 2019 edition of Light Middle East

What we love about this show is that it is focused on a specific audience and specific target customers and that's what is important to our business.

Wissam Ghossaini
Sales Specialist, ABB

5 COUNTRY PAVILIONS

-  China
-  Taiwan
-  Germany
-  Hong Kong
-  United Kingdom

EXHIBITORS BY PRODUCT GROUP

- 42%** LED Lighting
- 18%** Decorative Lighting & Accessories
- 07%** House & Building Automation
- 06%** Cable & Leads, Cable Routing Systems, Distribution & Joining material
- 03%** Institutions, authorities, organisations, publishers, associations, online services, Internet
- 02%** Electric Lamp
- 01%** Research, Development, Training & Further Education

VISITORS OVERVIEW

Light Middle East attracts a highly diverse audience from a wide range of regional industries, including manufacturing, architecture and construction.



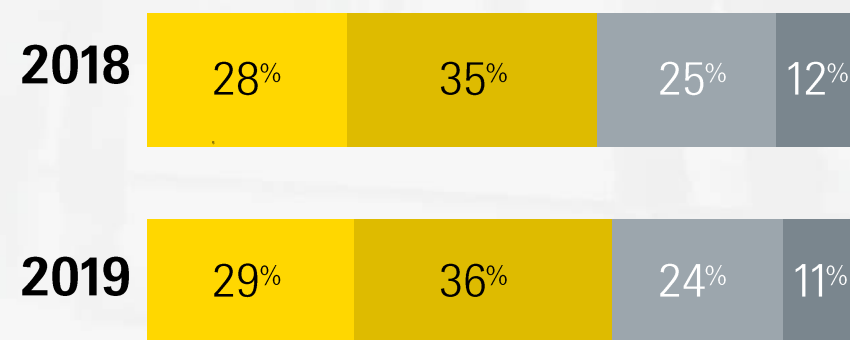
"People who visited us were genuinely interested in the product. It's important for us to interact with potential and existing customers. This helps us learn and adapt to the market. Everyone has their own design preferences and all the feedback we get is valuable."

Sharmila Kumbhat
Director, K-Lite Industries

TOP 10 COUNTRIES BY VISITORS

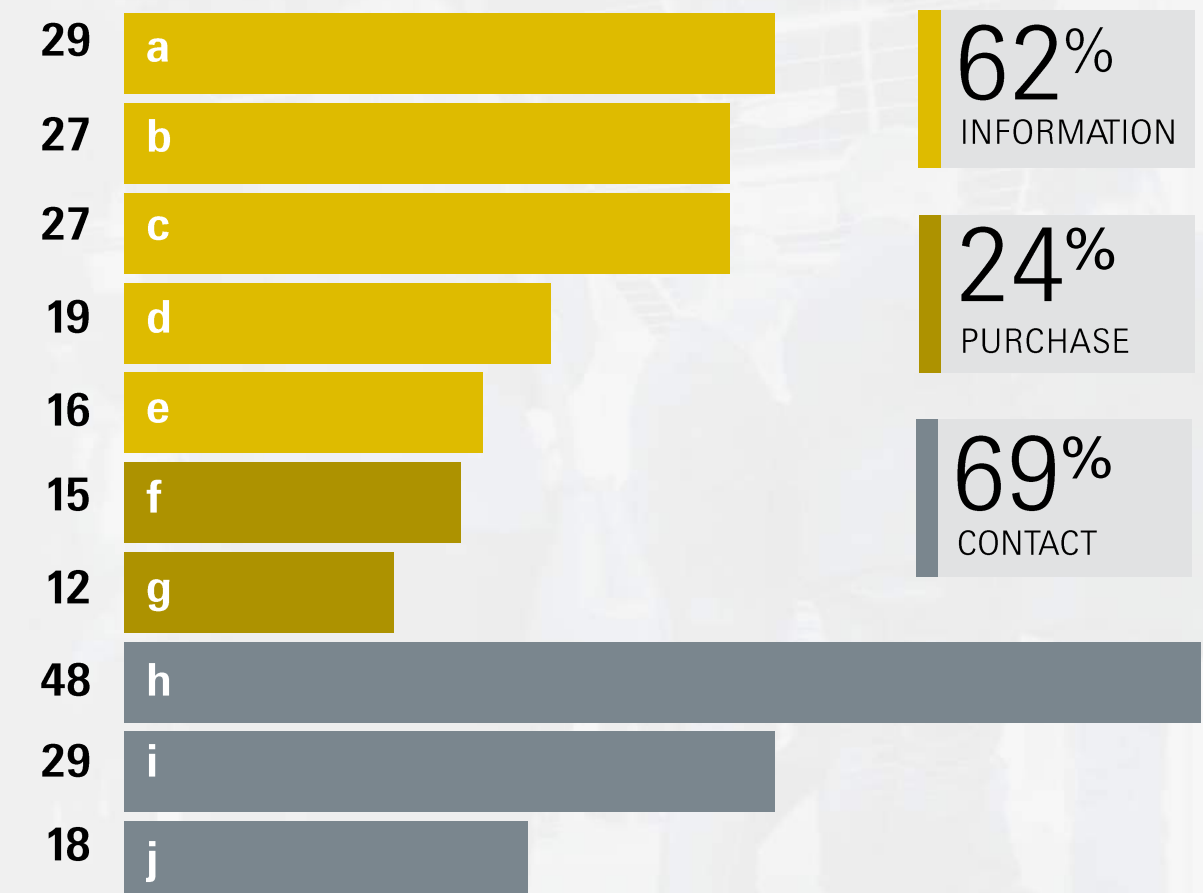


INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS



OBJECTIVES

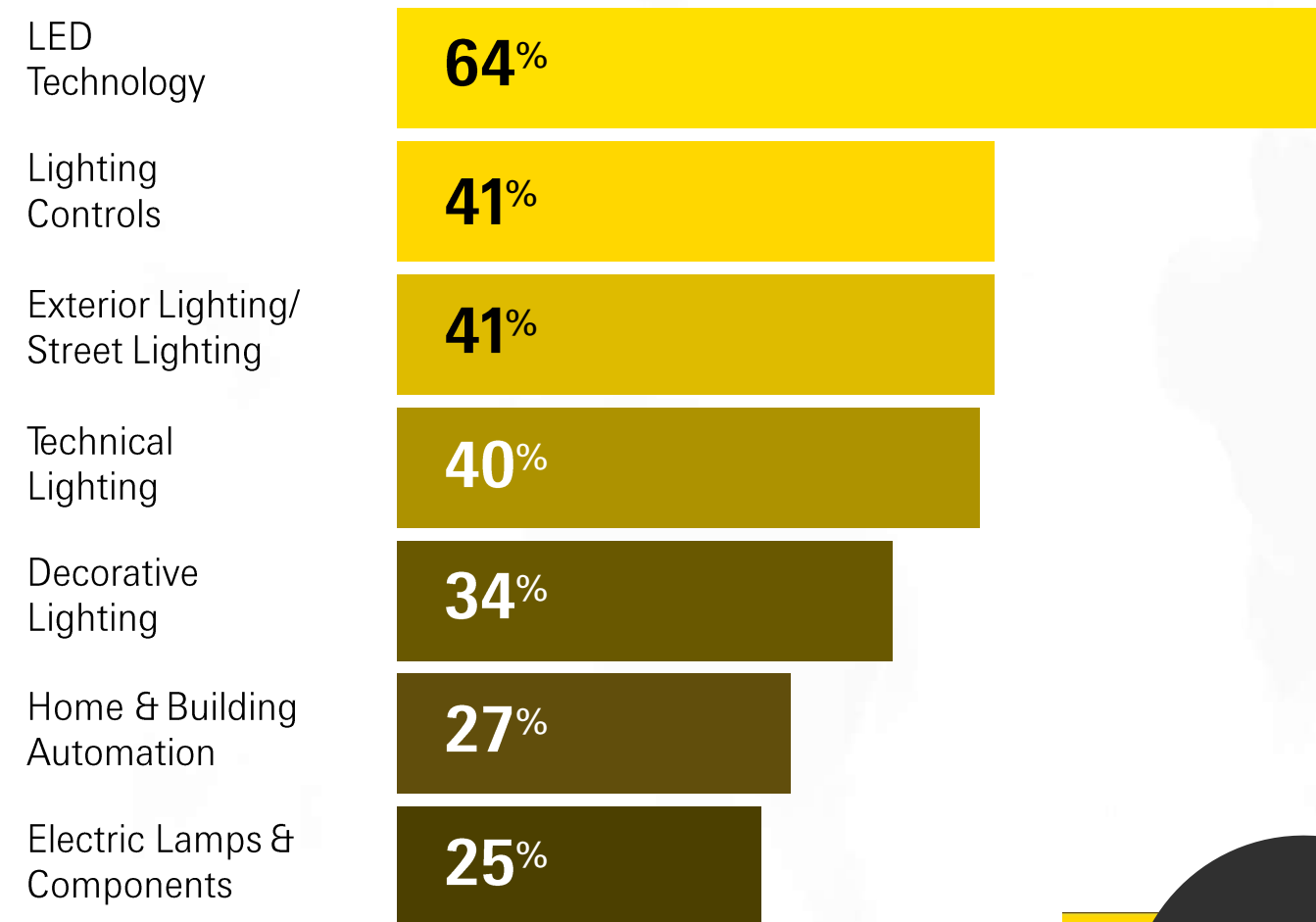
Visitors at Light Middle East 2019



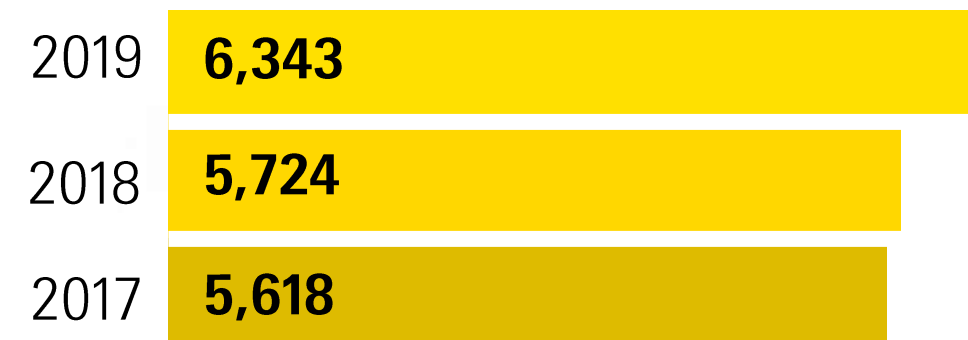
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|--|--|
| a. Expand Specialist Knowledge | f. Prepare Purchasing Decisions |
| b. View/Get to know Innovations, New Developments | g. Conduct Purchases |
| c. View/Get to Know Product Variants | h. Looking for New Suppliers |
| d. Compare Competitors | i. Networking |
| e. Achieve an Overall Impression of the Market Situation | j. Cultivate Existing Business Relations |

VISITORS OVERVIEW

PRIMARY INTEREST WITHIN PRODUCT RANGE



VISITOR GROWTH



11%

Year-on-year Increase in Visitors

BUSINESS SECTOR

Visitors at Light Middle East 2019

