

LED EXPO THAILAND 2019 + LIGHT ASEAN




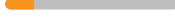

the 7th edition of ASEAN's Show on LED Technology & Lighting Solutions, is dedicated to the science, technology and application of LEDs and solid-state lighting.

LED Expo Thailand is a dynamic hub for LED / lighting companies to congregate, promote, discuss, transact, partner and gain insights on neighboring LED markets.




Date	27 – 29 June 2019
Venue	Hall 7 - 8, IMPACT Exhibition and Convention Center
Organizer	 
Exhibiting companies and brands	200
Exhibiting countries	10
Visitors	7,035
Visiting countries	31
Business-matched meetings	243

VISITOR AUDIENCE

AREA OF INTEREST

Commercial Lighting	23%	
Solar LED	13%	
Residential Lighting	13%	
Outdoor Lighting	12%	
LED Signage & Displays	10%	

DECISION MAKING POWER

Decision – maker	62%	
Co – decision	16%	
Advisor – function	15%	

HEAR FROM THE VISITORS

"I am working in the electrical engineering department of Thai Beverage Public Company Limited. This is the third time that I am attending LED Expo Thailand. This year, the show looks diverse with wide ranges of LED products from international and local exhibitors that showcased the latest LED innovations. I highly recommend that you visit the show."

Mr. Parinya Punaprasart
Electrical Engineering Office Manager
Thai Beverage Public Co., Ltd.

VISITOR SUMMARY

7035 visitors from **31** countries **12 %** international visitors

TOP 10 VISITING COUNTRIES

Thailand, China, India, Malaysia, Singapore, Philippines
Vietnam, Myanmar, Hong Kong, United States of America

VISITOR SATISFACTION RATE








97 % of visitors considered it important that they attended the exhibition
94 % of visitors were satisfied with the exhibition
76 % of visitors will visit the show again

TOP 5 OBJECTIVES OF VISITING



84 % compare products price in a view of placing orders
84 % see new products launched
81 % source new product / suppliers
80 % gather market information
73 % plan / place orders with new suppliers

BUSINESS ACTIVITY

Architectural / Interior design	30%	
Lighting Dealers / Distributors	12%	
Lighting Manufacturer	7%	
Industrials Estate / Manufacturing	6%	
Constructions	6%	

"I found lots of new suppliers with high quality LED products and I plan to visit the show again next year."

Mr. Son Nguyen
CEO
Sonanh International Trading, Vietnam

LEADING BRANDS

LED Expo Thailand 2019 + Light ASEAN succeeded in bringing together renowned brands from both the international and Thai markets. The exhibitors showcased a wide range of innovative products, technologies and equipment such as smart lighting, commercial lighting, solar LED, LED signage & displays, and many more.



EXHIBITOR SUMMARY

200 Exhibiting brands & companies from **10** Countries

84 % International Exhibitors

EXHIBITOR'S SATISFACTION

83% of exhibitors considered it important to their business that they exhibited at LED Expo

51% of exhibitors were satisfied with the exhibition

ACHIEVED AS A RESULT OF EXHIBITING



- Created relationships with business partners / buyers
- Were satisfied with seeking franchise partners / agents
- Found new buyers

TOP 5 REASONS OF EXHIBITING

1. Seek franchise partners / agents
2. Find new buyers
3. Raise awareness of products / services
4. Launch new products
5. Explore new markets

HEAR FROM THE EXHIBITORS

"This is our first time we participated in LED Expo Thailand. The ASEAN market is very important for us, 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."

Ms.Ivy Soh
Commercial Manager
LEDVANCE Pte Ltd, Singapore



"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 the feedback is quite positive."

Mr. Rattawat Kamdee
Support Engineer
K.P.T Machinery Co.,Ltd.



"We exhibited in LED Expo Thailand every year. It is good that we received very good feedback from our target group of customers. We would recommend you to visit the show to explore the latest LED innovations."

Ms. Kavita Kosalvit
Project sales manager
Tadee Technology (1998) Co.,Ltd.



"It's now my the 4th time in LED Expo Thailand I highly recommend you to visit the show because LED Expo Thailand is definitely at the forefront of LED exhibitions in the ASEAN region."

Mr. Hans Kunswadi "
CEO and Co - Founder
Frigodynamics GmbH

