

## Alighting Forum

# Explore Lighting for Life

2015.6.9-11 Guangzhou, China

Meeting Room 1/Meeting Room 8, Area B, China Import and Export Fair Complex

People's lifestyles are changed by the promotion and evolution of lighting. Market demands generate competition, debate and confusion. Now, the whole lighting industry is exploring the ways to make a breakthrough that the giants are in the flame of war. The price war, the channel war, the merger and integration is becoming intensified. With the global development of global LED, exploring the length ways and landscape orientation strategy is vividly portrayed.

Coincides with the occasion of the 20th Guangzhou International Lighting Exhibition, using the theme of "Market, Channel, Technology and Design in the Dynamic lighting industry", the three-day Alighting Forum which includes in-depth presentations and a C-level interactive forum, decodes the future prospective of lighting, LED transform and evolution of network, E-business solution for manufacturers and the issues about empathy and co-existence of lighting design...Speakers include leaders from lighting associations, analysts, researchers and the head of enterprises.

What is your choice in 2015? Waiting and seeing? Waiting for chances? Or taking an action to get a head start? You may find the answer in Alighting Forum.

**Organizer:** Guangzhou Guangya Messe Frankfurt Co Ltd

**Undertakers:** Alighting Vertical Media

Alighting.cn

Alighting Magazine

Aldgo-Marketing Information

# guangzhou international lighting exhibition

广州国际照明展览会



## Agenda:

Venue	June 9 <sup>th</sup>	June 10 <sup>th</sup>		June 11 <sup>st</sup>	
	Afternoon	Morning	Afternoon	Morning	Afternoon
North Hall	<b>Design+Market:</b> Envisioning the FUTURE of Lights	<b>Technology Summit:</b> New technology and reliability of application	<b>Technology Summit:</b> Control technology of LED drive and intelligence	/	/
South Hall	/	<b>Technology Summit:</b> Technology of chip and packaging and modularization	<b>Technology Summit:</b> New material and technology of application	/	/
Meeting Room 1	/	/	/	<b>Design Summit:</b> Empathy-application of human oriented lighting design	<b>Design Summit:</b> Co-existence-application of sustainable lighting design

**Scale:** Three days, 3000 person-time

**Sections:** Market, channel, technology, design and others, totally 7 sections.

**Design and Market:** Explore the Future of Lighting

**Scale:** 600 people

**Time:** 12:30-17:00, June 9<sup>th</sup> (simultaneous interpretation)

**Venue:** North hall, Meeting Room 8, Area B

**Guests to be invited:** Philips Lumileds Lighting Company Global CEO  
 Samsung Electronics Co., Ltd. Global CEO  
 Everlight Electronics., Ltd. Ye Yinfu, Global CEO  
 OPPL Lighting (China) Global CEO

**LEDth Technology Section**

**Internet Age: The Transform and Evolution of LED**

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——**Technology Summit I : LED Application Innovation and Reliability**

**Scale:** 600 people

**Time:** 9:30-12:30, June 10<sup>th</sup>

**Venue:** North hall, Meeting Room 8, Area B

**Key Words:** Optical engine, graphene, structure of filament lamp, spice-pipe, second chemistry, modularization.

——**Technology Summit II: Technology of Chip, Packaging and Modularization**

**Scale:** 200 people

**Time:** 9:30-12:30, June 10<sup>th</sup>

**Venue:** South hall, Meeting Room 8, Area B

**Key Words:** Uncased chip, silicon base, PSS, vertical chip, equipment domestication, homogeneous substrate, MOCVD; ceramic packaging, phosphor-free, optical engine, wafer level packaging, flip chip, MCOB, COB.

——**Technology Summit III: Control Technology of LED Drive and Intelligence**

**Scale:** 600 people

**Time:** 13:30-17:00, June 10<sup>th</sup>

**Venue:** North hall, Meeting Room 8, Area B

**Key Words:** lightening and thinning, deenergization, digitization, electrolytic capacitor, solid capacitor, dimming, PWM; Wireless dimming, cloud computing, network, sensor, digital control, communication.

——**Technology Summit IV: LED Advanced Technology and Application New**

**Material**

**Scale:** 200 people

**Time:** 13:30-17:00, June 10<sup>th</sup>

**Venue:** South hall, Meeting Room 8, Area B

**Key Words:** Graphene, OLED, EMC, Lifi, MOCVD, MO source, UV-LED;

**Channel Summit: The Rise of E-business and the Counterattack of Traditional Channel**

**Scale:** 200 people

**Time:** 13:30-17:00, June 10<sup>th</sup>

**Venue:** Meeting Room 1, Area B

**Key Words:** Vertical E-business, internet age, lighting E-business, online channel, channel transform, purchase, O2O;

**Alighting Design Summit**

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## —Lighting Design Summit I : Empathy, Application of Human Oriented Lighting Design

**Scale:** 200 people

**Time:** 09:30-12:00, June 11st

**Venue:** Meeting Room 1, Area B

**Key Words:** human oriented lighting, user experience, sense organ, people first;

## —Lighting Design Summit II: Co-existence, Application of Sustainable Lighting Design

**Scale:** 200 people

**Time:** 13:00-17:00, June 11st

**Venue:** Meeting Room 1, Area B

**Key Words:** Sustainability, integration, harmony, energy conservation;

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