

IstanbulLight

11. INTERNATIONAL LIGHTING & ELECTRICAL
EQUIPMENT FAIR AND CONGRESS

19 - 22 SEPTEMBER 2018
İSTANBUL EXPO CENTER

**POST SHOW
REPORT**

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Organized by **UBM** with the strategic partnership of **Turkish Lighting Manufacturers Association (AGİD)** and **Turkish National Committee of Illumination (ATMK)**, 11th International IstanbulLight Lighting and Electrical Equipment Fair and Congress ended with great participation of industrial representatives. At the fair which hosted both local and global players of the sector, the latest technologies and products were exhibited, and future of the industry and its improvable aspects were addressed in the activities.

Held at Istanbul Expo Center between **19 and 22 September**, IstanbulLight fair hosted **230** national and international companies. The fair welcomed **6.341** professional visitors with **850** international visitors from **78** countries Turkey, Middle East, Africa, Eastern Europe, Balkans, CIS, and Asia. With the IstanbulLight Lighting Forum, IstanbulLight Lighting Design Summit and Commercial Stage activities organized within the scope of IstanbulLight Fair, agenda topics were discussed by experts to create added value for the sector.



EXHIBITOR PROFILE

- 1 Technical Lighting Fixture Manufacturers
- 2 Decorative Lighting Fixture Manufacturers
- 3 Lamp Manufacturers
- 4 Lighting Component Manufacturers
- 5 Lighting Design Firms
- 6 Electric Lighting Contracting Groups
- 7 Electrical Materials Firms
- 8 Lighting Control Equipment Manufacturers



IstanbulLight Exhibitor satisfaction level has increased by

13%

230
National and International Exhibitors



Turkey



China



Italy



France

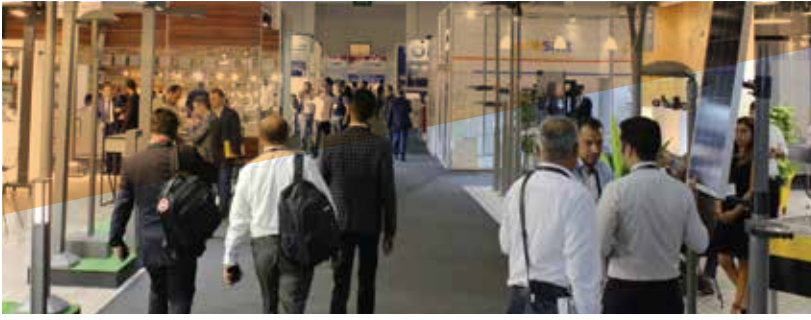


South Korea

TOP REASONS TO EXHIBIT



VISITOR PROFILE



50% of the visitors visited IstanbulLight for the first time!
29% of the visitors have visited IstanbulLight more than **3** times

REASONS TO VISIT

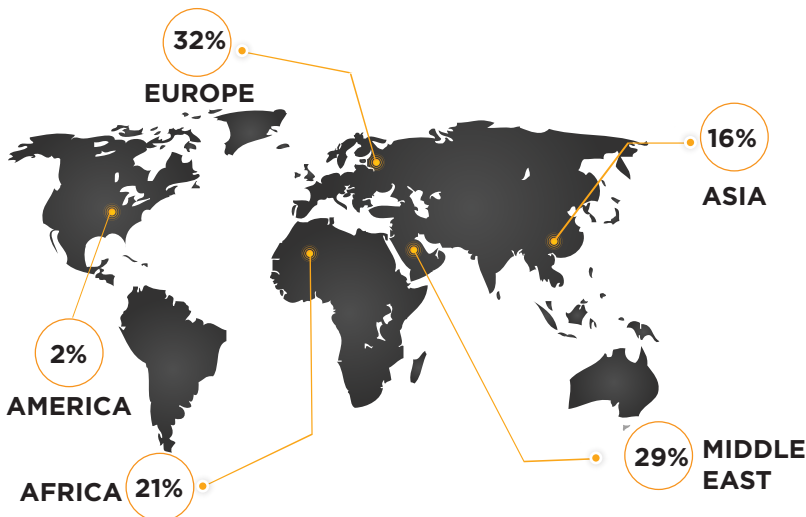
- 68%** Check out new technologies / products and services
- 53%** Establish contacts with new relations
- 16%** Maintain contacts with existing relations
- 6%** Obtain a general overview of market and developments
- 4%** Attend IstanbulLight events
- 3%** Learn more about special products and services

80% of the visitors were satisfied.
77% of the visitors will revisit IstanbulLight in 2019.

TOP 10 VISITOR PROFESSIONS

1	Electrical Engineer	17%
2	Electrical Technician	9%
3	Lightning Designer	8%
4	Electronic Engineer	8%
5	Architect	7%
6	Interior Architect	6%
7	Electrician	6%
8	Mechanical Engineer	5%
9	Civil Engineer	3%
10	Landscape Architect	1%

VISITOR GEOGRAPHICAL BREAKDOWN



TOP 10 VISITOR COUNTRIES



VISITOR PROFILE



TOP 10 COMPANY PROFILES

1	Lighting Company	21%
2	Electrical Materials and Accessories	10%
3	Lighting Design Office	7%
4	Engineering Services	5%
5	Municipalities	5%
6	Construction & Real Estate Development Contractor Group	3%
7	Retail	3%
8	Electric Contractor Company	3%
9	Electric Project Office	3%
10	Project Office	3%

38%
of the visitors stated that they can make a purchase and **14%** of the visitors can authorise a purchase.



Aydınlatmada Dünya Devi Sylvania Türkiye'ye Yatırım Yapıyor

Akıllı aydınlatma pazarı İstanbul'da tartışıldı!

İstanbul'da düzenlenen 11. Uluslararası Aydınlatma ve Elektrik Malzemeleri Fuarı ve Kongresi, sektör temsilcilerinin geniş katılımıyla ziyaretçilerine kapılarını açtı.

Genel Yürütücüsü, "Bu fuar, sektörün geleceği için önemli bir platformdur. Sektörün en güncel gelişmelerini ve yeniliklerini burada tartışabiliriz."



Aydınlatmada yerli üretim için ilk adım

Türkiye aydınlatma sektörünün geleceği, İstanbulLight 2018'de şekillenecek

ÜDM Türkiye tarafından düzenlenen Aydınlatma Sektörü İstatistikleri Derneği (AGD) ve Aydınlatma Türk Mili Komitesi (ATMK) stratejik vizyonu ile sektörün geleceğini tartıştığı 11. Fuar, İstanbul'da düzenlenen Aydınlatma ve Elektrik Malzemeleri Fuarı ve Kongresi, sektör temsilcilerinin geniş katılımıyla ziyaretçilerine kapılarını açtı.

ISTANBULLIGHT IN THE MEDIA

484 Media coverage in **35** Magazine, **61** News, **423** Portals, **14** Newspapers and sectoral publications. Reached **2.928.710** people.



Aydınlatmada Dünya Devi Sylvania Türkiye'ye Yatırım Yapıyor



1.155 professionals attended to IstanbulLight events: **IstanbulLight Lighting Forum, IstanbulLight Lighting Design Summit and Commercial Stage.**



Lighting Forum helped the improvement of legal statute

Organized with the support of AGİD and ATMK at the fair, IstanbulLight Lighting Forum brought the executives of non-governmental organizations in the sector together with executives of several public agencies such as Republic of Turkey Ministry of Environment and Urbanization and Republic of Turkey Ministry of Energy and Natural Resources. IstanbulLight Lighting Forum where domestic product manufacturing, R&D works, energy efficiency and financing were discussed ensured that studies on legal statute was shared with industrial representatives. Forum also gave industrial representatives the opportunity to share opinions and expectations with state executives and paved the way for the discussion of several matters in five sessions for two days.

Inspiring design samples were at the Lighting Design Summit

Local and global project samples left their marks at IstanbulLight Lighting Design Summit. The summit where details of the projects carried out by Turkish lighting designers both in the country and abroad were shared was one of the most attention-grabbing activities of IstanbulLight 2018.

Moderated by the founder of PLD Turkey and Ağustos Teknoloji Emre Güneş, IstanbulLight Lighting Design Summit



welcomed famous designer Daan Roosegaarde who offer smart urbanization with nature-adaptive and creative solutions and independent Turkish lighting designers Canan Baba, S. Funda Ataylar, Faruk Uyan, Nergiz Arifoğlu, Zeki Kadirbeyoğlu, Korhan Şişman, Dilek Şahin, Ali Berkman, Onur Yiğit, Ömer Selçuk Baz, and Mustafa Seven.

Professional experiences to be shared at IstanbulLight Commercial Stage

Besides the newest technologies and products in the sector, agenda topics, projects and valuable experiences were also presented by exhibitors and sector professionals at IstanbulLight Commercial Stage on September 20-22.





STRATEGIC PARTNERS



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