

Lighting industry focused on 2022

Lighting equipment that provide energy effectiveness and high energy conservation, which are on the world's agenda, influence the dynamics of Turkish lighting industry. Within this scope, it is predicted that in 2022, 75% of the lighting products in Turkish market will consist of LED and energy efficient light bulbs. With outdoor application projects and incentives, LED market is expected to grow by 25,5% in Turkey thanks to the state support that provides a big opportunity for the LED market.

Effective use of energy all around the world helped LED technology to accelerate in the lighting industry. This change in the lighting industry also influences the future of Turkish lighting market.

Stating that state support accelerates the transformation into LED infrastructure, **IstanbulLight Brand Director Engin Er** said: *"Especially in street lighting, there is a big transformation with 15 million individual street armatures. Thus, 80% of economy is ensured in energy consumption all around the country. We know that more projects that will increase the future LED demand wait for us in our country."*

25,5% growth in next five years

While a large part of Turkish LED market is managed by lighting, mobile devices and screens contribute to the next important part of LED demand.

Stating that they predict growth in all segments until 2022 according to latest researches in LED market, **IstanbulLight Brand Director Engin Er** said: *"Used in many areas from white appliances to mobile phones, LED products are expected to contribute to the highest growth rate and volume increase in the LED market in the following period with energy effectiveness policies. According to the latest data, we expect the market to grow by 25,5% until 2022."*

Outdoor LED income to increase 5 times

LED lightings, one of the newest trends in the industry that come to the fore in indoor applications of modern offices, stores, gyms, restaurants and hotels, also create opportunities for outdoor lighting applications such as façade, tunnel and road, park and gardens in the recent years with the energy effectiveness that they provide.

Stating that there will also be an increase in outdoor lighting applications with the state support and environmental applications, **IstanbulLight Brand Director Engin Er** said: *“Even though there is a high demand for LED lighting in indoor applications in Turkey during the recent years, we expect outdoor lighting applications to exceed indoor lighting applications by 2022 thanks to the state support for domestic and foreign markets. While in 2016, LED product incomes had a 19-million-dollar share, this amount is expected to reach 102 million dollars in 2022. This also reflects Turkey’s potential in the LED market. In line with these predictions, in IstanbulLight, we carry the latest technologies and innovative products in LED industry to our fair. We will introduce the latest innovative products in the lighting market to target markets in innovation field and futuristic industrial approaches to target markets in trend field.”*

Meeting point of lighting industry, IstanbulLight gathers all aspects of lighting industry by including **Decorative Lighting, Building Automation Systems, Electrical Materials and Equipment** as well as **Lighting Design** besides **Lighting** and **LED Technologies** in its scope. IstanbulLight will take place in Istanbul Expo Center on 21-24 September 2017.

About UBM

IstanbulLight is organized by UBM EMEA (Istanbul). UBM is the biggest sole B2B fair organizer of the world. With its 3750 employees working in over 20 countries, it serves to more than 50 industries. Part of UBM, UBM EMEA (Istanbul), organizes international fairs that target European, Middle Eastern and African markets in Turkey with its 100 year-long worldwide experience. Its deep knowledge and passion in its service areas creates valuable experiences for its clients to be successful. To access the latest news about UBM EMEA (Istanbul) and get more information, please visit ubmistanbul.com website.

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