

11th June 2018

Subject: Invitation to attend the **THLF2018 Cambodia Road Show: Business Matching Program** on 28th June 2018 in Phnom Penh

To: Cambodian Entrepreneur

Attachment: 1. THLF & THBF Brochure and Briefing Sheet
2. Cambodia Road Show Briefing Sheet
3. Confirmation Form

Provincial Electricity Authority (Thailand) or PEA in collaboration with Messe Frankfurt and The Exhibiz will organize the fourth consecutive year of “**Thailand Lighting Fair 2018**” (THLF 2018); **ASEAN’s leading trade fair on lighting technology, design and application** which will be organized in concurrent with “**Thailand Building Fair and Secutech Thailand**” under the theme of “**Smart City Safe City**”. The fairs will cover ranges of technologies and solutions from upstream services to downstream supplies needed for smart city development in the digital era from lighting, building automation to security under one roof. Which will be take placed at the Bangkok International Trade & Exhibition Centre (BITEC) from 8 - 10 November 2018.

Aimed at promoting THLF 2018 among Cambodian business communities as well as creating the opportunity of networking and exchanging knowledge of the ongoing trends on lighting and building technology which will bring investment opportunities for both countries, so we will hold “**THLF2018 Cambodia Road Show: Business Matching Program**” on **Thursday 28th June 2018 from 09:30 – 12:00 hours at Sunway Hotel Phnom Penh.**

With this regard, we sincerely invite you to attend the program on time and date mentioned and we are looking forward to your positive response. Should you need any further information, please do not hesitate to contact us at your convenient time.

Sincerely,



Ms. Warisarapat Suputhikrai
Senior Project Manager
The Exhibiz Co., Ltd.

Coordinator: Ms. Patcharagan Boonsawat (Paula)
TEL: +66 (0) 2 664 6499 EXT.209 / Mobile: +66 (0) 89 812 2902

Confirmation form

THLF2018 Cambodia Road Show: Business Matching Program

Thursday 28th June 2018 from 09:30 – 12:00 hours
at Sunway Hotel Phnom Penh, Cambodia

- Attend
- Not Attend

Full Name: _____ Position: _____

Organization's Name: _____ Tel: _____

Fax: _____ Mobile: _____

E-mail: _____

**Please kindly send the form back to patcharaganb@theexhibiz.com
(within Wednesday 20th June 2018)**

Briefing Sheet

THLF2018 Cambodia Road Show: Business Matching Program

Thursday 28th June 2018

Venue: Sunway Hotel Phnom Penh, Cambodia

Date: Thursday 28th June 2018
Time: 9.30 – 12.00 hrs.
Venue: Sunway Hotel Phnom Penh, Cambodia
Function: Business Matching Program

Objectives:

1. To create business relationships between Thai & Cambodian entrepreneurs in order to maximize business proficiency between two countries.
2. To present the new products and update latest technology on lighting and building industries to Cambodian entrepreneurs.
3. To promote Thailand Lighting Fair 2018 and invite the targeted visitors from Cambodia to attend the fair in Thailand.

Target Attendees: 50 - 80 Persons

➤ **Cambodian Buyers 30 - 50 companies, in the field of:**

1. Real Estate & Property Developers
2. Hospitality Services: Hotels & Resorts, Hospital, Restaurant, Spa
3. Industrial Factories
4. Engineers, Construction Contractors & Consultants
5. Architects, Interior Designers, Lighting Designers
6. Lighting & Electronic Distributors, Wholesalers & Retailers
7. Government Bodies (Department of Highway, Municipality, etc.)
8. Related Associations

➤ **Sellers (in Lighting & Building industries) from Thailand 5-10 companies**

Function Format: Product Display / Presentation and Business Matching

As of: 06.06.18

AGENDA (draft)

| | |
|--------------------|---|
| 09.30 – 10.00 hrs. | Guest Registration |
| 10.00 – 10.05 hrs. | MC welcome / THLF 2018 video presentation |
| 10.05 – 10.10 hrs. | Welcome remarks by Mr. Saranyphong Atchvsunthon, Assistant Governor (Planning and Power System Development, Provincial Electricity Authority (PEA)) |
| 10.10 – 10.15 hrs. | Speech by representative of Cambodia Business Association (CBA) |
| 10.15 – 10.20 hrs. | Opening Address by Minister Counsellor (Commercial), Office of Commercial Affairs, Royal Thai Embassy, Phnom Penh |
| 10.20 – 10.25 hrs. | Thailand Lighting Fair & Thailand Building Fair 2018 information by Ms. Pakwan Jiamjiroj, GM of The Exhibiz Co.,Ltd. |
| 10.25 – 10.35 hrs. | Product presentation by Nex Inno Tech and Seraphim Solar System (Thailand) (5 minutes for each company) |
| 10.35 – 10.40 hrs. | Photo session |
| 10.40 – 12.00 hrs. | Business matching session (80 minutes) |
| 12.00 hrs. | End session |
| 12.00 – 13.00 hrs. | Networking lunch |

Welcome remarks by PEA:

- ASEAN's lighting & energy Trends
- New opportunities through Thailand's Exhibitions Platform

Opening Address by Minister Counsellor (Commercial), Office of Commercial Affairs, Royal Thai Embassy, Phnom Penh:

- Thailand – Cambodia Bilateral and trade relationship
- Lighting & building industry opportunity between Thailand and Cambodia

###

ABOUT THAILAND LIGHTING FAIR

Thailand Lighting Fair (THLF) is ASEAN's leading trade fair on lighting technology, design and application. The 2018 fair will be segmented into three sections; lighting accessories and electronic components; commercial, city and architectural lighting; lighting art and designer lighting fixtures.

Since its launch in 2015, Thailand Lighting Fair has grown to serve the region's flourishing lighting industry and is continually expanding its scope to cater to market demands. A wide-ranging concurrent event programme gathers key players each year in the lighting community to engage and explore developments in the industry.

Thailand Lighting Fair is part of the Light + Building family of trade shows which is headed by the biennial Light + Building event in Frankfurt, Germany. The Thailand Building Fair and Secutech Thailand will be held concurrently in order to provide a one-stop sourcing platform for the light, building and security industries under one roof. **This year fairs will take place at the Bangkok International Trade & Exhibition Centre (BITEC), Hall 102-104, from 8 - 10 November 2018 to serve over 15,000 trade visitors across the region.**

For more information, please visit www.thailandlightingfair.com

thailand lighting fair

The future of light:
Smart, sustainable, human-centric

8 – 10 November 2018

Bangkok International Trade & Exhibition Centre
(BITEC), Bangkok, Thailand

www.thailandlightingfair.com



The Electric Utility of the Future

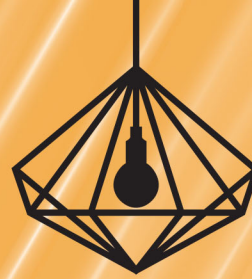
PEA
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The ExhibiZ
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ASEAN's leading lighting fair



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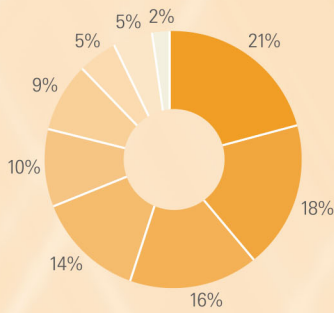
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Lighting business opportunities in ASEAN

- Ongoing closer economic integration between ASEAN member states has been agreed through the ASEAN Economic Community, established in 2015. The region is on course to become the second global single market aside from the EU. ASEAN nations have signed bilateral agreements with countries, such as China, to implement lower tariff or tariff-free agreements on LED products.
- At current growth rates, ASEAN should become the fourth-largest market in the world after the EU, US and China. USD5.3 trillion of global trade passes through its waterways each year.
- By 2030, the annual lighting products shipments in ASEAN are projected to reach around 829 million lamps.
- Thailand is one of the leading importers of lighting products in ASEAN, ranking second among all ASEAN member states for the import of general lamps, light fittings, electric filament lamps and discharge lamps.
- Thailand has a more mature and developed trade fair market than its peers and greater support from the government and related associations is anticipated.
- Among Southeast Asian nations, the Thailand lighting market is one with great potential. In 2015, the total market value reached USD 881 million, up 7.8% compared to the previous year. The annual growth rate of the market has been increasing throughout the years from 3.6% in 2013 to 7.8% in 2015, mainly driven by the growth in the LED lighting segment.
- The LED market value in Thailand is expected to reach USD 1.97 billion by 2022.

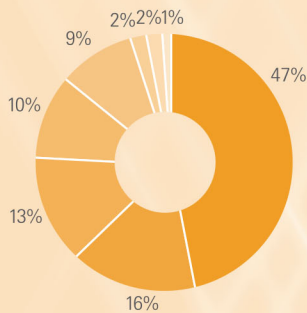


Visitor Nature*



- 21% Architect / Interior designer
- 18% Industrial factories
- 16% Real estate
- 14% Import/Export
- 10% Engineer/Builder
- 9% Retail
- 5% Hotel & Hospitality
- 5% Government body
- 2% Others

Visitors' interests*



- 47% Technical lighting
- 16% Accessories and components
- 13% Solar and green lighting
- 10% Decorative lighting
- 9% Smart lighting
- 2% Street lighting
- 2% Testing, inspection
- 1% Others

*Figures taken from 2017 show



Visitors' feedback

When I learned that Thailand Lighting Fair will host a large China Pavilion, I came to look for more new partners to supply lighting products suitable for our projects. I am very happy that I can find a lot of potential suppliers at the show. While we source many items from China, as Thailand is nearer, it is much more convenient for us to visit this fair.

Mr Meng Him, Sale Manager, KKENS Engineering and Supplies Co Ltd (Cambodia)

We are a trading company that encompasses everything to do with lighting. We are looking to expand our supplier base and explore new business opportunities with suppliers from China, Singapore, Hong Kong and other countries and regions present. I have not seen a show of this scale in Thailand before.

Ms Tharika Warahirunya, Purchase Manager, AllLight Intertrading Co Ltd (Thailand)

Discover more at Thailand Lighting Fair



Product zoning and exhibit profile

Thailand Lighting Fair will be split into three main categories to offer visitors a comprehensive product platform to source the latest in lighting solutions.

Lighting accessories and electronic components

- Lighting accessories:
Lampshades, lamp holders, lamp heads, reflectors, lamp trays, hardware components, cables
- Electronic components:
Ballast, capacitors and relays, connectors
- LED technology:
LED chipsets, LED drivers and driver ICs, LED controller gears, LED modules and light engines

Technical lighting

- Exterior and street lighting
- Workplace and factory lighting
- Architectural, commercial and construction lighting
- Sport arena, garden and public area lighting
- Explosion protected lights and mine lights
- Emergency lights
- Solar-powered lights
- Electric light sources

Lighting art and designer lighting

- Traditional and modern designer lighting solutions
- Interactive lighting installations

Conference programme

A wide-ranging conference programme invites key players from the international lighting community to deliver a lineup of insightful talks and presentations about the latest developments in the lighting world. Don't miss out on your opportunity to interact with these industry leaders.



Thailand Building Fair

Thailand Building Fair is run concurrently with Thailand Lighting Fair to offer an unrivalled one-stop sourcing platform in the region with a wide range of building technology and solutions.

For more information about Thailand Building Fair, please visit www.thailandbuildingfair.com

Smart building & building automation technologies

- Smart building technology
- Design services and building automation
- Software for construction
- Light control systems
- Plumbing and water technology
- Solar energy
- Audio and video systems
- Systems integration
- Generic cabling systems
- Intelligent sun shading systems

Electrical engineering

- Electrical accessories and materials
- Power supply and distribution systems
- Energy management systems
- Electricity supply / distribution equipment and electrical products
- Power supply, instruments, gauges and tools
- Electrical energy-efficiency modification equipment
- Control equipment, meter & monitoring and dimmer switches
- Sockets and switches
- Lightning protection systems and equipment

2017 fair details



274 booths

10,675 trade buyers from **37** countries and regions

5 international pavilions

534 government officials and representatives in attendance

44 conference speakers and **17** sessions

10,000 sqm of exhibition space

Exhibitors' feedback

“ The economy of the Southeast Asia region is developing rapidly and lighting solutions are in high demand. Last year's participation at Thailand Lighting Fair went very well and that is why we have returned again. We are able to meet with contractors, designers, dealers and owners of commercial properties, all of them our target buyers. ”

Mr David Lin, General Manager, Lei Yueh Enterprise Co Ltd (Taiwan Pavilion)

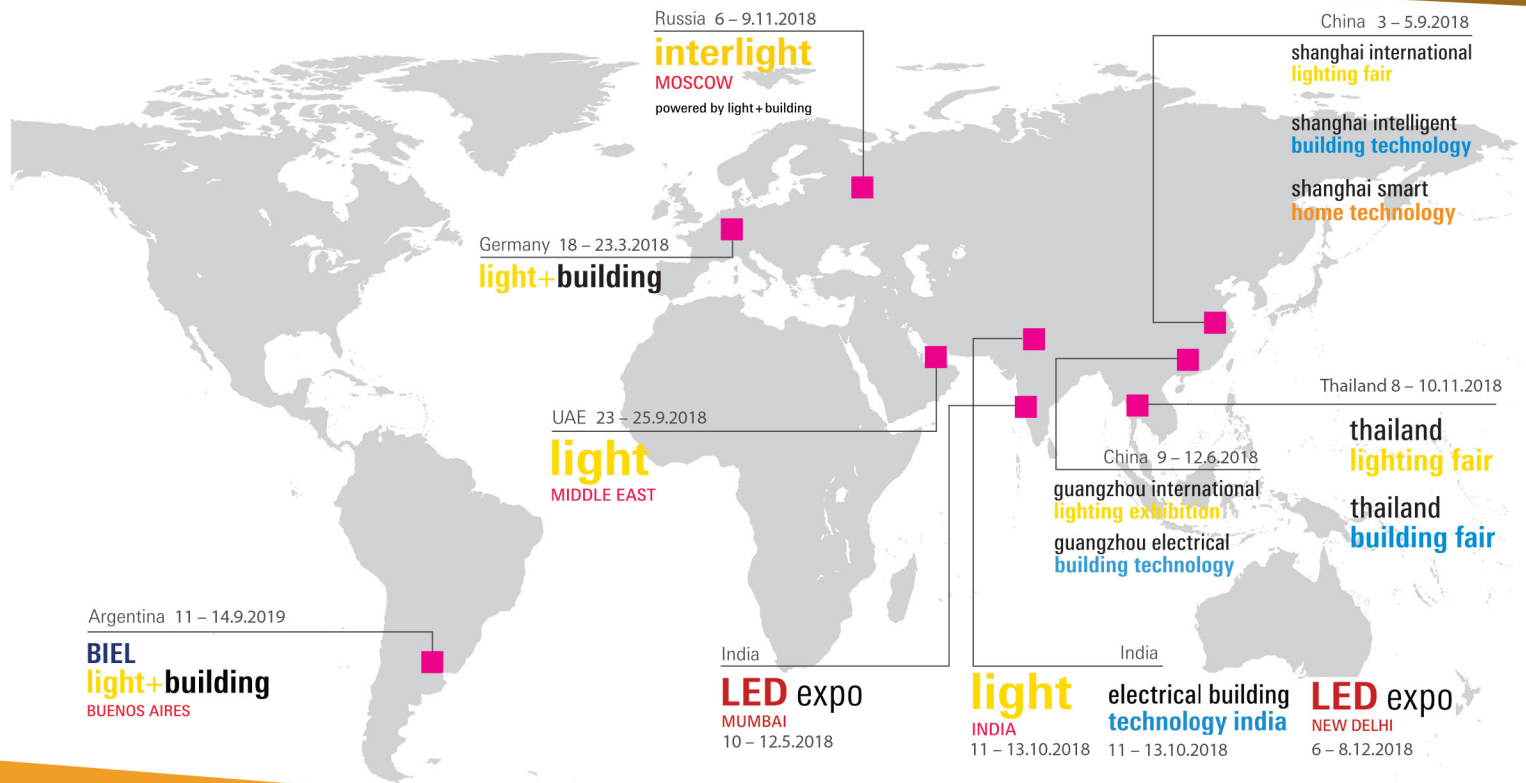
“ This is our third time to exhibit at Thailand Lighting Fair. By participating over a number of years we have been able to learn more about the ASEAN market and increase our brand recognition. In addition to Thailand, we have also met with visitors from Indonesia, Singapore, Malaysia and Vietnam. We hope to return for the next edition. ”

Ms Miho Kitami, Overseas Business Promotion Division, Sales Promotion Department, Seiwa Electric MFG Co Ltd (Japan Pavilion)

Light + Building Technology Fairs Worldwide

Messe Frankfurt New Era Business Media Ltd is the international organiser of Thailand Lighting Fair and Thailand Building Fair. The fair is a part of Messe Frankfurt's building and energy shows, headed by the biennial Light + Building event in Frankfurt, Germany, which will take place from 18 – 23 March 2018.

For more information, please visit www.brand.light-building.com



Show details

Date

8 – 10 November 2018

Venue

Bangkok International Trade & Exhibition Centre (BITEC),
88 Bangna Trad Road, Khwaeng Bang Na,
Bangna Bangkok 10260, Thailand

Opening hours

10.00 – 18.30

Admission

Trade visitors only. Free of charge.

Participation fee

Thai Exhibitor:

Raw Space THB 7,150 / sqm plus VAT
Standard Booth THB 8,000 / sqm plus VAT

International Exhibitor:

Raw Space USD 340 / sqm (VAT included)
Standard Booth USD 360 / sqm (VAT included)

Concurrent events

thailand
building fair

secutech
THAILAND

For international companies, please contact:

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Tel: +852 2238 9969 / +852 2802 7728
light@china.messefrankfurt.com

For Thai companies, please contact:

The Exhibiz Co Ltd
Ms. Pakwan J. / Ms. Warisarapat S.
Tel: +66 2 664 6499 Ext. 200, 209
info@thailandlightingfair.com

thailand building fair

The ASEAN platform for Building Automation
& Electrical Engineering

8 – 10 November 2018

Hall 102 - 103, BITEC, Thailand

www.thailandbuildingfair.com

The
ExhibiZ
CO., LTD

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Unrivalled one-stop sourcing platform

Thailand Building Fair is the perfect platform to expand your business by showcasing the latest building automation and electrical engineering solutions to capture the growing demand in Thailand and ASEAN market. The 2018 fair will be segmented into two sections; smart building technologies and electrical engineering.

Thailand Building Fair is part of the Light + Building family of trade shows which is headed by the biennial Light + Building event in Frankfurt, Germany. The Thailand Lighting Fair and Secutech Thailand will be held concurrently in order to provide a one-stop sourcing platform for the lighting, building and security industries under one roof.



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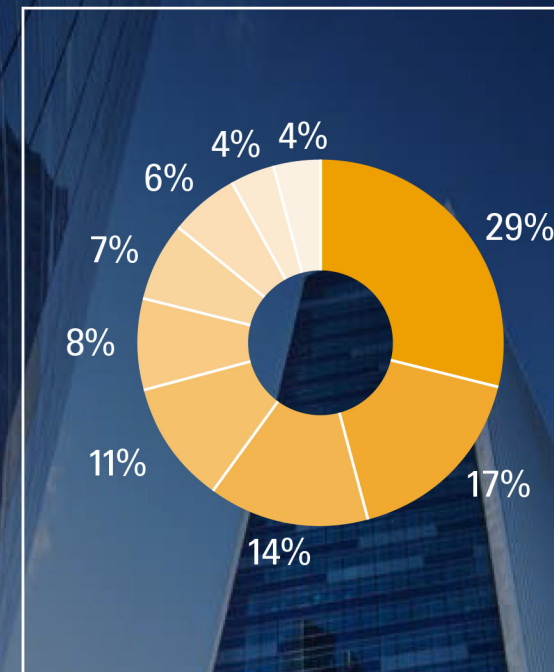


Supported by :



Meet your target groups at Thailand Building Fair

- Engineer / Electrical Contractor
- Consultant
- Architect / Interior designer
- Industrial factory
- Real estate / Property
- Hospitality Service (Hotel, Hospital)
- Distributor / Wholesale & Retail
- Government body
- Educational Institute



Main objectives of visitors*

- 29% Purchasing
- 17% Acquire supplier
- 14% Seek and gather information
- 11% Survey market and trends
- 8% Attend the seminar
- 7% Visit "Smart City, Safe City" Zone
- 6% Establish contact/ visit business partner
- 4% Evaluate for future participation
- 4% To become a distributor

*Figures taken from 2017 show

Product zoning and exhibit profile

Thailand Building Fair will be split into two main categories to offer visitors a perfect sourcing platform with a wide range of building technology and solutions.

Smart Building & Building Automation Technologies

- Smart building technology
- Design services and building automation
- Software for construction
- Light control systems
- Plumbing and water technology
- Solar energy
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- Systems integration
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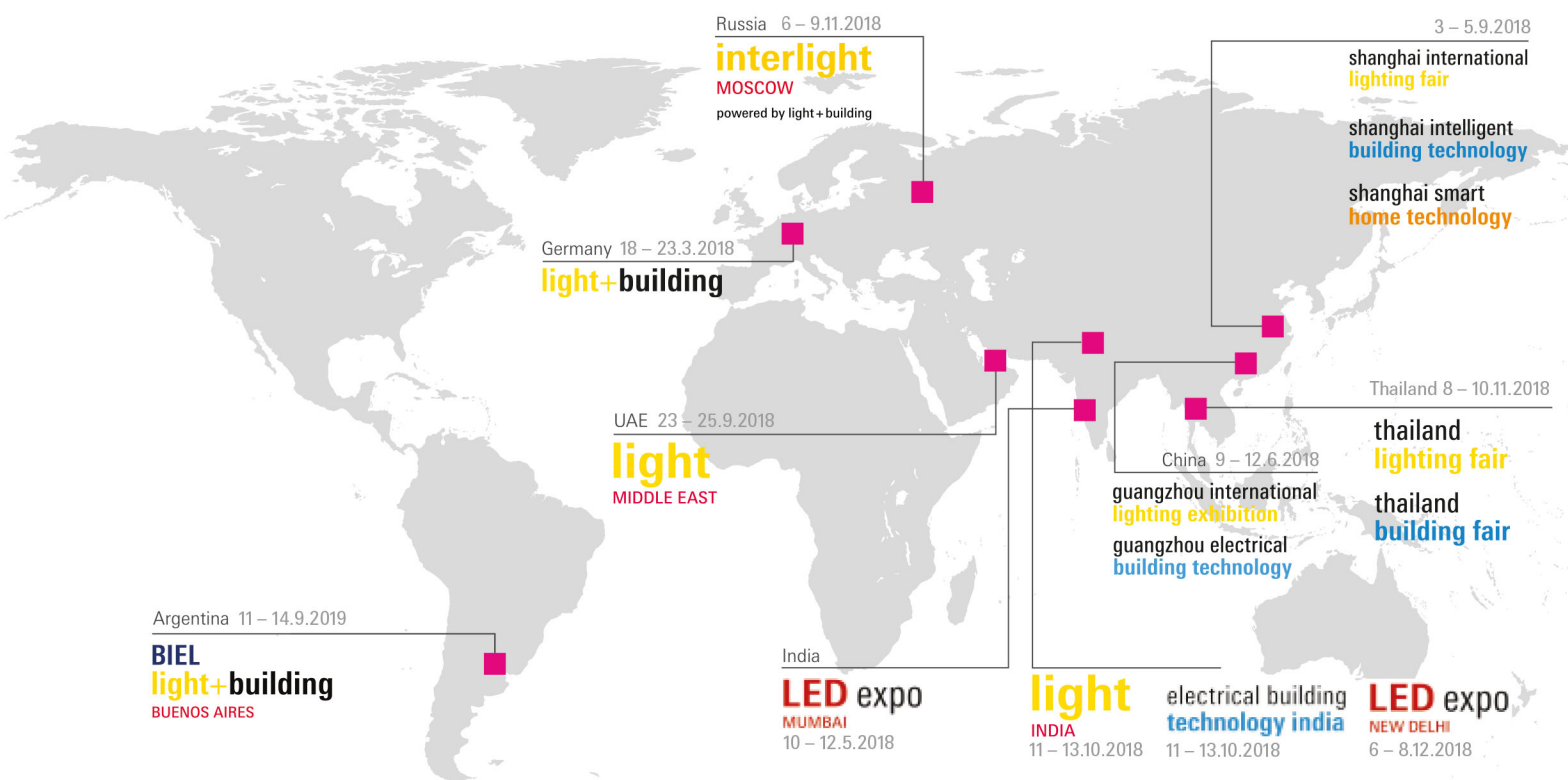
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Raw Space USD 340 / sqm (VAT included)
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Concurrent events

thailand lighting fair

secutech THAILAND

Contact

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