

Press release

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## Thailand Lighting Fair and Thailand Building Fair 2019 fuel ASEAN's rising IoT and smart city market

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**The 2019 editions of Thailand Lighting Fair (THLF) and the Thailand Building Fair (THBF) were held successfully from 28 – 31 October at the Bangkok International Trade & Exhibition Centre. Together with the concurrently held Secutech Thailand, the three trade fairs debuted the Smart City Solutions with the goal of introducing fairgoers to smart city business opportunities and business networks across the entire smart city ecosystem.**

Over the four-day fair period, THLF, THBF, and Secutech Thailand together presented 300 exhibitors and brands from 12 countries and regions in gross 11,000 sqm of exhibition space. Meanwhile, visitor numbers for THLF and THBF reached over 5,000. Led by the new show theme 'City + IoT – a sustainable and liveable future', THLF and THBF are comprehensive industry platforms serving the growing demands for advanced smart city solutions and technologies in the ASEAN regions, offering insightful concurrent events, business matching opportunities, and other incentives for exhibitors and fairgoers alike.

Concluding the two fairs, Mr Hubert Duh, Chairman and Managing Director of Messe Frankfurt New Era Business Media Ltd stated, "Being quick to pick up the new smart city concept empowered by the latest IoT and smart city innovations, Thailand and other ASEAN cities are a booming market for advanced lighting and building technologies. Messe Frankfurt will continue to grow with the two fairs, striving to provide an ideal platform which takes full advantage of the vast opportunities in the region. This year, we are again honoured to welcome global exhibitors and visitors, and we are grateful for their long-standing support."

### **Comments from exhibitors:**

"THLF and THBF offered an excellent opportunity for us to target consultants and designers, as well as promoting our wide range of solutions in different domains to specific industry audiences. We welcomed over 100 visitors on the first day alone."

**Mr Pongwut Sangprasert, Deputy Director, Developer Solution Center, Panasonic Management (Thailand), Japan**

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
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Wanchai, Hong Kong

“We are quite satisfied with the business matching, focus groups and other events offered by THLF and THBF, which distinguished the two fairs from the other similar trade fairs. This is why we chose to exhibit here for the second consecutive year.”

**Mr Kaj Miyake, General Manager, Business Development Group, Parking System Dept., IHI ASIA PACIFIC (Thailand), Japan**

“THLF and THBF are very important to the industry, and this year’s seminar is great success with the hall full of attendees. Through the seminar, we can introduce and promote our solutions to distributors and end-users in Thailand, and the demonstration makes it easier for the attendees to understand the KNX standard. Our booth has also allowed us to make contact with many potential partners, such as the Thai Chamber of Commerce.”

**Mr Benoit Guillerey, Secretary Delegate & KNX Tutor, KNX National Group (Thailand) Association, Belgium**

**Comments from visitors:**

“Well-known companies such as NEX and Panasonic have introduced interesting IoT lighting and integrated smart home solutions to the fairs, and global exhibitors have brought leading technologies from around the world. The fairs also provided an excellent opportunity for us to have a comprehensive view of lighting, building, security, and other related sectors, creating rooms for cross-industry collaboration.”

**Mr Nutrapun Yasintorn, Marketing Executive, Aston International, Thailand**

“As a lighting manufacturer for energy-saving products based in China, we have previously established connections with buyers from Thailand, and our visit has allowed us to meet them face-to-face while encountering new potential business opportunities on-site.”

**Ms Connie Chen, Sales Manager, Kambo, China**

“My main goal at the THLF and THBF is to learn about new technologies and innovations which are not yet present in my country, Malaysia. I have noticed a lot of solar-related lighting products and hope to find advanced industrial, office, and smart lighting technologies. The concurrently held trade fairs also broadened my perspectives on IoT technology, which we plan on incorporating into our own products. Given the opportunity, I would definitely come back next year.”

**Mr Wong Yong Xiang, Product Development Engineer, Sales and Marketing, Opulent Solutions Sdn Bhd, Malaysia**

“We have been coming to THLF and THBF since the fairs launched five years ago, and it is a great place to update ourselves with the latest innovations that we can adopt as a developer. The seminar speaker has taken the audience members’ backgrounds into consideration and provided useful information in a clear manner.”

**Ms Boonsri Srilertchaipanij, Ratchaburi Housing & Development, Thailand**

Thailand Lighting Fair  
Thailand Building Fair  
Bangkok, 28 – 31 October, 2019

Thailand Lighting Fair and Thailand Building Fair are part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial [Light + Building](#) event held in Frankfurt, Germany. The next edition of Light + Building will take place from 8 – 13 March 2020.

Messe Frankfurt also offers a series of other light and building technology events worldwide, including the Guangzhou International Lighting Exhibition, Shanghai International Lighting Fair, BIEL Light + Building in Argentina, Light Middle East in the United Arab Emirates, Interlight Moscow powered by Light + Building in Russia as well as Light India, the LED Expo New Delhi and the LED Expo Mumbai in India.

For more information on Light + Building shows worldwide, please visit [www.brand.light-building.com](http://www.brand.light-building.com). For more information regarding Thailand Lighting Fair, please visit [www.thailandlightingfair.com](http://www.thailandlightingfair.com); for Thailand Building Fair, please visit [www.thailandbuildingfair.com](http://www.thailandbuildingfair.com).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).