

Press release

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Smart city development to the fore as Thailand Lighting Fair and Thailand Building Fair embrace new show theme and date

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Thailand Lighting Fair and Thailand Building Fair will embrace a new show theme of “City + IoT – a sustainable and livable future” for the 2019 editions of the shows, located at the Bangkok International Trade & Exhibition Centre from 28 – 31 October. The two fairs will be held concurrently with Secutech Thailand and Digital Thailand Big Bang for the first time, and will aim to offer exhibitors and visitors an industry-wide overview of smart city developments ready for the ASEAN region.

Thailand Lighting Fair and Thailand Building Fair will concentrate their focus via a new show theme: “City + IoT – a sustainable and livable future”. Under this theme the fairs will address two topics: smart city opportunities, and power generation and efficiency. These two pillars will ensure that fairgoers discover a wide array of lighting applications, technology, products, and building IoT solutions that will spur the progress of smart city development.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd, shared her views on the updated show theme and what this means for the fairs: “The adoption of the smart city concept is an undeniable trend for ASEAN cities. The new show theme, date and coordination with concurrent fairs will enable companies to harness smart city business opportunities in the ASEAN region and build a networking platform across the smart city ecosystem.”

Smart city opportunities

ASEAN is one of the fastest growing economies in the world with most of its economic growth being driven from its urban centres. Such rapid urbanisation often presents a series of challenges for governments and citizens including environmental and social concerns that can negatively affect the wellbeing and lives of cities’ residents.

In response to the smart city development trends, the fairs will focus on smart city solutions covering the full spectrum of digital living, smart governance and smart technology. It will provide an ideal platform for participants to explore smart city technologies and share new ideas on market trends through the exhibits, event programme and concurrent events.

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

Energy efficiency and power generation

An additional focus of the fairs will be power and energy solutions. Energy demand in the ASEAN region has grown exponentially, with today's demand for energy being 70% greater than in 2000. Efforts to diversify the energy mix and acquire greater efficiency are underway with smart city development looking to play a major role. As the leading smart city business hub in the region, the fairs will take advantage of their location and provide a range of sustainable and energy efficient technology and products for both the lighting and building industries.

Smart building as a key element of the Smart City concept

With recent policy directions on energy and power development plans, the Thai government is investing a lot of effort in transforming Thailand into a smart and digital country to ease the impact of urbanisation as well as to accelerate the economy. To make use of these advantages, Thailand Building Fair 2019 will showcase smart building technologies, green buildings, electrical engineering, infrastructure, solar and renewable energy systems, facility management and smart parking, connecting with Thailand Lighting Fair 2019 and Secutech Thailand 2019 to present solutions for Bangkok to become a sustainable and livable city for a smart future, as well as cities further afield.

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, every two years. 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. For more information regarding Thailand Lighting Fair, please visit www.thailandlightingfair.com; for Thailand Building Fair, please visit 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).

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

For more information, please visit our website at: www.messefrankfurt.com.

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