

Press release

March 2020

Thailand Lighting Fair and Thailand Building Fair 2020 will illuminate infrastructure opportunities within the ASEAN region

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Later this year, Thailand Lighting Fair (THLF) and Thailand Building Fair (THBF) will proudly embrace a new show theme of ‘Cities and Buildings of the Future’ at the Bangkok International Trade & Exhibition Centre, from 25 – 27 November 2020. Under the new show theme, the fairs will showcase how the infrastructure opportunities within the region have led to the development of both lighting and building technology solutions for three key sectors: cities, buildings and factories.

According to the Asia Development Bank, USD 2.8 trillion worth of infrastructure investment is needed for expansion in the ASEAN region from 2016 to 2030. The abundant potential highlights how Asia is a key player in transforming the model for urban cities of the future. The opportunity for growth is accompanied by support from ASEAN governments to construct smart cities in a bid to tackle growing environmental and economic issues in the region.

As a prime example, Thailand is welcoming an increasing demand in the infrastructure market. With growing government support for sustainable construction, rising household incomes and heightened migration from rural to urban areas, the country is receiving a steady influx of foreign direct investment. Coupled with efforts to enhance the manufacturing sector, Thailand’s growth in building investment opportunities closely mirrors the trend of urban expansion in the wider region.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (HK) Ltd, shared her views on the ASEAN market and show theme: “The ASEAN region is ready to embrace the forecasted growth in construction and as a result, take the lead in technology and digitisation. From the show theme, participants will expect to see new innovations such as AIoT, automation, augmented & virtual reality and blockchain enabled by superfast and high bandwidth networks. These technologies form the framework for smart buildings, which are destined to transform the property market. Meanwhile, Wi-Fi and 5G will soon be ubiquitous, enabling smart infrastructure and IoT devices to work together seamlessly. The successful development of smart buildings and cities of tomorrow depend upon liveability, sustainability and resilience as crucial components.”

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Key trends in the development of smart cities will be addressed at the 2020 fairs

By showcasing technological solutions for ASEAN's growing construction and infrastructure industry, THLF and THBF 2020 will serve as the ideal networking platform for government officials, property developers, construction & infrastructure companies, investors and technology & solution providers. The fairs will provide one central sourcing hub for both lighting and building solutions, covering three key divisions: cities, buildings and factories.

Cities

There has been a considerable focus within the ASEAN region towards building sustainable, smart cities with the aim to achieve circular economies. The ASEAN city of the future will be centred upon energy efficiency through recycling and renewable solutions. THLF and THBF will explore the topic of 'green energy' as a key component for achieving sustainable cities, whilst specific attention will also be given to street lights and new city-wide lighting infrastructure that is poised to act as the backbone for building smart cities.

Buildings

'Smart' and 'green' buildings are key to the future development of the ASEAN construction market. The collocation of THLF and THBF echoes the overlapping business potential between smart buildings and innovative lighting technology. At the shows, a range of the latest smart building solutions as well as IoT solutions for smart building ecosystems will be discussed and explored.

Factories

The manufacturing industry is entering a new era categorised by integrated technologies such as IOT, robotics and big data solutions; the fundamental characteristics of how factories are designed, constructed and operated are also set to change. Factories of the future will be required to produce more materials whilst operating with increased energy efficiency. All the while, standards in health and safety will need to be maintained to provide adequate working conditions for an increasingly skilled and diverse workforce. The collocated fairs will examine 'The Human Factory' concept by looking into human centric lighting solutions and designs as well as building solutions for smart factories.

Ms Wong added, "We are looking forward to the upcoming THLF and THBF, and we are proud to support lighting and building solution companies as they embrace the growing opportunities in the ASEAN construction and infrastructure market."

The Thailand Lighting Fair and Thailand Building Fair are a part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial [Light + Building](#) event. The next edition will be held from 27 September – 2 October 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 the lighting shows in China, please visit www.light.messefrankfurt.com.cn or email light@china.messefrankfurt.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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

* preliminary figures 2019