

An International Exhibition on Lighting and allied industry

lighting
SOUTH ASIA

20th - 23rd Feb, 09
Bombay Exhibition Centre
Goregaon (E), Mumbai INDIA

Organised By



Supported By & In cooperation with



Indian society of lighting engineers



Supported by

ELCOMA

In Association with



LIGHT INDIA INTERNATIONAL

SUMMARY

- The seventh in the series of Lighting India International - **Lighting South Asia** was held at the Bombay Exhibition Center, Goregaon (E) Mumbai. The exhibition attracted **8706** trade visitors from India and overseas.
- The exhibition drew exhibitors from 7 countries representing more than 100 companies
- Events partners included Indian Society of Lighting Engineers (ISLE) and ELCOMA
- The exhibition was promoted through an extensive advertising schedule in print & electronic media, as well as dedicated PR campaign. Targeted direct mail, e-mail, telemarketing, and newspaper marketing was also utilized
- The exhibition was opened by Mr. Shrikant Neel Sarkar, the President of International Association of Interior Architects, . He was accompanied by Mr. Hari Mamak, founder member ISLE and Mr. Anatoly Sushon, MD Expomedia Events India
- 78% of Business Visitors were pleased with LSA 09.
- Innovative products launched included LED lamps by Crompton Greaves and Home decorative lights introduced by Philips India . Other products included luminaries and accessories being launched by national and international players
- LED being considered the latest technologies was the focus of the exhibition



VISITOR ATTENDANCE STATISTICS

The event witnessed trade buyers from all across India. The exhibition was open to trade visitors only. The footfall for the event has been analysed in table and graphs below.

The visitor registration process was monitored throughout the exhibition. Visitor cards and the data from the registration process have been retained for audit and inspection.

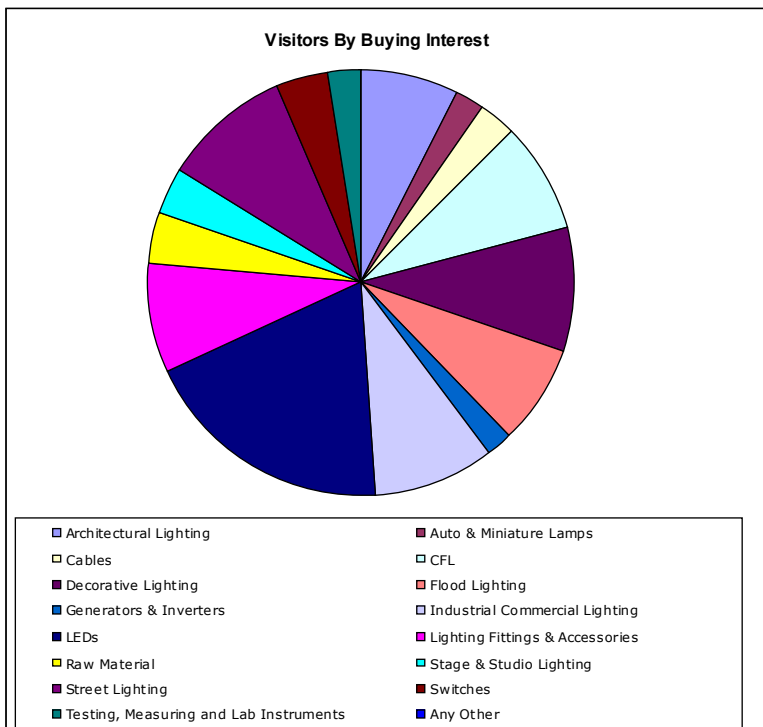
The visitors were then asked to fill up the feedback form after their visit to the exhibition at the exit gate. The information thus provided has been provided in detail for a better understanding.

There were a total of 8,706 trade visitors and seminar delegates in LSA 09, the audience that came to the show was relevant to the exhibitors and of a high quality. This can be seen from the results of the exhibitor questionnaires later in the report



VISITOR ATTENDANCE STATISTICS (CONTINUED)

SECTOR OF INTEREST



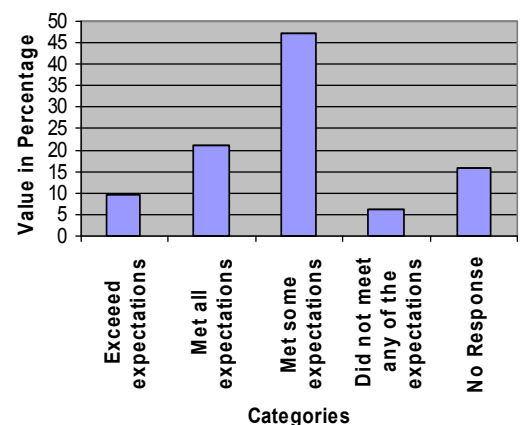
Visitors by buying interest

Architects/Consultants	16.70
Big Corporate	5.10
Builders, Developers	7.70
Consumers	13.00
CPWD	0.70
Dealers and Distributors	15.90
Entrepreneurs and Investors	6.50
Foreign Commercial and Trade Missions	0.60
Hoteliers	2.60
Industry Associations and Trade Delegations from India and Abroad	2.60
Interior Designers	17.50
Ministry of Defence	0.90
Ministry of Power	0.70
Ministry of Railways	0.80
Municipalities	1.40
Non Conventional Energy Providers	2.40
Specifiers of Residential and Commercial Projects	3.80
Sports Authorities	1.20

VISITOR ATTENDANCE

The **buying interest & manufacturing** of the visitors show a very diversified result confirming the fact that the visitors came in numbers with a firm consideration that the exhibition covers the entire vertical of the industry.

Fulfilment of the purpose of the visit



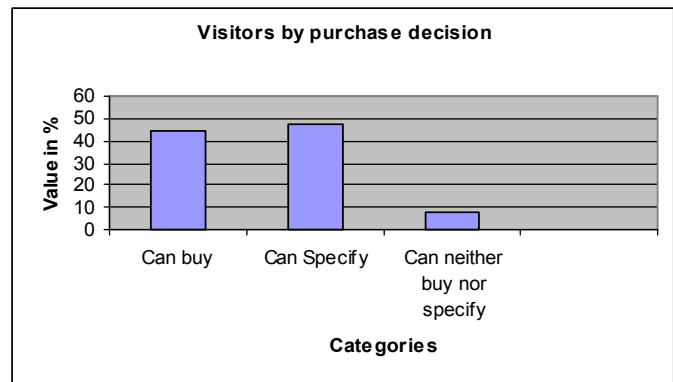
VISITOR ATTENDANCE

It was further confirmed by the visitors as **78%** said that the exhibition met their expectation some or all expectations

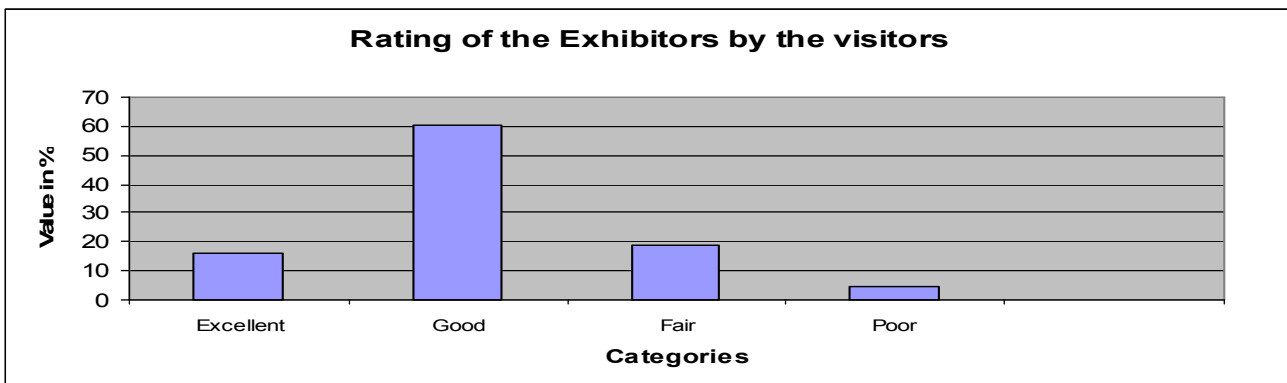
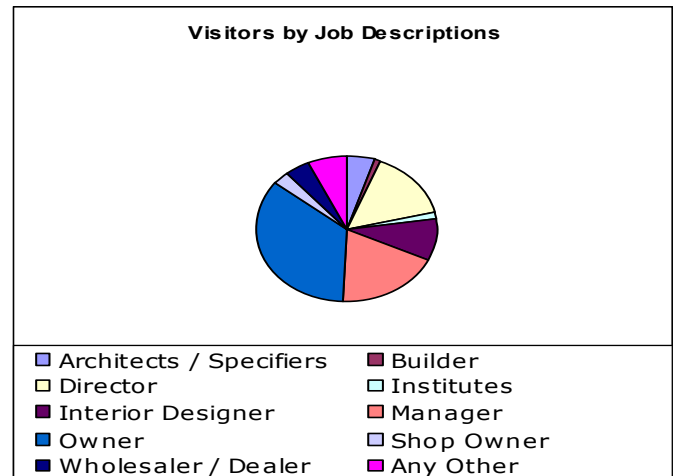
VISITOR ATTENDANCE STATISTICS (CONTINUED)

VISITORS BY THE TYPE OF INTEREST

- Trade visitors by type of business – The 2,953 visitors and delegates indicated an interest in beauty and well being sector. The analysis demonstrates that the audience included a broad spread of the key categories in the beauty and wellness industry.
- The trade visitors showed a buying interest in wide variety of products, technologies and services, with visitors from India and 6 other countries
- The exhibition has established itself as the pre-eminent show in India for lighting and allied industry
- The Lighting industry in India has a consistent **growth of 15% per annum** and is currently valued at over **US\$ 1 billion**



Trade visitors by job description – total 8,706. The analysis indicates that the exhibition attracted key decision makers.



ADVERTISING & PUBLIC RELATIONS CAMPAIGN

An extensive marketing campaign was designed in order to get considerable number of quality trade visitors. Various marketing tools were being used to seed maximum information

DATABASE / TELEMARKETING CAMPAIGN

A database of 35,000 specifiers, Trade Associations, corporate buyers, dealers, importers and retailers was put together in India to target as exhibition visitors. Personal Invitations were sent to this database. Over 1500 visitors pre-registered to visit.

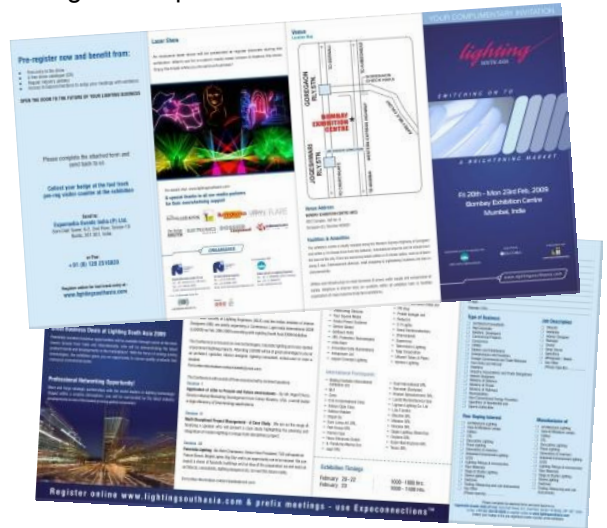


E-MAIL CAMPAIGN

A visitor registration form and newsletter promoting the event were sent to the full database. Regular updates were sent every month. A daily update started in the final week of the event. The Emailer had active links to the website for easy access and navigation to the website. The activity yielded a great response as the website click increased with great numbers as monitored through the backend.

INVITATIONS

An invitation by ISLE, IID and ELCOMA at the exhibition was extended to VIP guests and Conference delegates to encourage them to visit the exhibition. The exhibition included Saturday and Sunday as a show days to give Indian businessmen and professionals the opportunity to visit the exhibition without interfering with their normal working schedule. On Sunday general visitors were also allowed into the exhibition, which proved very beneficial in bringing in a large quantity of quality visitors as consumers.



DIRECT MAIL CAMPAIGN

20,000 invitations were sent out across India using the in-house database and via trade magazines. This proves out to be a one to one source of contact with the potential visitors

NEWSPAPER ADVERTISEMENT

A comprehensive newspaper advertising campaign was run across India prior to and during the exhibition. Newspaper advertisements carried in The Times of India and Economic Times at all India level and Maharashtra Times, Loksatta, DNA, Indian Express and Financial Express at the regional level at the regional level.

The extensive promotion resulted in quality trade visitors. The following centers were covered to have an extensive flow of information about the show



- TOI** • Mumbai • Pune • Bangalore • Chennai • Ahmedabad • Goa • Nagpur • Hyderabad • Mangalore & Mysore
- ET** • Mumbai • Pune • Bangalore • Chennai • Ahmedabad • Hyderabad • Ahmedabad-Gujrati • Mumbai-Gujrati
- Vijay Karnataka** • Bagalkot • Hubli-Dharwad • Bangalore • Gulbarga • Gangawati • Chitradurga • Hassan • Mysore
- MT** • Maharashtra **NBT** • Mumbai **DNA** • Mumbai, Pune & Bangalore

ADVERTISING & PUBLIC RELATIONS CAMPAIGN (Contd.)

Advertisements promoting the exhibitions were placed in colour and black & white in all the leading newspapers, trade journals and domestic as well as international. The publications like Sourcing Electrical & Lighting, Urban Design, Flare, CENS, Illuminotecnica Europe Light, The Design Source, Electronics Bazaar and Dossier Componenti and Maggioli Spa have the readership of more than five lakhs. Leading national newspaper was also taken into consideration for the release of exhibition advertisement. The entire region was strategically covered to build the strong base of information.

PR CAMPAIGN

An extensive Public Relations campaign was run throughout India promoting **Lighting South Asia 2009** as well as covering all days of the exhibition including the inauguration. The campaign was designed to cover the entire region and thus the releases were planned in vernacular as well. Some leading vernaculars gave an extensive coverage for the show.



RADIO

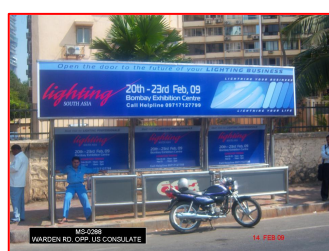
Radio advertisements were broadcasted from prominent radio stations across Mumbai and suburbs prior to and during the exhibition. The stations airing the advertisements were **Radio City 91.1 FM and Red FM**. The campaign started 5 days prior to the show and went on till the end. There were 25 spots, RJ mentions and sponsorship tags during the day.

OUTDOOR

The exhibition was advertised across Mumbai Region 15 days prior to the exhibition. Bus Q-shelters and Bus back panel were strategically located throughout Mumbai along the important routes.

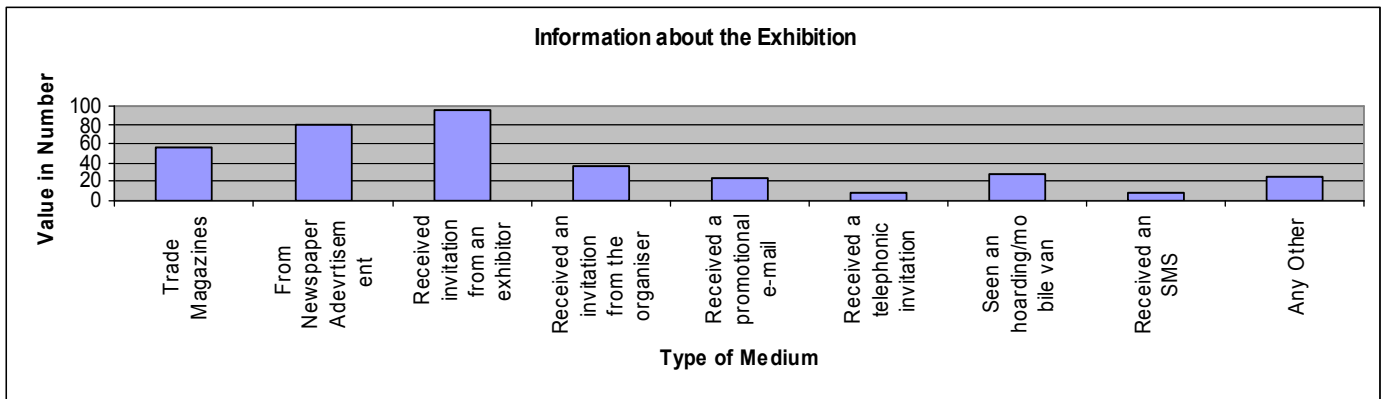
This proved out to be an effective medium for sowing information and served as a reminder for the key trade visitor.

The selection of area and location was key to the success of this activity



ADVERTISING & PUBLIC RELATIONS CAMPAIGN (Contd.)

The feedback from the trade visitors showed that the tools used to disseminate the information about the show worked out effectively.



EXHIBITOR STATISTICS

There were 90 companies exhibiting their products and services at the exhibitions. The international companies came from 6 countries.

International sales were facilitated through Expomedia Events, London office. This undoubtedly yielded results with 30 international companies participating directly and at least five through Indian representation.



The international brands present at the show included Alanod Aluminium – Veredlung GmbH & Co KG, Citizen Electronics Co Ltd., BLF Srl, Euro Lamp Art Srl, Falb Group Srl, Framon SpA, Il Paralume Marina SNC, Jago Srl, Kaal International Srl, Khatod Optoelectronic Srl, Landa Illuminotecnica SpA, Maggioli SpA, Mechini Srl, Metalco Srl, Novalux Srl, Oxytech Srl, Solari Illuminazione Srl, Tector Srl, Efapel SA, HUCO Electronic GmbH, Illuminotecnica-Editrice Habitat, Lok – F, GmbH, Danyang Huadong Illumination Lamp Co. Ltd., Guangdong Taigeer Power Source, Kennede Electronics Mfg Co Ltd., Oppl Lighting, Shanghai Yongming Electric Co. Ltd., Zhejiang Super Lighting Electric Appliance Co. Ltd., Z Lamp Enterprises Co. Ltd., Glacial Tech Inc, Helio Optoelectronic Corporation, WAC Lighting Co Ltd.

The exhibition occupied full of Hall 6 which was covered and air-conditioned. The gross area was almost 8000 Square metres.



EVENTS DURING THE EXHIBITION

The exhibition opened at 10.00am each day and ran through until 6:00pm. These timings were structured to reflect the specific “trade only” nature of the show and to ensure that appropriate time was available for exhibitors to meet with business contacts and also to attend light-related cultural shows after the exhibition hours at the venue. The revised business hours and general visitor’s hours also encouraged key visitors to attend, leave their offices and arrive in time to spend the afternoon at the exhibition.



On Friday 20th February 2009 a power packed conference was organised by ISLE in association with Indian Institute of Interior Designer (IIID). The conference was attended by over 600 architects and interior designers. It witnessed the presence of the acclaimed professional from the industry.

The Conference was inaugurated by Mr. Shrikant Neel Sarkar, the President of International Association of Interior Architects. The Conference was excellent with a very eminent faculty covering a wide range of subjects in three sessions. The renowned speakers representing expertise in a large variety of fields covered the selected subjects very comprehensively. The lecture on **Application of LEDs and Future Environment** was delivered by Mr. Nigel ‘ Acre, Director Marketing Development from Colour Kinetics, USA, a world leader in high efficiency LED technology applications. The second session covered **Multi Disciplined Project management – A case Study**. The lecture in the third session was delivered by Mr. Behr Champana, Senior Vice President; TVS on **Future Shock, Bright Lights, Big City**

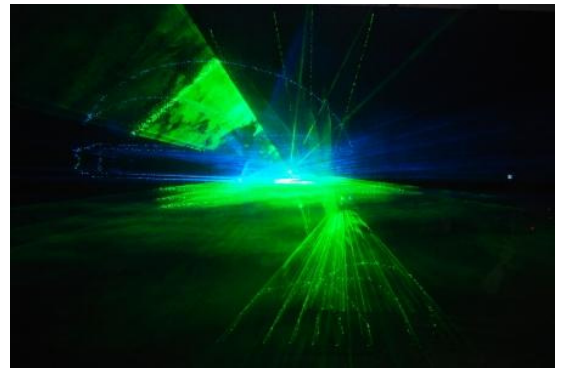
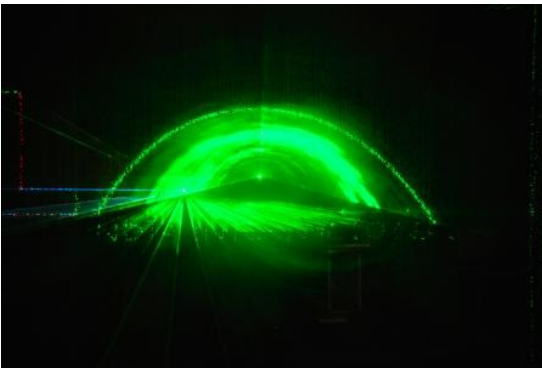


The exhibition played host to a dance and cultural shows followed by Cocktail Dinner which was hosted by Ex-pomedia Events India Private Limited, the organizers of the Exhibition.



EVENTS DURING THE EXHIBITION

Every day of the exhibition there was a Laser Show throughout the exhibition hours which was provided by one of the exhibitors - Modern Stage and Studio Lighting. It attracted much interest as it displayed images on the screen created by lighting effects.



THE 2010 EXHIBITION

The 2nd Edition of Lighting South Asia will take place from **May 14th through 17th 2010 at BombayExhibition Centre, Goregaon (E).**

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