

15 March 2010

## **LED CHINA 2010 by UBM Trust achieved good results 2 - 5 March 2010, China Import & Export Fair Pazhou Complex, Area B**

UBM Asia Ltd., a fully-owned subsidiary of UBM, announced that it has formed a Sino-foreign joint venture, UBM Trust Co., Ltd., with the organiser of LED CHINA, Trust Exhibition Co., Ltd., to jointly develop the event. The event can now tap on UBM's extensive global reach and professional show management expertise to serve exhibitors and visitors even better, and to become an important catalyst for the development and upgrading of China's advertising industry.

The 2010 edition of LED CHINA was held at the Pazhou Complex, Area B – Guangzhou, from 2 - 5 March 2010 and achieved great success. At its largest scale ever, the event took up three exhibition halls, 30,000 sqm of exhibition space (a 30% increase over 2009), with 513 exhibitors showcasing the most advance products and technologies, making this the single largest LED gathering in the world.

Highlights of LED CHINA 2010 include:

1. Leading LED enterprises featured in the show spanned the entire industry supply chain.

This is a partial list of the exhibitors (in alphabetical order):

- LED Lighting: BCX, KINGSTAR, LIGHT GREEN, LITK, MASON, QUASAR, SPARK, etc.
- LED Sign Illuminant: BLUEVIEW, HHX, JINGGE, KINGSBEN, etc.
- LED Display: ABSEN, DESAY, LEYARD, LIANTRONICS, RETOP, SKYWORTH, TOP, UNILUMIN, etc.
- LED Equipment: ANDA, CHAIN LOGIC, DONGSHENGHE, HAN'S, ITM, JUNE'S, LINDEN, etc.
- LED Chip: APT, EPILIGHT, HC SEMITEK, INSPUR HUAGUANG, SANAN, SILAN, UNILITE, etc.
- LED Packaging Material: CREE, HONGLI, LEDMAN, LIANZHONG, LUXON, NATIONSTAR, Z-LIGHT, etc.

For the full list, please visit our website: [www.ledchina-gz.com](http://www.ledchina-gz.com).

2. Tens of thousands visited the show, including many overseas delegations.

Over four show days, LED CHINA 2010 attracted 49,674 visitors from 118 countries and regions in 5 continents. The number of domestic visitor was 42,524 (5% growth over the last edition) and overseas visitors numbered 7,150 (a 29% increase). Overseas trade associations that attended LED CHINA 2010 included the Asia Sign Association (ASA), LED Lighting Spread Association (DLEDA) from Japan, Thai Inkjet Club (TIC), Taiwan Advertising Engineering Union, Taipei County Advertising Engineering Association, etc. Overseas buyer delegations from India, Korea, Spain, Thailand, the Netherlands, Turkey, Uzbekistan, and Vietnam brought more than 800 visitors.

3. Rapid development of the LED sector

Low-carbon energy-saving LED products garnered much interest as LED lighting gears up to replace traditional lighting across the globe. More than 200 exhibitors showcased various LED street, landscape and residential lighting, and solar-powered LED lamps etc.

As a new advertising medium, LED displays became a focus of the show. The LED screens on the stand of more than 150 manufacturers presented the latest display technology, enveloping visitors in a symphony of aural, visual and rhythmic performances providing an awesome in-person experience of the impact of large displays.

#### 4. Three shows under one roof

LED CHINA 2010 was held together with SIGN CHINA 2010 and the NEON SHOW 2010. The three shows took up 8 exhibition halls, over 70,000 sqm in space (a 7% increase compared with last year) gathering 1,006 exhibitors showcasing the latest technology and products including LED sign illuminant, LED lighting, LED displays etc. Concurrent activities included seminars on “The development of neon and LED lighting and the application in city and landscape illumination” and “Sustain Lumen Maintenance with Savosil™”, etc.

#### 5. The fair won acclaim from exhibitors. Followings are some of their testimonials:

- A six-year veteran in LED CHINA, Mr Xu, General Manager of KingLED Lighting said “When we first participated in 2005, our company was only recently established and took just two standard booths. However, our small stand generated excellent returns. We met many overseas buyers, which helped established a clear development direction for the company, and it has grown with the fair since. At present, our focus is on the overseas market, and in China we will attend only one fair – LED CHINA.”
- Mr. Ma, the General Manager of Unilumin, the manufacturer of the large LED displays at the Tian’anmen Square in Beijing, said “The result from this year’s exhibition is very good. We did not have a large enough space this time but will enlarge our booth to 225 sqm next year to display even more new products to the visitors.”
- Mr. Liu, manager of DESAY, said “Our high-end LED displays are aimed at the overseas market, so we did not take part in any domestic fair. We observed this Guangzhou event for the last three years and were surprised at how fast its international influence was growing. Many of our foreign clients were making early plans to visit LED CHINA, so we decided we cannot miss out on this promotional opportunity and invested heavily into the show this year, with tremendous results.”

LED CHINA has evolved into one of the most influential weathervanes for the global LED industry.

#### 6. Overwhelming response to booth sales for 2011

Over 540 booth applications for 2011 were submitted to the organiser office onsite. Furthermore, nearly 200 exhibitors indicated they would like to enlarge their booth next year.

LED CHINA 2011 will take place from 1 - 4 March at the China Import & Export Fair Pazhou Complex, Area B, in Guangzhou with a projected 800 exhibitors occupying 50,000 square metres in exhibition space. For further information, please visit [www.ubmasia.com](http://www.ubmasia.com), [www.ubmtrust.com](http://www.ubmtrust.com).

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#### Notes to Editors

##### **1. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM listed on the London Stock Exchange, UBM Asia operates in 13 market sectors with headquarters in Hong Kong. We have over 130 media products in three categories: trade fairs, print and B2B portals. As Asia's leading exhibition organiser and the biggest commercial organiser in the two fastest growing markets in Asia: China and India, we stage the leading events of their kind across Asia. Our 110 events attract an annual attendance of 30,000 quality exhibitors and 1,270,000 visitors from all over the world to meet their target business partners face-to-face for business matching and networking. We publish high-quality trade publications for 191,000 industry professionals to capture the market trends and industry news. Complementing our exhibitions and publications are round-the-clock and industry-specific online B2B portals which provide a series of online trading networks, industry news hub and sourcing and marketing platforms for the world's trade buyers and suppliers. We have over 650 staff in 15 major cities in Asia.

##### **2. About UBM ([www.ubm.com](http://www.ubm.com))**

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,400 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

##### **3. About Trust Exhibition Co Ltd ([www.ubmtrust.com](http://www.ubmtrust.com))**

Trust has extensive experience in organising large-scale exhibitions covering different industries in China, as well as organising Chinese enterprises to participate in famous fairs abroad. Its flagship events are for the sign and advertising industry. It takes pride in providing professional high-quality services to its customers.