

Press Release

For Immediate Release

7/3/2011

LED CHINA & LED LIGHTING CHINA has a remarkable success in 2011

LED CHINA 2011 and the new theme show LED LIGHTING CHINA 2011 were held from 1-4 March 2011 at the China Import and Export Fair Pazhou Complex in Guangzhou, P.R. China. Over 800 domestic and overseas exhibitors presented the latest LED and LED lighting products and technologies to 59,817 trade professionals (35% up on 2010) from 124 countries and regions, including 8,563 overseas visitors (26% increase from the previous edition), over four show days. More than 140 journalists from 66 local and overseas media also participated to provide coverage of the fair.

The development of LED manufacturing in China has accelerated since 2009, with an increasing number of plants and scale of investment. The large market and strong support by the Chinese government have propelled the LED industry beyond from being production-oriented to a new era of technology intensification. Overseas enterprises have started to turn their focus to the Chinese market and participate in the leading trade exhibitions to discover the latest technology and products.

The total exhibition space of LED CHINA in 2011 doubled to 50,000 square metres in 5 halls. It is the most comprehensive platform for the entire LED industry chain from LED chips, packaging, equipment to LED lightings, displays and illuminants. What emerged during the fair was that the competition in the LED industry is becoming more and more intense, with new product continually introduced to meet the increasingly sophisticated needs of the market.

LED LIGHTING CHINA 2011 was a new focus in the fair. Over 400 LED lighting companies showcased their leading edge indoor and outdoor products, such as the LUXEON LED series by PHILIPS LUMILEDS, and Commercial, Outdoor and Decorative Lighting by Nationstar which embodies the 'green' trend across the globe.

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LED displays continued to be the star of the fair with more than 200 well-known manufacturers showing their high-definition, high-quality, full-color displays. This includes the world's highest definition P3 LED Display by FOXCONN, the 3D LED Display by UNILUMIN, the 3-in-1 PH3.81 Indoor LED Display by LIANTRONICS, and the E1088 LED Display by Absen, combining to offer the best image quality and technology for a sumptuous visual feast.

Exhibitors in other sections of the fair also garnered much interests onsite, like CREE, SILAN, HC SEMITEK and EPILIGHT in the LED chip section; HAN'S, SUPER POWER, ZHICHEN, XUANSHUO and other LED equipment manufacturers; and RISHANG, RIGHTLEDS and LINGBENYANG presenting LED illuminants. Their strong presence is indicative of the vast advances the LED industry is making and the growing strength of the manufacturers.

In the overseas pavilion, exhibitors from Canada, Hong Kong, India, Korea, Russia, Singapore, Slovak Republic, Taiwan, USA and other regions caught attention with their advanced LED products.

LED CHINA and LED LIGHTING CHINA 2012 will take place from 20-23 February 2012 at the China Import & Export Fair Pazhou Complex, Area B in Guangzhou. It will comprise 5 specialized sections in 7 halls, with a projected 1,100 exhibitors occupying 70,000 square metres in exhibition space offering the best-organised trading platform for the global LED industry.

LED CHINA and LED LIGHTING CHINA were organised by UBM Trust Co Ltd (www.ubmtrust.com), a joint-venture subsidiary of UBM Asia (www.ubmasia.com). They were held in conjunction with SIGN CHINA and related conferences.

- Ends -

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Notes to Editors

1. About UBM Asia (www.ubmasia.com)

Owned by UBM listed on the London Stock Exchange, UBM Asia operates in 16 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 media products in three categories: trade fairs, print and online media products. As Asia's leading exhibition organiser and the biggest commercial organiser in China, we stage the leading events of their kind across Asia. Our 150 events, 34 publications and 14 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have over 800 staff in 17 major cities across Asia, stretching from Japan to Turkey.

2. About United Business Media (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 5,900 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 UBM Trust Co Ltd (www.ubmtrust.com)

UBM 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 sign and LED industry. It takes pride in providing professional high-quality services to its customers.

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