

Report on Light India International 2008

February 22-25, 2008

Pragati Maidan, New Delhi

With Lii2008 we have seen yet another successful international event organised by ISLE. The collaboration with an international media group, Expomedia, worked well and we had participation by many new international companies covering about 17 countries, apart from over a 100 exhibitors from India.

The Exhibition had 7341 registered business visitors. This figure does not include the company representatives who also accounted for large numbers who visited stalls and were an important group of interested customers and opinion leaders.

Though the number is not higher than the last time, the feedback from Exhibitors is that the composition reflected a much higher number of professionals. A summary of the business visitor registration data is given below.

Business Visitor Registration Data

Data for 7341 business visitors was recorded at the registration counters set up for Lii2008.

Indian Visitors: 7199

Foreign Visitors: 142

Remarks:

- The change that was noticed was that the application- wise interest was predominant - 21.48% for lamps for instance, as against over 100% interest in application oriented segments-Office Lighting, Retail Lighting, Residential Lighting, Stage-Studio Lighting, Architectural Lighting etc.
- The interest in accessories has increased showing awareness of electronics and controls
- LEDs continue to hold strong interest with visitors
- Interest in Non-conventional Energy has also increased.

Business Interest

(Note: Since these are multiple choices, the total number for selection will be more than the total number of Visitors)

Particulars	Numbers	%age
Accessories	1214	16.54
Components	1116	15.20
Residential Lighting	1688	22.99
Lamps	1577	21.48
Non Conventional Energy	680	9.26
Raw Materials	616	8.39
Stage & Studio Lighting	635	8.65
Architectural Lighting	1183	16.11
Decorative Lighting	1279	17.42
Industrial Lighting	1301	17.72
LEDs	1588	21.63
Office Lighting	1220	16.62
Retail Lighting	931	12.68

Visitors' Profile

Particulars	Numbers	%age
Airport Authorities	90	1.41
Consumer	1500	23.43
Entrepreneur	1200	18.75
Investor	267	4.17
Railways	123	1.92
Trade Delegation	153	2.39
Armed Forces	62	0.97
Diplomat	42	0.66
Govt Utility(PWD/ Electricity/Etc)	525	8.20
Policy Maker	89	1.39
Supplier/Trader/ Manufacturer/Dealer	2350	36.71

(Note: The profile of 940 business visitors not indicated.)

Market Research Study

A market research group was hired to study and report on various aspects of Lii2008. The main conclusions of its findings are given below.

1. From the data it can be inferred that the Exhibition was successful with all categories - professionals, decision makers as well as the general public.
2. The concept of increased business hours and reduced hours for the general public was much appreciated.
3. Visitors remarked that the exhibition satisfied their interest and curiosity on products and trends. The exhibitors expressed satisfaction with the flow of business contacts and the visit of competitors to their stall.
4. The foreign visitors were satisfied with their participation since in most cases, it met their primary objective of brand introduction and distributor/dealer identification.
5. It was interesting to note that even though this was the sixth exhibition by ISLE, the majority of visitors came for the first time. This shows the changing dynamics of customers and the industry.
6. New products commanded the maximum attention and Multinational Corporations got the highest rating for the best designed exhibit.
7. There was also a substantial interest in Foreign participants and their offerings. This indicates growing interest in new technologies/products.
8. LEDs generated maximum interest followed by CFLs indicating the priority being given to Energy saving solutions in lighting.
9. On the organization side, the perception broadly was that the exhibition was well coordinated but there were minor criticisms of parking facilities, the air conditioning and support infrastructure. This will be addressed in future exhibition.
10. Business Visitors, amongst whom the suppliers in particular, felt more International companies should participate in the exhibition.
11. The study was limited only to the

Exhibition and does not have any feedback on Lighting the conference which formed a part of the event.

(See full report)

Conference

The Conference was excellent with a very eminent faculty covering a wide range of subjects. The choice of format with 6 focused application oriented workshops worked very well. The 20 lead speakers representing expertise in a large variety of fields covered the selected subjects very comprehensively. In addition there were two outstanding invited papers, the opening keynote paper by Prof. Wout van Bommel, immediate Past President of CIE and the closing Invited Paper by Prof. Hao Luoxi from Tongji University, Shanghai.

Though we missed the presence of Mr. Ted Ferreira and Mr. Chip Israel (both of whom have been presenters at earlier ISLE conferences) they sent very capable and senior colleagues, Hilary Wainer and Varma Namburi who made excellent presentations in their place.

The session of Presented Papers on February 24 featured a number of interesting projects that reflected simple and effective lighting solutions. This session also gave some of student co-authors the opportunity to present a paper.

The only disappointment was that more people did not take advantage of this unique opportunity to interact with such a large number of leading international experts at one forum. The proceedings are under preparation and will be published shortly.

Directory

The Directory of the Lighting Industry in India once again is a much sought after publication and continues to provide those interested in Lighting with a comprehensive picture of the industry as well as an insight into a wide range of key issues through the expert articles that it contains. Copies are still available for sale and can be acquired from the ISLE Secretariat in Delhi. Members should acquire copies of this useful and interesting publication for their own use as well as for their contacts with an interest in lighting.

Conference Programme

INAUGURAL SESSION	
22nd February 2008	
09.00	Keynote paper by Prof. Wout van Bommel
WORKSHOPS	
22nd February 2008	
11.00-13.30	Energy Saving (Sustainability) Warren Julian (Australia) Martine Knoop (Netherlands) Lou Bedocs (UK)
14.30-17.00	Outdoor (City Beautification Street Lighting, Monument Lighting) Reg Wilson (Australia) Vincent Laganier (France) AGK Menon (India)
23rd February 2008	
10.00-12.30	Infrastructure Lighting (Highways, Airports, Railways) Richard Taylor (Germany) Paul J. Rutte (Netherlands) Sudeshna Mukhopadhyay (India)
14.30-17.00	Retail and Hospitality Jan Ejhed (Sweden) Varma Namburi (USA) Krishnesh Mehta (India)
25th February 2008	
10.00-12.30	LEDs Richard Sng (Hong Kong) Franz Otten (Netherlands) Hilary Wainer (USA)
14.30-17.00	Electronics and Controls Arthur Felder (Malaysia) Ulrich Mathis (Austria) Jas Clare (UK)
CLOSING SESSION	
25th February 2008	
17.00	Invited paper by Prof. Hao Luoxi
SPECIAL OPEN SESSION	
24th February 2008	
10.00-12.30	Presented papers

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Dear Mr Mamak,

I am writing to congratulate ISLE on another excellent Light India International. It was amazing to see the changes since the last LII in 2005, especially with regard to the trade show. The sophistication and the quality of the products on display, especially from local manufacturers, had increased enormously. The size and quality of the stands had also increased showing a greater emphasis on getting a message across, rather than simply displaying a collection of products.

The seminars were also excellent and ISLE obviously put a lot of thought into attracting speakers with relevant messages. It was disappointing that more didn't take advantage of the wealth of information presented in the seminars.

The cultural events are always a highlight of LIIs, especially for the foreign visitors and this year's maintained the high standard of the past.

I understand that this year's event trialled a possible future arrangement where ISLE was in partnership with a professional exhibition organiser. From my viewpoint, that trial was a success. Having said that, what makes ISLE events special in the world of exhibitions is the experienced ISLE team that comes up with the basic themes for each LII and which liaises with all the players who contribute to the success of these events. I extend my congratulations to that team and to the ISLE for staging these events, showcasing lighting in India, to India and the world.

I'm looking forward to next year's, which I believe will see a move from Delhi to Mumbai.

Again, my congratulations,

Warren Julian,
Chair, Lux Pacifica