

# Post-Show Report 2012

Inside LIGHTING JAPAN

## 2nd LED/OLED Light Fair

Concurrent Shows

**NEPCON**  
2012 JAPAN  
R&D and Manufacturing

**AUTOMOTIVE**  
WORLD 2012



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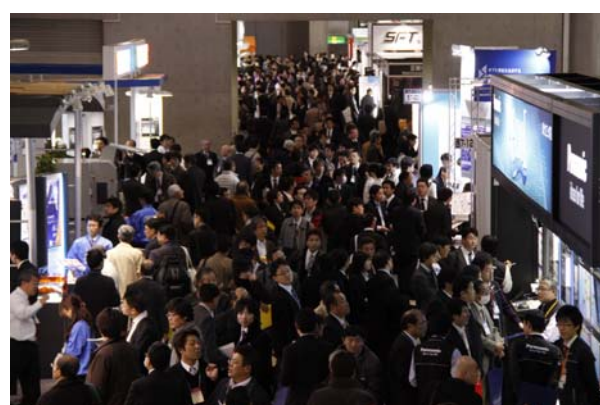
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## Exhibition Outline

Exhibition Outline	
Exhibition Title	LIGHTING JAPAN-4th LED/OLED Lighting Technology Expo -2 <sup>nd</sup> LED/OLED Light Fair
Dates	Jan 18 (Wed) -20(Fri), 2012
Venue	Tokyo Big Sight, Japan
Concurrent Events	Technical Conference
Concurrent Shows	NEPCON JAPAN 2012 – 41st Electronics R&D and Manufacturing Technology Expo AUTOMOTIVE WORLD 2012
Total Exhibit Space	80,660 m <sup>2</sup> (Including Concurrent Shows)
Organised by	Reed Exhibitions Japan Ltd.

Visitor Count				
	Jan. 18 [Wed]	Jan. 19 [Thurs]	Jan. 20 [Fri]	3-days total
<b>1) On site registrants</b>	5,720	6,085	6,166	17,971
<b>2) VIP registrants</b>	1,684	883	702	3,269
<b>3) Seminar attendees/speakers</b>	1,662	515	547	2,724
<b>4) Press</b>	105	47	31	183
<b>5) Special guests</b>	105	3	0	108
<b>Total number of visitors of LIGHTING JAPAN</b>	<b>9,276</b>	<b>7,533</b>	<b>7,446</b>	<b><u>24,255</u></b>

<http://www.lightingjapan.jp/en/doc/TAC/>



## LIGHTING JAPAN 2012 Concluded with Great Success!

LIGHTING JAPAN, which is world's leading exhibition gathering everything about LED/OLED lighting related technologies and products, was grandly held from Jan 18<sup>th</sup> to 20<sup>th</sup> 2012 in the west halls of Tokyo Big Sight. A recorded number of 338 exhibitors and 24,255 visitors from LED/OLED manufacturers, fixture and related industries participated in the exhibition and its concurrent technical conferences, which is the largest scale ever. LIGHTING JAPAN is recognized as one of the best venues for technical consultations and business network expansions of the lighting industry.

In recent years, more and more enterprises realize the importance of overseas markets and seek for opportunities outside of Japan. With such background, 2012 is a remarkable year for LIGHTING JAPAN as there were many overseas exhibitors and visitors participated in the show.

### ***PANASONIC, TOSHIBA, PHILIPS, SAMSUNG LED, EVERLIGHT... 35 Top Executives Gathered for Opening Ribbon-Cutting Ceremony***



A lavish 'Opening Ribbon-Cutting Ceremony' was held on the morning of January 18 [Wed] in front of the show venue to announce the grand opening of the show. In this year, a total of 35 from lighting fixture manufacturers and LED/OLED manufacturers celebrated the opening of LIGHTING JAPAN.



## List of Opening Ribbon-cutting Dignitaries



Japan	■ PANASONIC CORPORATION, ECO SOLUTIONS COMPANY	Officer, Lighting Business Group	Hajimu Yoshimura	
	■ TOSHIBA CORPORATION	Director, Representative Executive Officer	Masashi Muromachi	
	■ NEC LIGHTING, LTD.	Senior Vice President	Takashi Yamawaki	
	■ ENDO LIGHTING CORP.	Senior Managing Director	Kunihiko Endo	
	■ KOIZUMI LIGHTING TECHNOLOGY CORP.	Executive Director	Keizo Harada	
	■ SEIWA ELECTRIC MFG. CO., LTD.	Chief Executive Officer	Teruaki Masuyama	
	■ IDEC CORPORATION	Executive Officer	Hirosuke Mikasa	
	■ ICHIKOH INDUSTRIES, LTD.	Executive Officer & Development Director	Shizuo Nakanishi	
	■ KONICA MINOLTA HOLDINGS, INC.	Executive Officer	Yoshitsugu Shiraki	
	■ PANASONIC IDEMITSU OLED LIGHTING CO.,LTD.	President	Kazuo Kamada	
	■ LUMIOTEC INC.	President & CEO	Hisao Shigenaga	
	Europe/U.S.	■ PHILIPS LIGHTING	Executive Vice President	Marc de Jong
		■ OSRAM AG	Senior Vice President	Carsten Setzer
■ CREE HONG KONG LIMITED		Director of Operations	Craig Hardin	
■ ACUITY BRANDS LIGHTING INC.		Vice President	Peter Y Ngai	
Korea	■ SAMSUNG LED	Senior Vice President	Taehong Jeong	
	■ LG ELECTRONICS	Head of a Lab., Lighting Business Team, Lighting R&D Lab.	Youngjae Cho	
	■ SEOUL SEMICONDUCTOR	Chairman	Cegill Shin	
	■ SKC LIGHTING	COO	Im Wongi	
	■ WOOREE LIGHTING HOLDINGS CO., LTD.	Chairman/CEO	C.J. Yun	
	■ DONGBU LIGHTTEC	Senior Vice President/CTO	Jin Tae Kim	
	■ VISSEM ELECTRONICS	CEO/President	Man Joon, Kang	
	Taiwan	■ EVERLIGHT ELECTRONICS CO., LTD.	President & CEO	Robert Yeh

	■ EPISTAR CORPORATION	Chairman	B.J. Lee
	■ LITE-ON TECHNOLOGY CORP.	Vice President and GM	Rex H.J. Wu
	■ OPTOTECH CORPORATION	President	H.T. Wang
	■ TSMC SOLID STATE LIGHTING, LTD.	President	Jacob Tarn
	■ LEXTAR ELECTRONICS CORP.	Chairman and President	David Su
	■ DELTA ELECTRONICS, INC.	Director, Solid-state Lighting BU	Roland Chiang
	■ ITRI-INDUSTRIAL TECHNOLOGY RESEARCH INSTITUTE	Deputy General Director	C.T. Liu
	■ TAIWAN LIGHTING FIXTURE EXPORT ASSOCIATION	Chairman	David Chang
China	■ DONGGUAN TIDA LIGHTING TECHNOLOGY CO., LTD.	President Special Assistant	Winston He
	■ SUNSUN LIGHTING CHINA CO., LTD.	CEO	Jianning Sun
	■ GUANGZHOU INTERNATIONAL COMMODITY EXHIBITION & TRADE CITY CO., LTD.	Vice General Manager	Hong Jiang
Organiser	■ REED EXHIBITIONS JAPAN LTD.	President	Tad Ishizumi

( In random order, As of Jan. 17 )

## *Show Highlight*

**LIGHTING JAPAN 2012 – The EXHIBITION and CONFERENCE-**

### **Place to showcase cutting-edge technologies:**

LED/OLED have been rapidly spreading in recent years. The cutting-edge technology companies, which is making a strong push for this expansion, all gathered at LIGHTING JAPAN.

As for the LED chip and packaging technologies companies, CREE JAPAN and TOYODA GOSEI, or the first-time-exhibitors such as OSRAM OPTO SEMICONDUCTORS and Seoul Semiconductor presented their latest technologies : CREE JAPAN and OSRAM OPTO SEMICONDUCTORS displayed the LEDs with

world's top level luminous efficacy, and CREE JAPAN presented XM-L and EZ which are the perfect choices for lighting applications where moderate to high luminous flux output is required from a single, small point source. Also, OSRAM OPTO SEMICONDUCTORS exhibited its new product named "OSLON Square" which contribute to improve the lifetime of light fixtures like spotlights or downlights.

Furthermore, the new devices of AIXTRON and NIHON VEECO have attracted a great deal of public attention : AIXTRON presented PVPD Equipment enabling technology for Organic Electronics and latest MOCVD device from VEECO Company.

Also, Panasonic introduced its latest line-up of devices which has the merit of energy-saving, miniature, and custom design. Many satisfied engineers have expressed their opinion to us that LIGHTING JAPAN allowed them to experience latest cutting-edge technologies and to have opportunities for business negotiations on the spot.

### **LED/OLED Lighting Fixture Fair:**

Reflecting the next generation lighting technologies' high levels of interest and rapid expansion, world's leading companies such as EVERLIGHT ELECTRONICS, OPTOTECH, also the first-time-exhibitors like Delta Electronics and SUNSUN Lighting, all gathered at LED/OLED Lighting Fixture Fair.

Beside each exhibition, various Asian companies have also showcased their latest technologies at "CHINA PAVILION", "SEOUL PAVILION", and "TAIWAN PAVILION".

Also, as many leading companies planning to start producing/ mass producing OLEDs, this year will be the historic year that the OLED enter circulation. At LED/OLED Lighting Fixture Fair, many companies such as TAKAHATA, DN LIGHTING, SUMITOMO CHEMICAL, NIPPON ELECTRIC GLASS, and KONICA MINOLTA SENSING showcased OLED productions as well.

In addition, at LED/OLED Lighting Fixture Fair, the special event "PROTO LIGHTING" has newly established to present lightning fixtures using LED/OLED prototype. A large number of manufactures and customers of lighting fixtures visited here in search of "next hot design", and had many active business discussions.



**A place where executives gather:**

LIGHTING JAPAN is a perfect place not only to present latest technologies and products but also to meet executives of the industry. Especially this year, many top executives of industry were among the participants of "Opening Ribbon-Cutting Ceremony" and the party held first day's night, and that made an impression to many exhibitors and visitors that LIGHTING JAPAN has become established as "a place where executives gather". Many international leaders of Industry were present at the party, coming not only from Asia but also from all over the World.





**Technical conference:**

Every year, "Technical Conference" wins great popularity as a concurrent event of the exhibition. In 2012, there were 16 sessions in total. A great number of 48 industry professionals participated in those sessions to know the latest industry trends, cutting-edge technologies and companies' strategies. Particularly, the Keynote session gained great success with a great number of 2,724 audiences.

**KEYNOTE SESSION**

※Simultaneous Interpretation:  
English/Chinese/Korean/Japanese

LIGHTING JAPAN Keynote Session		Date: Jan. 18 [Wed] 13:30-15:30
<p><b>Simply Enhancing Life with Light</b></p> <p><b>Marc de Jong</b> CEO, Business Group Professional Lighting Solutions, Executive Vice President,</p> <p><b>Philips Lighting</b></p> 	<p><b>Creating Tomorrow: Mastering the Transition to SSL Lighting</b></p> <p><b>Carsten Setzer</b> Senior Vice President, General Lighting Development,</p> <p><b>OSRAM AG</b></p> 	<p><b>Paradigm Shift of General Lighting by LED and New Product Strategy of Toshiba</b></p> <p><b>Koji Sato</b> Vice President &amp; General Manager, LED Business Group,</p> <p><b>Toshiba Lighting &amp; Technology Corp.</b></p> 

## *Next Shows in 2013*

LIGHTING JAPAN will keep expanding in the number of exhibitors and visitors, as it always has. From **Jan 16<sup>h</sup> to 18 in 2013**, the 5<sup>th</sup> LIGHTING JAPAN will be held grandly with the NEPCON JAPAN 2013 - 42nd Electronics R&D and Manufacturing Technology Expo and AUTOMOTIVE WORLD 2013 in Tokyo Big Sight.

As the central place of the latest LED/OLED technologies, the shows have come under the spotlight among industry professionals as a must-attend event. The shows recorded the largest number of exhibitors and visitors this year. Most of participants were satisfied with their business results, and in fact, show management has received many positive comments from them.

If you are interested in exhibiting at this event, please contact us immediately. The exhibit space is limited and it is expected to be sold out at an early stage. Also, if you have interest in visiting the show, please pre-register via website. Click the "Visitor Pre-registration" banner on the official website, fill out the form, and press "submit" button. After that, you will receive the newest information by e-mail or airmail.

### **Next Show Dates**

Dates: January 16 [Wed] - 18 [Fri], 2013

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

### **2013 Show Outline**

#### **LIGHTING JAPAN - 5th LED/OLED Lighting Technology Expo**

For any other inquiries, please feel free to contact us.

We are looking forward to seeing you at the show in 2012.

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