



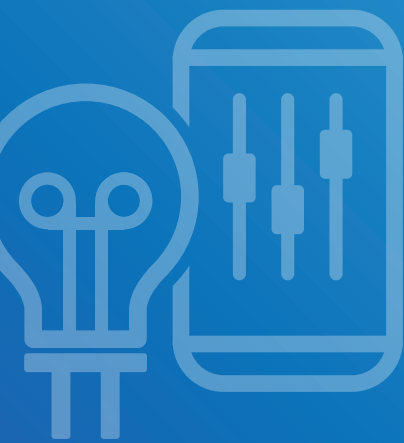
MEGA LIGHTING

17-20 JULY 2024

EH98-100 BITEC, BANGKOK, THAILAND



“ **A Gateway For You to Expand Your Business Into ASEAN, Middle East & Global Market** ”



Organiser: Show Manager: Co-organiser:



www.megashowbangkok.com

EXHIBIT PROFILE

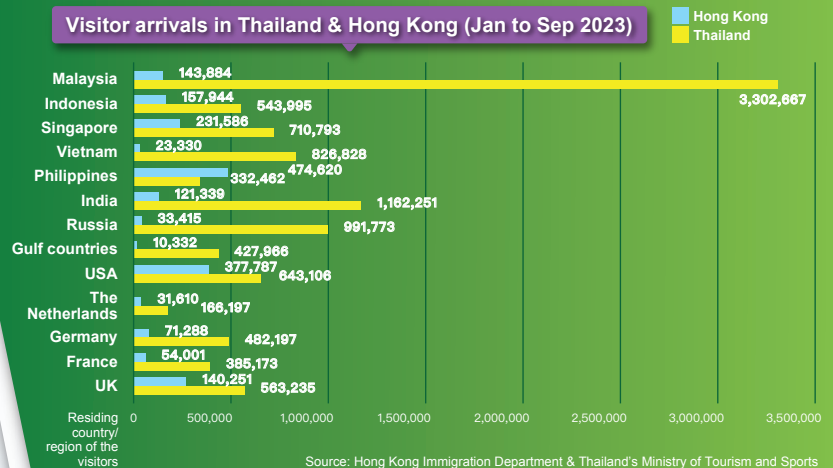
- Connected Lighting
- Professional Smart Lighting
- Decorative Lighting
- Outdoor Lighting Solutions
- Public Lighting Solutions
- Energy-efficient Lighting Solutions



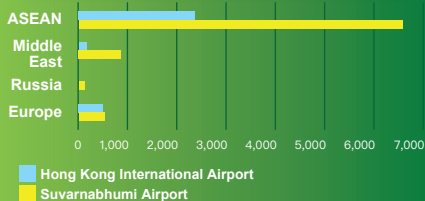
Bangkok, Thailand

- Excellent geographical location at the heart of Southeast Asia
- 2 international airports in Bangkok, 2,600+ hotels
- Ideal international exhibition platform with state-of-the-art facilities
- Thailand's international airport is among the busiest in the world, with nearly 300 international & transfer flight arrivals daily. During the summer vacation, there are 1,600 more flights arriving in Thailand than in Hong Kong

Visitor arrivals in Thailand & Hong Kong (Jan to Sep 2023)



Monthly Flight Arrivals in Bangkok & Hong Kong Airports



INCREASE IN INBOUND PASSENGERS DURING SUMMER VACATION



With the easing of visa application process by the Thailand government and the increasing no. of international flights, the no. of visitors in Thailand had been rising continuously. According to Thailand's Ministry of Tourism and Sports, during 1 Jan to 7 Sep 2023, there are a total of 20,003,972 overseas visitors arriving in Thailand. During the summer vacation & travelling peak seasons, the total no. of overseas visitors amounted to **7,199,886**.

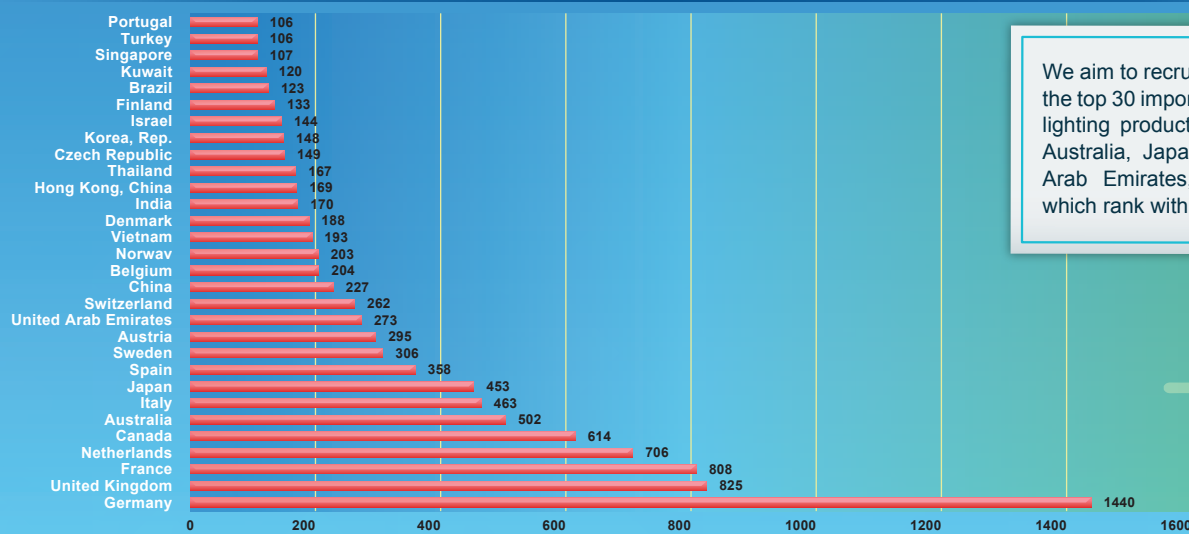
FREE TRADE AGREEMENT - RCEP

The Regional Comprehensive Economic Partnership (RCEP) is a free trade agreement signed by 10 member states of the ASEAN and its five partners (China, Japan, South Korea, Australia and New Zealand). It is also opened to Central Asia, South Asia and other economies in the Oceania. RCEP aims to establish free trade agreement for a unified market by reducing tariffs and non-tariff barriers. Once the agreement comes into effect, "members states will reduce tariffs to zero immediately, or committed to reduce tariffs to zero within 10 years." As of 15 November 2020, 15 parties have signed the agreement. As a result, the RCEP has replaced EU's Free Trade Agreements as the world's largest free-trade agreement deal.

Taking advantage of the economic integration, Thailand will become the regional transportation & logistic hub and trade centre



Top 30 Countries Import of Lighting Products (in Million USD)



We aim to recruit buyers from the top 30 import countries for lighting products, particularly Australia, Japan, the United Arab Emirates, and China, which rank with the **top 15**.



TARGET BUYERS

- 1 Importers
- 2 Retail chain
- 3 Department store
- 4 Trading company
- 5 Wholesaler
- 6 Sourcing agency
- 7 Online distributor
- 8 Hotel
- 9 Hospital
- 10 Government department
- 11 Urban construction
- 12 School

COLLABORATION WITH TRADE ASSOCIATIONS

Japan – Japan Lighting Manufacturers Association, Japan Lighting Academy
 Korea – Korea Lighting Fixture Association, Korea Association of Lighting Designers
 Middle East – Saudi Lighting Company (SLC), Middle East Lighting Association
 ASEAN – Malaysian Energy Efficient Lighting Association, Singapore Lighting Association
 Europe – European Lighting Industry Association, Lighting Industry Association
 USA – National Association of Lighting Management, International Association of Lighting Designers



RISING GLOBAL DEMAND FOR LIGHTING PRODUCTS

- ✓ **Middle East:** The demand for lighting products is expected to grow in the upcoming years. During 2017- 2023, the growth rate is expected to be 25%.
- ✓ **Europe:** Following the ban on the sale of incandescent bulbs by the EU, LED lighting products will replace traditional lighting products. Besides, LED lighting for vehicle is widely used in Europe. The demand for interior LED lighting for vehicle is also rising.
- ✓ **Russia:** As there are many new construction and redevelopment projects in Russia, the demand for smart lighting products is expected to grow. There are huge business opportunities in this market.
- ✓ **Southeast Asia:** As there are many ongoing infrastructure products in the Southeast Asia, the demand for lighting products is expected to grow. The market potential is great.

COMPREHENSIVE MARKETING CAMPAIGN

To maximise the publicity of 2024 MEGA SHOW - Bangkok, comprehensive marketing and promotional campaigns will be launched.

Direct Marketing

Send promotion leaflets and invitations to target buyers from ASEAN, the Middle East & around the globe via email and post. The target buyers include importers, retail chain, department store, trading company, wholesaler, sourcing agent, online distributor & hotel.

Print & Online Advertisement

- Japan - Professional Lighting Design, Architectural Lighting Glass, Lighting Art & Science
- South Korea - Lighting Sound Korea, LEDPLUS, LED Leading Times
- Middle East - Light Middle East Magazine, Lighting Society Magazine, DesignMENA
- ASEAN - Light Today, Lighting Asia, Lighting Today International
- Europe - Mondo*arc, Lighting Magazine UK, Luminous German
- USA - LEDs Magazine, LD+A Magazine, LightNOW



Buyer Incentive Sponsorship

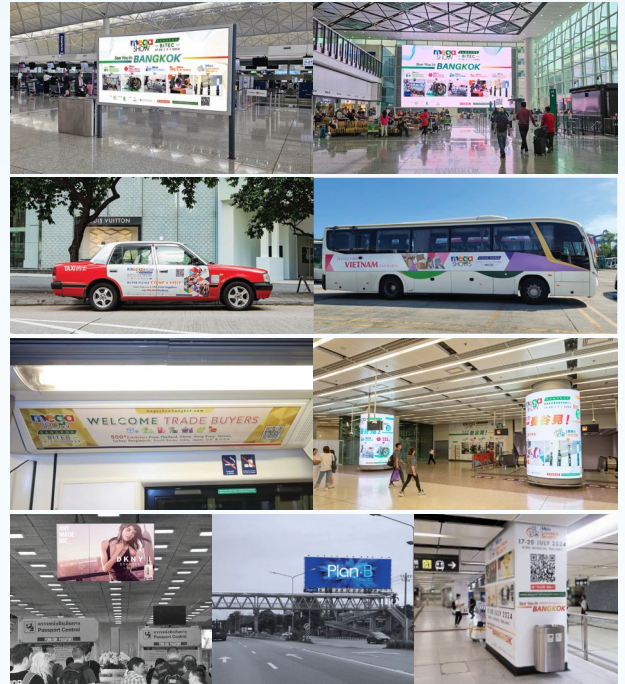
Offer special incentives to international buyers to cover their hotel accommodation expense in Bangkok during the show period.

Media Coverage

Maximise the media coverage of the show and exhibitors by collaborating with influential mass media companies (including TV channel, newspaper and social media channel).

Transit Advertising in Thailand, mainland China and Hong Kong

- Bangkok's Suvarnabhumi Airport
- The Hong Kong International Airport
- Yiwu Airport
- High Speed Rail's Hong Kong West Kowloon Station
- MTR's Exhibition Centre station
- Taxi and coach bus advertising



Social Media & Online Promotion

Promote the show via popular social media platforms (such as TikTok, YouTube, Facebook, Twitter, Instagram, LinkedIn, Yandex, Telegram and WeChat etc.), KOL's channels, international trade fair directories, as well as the show's official website.



TO EXHIBIT



Participation Fee

One 9 Sqm Furnished Booth
HKD 27,500 (USD 3,600)

Enquiry

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