



TAIWAN INT'L LIGHTING SHOW

台灣國際照明科技展

Smart DESIGN
RADIANT LIFE



外貿協會 劉威志





TAIWAN INT'L LIGHTING SHOW

- 展覽簡介
- 上屆展覽回顧
- 廣宣計畫



Smart Design
Radiant Light

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2018年展覽簡介

- 日期：2018年4月25日(三)至28日(六)
- 地點：台北世貿1館



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2018年展覽簡介

- 展覽主題：
智慧照明、照明設計
- 展區規劃：

智慧照明區（新辦）、綜合照明區、照明設計區、
特殊照明區、LED製程專區（新辦）、
檢測與驗證區、媒體公協會區



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同期舉辦

- 台灣固態照明研討會



- 照明產業論壇



工業技術研究院
Industrial Technology
Research Institute

- 2018國際照明委員會
CIE年會



International Commission on Illumination
Commission Internationale de l'Eclairage
Internationale Beleuchtungskommission

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特色與定位

- 國內規模最大、最專業
- 上中下游產業一條龍
- B2B商展



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2017年展覽規模

- 參展家數：149
- 攤位數：496
- 參觀人數：

— 國外 912

— 國內 10,842



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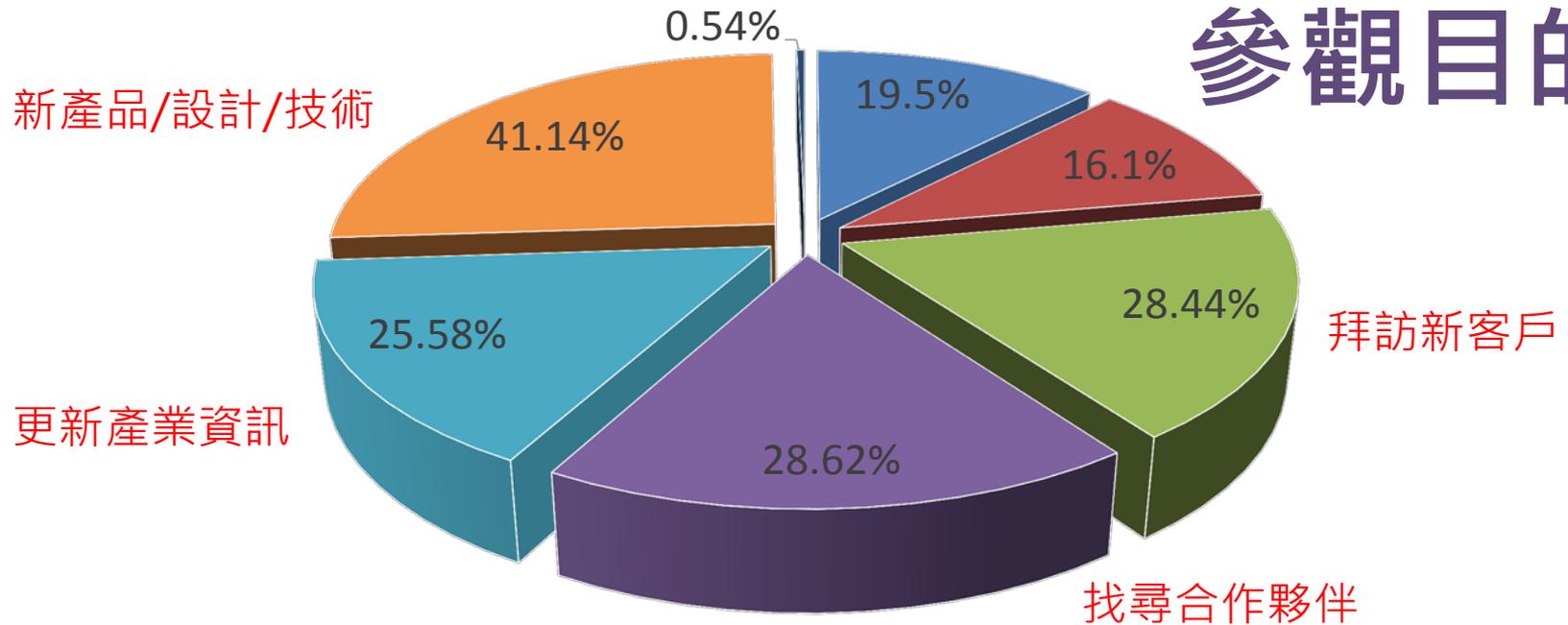
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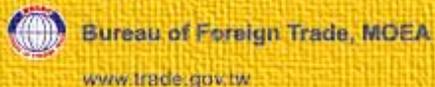
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參觀目的

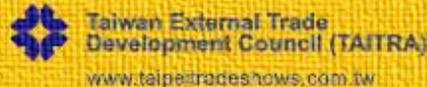


- Place / Negotiate Orders
- Make New Contacts
- Keep Updated on Industry Developments
- Other
- Meet Existing Contacts
- Seek Partners
- Source New Products / Design / Technology

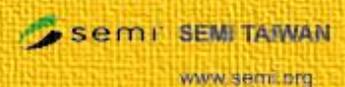
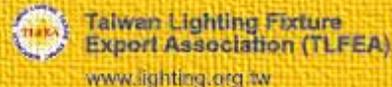
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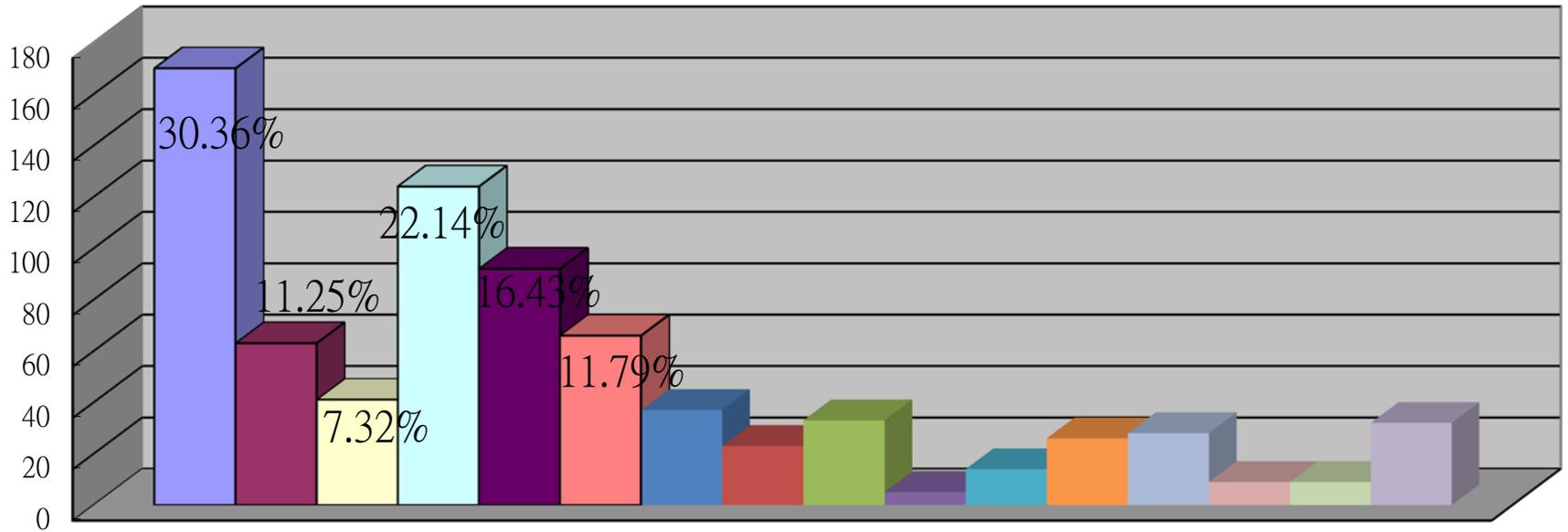




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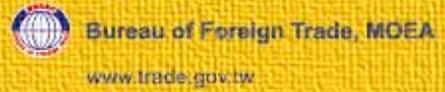
公司業務型態

進口商 通路商 製造商



- Importer
- Exporter
- Agency
- Dealer / Distributor
- Manufacturer (especially lighting fixture users)
- Manufacturer (of general lighting, LEDs and OLEDs)
- Retailer / Chain Store
- Consultancy
- Electrical Contractor
- Media / Publication
- Architecture
- Interior / Lighting Design

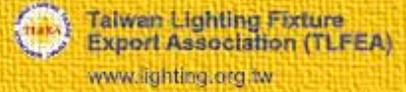
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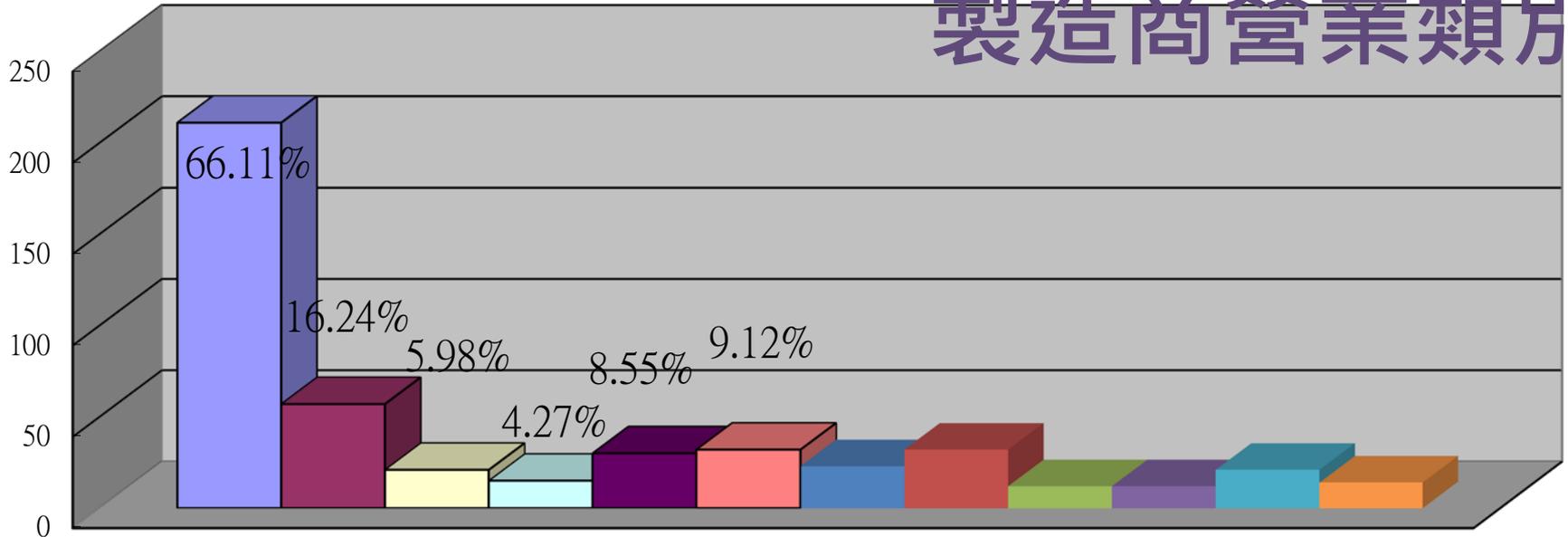




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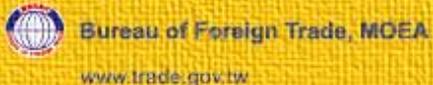
照明產品

製造商營業類別



- Lighting Products
- LED Wafers
- PSS
- LED Epitaxy
- LED Chips
- LED Wafer Process & PSS Equipment
- LED Wafer Process & PSS Materials
- LED Front-End Equipment
- LED Front-End Materials
- LED Back-End Equipment
- LED Back-End Materials
- Other

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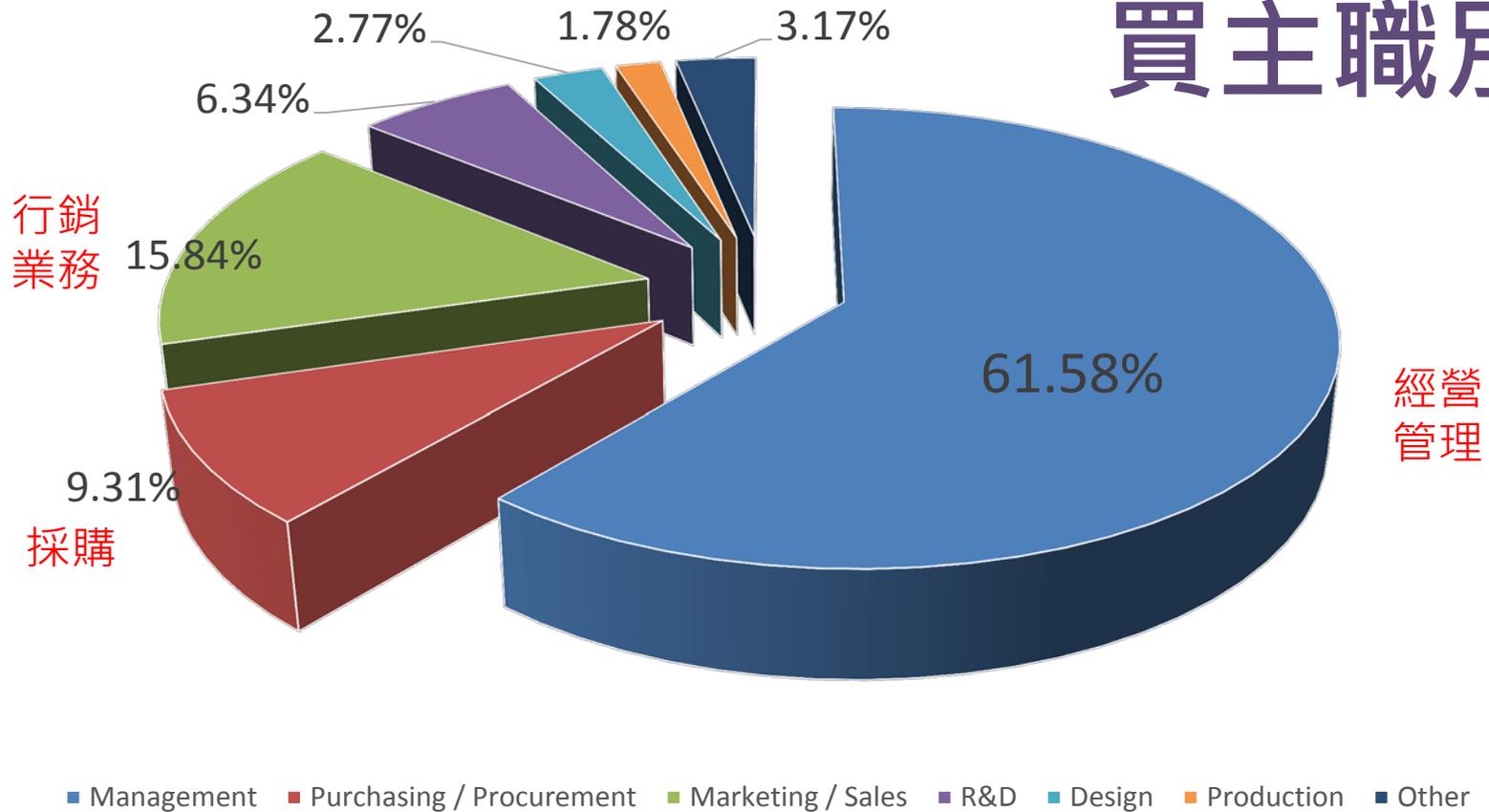
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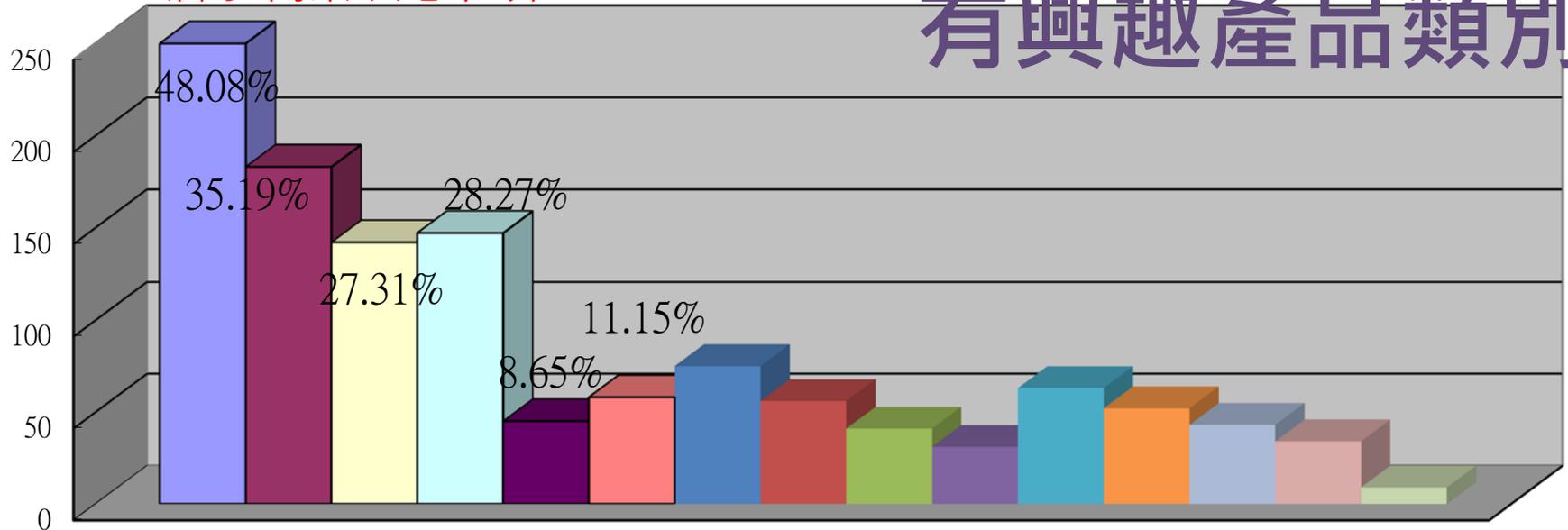
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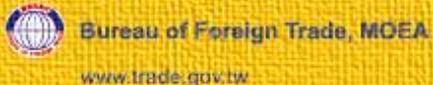
居家 商業 智慧 戶外

有興趣產品類別

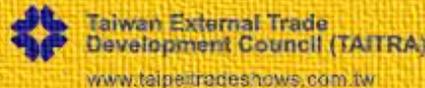


- Home/Residential Lighting
- Commercial Lighting
- Intelligent Lighting
- Outdoor Lighting
- Lighting for Kitchen & Furniture
- Plant Factory & Lighting
- Automotive Lighting
- Special Lighting
- Health Care and Institutional Lighting
- Medical, Cosmetic and Beauty Lighting
- Building Material & Lighting Applications
- Lighting Accessory
- Lighting Production Equipment
- Test & Inspection Equipment
- Other

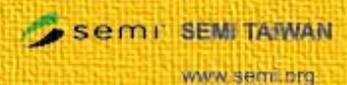
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展覽效益

- 交易商機：
 - 約1,200萬美元
- 廠商滿意度
 - 參展商：90%
 - 國外買主：97%



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媒體曝光

- 國外

- 關鍵字聯播廣告、期刊、雜誌、網站



LEDinside



- 邀請外國記者採訪、海外展會交換廣宣

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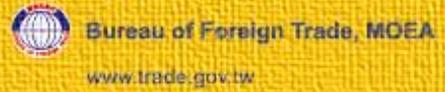
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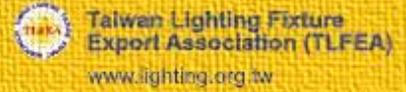
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媒體曝光

- 國內

— 報紙、公車、電視、廣播、網路關鍵字廣告



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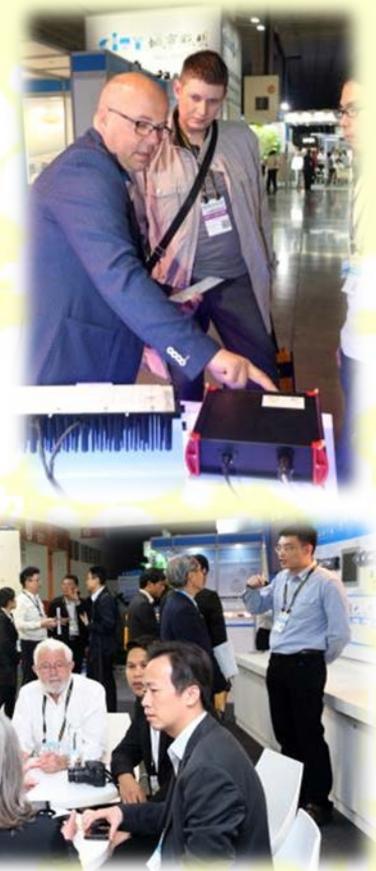


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國外買主邀請

- 駐外單位邀約
- 歷年參觀者發送eDM
- 參展商提供邀約名單

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- 國內唯一專業照明展
- 上中下游產業一條龍
- B2B商展
- 全面的國內外宣傳
- 展示、知識、趨勢絕佳平台



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報名參展費用

參展費用 (凡在 2017 年 11 月 30 日前參展報名者，享有早鳥優惠價。)

(幣別：新臺幣)

攤位類別	定價	定價 7 折	定價 8 折	定價 9 折	攤位面積 空地，不含裝備 及展示設備
	空地攤位費	參展廠商上屆 現場預訂價	公會會員 早鳥優惠價 非參展廠商 現場預訂價	非公會會員 早鳥優惠價	
臨主走道	45,900 元	32,130 元	36,720 元	41,310 元	9 平方公尺
一般	43,800 元	30,660 元	35,040 元	39,420 元	9 平方公尺
臨主走道含柱	22,000 元	15,400 元	17,600 元	19,800 元	約 5.8 平方公尺
一般含柱	20,000 元	14,000 元	16,000 元	18,000 元	約 5.8 平方公尺

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2018

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