# **EXHIBITORS OVERVIEW**

#### **REGIONAL BREAKDOWN OF EXHIBITORS**

38% Middle East Europe

Americas **30**% Asia



72% of exhibitors were highly satisfied / satisfied with the 2019 edition of Light Middle East

What we love about this show is that it is focused on a specific audience and specific target customers and that's what is important to our business.

> **Wissam Ghoussaini** Sales Specialist, ABB

## **5 COUNTRY PAVILIONS**



China



Hong Kong



Taiwan



**United Kingdom** 



Germany

#### **EXHIBITORS BY PRODUCT GROUP**

**42**% LED Lighting

18% Decorative Lighting & Accessories

House & Building Automation

Cable & Leads, Cable Routing Systems, Distribution & Joining material

03% Institutions, authorities, organisations, publishers, associations, online services, Internet

Electric Lamp

Research, Development, Training & Further Education

## VISITORS OVERVIEW

Light Middle East attracts a highly diverse audience from a wide range of regional industries, including manufacturing, architecture and construction.

6,343 Visitors

27% International

Visitors

11% Year-On-year Increase in Visitors

83 Countries

73% Domestic Visitors

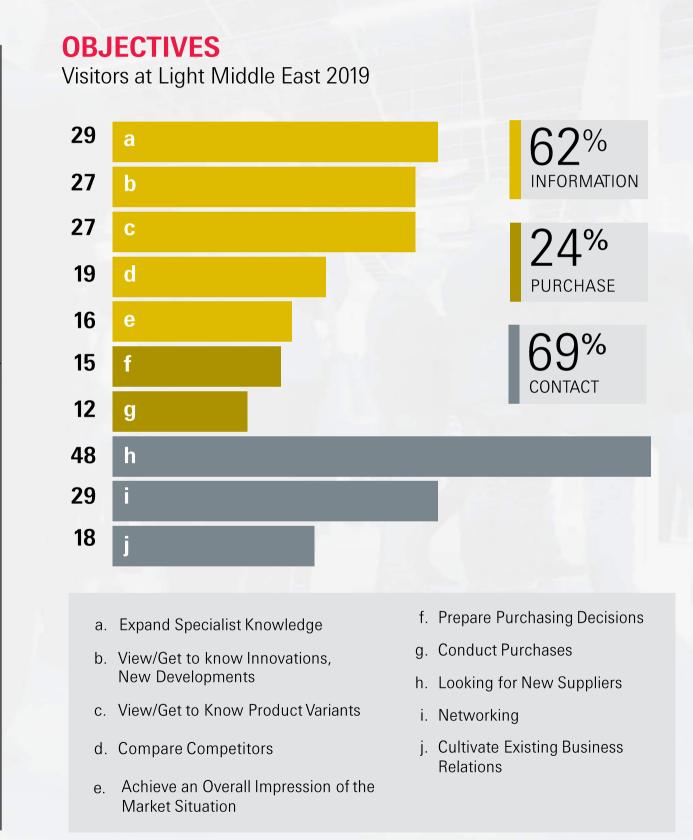
63%

Visitors with Senior Management Designation

"People who visited us were genuinely interested in the product. It's important for us to interact with potential and existing customers. This helps us learn and adapt to the market. Everyone has their own design preferences and all the <mark>feedback we get is valuable."</mark>

> **Sharmila Kumbhat** Director, K-Lite Industries

## **TOP 10 COUNTRIES BY VISITORS** UAE India Saudi Arabia Bahrain Italy **C** Kuwait China **Lebanon** Oman **INFLUENCE ON PURCHASING/ PROCUREMENT DECISIONS** 2018 28% 35% 25% 2019 29% 36% 24% Decisive Consultative Collective No Influence



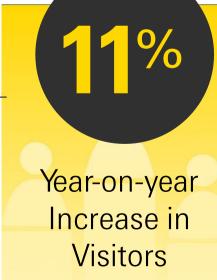
## VISITORS OVERVIEW

#### PRIMARY INTEREST WITHIN PRODUCT RANGE

LED 64% Technology Lighting 41% Controls Exterior Lighting/ 41% Street Lighting Technical 40% Lighting Decorative 34% Lighting Home & Building **27**% Automation Electric Lamps & **25**% Components

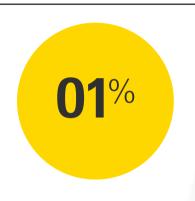
#### **VISITOR GROWTH**

2019 6,343 5,724 2018 5,618 2017



#### **BUSINESS SECTOR**

Visitors at Light Middle East 2019



## **Skilled Trades**

Electrician, Installer, etc.



## Industry

Manufacturing Industry, Building/Construction Industry, Contracting Company, Utilities Company (Gas/Water/ Power)



## Retail

Retail Trade



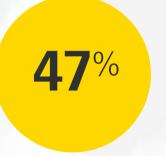
## Services

Engineering & Planning Office, Design Studio , System Integrators, Architect's Office, Interior Designer's Office, **Building Technology Service** Provider, Hotel Industry, Other Service Provider, Conslting Company



## Other

Other



## Wholesale

Distributor, Wholesale Trade, Importer, Commercial Agent, Exporter