

 **Taiwan International
Lighting Show**
台灣國際照明科技展



March 12-15, 2010

Taipei World Trade Center Exhibition Hall

www.TILS.com.tw



Promotion Kit

March 12-15, TILS 2010 to be first-ever lighting Event in TAIWAN

The coming TILS will be firstly largest lighting show than ever in Taiwan. This year TAITRA and TLFEA are joining forces to present TILS 2010 that links a trillion-dollar global market. This event offers the perfect platform for global lighting manufacturers and suppliers to display their highest quality lighting products and applications.

The coming March 12-15 show joins more than 150 exhibitors (the world's best including Philips, China Electric Mfg. and Neo-Neon International alongside the leading lights of Taiwan). The vast selection at this venue is perfect for B2B sourcing that lets you lay down your most demanding specifications at specially arranged one-on-one procurement meetings.

Mr. Chao-lin Wu, Chairman of Taiwan Lighting Fixture Export Association, states that Taiwan is perfectly positioned as the vanguard of this change, saying that "Taiwan accounts for 25% global LED production value, second only to Japan." And also he points out that "Taiwan has grown to be quite mature in manufacturing of LED-related PC hardware/software and controllers."

Key Reasons to Visit TILS 2010

- *The largest-opportunity to access Asia's foremost Lighting event from a host of more than **150 companies** who are using **390 booths**.*
- *Taiwan International Forum features world experts from **Philips, GE LED Asia, Future Electronics Inc., Tridonic.Atco Ltd.** Grasp the latest industry trends at the forum!*
- *A full slate of market promotion activities including **Procurement meetings, Lighting Industry Elite Award, New Products Display** that extends business networks and marketing opportunities.*

Enlighten your perspective at TILS 2010 which has it all, including:

- **China Electric Manufacturing Corporation** goes green to tap profits in energy-saving & carbon cutting, which is a typical traditional light gear manufacturer, specializing in the development, production, marketing of such products as incandescent light bulbs, halogen lamps, high-intensity discharge (HID) lamps, car/motorcycle light bulbs, as well as office/home/business/outdoor lighting products.
- **Yuieh Hsene Electronics'** Situational Lighting makes the best in building atmospheres. This company's products come in more watt choices from 5 watt

to 115 watt. Not only do these products substitute for traditional incandescent light bulbs, they can also be used for outdoor lighting for everything from patios to night markets.

- **Paragon Semiconductor Lighting Technology** The round- and strip-shaped LED polysilicon packaged flat projection products that Paragon Semiconductor Lighting Technology has come up with on its own have won over light gear vendors in New Zealand, Australia, US, Japan, and China. Paragon's light source-facing LED design has been patented in US, China, and Taiwan for 63 counts of process technologies, ingredient recipes, and structural designs.
- **K-Source Technology** The star product exhibited at 2010 Taiwan International Lighting Show will be the "30W Downlight" which offers several advantages including extended lifespan, greater efficiency and flexibility. The company has more than a decade R&D experience in LED circuitry and has designed lighting moulds as well as software systems which can process RGB color control for LED lighting.
- **NFK Lite MFG.** Making a better high powered LED light bulb. NFK has channeled massive resources into LED lighting products to the point where LED now comprises 60% of all its sales, the bulk of which go to developed economies across North America and the EC. NFK uses its top technology and machinery to process special materials that offer the best LED lighting.
- **Comfort Lighting INC.** The production and sale of Dimming Potentiometer is the major business of Comfort Lighting Inc. One solution offered is PWM (Pulse Width Modulation) technology which controls counter LED blinking and helps to extend the life span of products. Meanwhile Comfort Lighting is researching a vast array of lighting challenge by cocktail various combinations of light for the best results.
- **BJB** has years of experience developing light gear in collaboration with international lighting giants. As the world's largest professional lamp holder manufacturer with annual sales of some NT\$5bn, BJB offers such product lines as T5, T8, circular tubes, condensed light source holders, LED Starboard connector seats, halogen lamp holders, household oven lamps, and refrigerator lamps.

*And to help you turn on best, Taiwan's newest show offers qualified buyers exceptional travel incentives. Find out more at your nearest **Taiwan Trade Office** at TILS website:*

Register NOW to Open Infinite Opportunities!

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1. General Information

2010 Taiwan International Lighting Show	
Organizers:	Taiwan External Trade Development Council (TAITRA) Taiwan Lighting Fixture Export Association (TLFEA)
Sponsor:	Bureau of Foreign Trade, MOEA
Exhibits profile:	Lighting & Lamps LEDs, Materials & Components For Luminaires / Lighting
Venue:	Hall 1, Taipei World Trade Center (TWTC)
Show Dates and Hours:	9 a.m. ~ 6 p.m., March 12 - 14 9 a.m. ~ 4 p.m., March 15
Show Scale:	150 companies with a total of 390 booths
Event Highlights:	<ul style="list-style-type: none"> -Lighting Design Competition -Lighting Industry Elite Award -Procurement Meetings -International Forum -Series of Seminars
Admission for Foreign Visitors:	<ul style="list-style-type: none"> -While registering at the on-site registration counter, visitor badge for admission will be issued free of charge. -Pre-register through "INT'L VISITORS REGISTRATION" at: http://www.TILS.com.tw may obtain visitor badge together with one copy of official directory of the show free of charge when arrive at the reception counter.
Contact:	TAITRA Project manager - Ms.Yupi Yeh (Ext. 2629) Press Coordinator - Ms. Nicole Tsai (Ext. 2656) Forum Manager - Mr. Cavan Pai (Ext.2874) TEL: 886-2-2725-5200 FAX: 886-2-2722-7324 E-Mail: tils@taitra.org.tw
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2. Lighting Industry milestones

Taiwan set to shine in the era of innovative lighting

As defined by Standard Industrial Classification of the Republic of China, the lighting equipment industry is composed of such sub-sectors as light bulbs, light tubes, and non-electricity lighting gear (e.g. kerosene light). The Industrial Technology Research Institute categorizes lighting equipment (lighting gear) into fixed lighting gear (indoor, outdoor, automotive, industrial varieties) and movable lamps (desk lamps, floor lamps, wall lamps, hanging lamps, clip lamps, and flashlights). According to the Industrial Technology Research Institute, the global lighting product market was worth US\$95.2bn in 2008 and is projected to grow to US\$117.8bn by 2012, for a 2007-2012 CAGR of 5.3%. Fixed lamps, in particular, accounted for the lion's share of the market with 75% market share.

What role does Taiwan play in the global scheme of lighting equipment industry? Based on import/export statistics compiled by the Customs of Taiwan, Taiwan exported US\$253mn's worth of lighting products in 2008, up 3.62% YoY. Lighting products that are categorized as "other electric lamps, etc." led the pack with export value of US\$189mn or 74.6% of 2008 annual export. In terms of growth, plastic components for lighting gear and non-electricity lighting equipment shone with export value YoY of 67.96% and 59.12%.

Taiwan's illumination product export value

(US\$mn)

HS	Description				% Share			% Change	
		2006	2007	2008	2006	2007	2008	- 08/07 -	
	--World--	213003.5249	234710.0722	243233.2238	100	100	100	3.63	
	9405 Lamps,Lighting,Fitting	255.9304065	244.8805018	253.7430659	0.12	0.1	0.1	3.62	
940540	Other Elec Lamps,Etc	177.812815	180.4822155	189.303135	69.5	73.7	74.6	4.89	
940599	Other Parts 9505	28.31404064	26.34044192	27.19466754	11.1	10.76	10.7	3.24	
940520	Elec,Table,Desk,Bed	17.68726103	13.34549005	11.87743991	6.91	5.45	4.68	-11	
940550	Non-Elec Lamps,Fitting	10.46313418	6.443322569	10.25229603	4.09	2.63	4.04	59.12	
940510	Ceiling/Wall, N Public	7.913884063	8.814891144	6.199696638	3.09	3.6	2.44	-29.67	
940591	Glass Parts F Lamps	3.819790823	5.197066744	4.135290785	1.49	2.12	1.63	-20.43	
940560	Illuminated Signs	3.239889048	2.916167527	2.406181126	1.27	1.19	0.95	-17.49	
940592	Plastic Part F Lamp	6.634037019	1.331045128	2.235580882	2.59	0.54	0.88	67.96	
940530	For Christmas Trees	0.045554685	0.009861259	0.138777914	0.02	0	0.06	1307.3	

Source: Taiwan Directorate General of Customs, June 2009

Among major destinations of Taiwan's export of lighting products, US remains on top, contributing nearly 40% to export value of Taiwan's lighting products. But that doesn't change the fact that in 2008, Taiwan exports of lighting products to the US decreased 7.73% YoY. In

the case of the second largest overseas market, Japan, Taiwan's export value of lighting products managed but a small increase. What's noteworthy is that Taiwan's exposure to Mainland China in terms of export value of lighting products increased from 5.81% in 2007 to 10.66% in 2008, up 90.12% YoY. Hong Kong included, the contribution from the China will be even greater. Overall, Taiwan's illumination product industry will continue to bond with China.

Taiwan's top five lighting gear export markets in 2008

(US\$mn)

Ranking	Export Market	Export value	YoY %
1	US	100.868	-7.73
2	Japan	27.625	1.44
3	China	27.041	90.12
4	HK	12.682	-10.58
5	Canada	7.426	3.78

Source: Taiwan Directorate General of Customs, June 2009

Taiwan has what it takes to take the LED beachhead

By observing the strategic moves of major lighting equipment manufacturers, it's not hard to tell that LED lighting is viewed by industrial members as being an important source of growth. In fact, banning of incandescent lights by nations around the world should peak from 2010 to 2014. Bureau of Energy of Ministry of Economic Affairs have also budgeted NT\$200-300mn for substitution of LED street lamps for conventional ones as soon as the LED street lamp standards are finalized. In 2009, the LED street lamp market is projected to be worth more than US\$1.6bn, and that's only a glitter of things to come.

The Topology Research Institute (TRI) points out that LED light bulb enjoys improved light-emitting efficiency, light directive-ness, good color rendering, and polychromatic ability, making it an excellent light source for street lamps. As such, LED light bulbs enjoy an unsurpassable edge in the areas of building landscape illumination and commercial lighting. In three to five years' time, LED light bulbs should see prices fall to the level generally acceptable to the mass market. By then, LED should have an excellent chance at competing with conventional light bulbs for the household and general-purpose lighting business. For Taiwanese lighting product businesses to compete in LED application market, Taiwan's sharpest weapons include its solid foundation in semiconductor manufacturing and years of experience in lighting gear design and fabrication. Overall, we therefore expect Taiwan to shine in the lighting product market.

3. Exhibitors List

Company Name	Company Name
ADDLUCKY CO., LTD.	FASTOSO TEC-LIGHT COMPANY
ADO OPTRONICS CORPORATION	FISHBONE DESIGN LTD.
ADVANCED CONNECTEK INC.	FLYING DRASON LIGHTING
AMKO SOLARA LIGHTING CO., LTD.	FOCUSLED ENTERPRISE CO., LTD.
AN+J LIGHTING COMPANY LIMITED	FONGKWANG TECHNOLOGY CO., LTD.
ANTIOW CO., LTD.	FORWARD ELECTRONICS CO., LTD.
ART ELECTRONICS LIGHTING CO., LTD.	FUJIAN HONGAN ELECTRIC CO., LTD.
AURORA INTERNATIONAL LIGHTING CORP.	FU-JOU INDUSTRIAL CORP.
AUTOBAHN ENTERPRISE CO., LTD.	FULL SUN OPTOTECH CO.,LTD.
AVERTRONICS INC.	FZTECH INC.
BJB ELECTRIC TAIWAN CORPORATION	GAIA INTERNATIONAL GROUP LTD.
BRIGHT ENERGY CO., LTD.	GIANTBRIGHT TECHNOLOGY CO., LTD.
BUCKINGHAM INDUSTRIAL CORPORATION	GINGKO LIGHTING CO., LTD.
BUENO TECHNOLOGY CO., LTD.	GLACIALTECH INC.
CARRY BEAM CO., LTD.	GLOBAL WIN TECHNOLOGY CO., LTD.
CHANNG CHIN FA TECHNOLOGY CO., LTD.	GLORY PRAISE PHOTRONICS CORP.
CHEERWELL LIGHTING CO., LTD.	GOLD TAI LI CO., LTD.
CHIMAY TECHNOLOGY CO., LTD.	GOLDEN WAY ELECTRONICS CORP. LTD.
CHINA ECONOMIC NEWS SERVICE	GOLDYEAR INDUSTRIAL LIMITED.
CHINA ELECTRIC MFG. CORPORATION	GREEN TREASURES TECHNOLOGY CO., LTD.
CINDI ENTERPRISE CO., LTD.	HELIO OPTOELECTRONICS CORP.
CIRCLE WORLD COPR.	HERO LIGHTING CORP.
CLASETE TECHNOLOGY CO., LTD.	HIGH POWER LIGHTING CORP.
COMFORT LIGHTING INC.	HIROLITE LIGHTING CO., LTD.
CONVERTER TECHNOLOGY CO., LTD.	HOME RESOURCE IND. CO., LTD.
D & A INTERNATIONAL CORP.	HONEST PRECISION INDUSTRIES CO.,LTD.
DARJUNG INDUSTRIES CO., LTD.	HORIZON LIGHTING EQUIPMENT CO.,
DATA LIGHT TECHNOLOGY CO., LTD.	I DIGIT INTERNATIONAL LTD.
DAVINCI INDUSTRIAL INC.	I FACTOR TECHNOLOGY INC.
DOMAG LED TECHNOLOGY CO., LTD.	INFOTEK INFORMATION SCIENCE & TECHNOLOGY CO., LTD
DONG YAO TECHNOLOGY CO., LTD.	INDUSTRIAL TECHNOLOGY RESEARCH INSTITUTE
DRAMEXCHANGE TECH. INC.	INTERFLOW CORP.
ECOLIGHTING,INC	INTERNATIONAL TRADE BIWEEKLY
ECOMAA LIGHTING INC.	IOVISION PHOTOELECTRIC CO., LTD.
EISO ENTERPRISE CO., LTD.	J.Y. LIGHTING DESIGN CO., LTD.
ELECTIC MAJOR COMPANY LIMITED	JAW YI ENTERPRISE CO., LTD.
ELTINA CO., LTD.	JBC ELECTRIC CO., LTD.
EXCELART LIGHTING CO., LTD.	JET DEITY CO., LTD.
EXCELLENT POWER ELECTRONIC CO., LTD.	JUI CHUAN INDUSTRY CO., LTD.
EZE-ENERGY CO., LTD.	KAPEGO LIEHT CO.,LTD

Company Name	Company Name
KEEPER TECHNOLOGY CO.,LTD.	SEURATEK LTD.
KIN ZU YEE ENTERPRISE CO., LTD.	SHIN CHIN INDUSTRIAL CO., LTD.
KINGWELL LIGHTING CO., LTD.	SHINER FIBER OPTICS CO., LTD.
K-SOURCE TECHNOLOGY LTD.	SHINKANDO INTERNATIONAL CO., LTD.
LANCASTER CO., LTD.	SINCERE STATE ELECTRONICS CO., LTD.
LED LIGHT OPTO. CO., LTD.	SKYONLY LIGHT CORP.
LEDGEND TECHNOLOGY INC.	SMART ASIA TECHNOLOGY CO., LTD.
LEDLINK OPTICS. INC.	SOUND-INN ELECTRICS TECHNIC CO., LTD.
LEDRAY TECHNOLOGY CO., LTD.	STEEL LIGHT ENTERPRISES CO., LTD.
LEDTECH ELECTRONICS CORPORATION	SUIYO PLASTICS INDUSTRIAL CO., LTD.
LEI YUEH ENTERPRISE CO., LTD.	SUN LIGHT & ENERGY CORP.
LIEN YING LIGHTING CO., LTD.	SUNRADIO TECHNOLOGIES CO., LTD.
LIH YANG ELECTRIC MACHINERY CO., LTD.	TAIWAN A.C.M. TECHNOLOGY CO., LTD.
LUCKYEAR MICRO ELECTRONICS CORP.	TAIWAN EDGE-LIGHT TECHNOLOGY LTD.
LUMITECH OPTO TECHNOLOGIES CO., LTD.	TAIWAN HWAN YI INDUSTRIES CO., LTD.
MACROTECH SYSTEM BUILDING CO., LTD.	TAIWAN PLENTY CO., LTD.
MASATSURU INTERNATIONAL CO., LTD.	TEAM INSTRUMENT CO., LTD.
MAVIS INTERNATIONAL CO., LTD.	TEAMWIN ODTO-ELECTROINCE CO., LTD.
MICRO TRILLION OPTO CO., LTD.	TGL INTERNATIONAL CO., LTD.
NEO-NEON INTERNATIONAL LTD.	TONS LIGHTOLOGY INC.
NEOTRONI LIGHTING INC.	TOPFANCY LIGHTS MFG. CO., LTD.
NFK LITE MFG CO., LTD.	TYC BROTHER INDUSTRIAL CO., LTD.
OA LIGHTING KANJIN SUPPLY CO., LTD.	UPEC ELECTRONICS CORP.
OPTIC POWER CO., LTD.	UWIN TECHNOLOGIES CO., LTD.
OPTO TECH CORPORATION	VALENS LIGHTING TECHNOLOGY LTD.
OU CHYI LAMP CO., LTD.	WANG HOUSE TECHNOLOGY CO., LTD.
PAGEANT TECHNOLOGY CO., LTD.	WENBI INTERNATIONAL CORP.
PARAGON SEMICONDUCTOR LIGHTING TECHNOLOGY CO., LTD.	WIND CHEN INDUSTRY CO., LTD.
PHILIPS ELECTRONICS INDUSTRIES (TAIWAN) LTD.	WINLITES IND. CO., LTD.
POWERTRONICS CO., LTD.	YAR CHIANG ELETRONICS CO., LTD.
POYUAN ENERGY SAVING LIMLTD	YI-JIN PHOTONIC CO., LTD.
RADIANT STAR CO., LTD.	YOUNG STAR LIGHTING CORPORATION
RAYDAR ENTERPRISE CO., LTD.	YUAN LUNG CO., LTD.
RAZZ INDUSTRIAL CO., LTD.	YUIEH HSENE ELECTRONICS CO., LTD.
RED-SEA LIGHTING TECHNOLOGIES CO., LTD.	
REISTI CO., LTD.	
RICHFIELD HOME PRODUCTS LTD.	
RIYOUNG INTERNATIONAL CO., LTD.	
RODAN (TAIWAN) LTD.	
ROOSTER LIGHTING CO., LTD.	

(as of January 5, 2010)