

New Delhi, October 2021

## Messe Frankfurt India returns with its first physical trade fairs with LED Expo and Media Expo slated in November 2021

***Returning for its very first edition post lockdown, India's renowned trade fairs LED Expo & Media Expo will open doors to the industries from 18 – 20 November 2021 at the India Exposition Mart Ltd (IEML). Organised under the safety parameters of MFI SafeConnect, the platforms will provide a secure meeting space for face-to-face business networking and aim to draw attention to indigenous manufacturing and domestic collaborations.***

Regarded as one of the most influential events for the business of LED technology, LED Expo this year will focus on supporting business recovery and localisation with made-in-India products and applications for LED technologies. More than 100 Indian exhibitors from across the country are expected to showcase their latest innovations at the three-day fair including leading players such as Tata Communications, Acme Lighting, ALS (Innovative India Illumination), JSB Lighting, Glow Green, GEEP Industries India, CITI Lights, Led Fixtures among others. As the first hybrid edition, LED Expo's physical event will be extended to include additional digital content for the benefit of sector players unable to attend this year.

The mega event is being supported by the International association of Lighting designers (IALD), Indian Building Congress (IBC), Energy Efficiency Services Limited (EESL), The Energy and Resources Institute (TERI), KNX Association and the Luminaires Accessories Components Manufacturers Association (LACMA). Alongside the show, the Virtual LED Summit will also cover significant trends affecting the industry under the themes of Blue-light Hazards from LEDs, Lighting Controls and IoT and the role of an architectural lighting designer as well as product demos by K Lite, Ltech, Cygnus Lighting, Aastha LED Lights, Lightberry, Jdianm Lighting P Ltd, Aarenza Die Cast Private Limited, Optiks Mechatronics Pvt Ltd, Sri JSB Lighting Company, Om Circuit Boards Pvt Ltd etc. Highlighting the market upheaval amidst the pandemic and rising revenue trends from 2022 onwards, an exclusive report on the India Lighting Control System Market Report will be unveiled by 6W Research during the fair.

Concurrently scheduled alongside the show, Media Expo will focus on LED and digital signages, advancements in printing technologies and advertising solutions. After a hiatus of over two years, this dynamic industry is gearing to showcase live demonstrations of printing machines, POP and POS displays, promotional in-store signages, printing inks and 3D printers, fabricating, finishing & decorating machines, architectural hardware, sign substrates, digital printers, digital imaging, digital signage, signage-led and neon and innovative advertising solutions that remain crucial to connect with consumers. The platform will re-unite advertising professionals with leading OOH and printing manufacturers including HP, Colorjet, Mehta Cad Cam, Orafol, Angel Cad Cam, Monotech, Rextone, Silicon Infotech, Timex Bond and brands such as Seiko, Kow, Richo among others. Many of the participating brands have chosen the platforms to launch, demonstrate or announce their entry into new segments after the lockdown.

Elaborating on the renewed focus of the b2b trade shows this year, Mr Raj Manek, Managing Director, Messe Frankfurt Trade Fairs India shared: "There is a high-level of commitment within the sectors to bolster their domestic supply chains and get business back on track. Re-uniting the industries is, therefore, crucial to support localisation and at the same time provide a push to local manufacturers." Explaining further, he added: "Almost 20% of our exhibitors participating at both LED Expo and Media Expo this edition are new local manufacturers which indicates how the platforms this year, through its regional focus, can significantly drive indigenous manufacturing and domestic collaborations."

Focusing on success and safety in equal measure, the German trade fair organiser has given special emphasis on creating a minimal contact and safe sourcing experience with new express entry registration format for business visitors and added hygiene protocols on-site.

For more information, photographic material and media passes, please contact:

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