

LIGHTING FAIR 2011

EXHIBITION REPORT



Japan Luminares Association
Nikkei Inc.

Dear Exhibitors of Lighting Fair 2011:

Thank you for exhibiting at Lighting Fair 2011 (The 10th International Lighting Fair 2011 Tokyo). This year, due to the Great East Japan Earthquake, the Fair had to be closed early, shortly after 3 p.m., on its last day, Friday, March 11. I hope that you were able to return to your home country safely and without major incident despite the disruption caused by the earthquake.

Japan has suffered great damage from a disaster of unprecedented scale, but the country is taking steady steps toward recovery. In Tokyo, in particular, people's lives are already back to normal aside from efforts to conserve electricity, as the city sustained relatively little damage from the earthquake.

Japan Luminaires Association and Nikkei Inc. endeavor to contribute to the continued development of the lighting industry by further enhancing the contents of the Fair and providing an excellent setting for active business negotiations. In 2012, JAPAN LED ASSOCIATION and Nikkei Inc. will hold LED Next Stage 2012, Japan's largest LED lighting exhibition, from Tuesday, March 6 to Friday, March 9. LED lighting is attracting much attention in Japan today as the key means to conserve electricity. I hope that you will take advantage of LED Next Stage 2012 as an opportunity to expand your business. We will send you the exhibitor's prospectus around June. The exhibitor application deadline is October 14, 2011.

Moving to the West Exhibition Hall of Tokyo Big Sight and expanding its exhibit space, Lighting Fair 2011 reached the biggest scale in the Fair's history with 258 companies and organizations from Japan and abroad exhibiting in 712 booths. Visitors were mostly lighting users from the architecture, design, retail, and distribution fields, totaling 60,085 people. We owe the Fair's success to the exhibiting companies and organizations as well as others who provided us with their cooperation. I would like to express my deep appreciation to you all.

In the exhibit space, there was a full range of presentations on leading-edge technologies and products in LED lighting, which is coming into widespread use. Also seen were a greater number of exhibits on the latest products featuring organic EL lighting, now drawing attention as the next generation of lighting. Lighting Fair 2011 allowed participants to get a grasp of the future course of developments in lighting fixtures and light sources.

This year, in commemoration of the 10th year of events, we developed "Travel of Light," a presentation on the history of lighting combining exhibits and a booklet. Through it, we were able to tell the story of how lighting has evolved in step with the changes in people's lifestyles. The Lighting Stage in the Atrium served as the venue for the opening ceremony held on the first day, as well as for lectures given by top lighting designers and architects. Meanwhile the OLED Lounge, featuring the prize-winning works of the Organic EL Lighting Design Competition 2010, attracted visitors with its presentation of the possibilities in next-generation lighting. At the WA TO AKARI LOUNGE, traditionally crafted products such as wallpaper, tiles, and lighting fixtures that beautifully incorporate light were shown, and participants were able to closely observe the items on display while enjoying a cup of tea. In the Conference Tower we held the LIGHTING FAIR SEMINAR on the theme of standardization of LED light sources and LED lighting fixtures, as well as the OLED SYMPOSIUM, which showcased the luminescent multi-functional cloth and other new ideas on the applications of OLED lighting. Through these efforts, we worked to encourage industry leaders with a high sense of awareness to visit the Fair.

We look forward to your continued active participation in future events.

Sincerely,

Japan Luminaires Association
Nikkei Inc.

2011年日本东京国际照明展各位参展商的朋友们：

前不久承蒙参展“2011年第10届日本东京国际照明展”，谨表示诚挚的谢意。该届展会在会期截止日的3月11日(周五)，因突发的东日本大地震，不得不于当天下午3点多提前结束。不知各国参展的朋友们回国是否顺利，衷心祈愿大家平安康泰！

日本此次发生的大地震所带来的损失可谓前所未有，但灾后重建工作目前已稳步启动。特别是东京地区所遭受的打击比较轻微，除节电方面要比以往付出更大的努力之外，基本社会生活已恢复常态。日本照明器具工业会和日本经济新闻社为了照明行业的进一步发展，将力争不断充实展会内容，为参展商们提供更好的商机。LED照明推进协会和日本经济新闻社作为日本国内最大规模的LED照明展，下一届“LED Next Stage 2012”将在2012年3月6日(周二)到9日(周五)期间举办。LED照明以“省电”著称，在日本备受瞩目。希望大家积极参与“LED Next Stage 2012”，抓住商业机会，扩大业务规模。我们将于6月前后发出参展通知，参展报名截止日期为10月14日。

本届日本东京国际照明展将会场迁至西展厅，面积得以扩大，国内外258家参展商参与，摊位达到712个，规模为历史之冠。此外，以建筑，设计领域及零售，流通领域的照明用户群体为主的客流量达到60,085人。如此的盛果完全要归功于参展商的各位朋友以及相关的大力配合与支持，对此再次表示深谢。

通过本届展会可以了解未来灯饰及光源的发展趋势，演讲内容方面增加了已进入市场化运作阶段的LED照明相关的最新技术及产品，展出内容方面增加了作为下一代照明而备受关注的“有机EL照明”的最新产品。

为纪念第10届照明展，我们筹划了名为“TRAVEL OF LIGHT(照明之旅)”的活动，即通过展览和说明手册回顾照明的历史，让到场观众了解照明随生活的变迁而进化的过程。展会第一天，在通体大厅的“照明舞台”上举办了开幕典礼，还邀请业界领军的照明设计师及建筑师们进行了演讲。在“有机EL沙龙区”宣布了“2010年有机EL照明设计比赛”的获奖及入选作品，展示了下一代照明的前景，吸引了众多到场观众的眼球。“和与光沙龙区”将光的因素巧妙地糅合到壁纸，瓷砖，灯饰等传统产品中，让许多观众在品茶之余驻足欣赏，流连忘返。在会议大楼通过举办各种主题的研讨会以期调动引领业界发展，具有高度主观能动性的观众的积极参与，会议有以LED光源及LED灯饰的标准化为主题的“照明展研讨会”，还有介绍“发光的多功能内饰材料”等关于有机EL照明新用途的“有机EL照明研讨会”。

今后希望大家继续积极参展，感谢大家的支持与配合。

日本照明器具工业会
日本经济新闻社

General Report

■ Theme	Move to a comfortable, low carbon society through energy saving lighting.
■ Dates	March 8 (Tue.) - 11 (Fri.), 2011 10:00am-5:00pm (until 4:30pm on the last day)
■ Venue	Tokyo International Exhibition Center "TOKYO BIG SIGHT", West 1・2 Hall (3-11-1, Ariake, Koto-ku, Tokyo 135-0063, Japan)
■ Organizer	Japan Luminaires Association / Nikkei Inc.
■ Supported by	Ministry of Economy, Trade and Industry / Ministry of Land, Infrastructure, Transport and Tourism / Ministry of the Environment / Fire and Disaster Management Agency / The Illuminating Engineering Institute of Japan / Japan Electric Lamp Manufacturers Association / Japan LED Association / The Japan Chamber of Commerce and Industry / Central Federation of Societies of Commerce and Industry / Japan External Trade Organization (JETRO)
■ Admission Fee	1,500 yen per person (Group/over 20 people: 1,000 yen per person)
■ Held in conjunction with	JAPAN SHOP / ARCHITECTURE + CONSTRUCTION MATERIALS / RETAILTECH JAPAN / IC CARD WORLD / SECURITY SHOW / FRANCHISE SHOW ※FRANCHISE SHOW: March 8 (Tue.) - 10 (Thu.)
■ Range of Exhibits	<ul style="list-style-type: none"> ● Lighting fixture for residential, merchandise, office, outdoor, factory, vehicle, stage and others ● Lamps: LED, OLED, fluorescent, high intensity discharge, incandescent, halogen and others ● Materials and Components: ballast, reflector, louver, lamp holder, switch, LED element and material, related device and module and others ● Measurement and manufacturing equipment for lighting ● Others: Information and specialized publications and others

■ Number of Visitors :

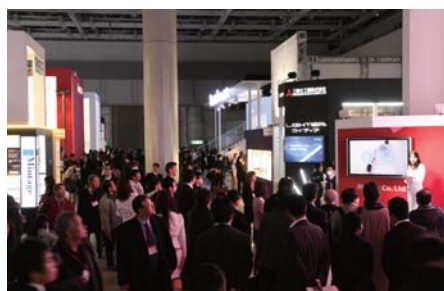
Date	Number of Visitors
March 8 (Tue.)	11,718 (19,051)
9 (Wed.)	16,953 (23,011)
10 (Thu.)	18,683 (29,055)
11 (Fri.)	12,731 (25,785)
Total	60,085 (96,902)

■ Number of Exhibitors : 258 (134)

■ Number of Booths : 712 (518) ※3.0 meters×3.0 meters [9 sq. meters] per booth

■ Exhibitors from Overseas : 5 countries / region, 129 companies, 184 booths

★The number in () is the result of the last show.





Exhibitors List

Exhibitors	Booth No.	Exhibitors	Booth No.
DOMESTIC LIGHTING FIXTURE ZONE		PHILKNOT	LF1038
ACLED	LF1006	PI PHOTONICS	LF1029
ALMECO	LF1027	PRINCE ELECTRIC	LF2057
AMAKUSA IKEDA ELECTRIC	LF1056	QBAS TECH	LF2068
ASPIRE SUN	LF2077	QUANTUM LEAP TECHNOLOGIES	LF2070
AVAGO TECHNOLOGIES JAPAN	LF2064	RAPYUTA INTERNATIONAL	LF1028
BJB	LF1005	ROHM	LF1074
CITIZEN ELECTRONICS	LF2076	SAINT GENTLEMAN	LF2056
COBURN JAPAN	LF1057	SAKA TECHNO MARKETING	LF1008
DAIKO ELECTRIC	LF2072	SANWA SIGN WORKS	LF1053
DAIS JAPAN	LF1011	SD.HESS LIGHTING	LF2067
DE L ASSOCIATES	LF1079	SEIWA ELECTRIC	LF1003
DN LIGHTING	LF1043	SHIMANE ELECTRONICS IMAFUKU-FACTORY	LF2069
ECOMAX JAPAN	LF1084	SHIMANE INDUSTRIAL PROMOTION FOUNDATION	LF2059
ECORICA	LF1081	SHINES	LF1050
EFFECT MEIJI	LF1082	SHINKO DENSO	LF1058
EG1	LF1007	SHOWA LHT	LF2068
ELECTRICAL LIGHTING AUDIO SYSTEM	LF1010	STE	LF1075
ELM	LF1009	STYLE TEC	LF2075
ENDO LIGHTING	LF1068	SWAN LITE MANUFACTURING	LF1046
FUTURE LIGHT	LF2061	TANIMOTO DENKI	LF1042
GE CONSUMER PRODUCTS JAPAN	LF1004	TES LIGHTING	LF2065
GENELITE	LF2062	TOKI CORPORATION	LF2078
GS YUASA INTERNATIONAL	LF2081	TOKO ELECTRIC	LF2071
HAMAI ELECTRIC LAMP	LF1059	TOKUSHIMA INDUSTRIAL PROMOTION ORGANIZATION	LF1071
HEP TECH	LF2065	TOSHIBA	LF2058
HIROSHIMA INDUSTRIAL PROMOTION ORGANIZATION	LF2059	TOSHIBA LIGHTING & TECHNOLOGY	LF2058
HITACHI APPLIANCES	LF2073	TOYASENRYO	LF1026
HOKUSHIN TELNEX	LF2063	USHIO LIGHTING	LF1037
IDEC	LF2080	VISUAL FIRST	LF1083
INABA ELECTRIC WORK	LF1036	XICATO JAPAN	LF1067
IRIS OHYAMA	LF2060	YAMADA SHOMEI	LF1080
IWASAKI ELECTRIC	LF1049	YAMAGIWA	LF1055
IWASE PRINCE ELECTRIC	LF2057	YAMAGUCHI INDUSTRIAL PROMOTION FOUNDATION	LF2059
JEFCOM	LF1070	MATERIAL, COMPONENT AND DEVICE ZONE	
KAGA	LF1052	ACA	LF1001
KANEKA	LF1073	ALANOD	LF1031
KANTOU SEKISUIJUSHI	LF1041	APIC YAMADA	LF1021
KEEPLON	LF1027	KYOSHIN ELECTRIC WORKS	LF1035
KHK JAPAN	LF2083	MITSUMI ELECTRIC	LF1015
KOITO INDUSTRIES	LF1047	NITTOH KOGAKU	LF1013
KOIZUMI LIGHTING TECHNOLOGY	LF1061	OPTICAL SOLUTIONS	LF1034
KOWA	LF2079	SANKEN ELECTRIC	LF1020
LOTTE DATA COMMUNICATION	LF1083	SHANGHAI HELF ADVANCED MATERIAL TECHNOLOGY	LF1017
LUTRON ASUKA	LF1045	SHINDENGEN ELECTRIC MFG	LF1014
LUXONIA	LF2082	STMICROELECTRONICS	LF1016
MAEDA GLASS	LF1065	TEIJIN	LF1033
MARTIN PROFESSIONAL JAPAN	LF1030	TOKUYAMA	LF1018
MARUWA SHOMEI	LF1002	TYCO ELECTRONICS JAPAN	LF1032
MAXRAY	LF1012	YOSHIKAWA KASEI	LF1019
MICROBOARDS TECHNOLOGY	LF1039	MEASUREMENT EQUIPMENT ZONE	
MINTAGE	LF1069	HI-LAND	LF1025
MITSUBISHI ELECTRIC LIGHTING	LF1062	JAPAN ELECTRICAL SAFETY & ENVIRONMENT TECHNOLOGY LABORATORY	LF1024
MITSUBISHI ELECTRIC OSRAM	LF1062	KONICA MINOLTA SENSING	LF1022
MITSUBISHI KAKOKI KAISHA	LF1066	SPECTRA CO-OP	LF1023
MORIYAMA	LF1072	INFORMATION AND PUBLISHING ZONE	
NAGOYA MFG	LF1040	DENZAI RYUTSU PRESS	LF3006
NEC LIGHTING	LF1048	GUANGZHOU GUANGYA MESSE FRANKFURT	LF3003
NIKKEN HARDWARE	LF2074	THE ILLUMINATING ENGINEERING INSTITUTE OF JAPAN	LF3001
ODELIC	LF2066	JAPAN ELECTRIC LAMP MANUFACTURERS ASSOCIATION	LF3001
OHASHI SANGYO	LF1051	JAPAN LED ASSOCIATION	LF3001
OPTO DESIGN	LF1076	LED EXPO.COM	LF3002
OPTROM	LF1077	LEDs MAGAZINE	LF3005
ORGANIZATION FOR TOTTORI INDUSTRIAL PROMOTION	LF2059	MADE IN ASIA.COM	LF3004
OSRAM OPTO SEMICONDUCTORS	LF1054	NIKKEI BUSINESS PUBLICATIONS	LF3007
OTSUKA CORPORATION	LF1078		
PANASONIC ELECTRIC WORKS	LF1063		
PANASONIC LIGHTING COMPANY	LF1063		
PHILIPS ELECTRONICS JAPAN	LF1044		

Exhibitors

Booth No.

OVERSEAS LIGHTING FIXTURE ZONE

APEX INTEC	LF2022
CIVILIGHT SHENZHEN SEMICONDUCTOR LIGHTING	LF2020
DEKAI LED LIGHTING TECHNOLOGY	LF2046
DESARROLLO CAPITAL	LF2086
GWANGJU INTOPS	LF2014
GYSUN OPTO-ELECTRONIC	LF2015
HENGDIAN GROUP TOSPO LIGHTING	LF2017
HETEC DEVELOPMENT	LF2087
HILIOS INDUSTRIAL	LF2038
ICEPIPE	LF2041
JESSY INTERNATIONAL	LF2040
KAPEGO	LF2034
KENZRUN LED LIGHTING	LF2018
LAMPIN ILLUMINATION TECHNOLOGY	LF2021
LANXI ELECTRIC LIGHT SOURCE	LF2047
LEDGEND TECHNOLOGY	LF2039
LUXVEE LIGHTING	LF2027
MALTANI LIGHTING	LF2051
NEO-NEON ENTERPRISES	LF2024
NINGBO GUOMAI NEWENERGY	LF2012
NOVALED	LF2043
QUASAR LIGHT	LF2013
ROOSTER LIGHTING	LF2053
SANDER ELECTRONIC	LF2048
SEED LIGHTING DESIGN	LF2026
SEOUL SEMICONDUCTOR	LF2023
SHANGHAI YAMING LIGHTING	LF2042
SHENZHEN NEOLITH LIGHTING	LF2025
SHINKOGEN	LF2016
SHYANG HUEI INDUSTRIAL	LF2052
SIGNCOMPLEX	LF2033
SUNLIGHT SHENZHEN OPTO-ELECTRONIC TECHNOLOGY	LF2019
TORCH INDUSTRIAL	LF2084
UNIBRITE TECHNOLOGY	LF2037
VARIABLE LUMINAIRE	LF2085
XLEDIA	LF2054
YUNG TENG ELECTRONIC PRODUCTS	LF2028
ZHEJIANG HOWELL ILLUMINATING TECHNOLOGY	LF2055

CHINA PAVILION 1

EAGLE TECHNOLOGY	LF2029-2
HANGZHOU BAOSHAN ELECTRONIC	LF2029-1
HANGZHOU (FAYA) FITTINGS MANUFACTURING	LF2032-3
NINGBO ANDY OPTOELECTRONIC	LF2031-5
NINGBO ELION IMPORT&EXPORT	LF2032-4
NINGBO IMEX LIGHTING	LF2032-2
NINGBO KAFO ELECTRONIC	LF2031-1
NINGBO YUSING ELECTRONICS	LF2031-3
NINGHAI AOXIANG LIGHTING	LF2031-4
QM LIGHTING	LF2030
SHANGYU ALCOM ELECTRIC	LF2032-5
SHANGYU SHUNHE ELECTRIC APPLIANCE FOR ILLUMINATION	LF2031-7
SHENZHEN HK LIGHT	LF2031-8
SHENZHEN MASON TECHNOLOGIES	LF2029-3
ZHEJIANG SHENGHUI LIGHTING	LF2032-1

CHINA PAVILION 2

ADVANPOWER INTERNATIONAL	LF2050-5
ANHUI APIG XINHUI TECH	LF2050-1
BONS OPTOELECTRONICS TECHNOLOGY	LF2050-7
FIREFLY LIGHTING	LF2049-3
GREEN EARTH OPTO-ELECTRONIC	LF2049-1
HONGKONG PRETTY STOCK-JOINT	LF2050-2
JIA XING WEFUN ELECTRICS	LF2049-2
NSP (NINGGUO) SEMICONDUCTOR LIGHTING	LF2050-6
SHENZHEN COLLECTION ENTERPRISES	LF2050-3
SHENZHEN GREEN WORLD OPTOELECTRONICS	LF2050-8

Exhibitors

Booth No.

CHINA PAVILION 3

ANHUI LADER OPTOELECTRONICS TECHNOLOGY	LF2044-2
CHANGZHOU FENGSHENG OPTOELECTRONICS	LF2045-6
ECO LIGHTING SOLUTIONS	LF2044-3
HANGZHOU EBOYLAMP ELECTRONICS	LF2045-4
JIAO GUANG GROUP	LF2045-1
SHANGHAI WEIYUAN OPTO-ELECTRONIC TECHNOLOGY	LF2044-1
SHANGYU SOUTHEAST LIGHTING	LF2045-5
SHENZHEN CHIP OPTTECH	LF2045-7
SUZHOU MONT LIGHTING	LF2045-3
ZHEJIANG SKYLED LIGHTING TECHNOLOGY	LF2045-2
ZHONGSHAN SKYBALL ELECTRONIC LIGHTING FACTORY	LF2045-8

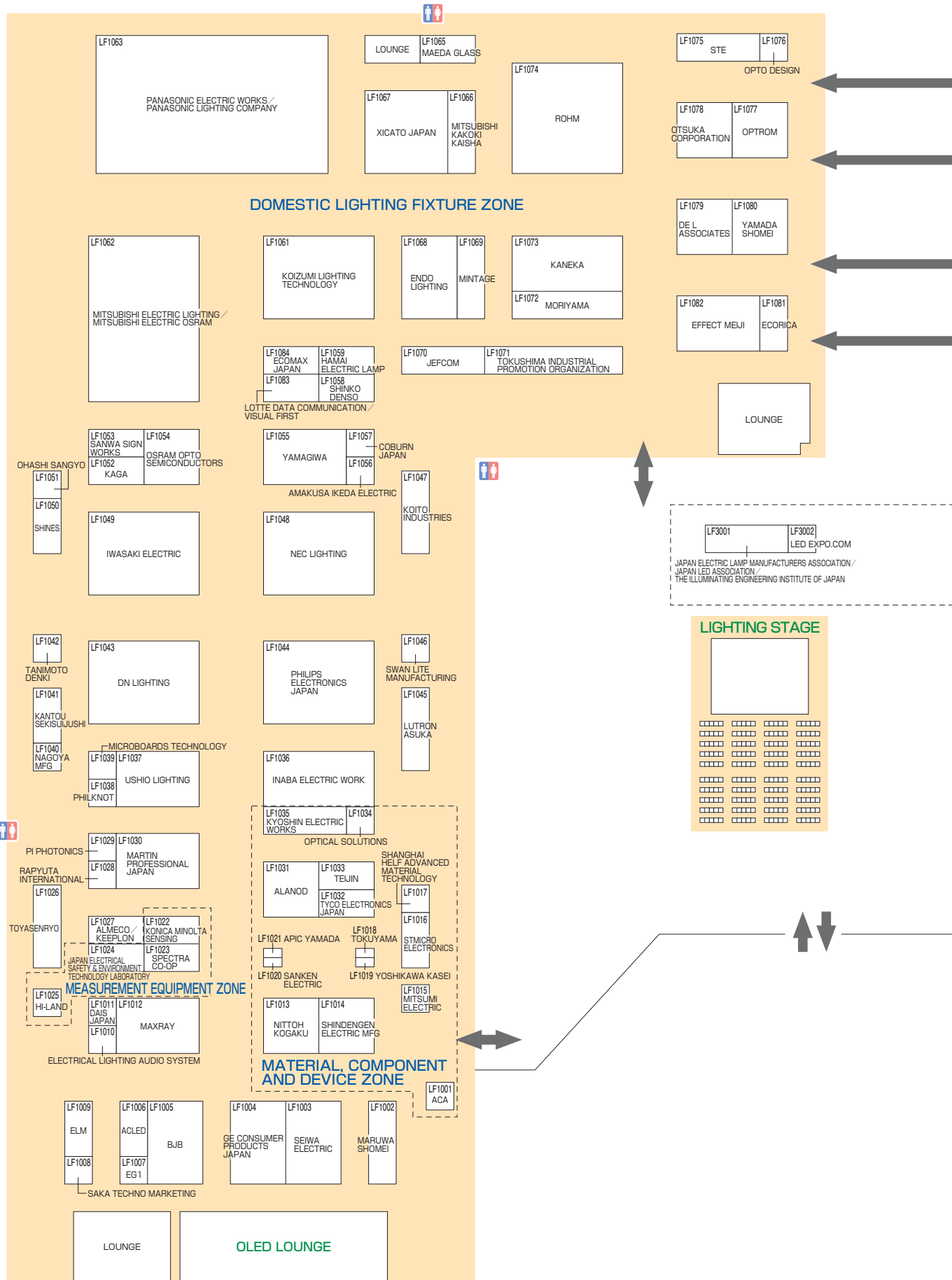
TAIWAN LIGHTING FIXTURE EXPORT ASSOCIATION

ADO OPTRONICS	LF2003-2
ADVANCED CONNECTEK	LF2006-5
AEON LIGHTING TECHNOLOGY	LF2004-3
AMKO SOLARA LIGHTING	LF2003-5
BEAUTIFUL LIGHT TECHNOLOGY	LF2006-1
BEST&WISDOM TECHNOLOGY	LF2010-7
BRIGHT VIEW ELECTRONICS	LF2001-1
CARRY BEAM	LF2010-5
CHICONY POWER TECHNOLOGY	LF2002-2
CHINA ECONOMIC NEWS SERVICE	LF2007-5
CRYSTAL EYES ENTERPRISE	LF2003-3
DIGIMAX INNOVATIVE PRODUCTS	LF2007-7
ECOLIGHTING	LF2010-8
ECOMAA LIGHTING	LF2009-1
EDISON OPTO	LF2004-2
FLET LIGHTING TECHNOLOGY	LF2005-1
FONG KAI INDUSTRIAL	LF2001-2
FONGKWANG TECHNOLOGY	LF2007-8
FRONTAND TECHNOLOGY	LF2008-2
GOLDEN WAY ELECTRONICS	LF2010-2
GOLDYEAR INDUSTRIAL	LF2007-6
JETRAYS	LF2004-7
JIN TECH	LF2008-1
LEDION LIGHTING	LF2004-6
LEDLINK OPTICS	LF2004-1
LITEN OPTOELECTRONICS	LF2009-2
LUSTROUS TECHNOLOGY	LF2003-1
MAVIS INTERNATIONAL	LF2003-8
MEAN WELL ENTERPRISES	LF2005-3
MICROCOSM SYSTEMS	LF2010-6
MUSTANG INDUSTRIAL	LF2002-1
NENG TYI PRECISION INDUSTRIES	LF2010-1
PARLUX OPTOELECTRONICS	LF2007-2
RISE LIGHTING	LF2007-1
SHIN CHIN INDUSTRIAL	LF2006-6
SHINE ELECTRIC INDUSTRIAL	LF2004-5
U. K. TECHNOLOGY	LF2005-2
UNISTAR OPTO	LF2001-3
YI-JIN PHOTONICS	LF2003-7
YOUNG STAR LIGHTING	LF2001-4
ZING EAR ENTERPRISE	LF2003-6

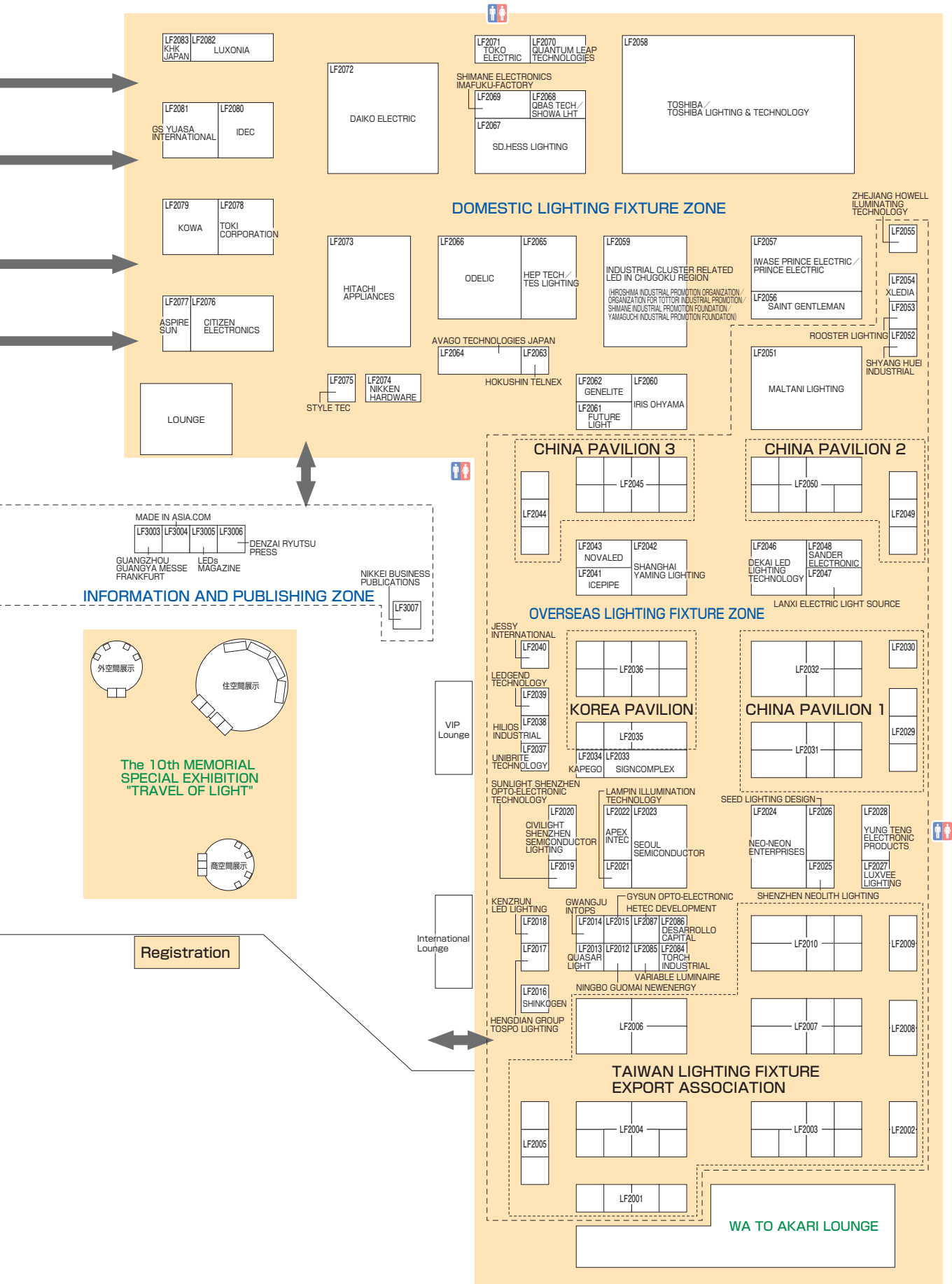
KOREA PAVILION

ATT	LF2036-3
DAZZ	LF2036-7
G&ST	LF2036-1
GENTECH	LF2035-4
HARVATEK KOREA	LF2035-3
ICL NEWTEC	LF2036-4
INSUNG ELECTRONICS	LF2035-1
KOREA LED ASSOCIATION	LF2036-8
LED A	LF2036-2
LUMINATURE	LF2035-2
LUMISYS	LF2036-6
MSM TECH	LF2036-5

Floor Map

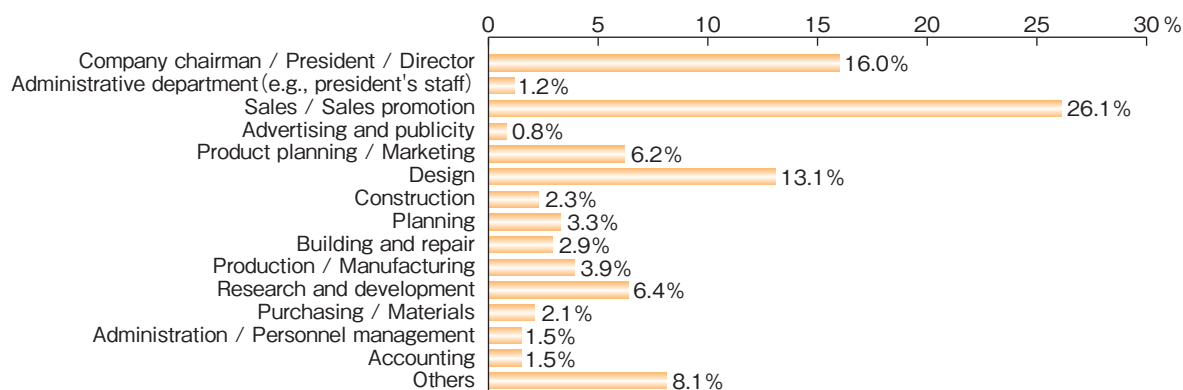


West Hall 1

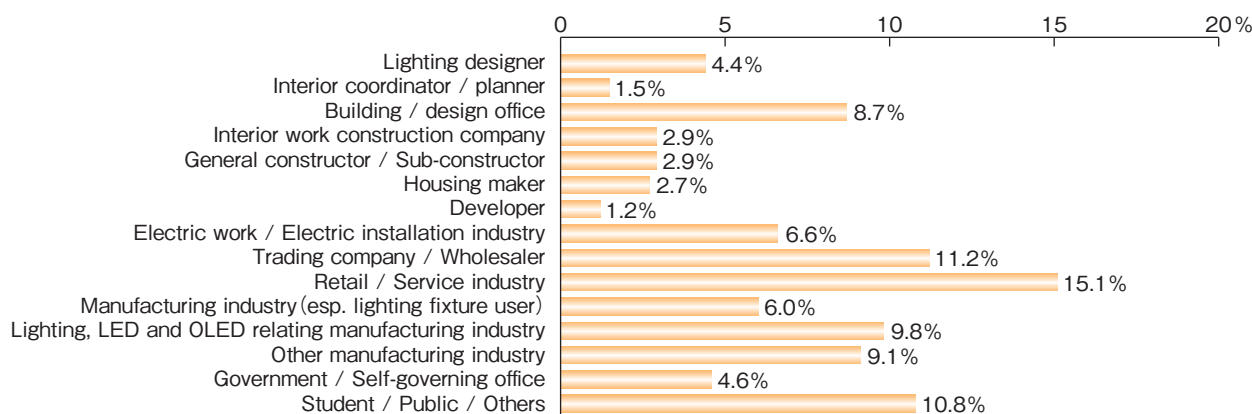


Questionnaire to the visitors (Answered by 482 persons)

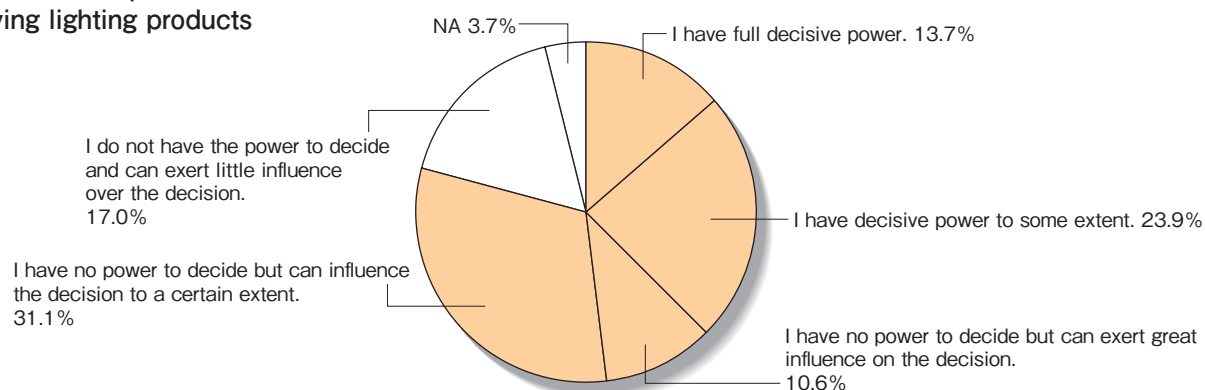
1. Job classification of the persons



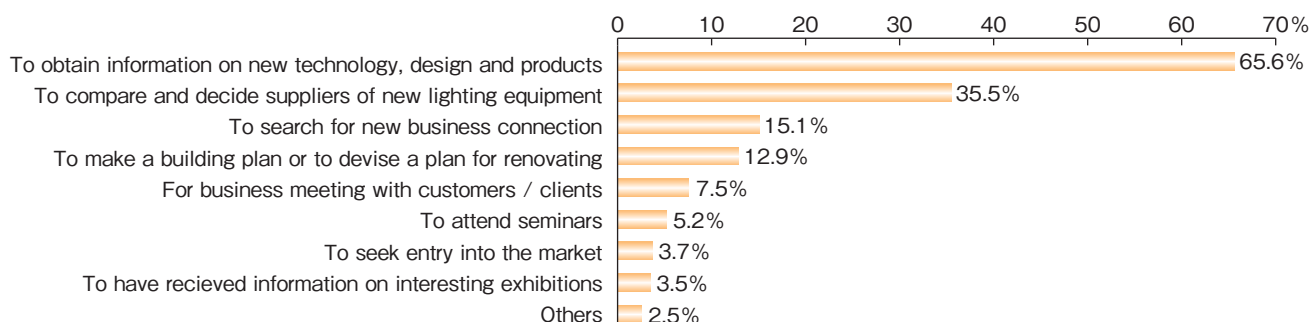
2. Type of industry to which the persons belong



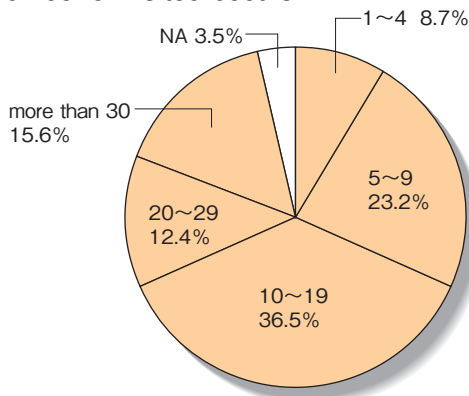
3. Your decisive power for buying lighting products



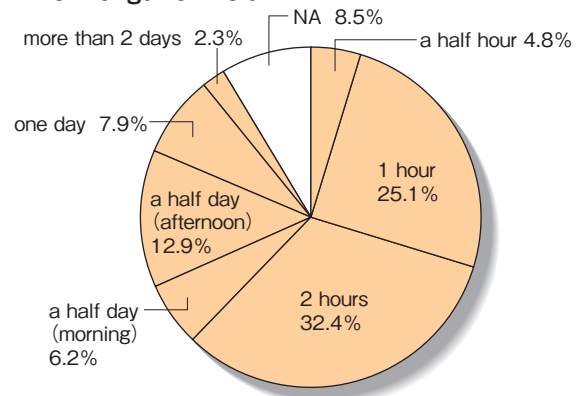
4. Why you came to this Fair (Multi-Answers)



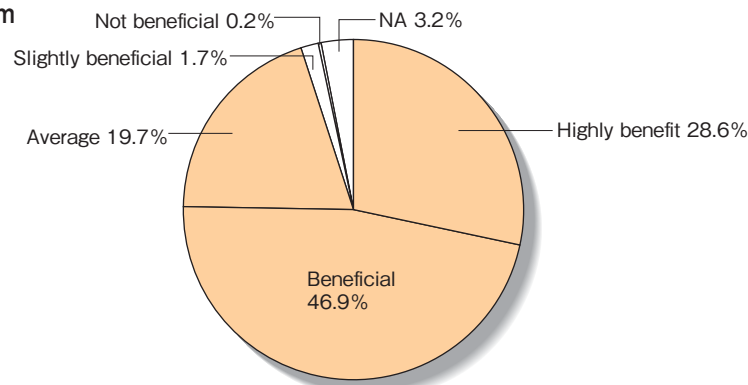
5. Number of visited booths



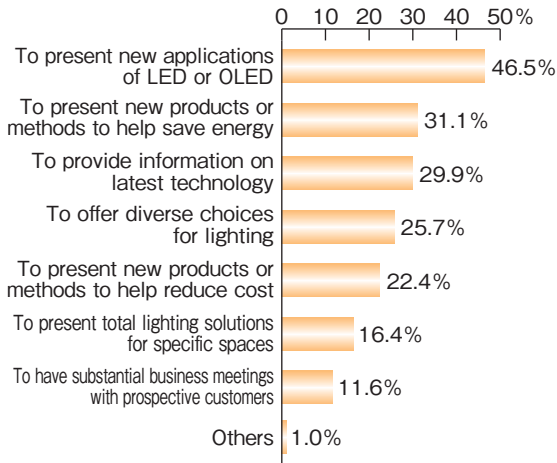
6. Length of visit



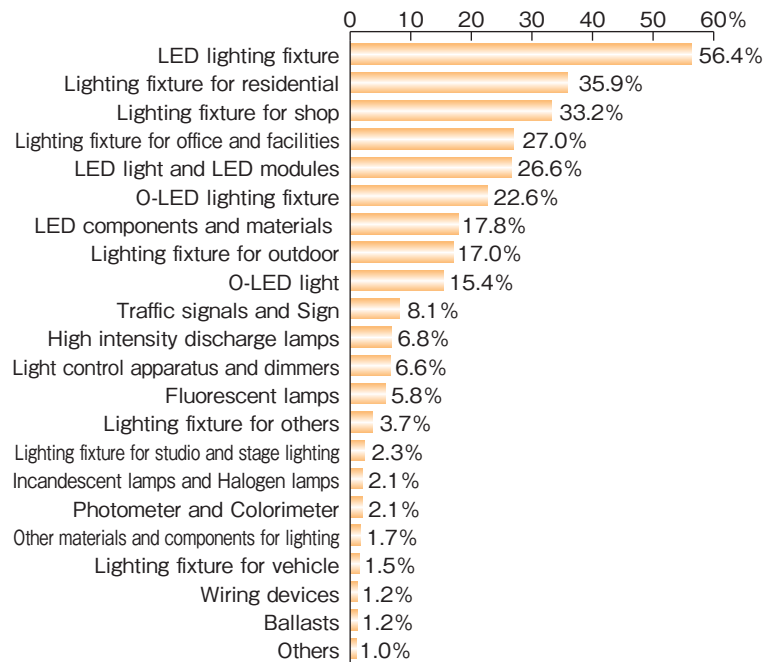
7. The benefit you got from visiting the Fair



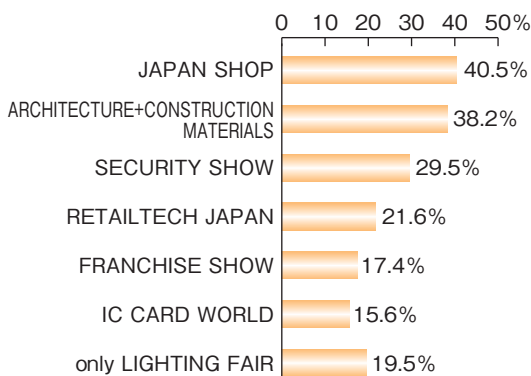
8. Your requests for the exhibitors in the Fair (Multi-Answers)



10. The Exhibits that interested you most (Multi-Answers)

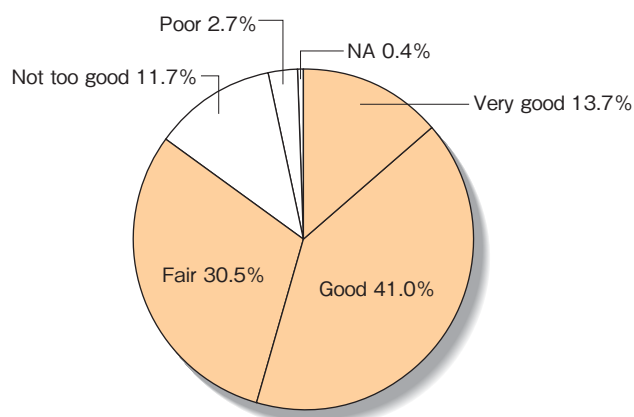


9. To participate in one or more exhibitions of interest held at the same time and venue (Multi-Answers)

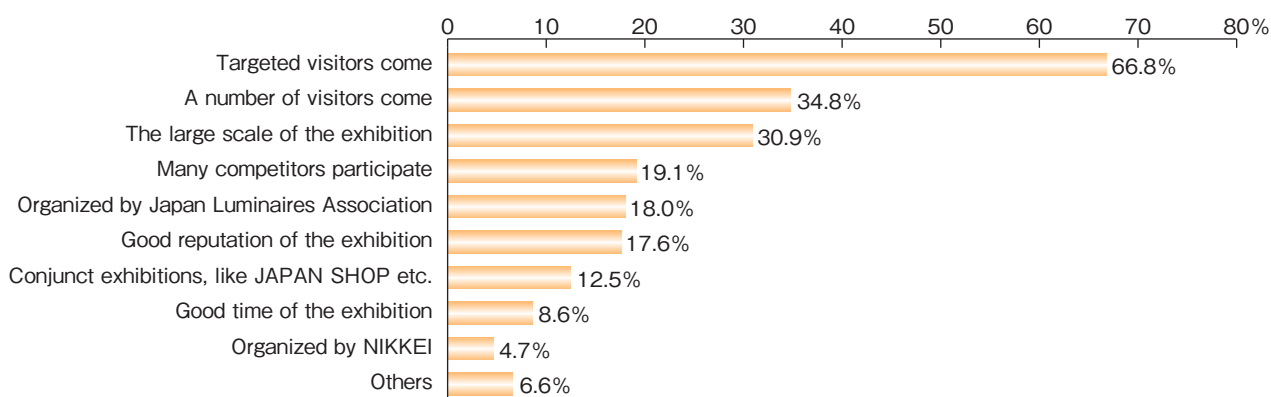


Questionnaire to the exhibitors (Answered by 256 exhibitors)

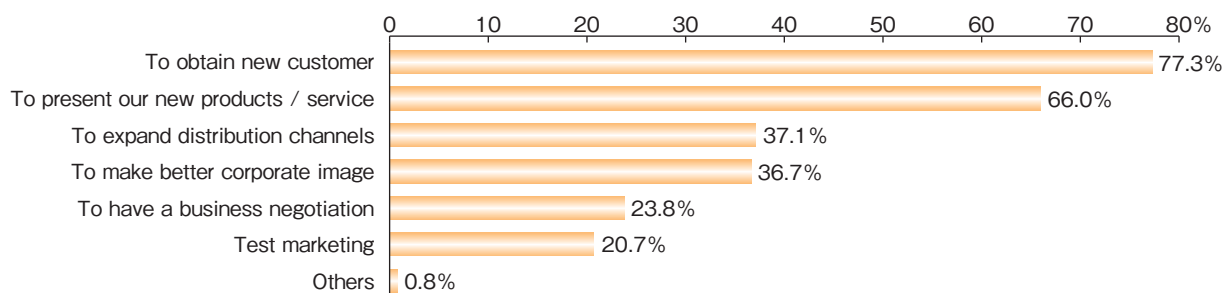
1. Your rating of the Fair



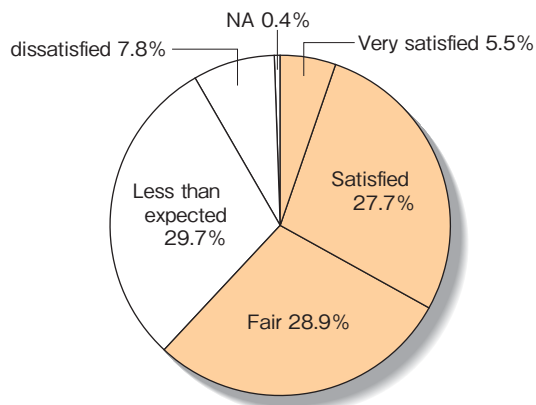
2. Your reason of participation (Multi-Answers)



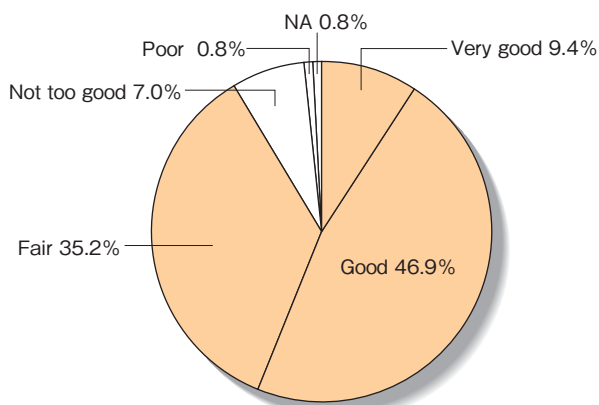
3. Your purpose of participation (Multi-Answers)



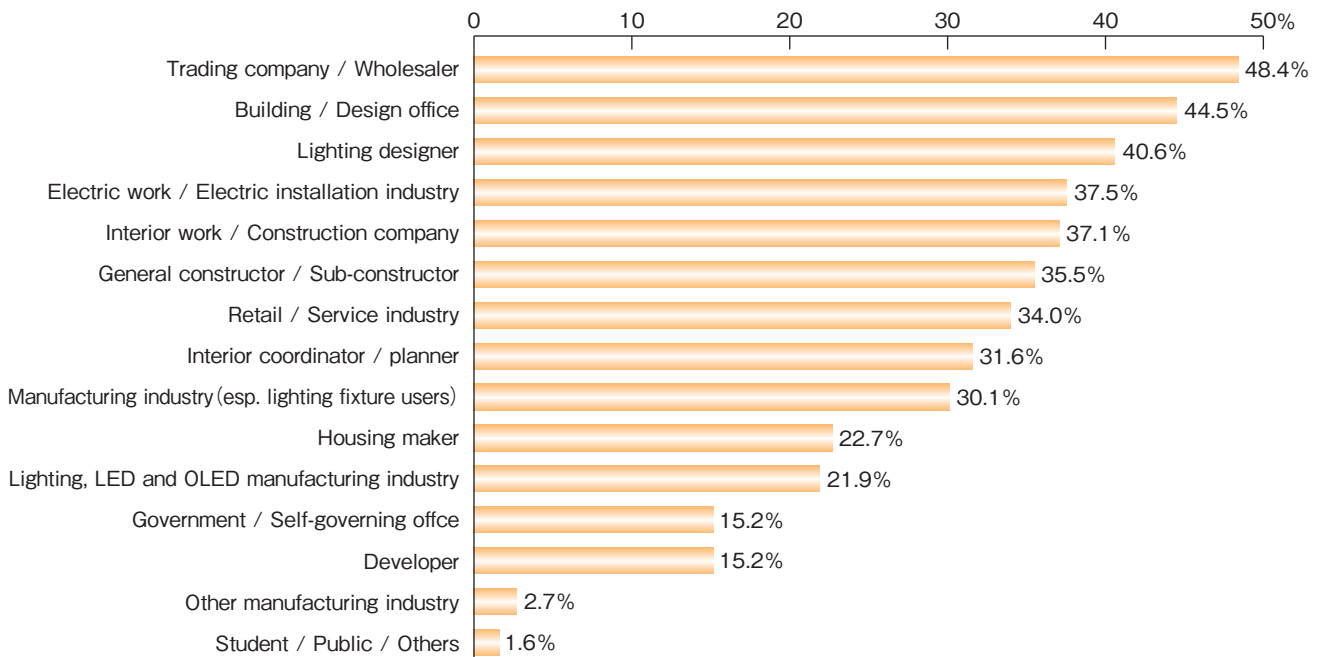
4. Appraisal on the number of visitors



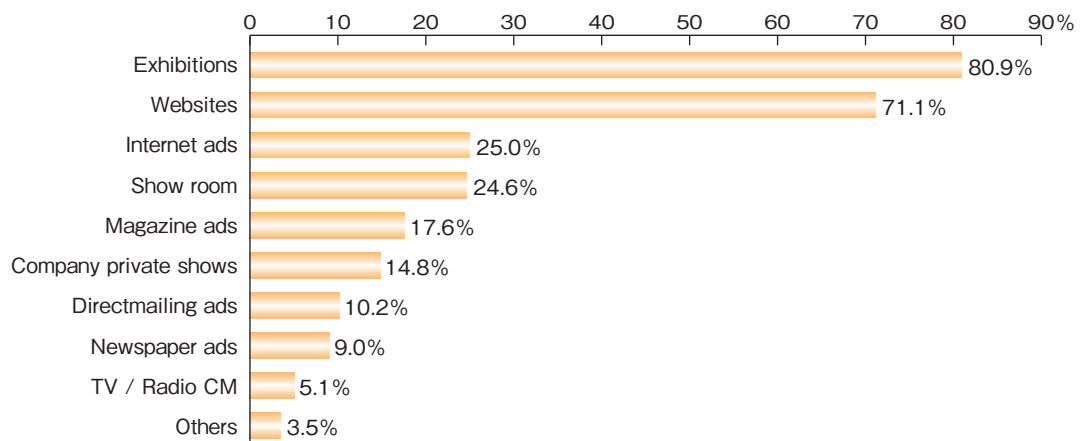
5. Appraisal on the response of visitors



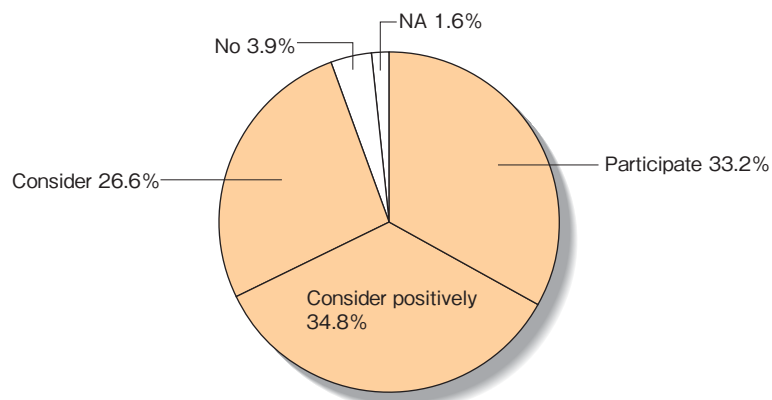
6. Types of industry or specialists you want to attract (Multi-Answers)

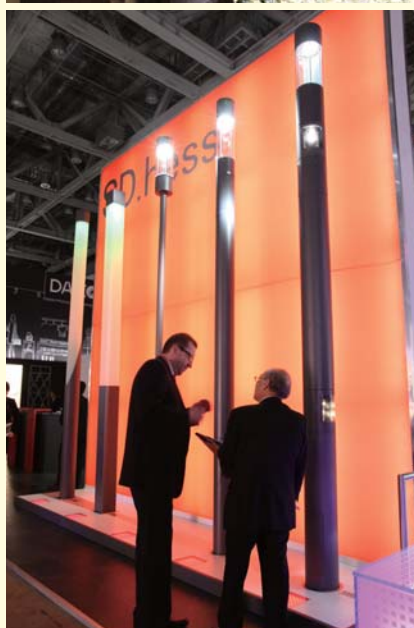
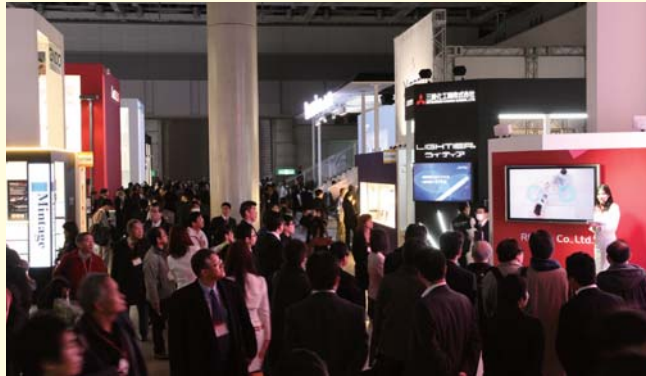


7. The media your company / department thinks important to promote the sales (Multi-Answers)



8. Your intention to participate in the next LIGHTING FAIR 2013





The Next Fair Information

LIGHTING FAIR 2013

Date March, 2013

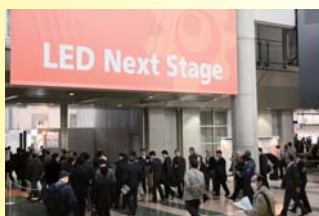
Venue Tokyo International Exhibition Center
West Hall (TOKYO BIG SIGHT)

<http://www.lightingfair.jp/en/>

And...

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The largest LED lighting exhibitions in Japan



Date
March 6-9, 2012

Venue



**Tokyo International Exhibition Center
West Hall 1・2
(TOKYO BIG SIGHT)**

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Overseas Contact Office

SPACE MEDIA JAPAN Co., Ltd.

5-1-6F, Kojimachi, Chiyoda-ku, Tokyo 102-0083, JAPAN

Tel. : +81-3-3512-5670 Fax. : +81-3-3512-5680

E-mail : tradefairs2012@smj.co.jp

URL : <http://www.smj.co.jp/>

Organizer

Japan LED Association / Nikkei Inc.

E-mail : info@lednext.jp

URL : <http://www.lednext.jp/en/>

