

# The German Electrical and Electronic Manufacturers Association (ZVEI)

## - The Lighting Division at L+B 2020

Press conference of Messe Frankfurt in Vienna 6 November 2019

Dr Jürgen Waldorf  
Managing Director, Lighting Division  
GF licht.de

**8.–13.3.2020**

Frankfurt am Main

**light+building**

Weltleitmesse für Licht und Gebäudetechnik

# ZVEI – The association for the electrical and electronic industry



- 1,600 member firms  
(small size – medium size – industrial groups)
- ZVEI-Services GmbH and Academy
- Expertise of 150 staff
- Product-specialist expertise of 22 associations

## The Lighting Division within the ZVEI with **licht.de**

125 members (Germany, EU)

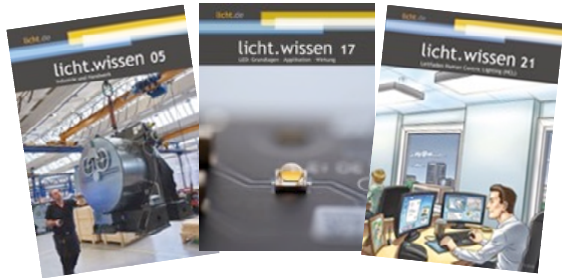
General lighting (luminaires, lamps, LED, drivers...)

licht.de



Marketing for  
the lighting industry: **licht.de**

# Our “lighting” tools on the market



**Periodicals**



**Press**



**Web**



**Campaigns and collaborations**



**Videos and  
social media**



**Advertisements**

# Tool: Webseite [www.licht.de](http://www.licht.de) and social media



2018: 650,000 visitors  
Monthly: 54,000 visitors  
36 % mobile access



Newsletter subscribers: 3,400



1,500 subscribers + 35 %

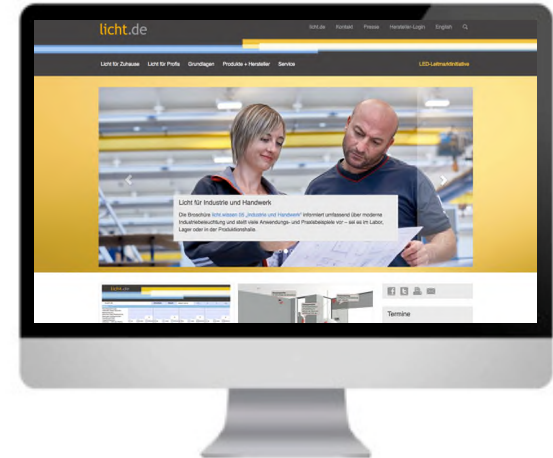


Followers in Germany 1,900 + 3 %



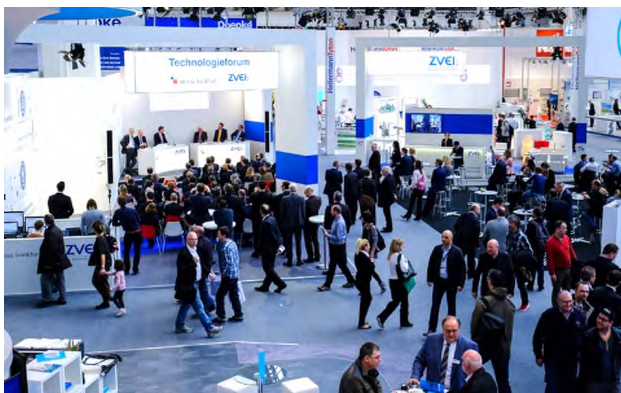
Followers in England: 2,200 + 5 %

> 20,000 call-ups for HCL films

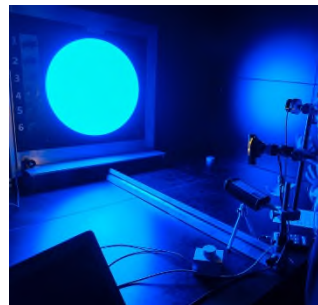


10 years  
on the  
social  
web

# ZVEI and licht.de at L+B 2020



- Technology forum  
Hall 12.1
- licht.de  
Hall 3.0



## Digitalisation

- LaaS
- SRI
- Cyber security

## Market

- Support programmes
- Statistics

## Ecodesign + circular economy

- Ecodesign Directive
- Energy labelling
- EPREL
- Prohibited substances (Hg)
- Sustainability

## Lighting quality

- GEG
- ASR / Workplace Directive
- HCL
- DIN IEC ISO

## Product quality

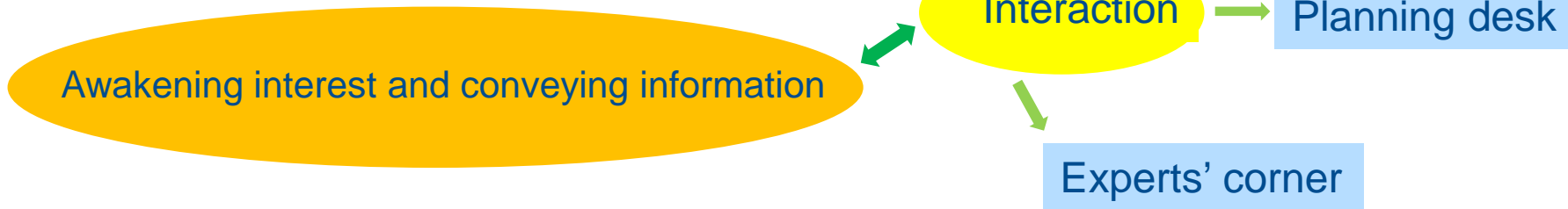
- LED guideline
- Photobiology S
- Flickers

## Studies and research

- PQL
- Emergency lighting
- Flickers
- IoL

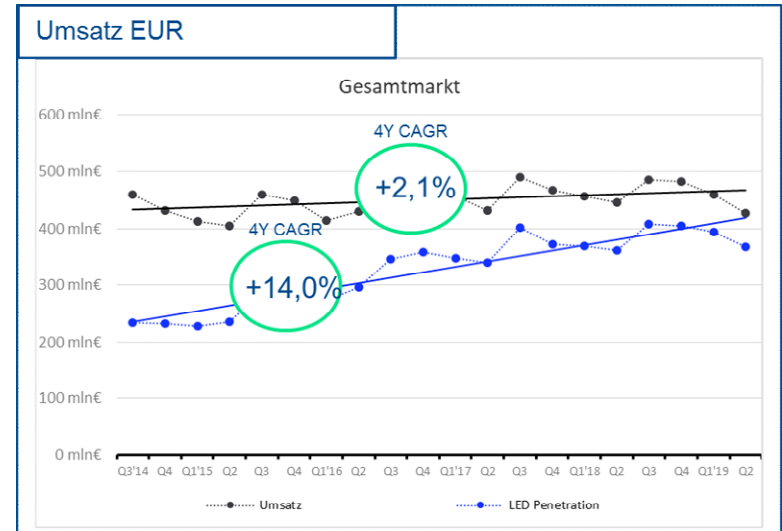
## licht.de

- Is the bridge between lighting expertise and practice
- Bundles expert knowledge
- Supports new topics and issues
- Is the immediate contact for all people interested in lighting





# Current topics

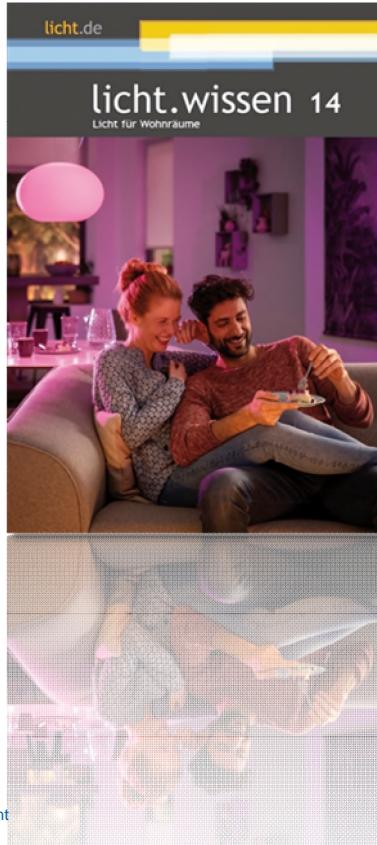


Sales in Euros

Overall market = interior lighting with security lighting + outside lighting

Source: ZVEI

## Currently planned.....



### ZVEI information leaflets:

- Light as a Service
- Sustainability and ecology in outside lighting
- Guides to EU Directives
  - RED
  - Ecodesign
  - Energy labelling
  - Database

Many thanks ...

Just one more question.....

8.–13. 3. 2020

Frankfurt am Main

# light+building

Welleitmesse für Licht und Gebäudetechnik

Connecting. Pioneering. Fascinating.

20  
JAHRE

and

licht.de ?

We'll tell you on  
13 March...