

8.–13.3.2020

Frankfurt am Main

light+building

The world's leading trade fair for
lighting and building services technology

2018

Facts and figures



messe frankfurt

Record-breaking figures: Light + Building 2018 outdoes itself.

Premiere showcase, marketplace for innovations and expert forum – Light + Building is again the number-one international industry event. This was clearly shown by the record-breaking figures for the fair in 2018 with over 220,000 trade visitors, more than 2,700 exhibitors from 55 countries and a significantly more international profile.

The underlying theme was “Inspiring Tomorrow” – and the trade visitors from 177 countries who came to Frankfurt during the six days of the show were certainly inspired. An array of world premieres from the fields of lighting, electrical engineering and home and building automation were on display. Solutions to contemporary issues such as increasing digitalisation, smart technologies, human-centric lighting, trends in the lighting market and networked security were received extremely positively by exhibitors, visitors and the media.

The increasing international profile was clearly noticeable with 70 % (2016: 67 %) of exhibitors and 52 % (2016: 49 %) of visitors coming from outside Germany.

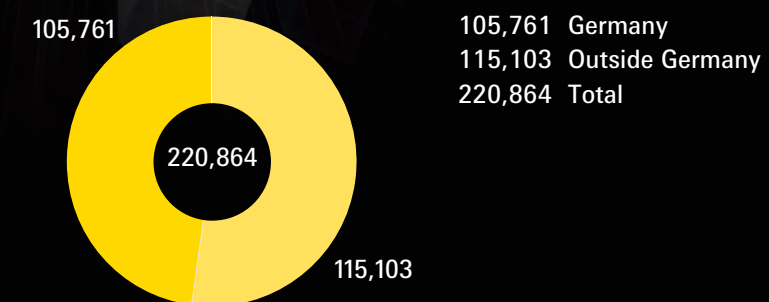
Its broad range of products and services, growth in exhibitor and visitor numbers and increasingly international profile have underpinned the position of Light + Building as the world’s leading trade fair since its launch in 2000. And in 2020 we’ll be celebrating the 20th anniversary of Light + Building – don’t miss it!

Benefit from the numerous advantages of this international platform for exhibitors. Showcase your latest ideas here and boost your business success.

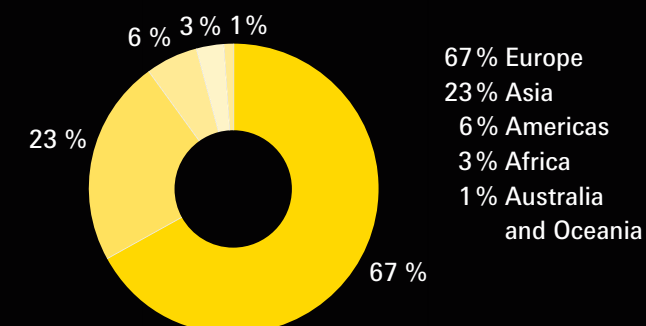


1 Visitors from all over the world come to your exhibition stand

Visitor numbers



Origin of visitors from outside Germany



Top ten visitor nations (excluding Germany)

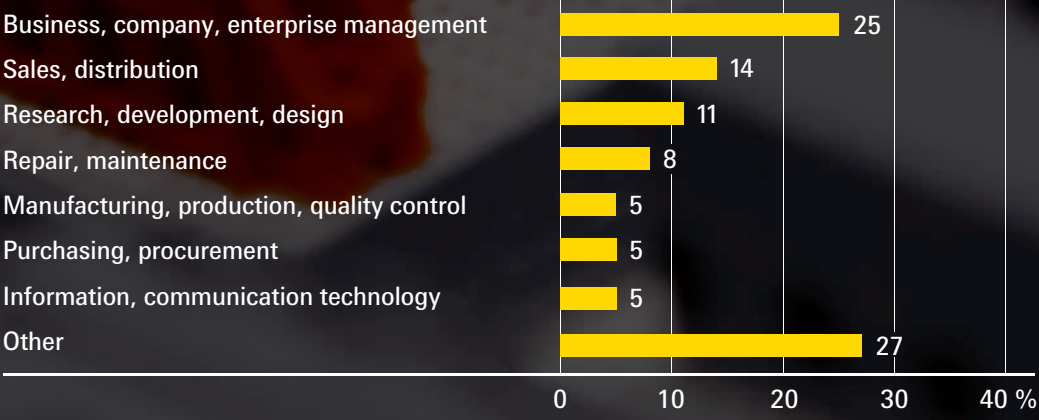
China
Italy
Netherlands
France
United Kingdom
Switzerland
Belgium
Austria
Spain
Sweden

2 All major customers together
at a single fair

Trade visitors by economic sector

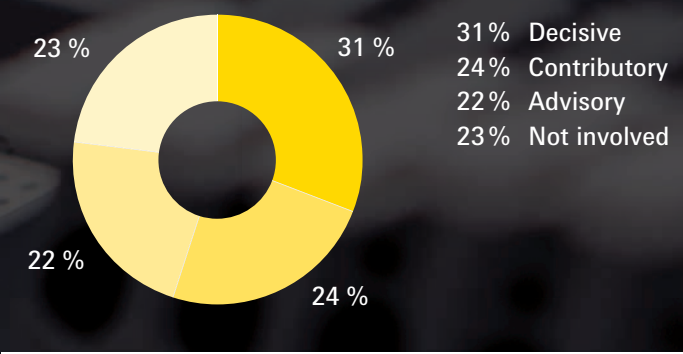


Areas of responsibility of trade visitors



3 Decision-making authority
in all areas

Influence on buying and procurement decisions



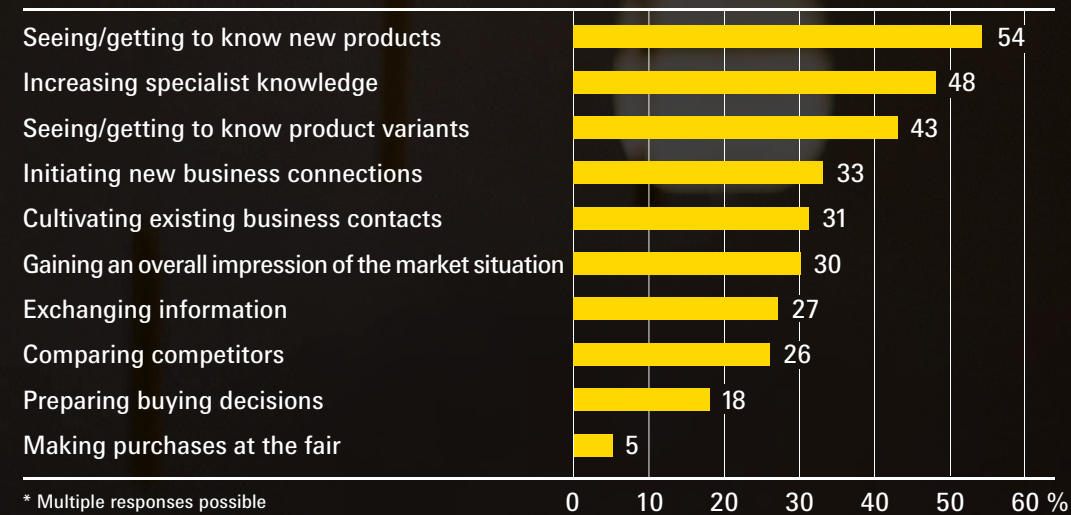
Interest of trade visitors in the Light + Building product range*



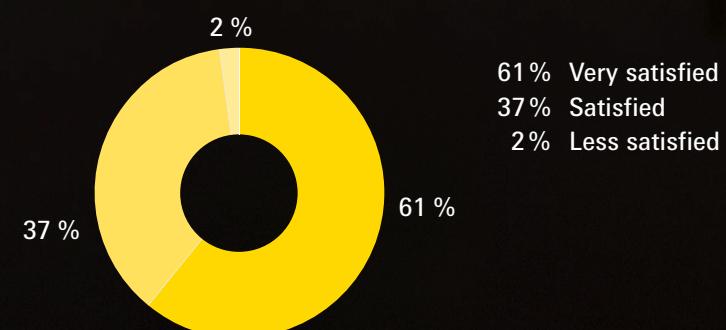
* Multiple responses possible

4 Expectations met in all areas

Main objectives of visitors *

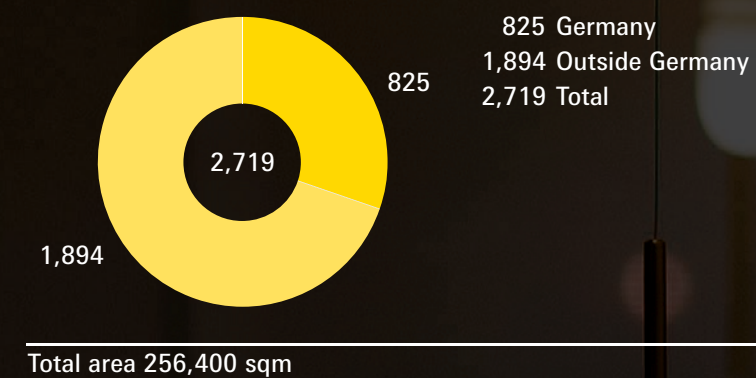


Overall rating by visitors



5 International platform offers global opportunities

Exhibitor numbers



Top ten exhibitor nations*

Germany
Italy
China
Spain
Austria
Turkey
Netherlands
Belgium
United Kingdom
Poland

*by rented space



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