

# InterLumi

The lighting trade fair can be your local partner  
**Panama**

Light up the path to

## The Latin American & Caribbean Market!

**June 29 - July 1, 2017**

ATLAPA Convention Center, Panama

[www.inter-lumi.com](http://www.inter-lumi.com)



# Portal to the Latin American & Caribbean Market



As the first international lighting fair in Central America and the Caribbean Region, InterLumi Panama 2016 witnessed a complete success, receiving over 120 lighting brands from 18 countries/regions and 1,977 high quality visitors from 27 countries/regions. 92% exhibitors praised the professionalism of InterLumi Panama 2016 and its high quality of visitors. 87% of them showed interest in participating in the next edition. Visitors were impressed by a wide variety of lighting products onsite.

In 2017, InterLumi Panama will keep up with the trend of global lighting industry. Aiming to become an international platform for exhibitors, InterLumi Panama 2017 would like to involve more participants from all over the world to light up the path to the Latin American & Caribbean market.

## Visitor Sources (2016 edition)



Argentina	Brazil
Canada	China
Colombia	Costa Rica
Cuba	Dominican Republic
Ecuador	El Salvador
Finland	Guatemala
Honduras	Hong Kong
Italy	Jordan
Kenya	Mexico
Nicaragua	Panama
Peru	Spain
The Netherlands	Trinidad and Tobago
Turkey	USA
Venezuela	

**35.07%** came from abroad. Top 6 overseas visiting countries: Colombia, Brazil, Costa Rica, Venezuela, USA, Mexico.



# Trends in Lighting Technology Driving Growth



The trends in energy efficiency and smart lighting are rising worldwide, and Latin America is no exception. Being a platform for offering opportunities in the lighting industry, InterLumi Panama will help you grow your business in the Latin American and Caribbean Market.

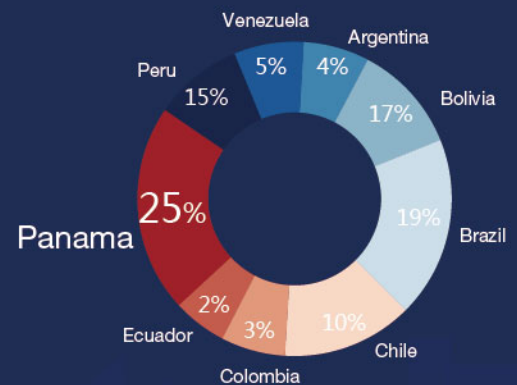
McKinsey's report demonstrates that the total general lighting market in Latin America is projected to achieve US\$**6,623** million (6.6 billion) in 2020. Latin America is one of the top high growth markets in smart lighting.

According to Transparency Market Research, the market for energy efficient lamps and ballasts in Latin America is expected to reach US\$**3,510** million by the end of 2018. Most of the countries in Latin America have proactively participated in the drive to gradually phase out the use of incandescent bulbs and lamps. This has created significant opportunities for the energy efficient lamps and ballast market to capitalize on.

## Expand Your International Presence with InterLumi Panama

Thanks to its booming economy, which is growing at a rate of 6 to 7 percent - the highest in the region, Panama attracts businesses worldwide with a privileged geographical position, tax incentives, and political stability. According to World Bank, Panama achieved a GDP of US\$52.13 billion in 2015 with foreign direct investment per GDP ranking the No. 1 in Latin America.

The international characteristics of Panama determine its advantages in imports and exports. As a hub in-between the Americas for traders, Panama is undoubtedly an ideal place for international trade fairs. Here, InterLumi Panama will help you expand international presence.



Foreign Direct Investment per GDP in Latin America

# Concurrent Event to Update and Enrich Knowledge

*Efficient Lighting Forum - Central America 2017*

LED

Smart Lighting

Renewable Energy

New Materials

Eco-Design



In addition to being an exhibition for products display, InterLumi Panama also holds the concurrent event to help participants enrich their knowledge and add value to their visits.

Debuted alongside the first InterLumi, Efficient Lighting Forum - Central America 2016, ushered the audience into the amazing world of lighting industry. 10 professional speakers were invited to share ideas and expertise, providing an informative platform for the participants to learn more about the practical experience as well as the application of state-of-the-art technologies in the market.



Amid applause and high recognition, the forum in 2017 will further in-depth communication to inspire the region's lighting practitioners to discover the prospect of efficient lighting in LATAM. With simultaneous interpretation provided, topics featuring LED, smart lighting, renewable energy, new materials and eco-friendly lighting design will be discussed without any language barrier.





# Feedback from Exhibitors & Visitors

## Visitor Comments



Efficient lighting is here to stay and America Expo Group is doing a great job. LATAM is a very big market and InterLumi is playing an important role in getting people to learn various applications of LED lighting.

- Ravi Seethapathy, Chairman  
Biosirius Inc. (India)

The show is very interesting. The exhibition and all the forum speakers are very professional. I have learned about new technologies, especially in the LED sector and we must be aware of this new trend.

- Eduardo Hernández, Technical and Marketing Manager  
Commercial Art Inc. (Panama)

## Exhibitor Comments



InterLumi Panama is a platform that allows traders and foreign businessmen to penetrate into new markets such as Panama and surrounding countries. We believe it is a very good initiative. Therefore, we are giving it full support and we believe we will have a great success.

- Osiris Volquez, President  
HP Winner Dominican Branch Office



InterLumi has organized a highly visual event and we have been able to expose the products we have in the lighting market. We are acknowledging the important issue of energy savings in LATAM and focusing all our resources on efficiency. InterLumi has given us all of the support and hopefully we can continue to work with them.

- Roger Heron, General Manager  
Feilo Sylvania



It has been quite interesting, especially the type of client that has approached us, very professional people. It's a great show dedicated to the lighting area and renewable energies, and all the guests who have come have been architects and companies that distribute lighting products. For us, it is quite interesting to take part in this first edition and there are other companies that have participated and had very nice stands.

- Omar Sanchez, Operation Manager  
Sirenergy Group

## Exhibitor Satisfaction

**92%**

achieved their main goal during InterLumi Panama 2016

**87%**

is planning to attend the next year fair

**86%**

met their targeted visitor groups onsite

**85%**

satisfied with the service

\* Results are based on a survey conducted randomly during the fair period.

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## Panama

**Date** June 29 – July 1, 2017

**Venue** ATLAPA Convention Center

**Admission**

29 - 30 June Open to trade or invited visitors only.

Free of charge.

1 July Open to the public. Free of charge.

**Organizer**

America Expo Group

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**America Expo Group (AEG)**, as the organizer of InterLumi Panama, is your new reliable partner to open up global markets.

In our portfolio, we are aiming at emerging markets and growth regions by offering you professionally-organized trade shows in dedicated industrial sectors, such as lighting & LED, automobile, metal-working, energy, electronics & IT solutions, healthcare, etc.

Driven by the mission "Turn on Opportunities", we facilitate our customers' business by generating leads from a considerable number of selected visitors efficiently in long-term partnership with many associations & institutions, trade media agencies and other trade show & conference companies, worldwide.

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