

## Briefing Sheet

### THLF2018 Cambodia Road Show: Business Matching Program

Thursday 28<sup>th</sup> June 2018

Venue: Sunway Hotel Phnom Penh, Cambodia

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**Date:** Thursday 28<sup>th</sup> June 2018  
**Time:** 9.30 – 12.00 hrs.  
**Venue:** Sunway Hotel Phnom Penh, Cambodia  
**Function:** Business Matching Program

**Objectives:**

1. To create business relationships between Thai & Cambodian entrepreneurs in order to maximize business proficiency between two countries.
2. To present the new products and update latest technology on lighting and building industries to Cambodian entrepreneurs.
3. To promote Thailand Lighting Fair 2018 and invite the targeted visitors from Cambodia to attend the fair in Thailand.

**Target Attendees: 50 - 80 Persons**

➤ **Cambodian Buyers 30 - 50 companies, in the field of:**

1. Real Estate & Property Developers
2. Hospitality Services: Hotels & Resorts, Hospital, Restaurant, Spa
3. Industrial Factories
4. Engineers, Construction Contractors & Consultants
5. Architects, Interior Designers, Lighting Designers
6. Lighting & Electronic Distributors, Wholesalers & Retailers
7. Government Bodies (Department of Highway, Municipality, etc.)
8. Related Associations

➤ **Sellers (in Lighting & Building industries) from Thailand 5-10 companies**

**Function Format: Product Display / Presentation and Business Matching**

As of: 06.06.18

## AGENDA (draft)

09.30 – 10.00 hrs.	Guest Registration
10.00 – 10.05 hrs.	MC welcome / THLF 2018 video presentation
10.05 – 10.10 hrs.	Welcome remarks by Mr. Saranyphong Atchvsunthon, Assistant Governor (Planning and Power System Development, Provincial Electricity Authority (PEA))
10.10 – 10.15 hrs.	Speech by representative of Cambodia Business Association (CBA)
10.15 – 10.20 hrs.	Opening Address by Minister Counsellor (Commercial), Office of Commercial Affairs, Royal Thai Embassy, Phnom Penh
10.20 – 10.25 hrs.	Thailand Lighting Fair & Thailand Building Fair 2018 information by Ms. Pakwan Jiamjiroj, GM of The Exhibiz Co.,Ltd.
10.25 – 10.35 hrs.	Product presentation by Nex Inno Tech and Seraphim Solar System (Thailand) (5 minutes for each company)
10.35 – 10.40 hrs.	Photo session
10.40 – 12.00 hrs.	Business matching session (80 minutes)
12.00 hrs.	End session
12.00 – 13.00 hrs.	Networking lunch

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### Welcome remarks by PEA:

- ASEAN's lighting & energy Trends
- New opportunities through Thailand's Exhibitions Platform

### Opening Address by Minister Counsellor (Commercial), Office of Commercial Affairs, Royal Thai Embassy, Phnom Penh:

- Thailand – Cambodia Bilateral and trade relationship
- Lighting & building industry opportunity between Thailand and Cambodia

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## ABOUT THAILAND LIGHTING FAIR

**Thailand Lighting Fair (THLF)** is ASEAN's leading trade fair on lighting technology, design and application. The 2018 fair will be segmented into three sections; lighting accessories and electronic components; commercial, city and architectural lighting; lighting art and designer lighting fixtures.

Since its launch in 2015, Thailand Lighting Fair has grown to serve the region's flourishing lighting industry and is continually expanding its scope to cater to market demands. A wide-ranging concurrent event programme gathers key players each year in the lighting community to engage and explore developments in the industry.

Thailand Lighting Fair is part of the Light + Building family of trade shows which is headed by the biennial Light + Building event in Frankfurt, Germany. The Thailand Building Fair and Secutech Thailand will be held concurrently in order to provide a one-stop sourcing platform for the light, building and security industries under one roof. **This year fairs will take place at the Bangkok International Trade & Exhibition Centre (BITEC), Hall 102-104, from 8 - 10 November 2018 to serve over 15,000 trade visitors across the region.**

For more information, please visit [www.thailandlightingfair.com](http://www.thailandlightingfair.com)