

# light

## MIDDLE EAST

### Light Insight Arabia Conference

**1st & 2nd October 2012**

Dubai International Convention  
and Exhibition Centre,  
Dubai, UAE

[www.lightme.net/conf](http://www.lightme.net/conf)

#### Benefits of Attending

- Understand sustainability within the lighting industry
- Be inspired by the work of established lighting designers
- Understand how to blend sustainability while maintaining aesthetics
- Hear what the future holds for LEDs and understand their real capabilities

**Online  
registration  
closes  
25<sup>th</sup> September  
2012**

Platinum Sponsor



Media Partner



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Email: [conference@uae.messefrankfurt.com](mailto:conference@uae.messefrankfurt.com)



## Welcome

Light Middle East is the leading event dedicated to lighting design for designers, architects, manufacturers, government officials and developers in the region, to learn about the latest lighting trends and technologies. Here you will find the 2012 Light Insight Arabia Conference agenda.

It's an exciting time for lighting design in the region as it returns to growth and adapts and embraces more environmental concerns. It is also an exciting area in which to work, and we at the Light Insight Arabia Conference continue to bring inspired people together to ensure the conference remains at the cutting edge.

During the conference you will have the opportunity to hear presentations covering new and existing projects from the region, creative lighting solutions that save energy, urban and street lighting in a sustainable environment and designing with daylight. Designers will share their experiences as well as the influences that have shaped their work.

The 2012 conference aims to:

- educate participants on sustainability within the lighting industry
- offer creative inspiration to designers
- educate designers on how to blend sustainability while maintaining aesthetics
- offer case studies for designers to be inspired

With a mixture of didactic talks, discussions and an unprecedented networking opportunity with your industry peers this event promises to be one that you can not afford to miss.

Kindest regards



Aileen Culligan  
Group Conference Director

## Who should attend

Light Insight Arabia is suitable for anyone involved in light, construction and project development from architectural and urban lighting to outdoor and indoor, retail, theatrical and decorative lighting including:

- Architects
- Architectural Students
- Light Consultants
- Lighting Designers
- Lighting Students
- Lighting Manufacturers
- Lighting Engineers
- Government Officials
- Developers
- System Solution Providers
- Lighting Suppliers

## Exhibition

Running alongside the conference will be the Light Middle East exhibition. This will provide the perfect platform to meet new contacts, source products, and discuss new trends and technological developments. The trade show brings together a unique international talent of industry professionals involved in projects in the GCC region.

Registration for the conference will also give you access to the exhibition.

This year's Light Insight Arabia Conference is designed to offer high educational impact with a particular focus on the region. The conference will feature topics of relevance and interest on standards, energy saving, sustainability and designing with daylight alongside high interest panel discussions.

Take advantage of this opportunity to network, exchange opinions and ideas with experts and to benefit from the successful combination of the trade exhibition and conference.

## Conference Programme Overview

### Day 1 - October 1, 2012

09:45 *Introduction by Chairman*

#### Outdoor Lighting

10:00 **Standards and Specifications**

**Martin Valentine**, Lighting Expert, Municipal Infrastructure & Assets, Abu Dhabi Municipality, Abu Dhabi, UAE

10:30 **Urban and Street Lighting in a Sustainable Environment**

**Dr. Riad Saraiji**, Associate Professor of Architectural Engineering, United Arab Emirates University, UAE

11:00 **LED Road and Street Lighting Solutions: The Power of White Light**

**Diederik De Stoppelaar**, Global Outdoor Leader, GE Lighting, Netherlands

11:30 *Coffee and networking break*

#### Regional Perspectives

12:00 **Market Intelligence: The Lighting Fixture Market in the MENA region**

**Aurelio Volpe**, Director Market Research, Centre for Industrial Studies, Italy

12:30 *Lunch and networking break*

14:30 **Lighting Large Scale Projects – from Big to Beautiful**

**Ziad Fattouh**, Managing Director and Partner of Delta Lighting Solutions, Dubai

15:00 **Lighting Design in the Gulf Region**

**AbdulAziz Al Azem**, Principal Lighting Designer, Design Tech Services, Riyadh, Saudi Arabia

15:30 **Case Study**

**From one Extreme to the Other – Lighting for Antarctica**

**Martin Valentine**, Lighting Expert, Municipal Infrastructure & Assets, Abu Dhabi Municipality, Abu Dhabi, UAE

16:00 *Closing remarks and networking break*



## Day 2 - October 2, 2012

### LED

10:00 **Case Study: LED Solutions for a Retrofit - The Dubai Chamber Project**  
**Michael Nuyttens**, CEO, ETAP, UAE

10:30 **When is the Right Time to Make a Move to LED?**  
**Simon Fisher**, General Manager, EMEA, Commercial Office, GE Lighting, UK

11:00 *Coffee and networking break*

### Sustainability

11:30 **Intelligent Buildings - Lighting Comes First**  
**Ronald J. Zimmer**, CABA President & CEO, USA

12:00 **Creative Ways to Create Good Lighting and Save Energy**  
**Mark Sutton Vane**, Director, Sutton Vane Associates Lighting Design, London, UK

12:30 **Before and After : A Case for Retrofits**  
**Ted Ferreira**, Principal, LEED AP BD+C, CD+M Lighting Design Group LLC, Atlanta, USA

13:30 **Sustainable Strategies in Architectural Lighting and Design**  
**Sergio Padula**, Technical Manager, iGuzzini Middle East

14:00 *Lunch and networking break*

### Daylight

15:00 **Designing with Daylight**  
**Florence Lam**, Director, Global Lighting Design Practice Leader, Arup, London, UK

15:30 **Light and Architecture**  
**Ivar Krasinski**, Design Director, L + B Design Group, Dubai, UAE

16:00 *Closing remarks and networking break*



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### Light Insight Arabia Conference

#### 4 Ways To Register:

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### Conference Fee 1<sup>st</sup> & 2<sup>nd</sup> October 2012

**Book by 25<sup>th</sup> September** US\$ 375 / AED 1,375

**On-site Registrations** US\$ 500 / AED 1,830  
(from 26<sup>th</sup> September)

Remember to quote

**Promo Code: LT12-WEB**

Ensure to quote your Promo Code when registering on-line to avail an extra 10% discount from the rates shown.

\*On-line Registration closes 25<sup>th</sup> September 2012

(For additional delegates, please copy this form)

RM

#### Personal Details

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

\_\_\_\_\_ P.O. Box: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

**Payment Method:** Please note your registration will not be confirmed until payment is received.

Please tick (✓) if you would like to pay by:

Credit Card  Cheque  Cash  Bank Transfer

**Credit Card Payments:** One of our Telemarketing Executives will contact you to take your details.

**Cheques** Kindly mark your cheques Account Payee Only and make payable to: **EPOC Messe Frankfurt GmbH** (Dubai Branch).

And mail to:

Epoc Messe Frankfurt GmbH, P.O. Box 26761, Dubai, UAE

ONLY CHEQUES DRAWN ON AED CURRENCY WILL BE ACCEPTED.

**Cash Payments** can be made at the Epoc Messe Frankfurt GmbH office at the following location: 14<sup>th</sup> Floor, H (formerly known as The Monarch) Office Tower, One Sheikh Zayed Road, Dubai, UAE, Tel: +971 4 3894500.

Opening Times: Sunday – Thursday, 9am – 5pm.

#### Bank Transfer

**Beneficiary Name:** EPOC Messe Frankfurt GmbH (Dubai Branch)

**Beneficiary Address:** PO Box 26761 Dubai, United Arab Emirates

**Bank:** HSBC Bank Middle East Limited

**SWIFT Code:** BBME AEAD

**UAE Account Number:** 035 - 881614 – 001

**IBAN:** AE620200000035881614001

**USD Account Number:** 035 - 881614 – 100

**IBAN:** AE080200000035881614100

**Terms and Conditions:** Payment must be received within **7 days** of registration date, otherwise rate at time of payment will be used. Any paid registrations cancelled more than 7 days before the event will be subject to a AED 200 admin fee. Any cancellations within 7 days of the event will be charged in full.

**Avoid Visa Delays – Book Now** Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visa for non-GCC nationals may take several weeks to process.



Organised by:

**messe frankfurt**