

Light Middle East is back and with it the Light Focus Conference is returning to Dubai!

The Middle East construction market is showing a positive return to growth. Recently published figures in the UAE alone confirm that \$630 bn worth of construction projects are in the bidding to provide a steady stream of contract awards. Despite the more challenging times, key lighting industry players are investing in intelligent design, LED innovations and long-term energy efficient savings.

Sustainability & Innovation in Design, this year's show theme at Light Middle East, promises to feature just that: the latest innovations and product launches will be on display with break-through LED technologies, energy efficient illumination systems and intelligent lighting controls.

Known for its specialised niche product focus, Light Middle East attracts architects, lighting consultants, designers, specifiers, and distributors servicing the ME region.

The show also offers the **only conference program** in the region supported by an international professional lighting association, *the Professional Lighting Design Association (PLDA)*: the **Light Focus Conference!** A unique

line-up of top international lighting designers will be on hand to discuss their recent projects and their take on the latest lighting innovations. Key industry players such as Philips, OSRAM, Thorn, Ruud Lighting Arabia and iGuzzini have already committed their support as well.

PHILIPS

"We are delighted to confirm our participation in the upcoming Light Focus Conference bringing together a very select and well-known calibre of speakers. We have a long history of exhibiting with the Light + Building fair in Frankfurt and participating in the Light Focus Conference supported by the PLDA builds further on our relationship with Messe Frankfurt as well as the PLDA."

Anissa Abbou, Senior Manager Lighting Application Services & Specifiers Relations, Philips Lighting ME



"The three-day conference line-up for Light Middle East looks very impressive. It is a strategic move for us to be one of the key sponsors of the Light Focus Conference and we look forward to showcasing our Joint Venture Traxon Technologies and meeting new and existing key players in this region through the event."

Patrick Kriegeskorte, Marketing Director of OSRAM

THORN

Lighting people and places

"As a global player and innovation leader, we take very seriously our duty towards the environment. The most common misinterpretation of CO2 savings and sustainable lighting lies not in the product itself, but in the embedded intelligence of the design and the difference this can make when combining efficient products with lighting management systems. We look forward to showcasing some of our most efficient lighting solutions, which we design together with our customers and partners, at Light Middle East."

Kevin Lander, General Manager Zumtobel Group MENA Region



"Better light for a better life: such is iGuzzini's corporate philosophy, combining stylish design, technical efficiency and the latest technology to ensure our customer benefits from the best lighting solutions. It is vital that our market understands the importance of quality light and its effects on the human being and our planet. By showing our commitment to Light Middle East, we hope to further support this process. As market leaders in energy efficient urban lighting with over 45,000 LED street lights installed in over 300 cities, we have real experience to share and look forward to taking part in this year's show."

Richard Holmes, Business Development Director, iGuzzini Middle East

NEW conference additions in 2010

Green Middle East: How Green Are You? will run in collaboration with Sesam Building Consultants, organisers of the Green Building Conference series in the Middle East.

Confirmed speakers to-date include: Mario Seneviratne, an expert on LEED certification and board member of the World Green Building Council, Alan Ruud, Chairman and CEO of Ruud Lighting Inc. as well as Iain Macrae, Head of Global Lighting Application Management at Thorn Lighting and Vice President of the Society of Light and Lighting.

Philips' sponsored LED Educational Forum

Key experts from Philips will be on hand to provide

in-depth knowledge about the latest LED solutions and how best to apply these in hot climate conditions.



Green Middle East: *How Green Are You?* October 31, 2010



Green Middle East: How Green Are You?, supported by Sesam Business Consultants will feature keynote lighting speakers from the corporate sector and regional experts on energy efficient lighting who will present their sustainable lighting solutions with case studies from the GCC and Middle East region.

For more details about additional speakers and topics please visit our conference section on our website at www.lightme.net



"Ruud Lighting Arabia is committed to transforming outdoor lighting technologies throughout the Middle East with the introduction of Solid State Lighting products and application engineering. The use of SSL as a replacement for incumbent HID lighting technology will be of enormous benefit to the environment providing massive energy savings and eliminating annual maintenance need. SSL is a REVOLUTION in the lighting industry. We look forward to showcasing this new technology at Light Middle East and educating our customers about its benefits and applications."

Vic Andrews, Managing Director, Ruud Lighting Arabia

Light Focus Conference

November 1, 2010



Conference Program - Monday, 1 November, 2010

9:00-9:30 - Conference Registration

9:30-09:45

Welcome address

9:45-10:45

Defining low-carbon lighting

Martin Lupton, PLDA

10:45-11:00 - Coffee Break

11:00-12:00

Lean and Green: Lighting in the Next Age

Paul Marantz, FIALD, IES, LC

12:00-13:00

Energy isn't everything

Kevan Shaw, PLDA, IALD - KSLD, Edinburgh, UK

13:00-14:00 - Lunch Break

14:00-15:00

Darken our Brightness – Light Master Planning in the Post-Kyoto Age

Mark Major, PLDA, IALD, RIBA - Speirs & Major Associates, London, UK

15:00-16:00

Grand Mosque and Great Tower

The lighting design story of the Sheikh Zayed Bin Sultan Al Nayhan Mosque, Abu Dhabi and the Celebration Lighting for the Burj Khalifa, Dubai

Jonathan Speirs, PLDA, RIBA - Speirs & Major Associates, Edinburgh, UK

16:00-16:30 -Coffee Break

16:30-17:30

Atlantis – a legend becomes a project

Paul Gregory – Focus Lighting, New York City, NY, USA

Book your stand now!



To pre-register for the exhibition, go to www.lightme.net and click on the 'Register to visit' button


To pre-register for Green ME and /or the Light Focus Conference, go to www.lightme.net and click on the 'Register for conference' button


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**Contact us now to take part in the region's
only dedicated lighting event**

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