

## Canada Light Expo 2024

Press Release



September 2024

### Canada Light Expo 2024 Announces ASHB as Strategic Partner Association to Propel Innovation in Smart Lighting Solutions

**Toronto, Canada, September 20, 2024** —Canada Light Expo, the foremost exhibition dedicated to LED and smart lighting solutions in Canada, announces its strategic collaboration with the **Association for Smarter Homes & Buildings (ASHB)**. As the **Strategic Partner Association** for the upcoming event, ASHB will be crucial in driving growth and innovation within the Canadian lighting sector. Set to take place from **13-15 November 2024** at the International Centre in Toronto, this partnership aims to focus on advanced technologies for sustainable and efficient building practices.

Canada's premier lighting exhibition is a vital forum for industry leaders, professionals, and innovators to explore the latest advancements in LED and smart lighting technologies. The collaboration with ASHB will significantly enhance the event's offerings, providing attendees with robust opportunities to engage in workshops and discussions focused on cutting-edge technologies and sustainable practices.

The collaboration with ASHB will provide attendees with valuable opportunities to gain insights into critical topics, including the integration of smart home technologies with lighting design and the impact of energy-efficient lighting on well-being. This partnership reflects a shared commitment to fostering innovation and sustainability in the lighting industry.

**Gaurav Juneja, Director of MEX International Inc.**, stated, "The inclusion of ASHB as our **Strategic Partner Association** marks a significant advancement for **Canada Light Expo**. Their dedication to promoting smarter, sustainable building solutions aligns seamlessly with our objectives for the event. Together, we aim to create a collaborative environment where industry professionals can learn, network, and drive the future of lighting."

**Himani Gulati, Director of MEX International Inc.**, commented, "Canada Light Expo is not merely an exhibition; it represents a movement towards a brighter, more sustainable future. We invite all industry professionals to join us in exploring the latest innovations, sharing knowledge, and collaborating on solutions that will benefit our environment and communities."

**Greg Walker, CEO of Association for Smarter Homes & Buildings**, remarked, "Partnering with Canada Light Expo is a transformative opportunity in our quest for smarter, sustainable buildings."

Together, we can drive forward innovations in lighting technology and, more importantly, enrich the lives of people in our communities, making our environments safer and more sustainable”.

With expectations to draw over 1500 attendees and 100+ brands, the expo will showcase a wide range of products and technologies, encompassing energy-efficient lighting, human-centric designs, and architectural advancements. As a nexus for collaboration and partnership, Canada Light Expo aims to play a pivotal role in the evolution of the smart lighting and LED solutions sector. The event will also feature a comprehensive conference where industry experts will address pressing challenges and advancements in the sector.

Hosting Canada Light Expo 2024 at the **International Centre in Toronto** reflects the dynamic growth of Canada’s LED and smart lighting sector, supported by ongoing national initiatives aimed at enhancing energy efficiency and reducing emissions. Recent market analysis projects that the global smart lighting market will grow at a compound annual growth rate (CAGR) of 21.3% from 2023 to 2030, emphasizing the importance of events like Canada Light Expo in propelling industry advancements and driving technological innovation.

As the Canadian lighting industry continues to flourish, the participation of global investors and stakeholders in trade fairs like Canada Light Expo is essential for fostering economic growth. With the strategic backing of the Association for Smarter Homes & Buildings, Canada Light Expo 2024 is poised to illuminate the future of the lighting industry, paving the way for innovation, sustainability, and collaboration across the sector.

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**About the Organizer**

**MEX International Inc., the Canadian subsidiary of MEX Exhibitions Pvt Ltd.,** possesses over four decades in the advertising industry. With 27 years in publishing and 20 years in exhibitions, MEX has organised 100+ market-leading trade exhibitions across India, Dubai, Singapore, and Thailand. The company is a prominent player in the advertising industry, publishing reputable magazines and advertising trade directories. MEX International Inc. leverages this rich experience to bring successful exhibitions to the Canadian market.

