



December 2024

## **Inaugural edition of Canada Light Expo creates a buzz in the Lighting Industry**

**TORONTO, Canada — December 2024**—Canada Light Expo 2024 has officially wrapped up, marking a resounding success for the lighting industry’s premier event. Held from **13 to 15 November 2024** at the International Centre in Toronto, the show featured more than **50 leading brands** from **Canada, USA, Turkey, Greece, China, and Taiwan**. It was an exceptional event and showcased the latest innovations in smart lighting, energy-efficient solutions, and LED technologies, affirming Canada’s position as a key player in the global lighting sector.

The **2024 edition of Canada Light Expo** emerged as the foremost lighting exhibition, drawing attendees & Specifiers from diverse industries, including Architects, Lighting Designers, Electrical Contractors, Wholesalers & Retailers from the Lighting Industry, Building Contractors & MEP Consultants. With over **1000 products** on display, the show floor became a hub for discovering new lighting solutions and building valuable partnerships. Among the participating companies were industry leaders like **Bauxile, Power Q, NexLeds, TMS Lighting, MP Lighting, and Avolux**, offering live demonstrations and presenting the latest advancements in Architectural lighting, Holiday & decorative lighting, Commercial & residential lighting, Control, and smart lighting solutions.

### **Inauguration Ceremony**

Canada Light Expo started with an inspiring opening ceremony. The expo brought together some of the most respected figures in the lighting industry. Among the esteemed industry leaders and dignitaries were **Terry McGowan**, Director of Engineering and Technology at the American Lighting Association, **Mark Lien**, President of Augmented Illumination, and **Tom Butters**, Founder & Executive Director of The Lighting Agora. Also gracing the ceremony were **Mary Beth Gotti**, Chair. at the National Lighting Bureau, **Robert Lanteigne**, Founder of Lightbob, **Ms. Himani Gulati**, and **Mr. Gaurav Juneja**, Directors at MEX, along with a distinguished group of **VIPs and association members**.

This prestigious gathering **celebrated the official launch** of an event poised to redefine the lighting landscape in Canada. With collaboration and visionary leadership at its core, Canada Light Expo 2024 promises to lead the charge for progress and excellence.

The event saw a significant expansion of strategic partnerships and alliances. **SALEX, CREE Lighting, Dali Alliance**, the Educational Seminar Sponsors, and **Lighting Agora**, the Knowledge Partner, played an integral role in the event. These partnerships ensured that Canada Light Expo was not just a product showcase but a meaningful gathering for industry professionals seeking to advance their knowledge and network with peers.

"We are thrilled with the success of **Canada Light Expo 2024**. The event surpassed all expectations, drawing industry professionals & buyers from Canada and the US region, highlighting the incredible potential of the lighting sector," said **Mr. Gaurav Juneja**, Director at **MEX International Inc.**

This year's expo cemented its status as an **international platform for collaboration and innovation**. Companies showcased their latest products and solutions, demonstrating how global collaboration is driving the evolution of smart lighting. The diverse representation on the exhibition floor highlighted the global demand for advanced lighting solutions that prioritized sustainability and energy efficiency.

A key highlight of the event was **Canada Light Talks**, which ran concurrently with the expo.

The three-day conference covered a broad spectrum of topics through four dedicated tracks: **LEDs & Design, LED Controls & Dimming, LEDs & Health, and LEDs & Exterior**. Expert speakers presented in-depth discussions on critical industry trends, including advancements in LED control technology, the intersection of lighting and health, and the role of lighting in supporting circadian rhythms, among others.

"The conference was a vital addition to the expo experience. It allowed professionals to dive deep into critical issues and advancements shaping the future of the lighting industry," said **Ms. Himani Gulati**, Director at **MEX Exhibitions Pvt. Ltd.**, the event organizer. She further stated, "The discussions on health-focused lighting solutions and energy-efficient technologies were particularly insightful, showcasing how the industry is evolving to meet the challenges of tomorrow." The sessions were very well received & appreciated.

## **Key Conference Highlights**

The Keynote at Canada light Talks was delivered by **Mark Lien**, President of Augmented Illumination, on the future of LEDs and their role in driving the lighting industry forward. Other sessions included discussions on evaluating LED color in design, exploring the impact of LEDs in healthcare and social care environments, and analyzing how smart technologies are transforming lighting systems.

**Day 1** witnessed prominent dignitaries from the lighting industry at the industry networking luncheon on the show floor. Great networking happened, along with a tour of the exhibits showcased at the show floor.

**Day 2** focused on practical applications, with sessions on LED controls for commercial and municipal lighting and how lighting can enhance health and well-being. Experts also discussed how LEDs are pivotal in energy-efficient lighting for large-scale applications.

**Day 3** was dedicated to sustainability, with topics covering eco-friendly lighting for exterior environments and how advancements in LED technology are contributing to reducing carbon footprints. Panels addressed the importance of considering environmental factors when designing lighting for aging populations, ensuring that lighting solutions meet the needs of all users.

Sharing about his experience at the show floor, **I Smith, Director at YYZ Lighting**, stated, “We are happy to have MEX and Canada Light Expo as part of our new lighting culture in Toronto. It’s been several years since we passed something local, and it’s been really great to see this survive and bring in a number of different manufacturers. We got a star-studded lineup of sponsors and guest speakers. So, if you make it to the show, it’s great”.

**Dion Belezna, Eastern N.A Sales Manager at MP Lighting** mentioned, “The inaugural edition has been surprisingly great. The traffic flow was really good, and the show was better than we anticipated. It’s been a good experience indeed. We even got great feedback on both our booth and product, which has been great”.

## Industry Support

**Association for Smarter Homes & Buildings (ASHB)** joined as a Strategic Partner Association, while the **Ontario Sustainable Energy Association (OSEA)** was a Supporting Association. These alliances further solidified Canada Light Expo’s position as a major driver of innovation and sustainability within the lighting and smart building sectors.

## Looking Ahead: The Future of Lighting Innovation

As Canada Light Expo 2024 wraps up, it has paved the way for future advancements and growth within the lighting industry. As an essential gathering for lighting professionals in Canada and worldwide, the expo marks just the beginning.

The **next edition** is slated for **12-13 November 2025**, with even more products, technologies, and opportunities in store. The future of lighting is bright, and Canada Light Expo will remain at the forefront of this global revolution.

## **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.

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