

**LED Forum**  
**LED technologies development**

November 6 and 7, 2018

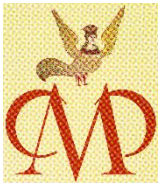
Expocenter, South Hall

**Organizer:** Messe Frankfurt RUS

**Coorganizer:** Light Business Consulting

**Scientific partner:** Russian Lighting Research Institute named after S.I. Vavilov (VNISI)

**Supported by:**



**LED Forum program\*:**

**November 6, 2018**

10.00-10.30	<b>Registration to the Forum</b>
<b>SESSION 1.</b>	
<b>LIGHTING: outdoor advertising and retail</b>	
10.30-10.40	<b>Forum organizers and partners opening speech</b> <b>Session Moderator</b> - Nikolay Petrov, Project Manager, <a href="http://LampaOnline.ru">LampaOnline.ru</a>
10.40-10.55	«LED market of lightning in the world 2018 - What's new? » Sarah Banfi, Market Analyst, <a href="http://Centre for Industrial Studies (CSIL), Milan">Centre for Industrial Studies (CSIL), Milan</a>
10.55-11.10	«New generation of software products Light-in-Night» Dmitriy Khodirev, Head of Technical Promotion Department « <a href="http://BL GROUP">BL GROUP</a> »
11.10-11.25	«City outdoor advertising: the standards and control of illuminating parameters» Michael Fedorishev, Senior Engineer, <a href="http://VNISI">VNISI</a>
11.25-11.45	«OLED-illumination, new technology appliance in retail segments and advertising» Juno Yeo, vice president of <a href="http://LG displays">LG displays</a> , <a href="http://OLED Lighting">OLED Lighting</a> Michael Sivak, Head of Product Management Department RSP, <a href="http://LG displays">LG displays</a>
11.45-12.00	«Lighting consulting in retail as a means of increasing sales» Mikhail Gusmanov, Founder of <a href="http://New Light Technology">New Light Technology</a> , Expert in the Field of LED Lighting for Retail

12.00-12.15	<p><b>«How to choose a LED screen for retail and manage it»</b> Anton Stepanchenko, Managing Partner of <b>EkranPro</b></p>
12.15-12.30	<p><b>«Problems and trends in lighting of the shop fitting rooms»</b> Oleg Yurchenko, Urban Architect, Marketer, Lighting Designer, Teacher of the <b>LiDS Lighting Design School</b></p>
12.30-12.45	<p><b>«The use of lighting technologies and DIGITAL marketing tools for internal and external navigation of sale point»</b> Elena Komkova, Practicing Specialist in Trade, Purchase, Enterprise Operational Efficiency, <b>Retail Training Group</b></p>
12.45-13.00	<p><b>«What has changed in the lighting standards of trading floors and in retail for 39 years?»</b> Nikolay Petrov, Project Manager, <b>LampaOnline.ru</b></p>
13.00-13.10	<p><b>«Smart lighting – sales growth and company. Trends and cases of FMCG category and DIY-retailers in Russia and worldwide»</b> Konstantin Nekrasov, General Manager, <b>Green Engineering Group</b></p>
13.00-13.15	<b>Break</b>

**SESSION 2.**

**Lighting in agricultural sector: hothouses**

**Supported by: Association “Hothouses of Russia”**

13.15-13.30	<p><b>Registration of the participants</b> <b>Session moderator – Leonid Prikupets</b>, PhD in Technical Sciences, head of laboratory, head of hothouse Lighting Direction, Russian Lighting Research Institute Named after S.I. Vavilov (<b>VNISI</b>)</p>
13.30-13.50	<p><b>«Russian Hothouses complex development. Actual problems and tasks»</b> Natalia Rogova, General Director of the <b>Association “Hothouses of Russia”</b></p>
13.50-14.20	<p><b>«The problem of optimizing the lighting parameters of hothouse irradiation plants with LEDs»</b> <b>«New problems of the measurement technique of PAR (Photosynthetically active radiation) in hothouses»</b> (VNISI Report on the Topic of Research in the Field of Greenhouse Lighting, Presented at the Largest Lighting Conferences <b>Lux Pacifica</b> (Japan) and at <b>CIE</b> (Taiwan) / <b>Leonid Prikupets, VNISI</b></p>
14.20-14.40	<p><b>«Opposition sodium lamp and LEDs in Hothouse lighting»</b> Vladimir Pchelin, PhD in Technical Sciences, General Manager, <b>Reflaks</b></p>
14.40-15.00	<p><b>«Influence of spectrum and level of PAR irradiation on efficiency and quality of salad-green cultures biomass»</b> Ivan Tarakanov, Ph.D Biology, Professor, Head of Vegetable Physiology Department of the Russian State Agrarian University - <b>Moscow Timiryazev Agricultural Academy</b></p>
15.30-15.50	<b>Break</b>
15.50-16.10	<p><b>«LED phyto irradiator «Galad» for multilayer systems of plants farming»</b> Vladislav Terekhov, Head of Development Department, <b>BL Group</b></p>
16.10-16.30	<p><b>«Review of the possibilities of using modern elemental base of LED emitters for photoculture systems”</b> Mikhail Chervinsky, Technical Support Engineer, <b>Cree</b></p>
16.30-16.50	<p><b>«Using of LED illuminators for farming plants cucumber in phytotron»</b> Yuriy Martirosyan, Ph.D Biology, Head of biochemical Physics and Engineering of Plants Metabolism of the Institute for Biochemical Physics (<b>IBCP</b>), Russian Academy of Sciences<sup>2</sup> (<b>RAS</b>), Head of Aeropone Groups of Technologies of Plants Farming <b>All-Russia Research Institute of Agricultural Biotechnology</b>.</p>

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16.50-17.10	<p><b>«Prospective technologies in hothouse farms in China, Singapore, and Japan. Vertical hothouses development in Russia».</b> Herman Gavrilov, Head of business development and integrated solutions, <b>Panasonic</b></p>
17.10-17.30	<p><b>«OSRAM. Lighting solutions for intellectual farming»</b> Maksim Medvedev, Head of Professional Lamps and Industrial Solutions Division, <b>OSRAM</b></p>
17.30-18.30	<p><b>Panel discussion</b></p>
18.30-19.00	<p><b>Ending of the first day of Forum</b></p>

**November 7, 2018**

**SESSION 3.**

**Lighting in cultural establishments: museums, galleries, exhibitions**

**Supported by: Union of Museums of Russia**

10.00-10.30	<p><b>Registration of the participants</b></p> <p><b>Session moderator – Alexey Bogdanov</b>, deputy director general on operations of the <b>State Hermitage Museum</b>, PhD in Technical Sciences, Assistant Professor of the <b>Saint-Petersburg University of state fire service of emercom of Russia</b></p>
10.30-10.40	<p><b>Forum organizers and partners opening speech</b></p>
10.40-11.00	<p><b>Inception report</b> Natalia Chechel, Deputy Director of Museums <b>Department Ministry of Culture of the Russian Federation</b></p>
11.00-11.20	<p><b>Inception report</b> Alexey Bogdanov, Deputy Director General on Operations of the <b>State Hermitage Museum</b>, PhD in Technical Sciences, Assistant Professor of the <b>Saint-Petersburg University of state fire service of emercom of Russia</b></p>
11.20-11.40	<p><b>«Role of lighting in museum Exposition»</b> Marina Chistyakova, Deputy Director in Science-fund Direction, Head of Conservation for the <b>State historical museum</b></p>
11.40-12.00	<p><b>«SunLike: full spectrum Technologies for Creation of comfortable light Environment»</b> George Korolev, Regional Manager Russia, CIS, <b>Seoul Semiconductor</b></p>
12.00-12.20	<p><b>«Comparison of the Conditions of Exhibiting Museum Items»</b> Tatiana Gorodkova, Chief Keeper of Museum Items; Lubov Volgina, Head of Electrical Equipment Department, <b>State Tretyakov Gallery</b></p>
12.20-12.40	<p><b>«Measurement of lighting parameters of halls and exhibits in museums»</b> Anatoliy Chernyak, Head of Laboratory №21, <b>VNISI</b></p>
12.40–13.00	<p><b>«New approaches to the lighting of museums»</b> Sizy Sergey, Member of the International Union of Lighting Designers IALD, Founder and Head of the School and Lighting Design Studio <b>LiDS Lighting Design</b></p>

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13.00-13.20	Break
13.20-13.40	<p><b>"Experience of LinkRay (Light ID Solutions) investigation technology in The Pushkin State Museum of Fine Arts"</b></p> <p>Vladimir Opredelenov, Head of the Basic Department of Information Technologies in the Field of Culture at the Faculty of Business and Management at the School of Business Informatics, HSE, deputy director for information and communications technology of <b>The Pushkin State Museum of Fine Arts</b></p>
13.40-14.00	<p><b>«Lighting in museums as microclimatic problem»</b></p> <p>Julia Oganeseva, Head of Museum Climatology Department of the <b>Russian Museum</b></p>
14.00-14.40	<p><b>Panel discussion</b></p> <p>Invited to participate:</p> <ul style="list-style-type: none"> <li>• The State Hermitage Museum</li> <li>• The State historical museum</li> <li>• The Tretyakov Gallery</li> <li>• Representatives of the Light Designers Unit</li> <li>• The State Research Institute of restoration</li> </ul>
14.40-15.00	Break
<p><b>SESSION 4.</b></p> <p><b>Special session with representatives of the International Commission on Illumination (CIE) as speakers</b></p> <p><b>«Regulation Mechanisms of light technical market in Russia and abroad: Standards and Certification»</b></p>	
15.00-15.10	<p><b>Registration of the participants</b></p> <p>Session explores the questions of the standards and demands to the production on international market, main criteria for certification, and also the problems of manufacturers participation in international tender procedures</p> <p><b>Session Moderator:</b> Sergey Antipov, <b>The Head of the Certification Body SIIU, Director of SvetoS</b></p>
15.10-15.30	<p><b>«The current state of certification in the field of lighting products in Russia"</b></p> <p>Sergey Migin, Deputy Head of the <b>Federal Service for Accreditation of the Russian Federation</b></p>
15.30-15.50	<p><b>«Promotion and quality assurance of LED products in the USA and international indicators - what is the role of norms and standards? "</b></p> <p><b>Yoshi Ohno, President of the CIE</b></p> <p>Research Fellow in Optical Radiation Measurement, National Institute of Standards and Technology (NIST), Gaithersburg, MD, USA. His research area covers photometry, spectroradiometry, colorimetry and colour quality of lighting. He led the development of international standard CIE S025/E: 2015 and has chaired several other CIE Technical Committees (TCs).</p>
15.50-16.10	<p><b>«European Regulations and standardization work in the light and lighting field»</b></p> <p><b>Peter Blattner</b> , was elected <b>CIE President for the period 2019 to 2023.</b></p> <p>Director of Division 2 (Measurement of Light and Radiation) at the Commission Internationale de l'Eclairage (CIE).</p>

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16.10-16.30	<p>«Overview of Australian Market of Lighting: Rules, Certification and Initiatives in Field of Energy Efficiency»  <b>Tony Bergen, Secretary of CIE Division 2</b>, which is the division of the CIE which deals with physical measurement of light and radiation, and also <b>President of CIE Australia</b>.                  Technical Director of Photometric Solutions International, an Australian company which designs and manufactures photometric, radiometric and colorimetric testing and measurement equipment.</p>
16.30-16.50	<p>«Products of the Russian Export Center to support Russian exporters»                  Ekaterina Udalova, project manager for client work, <b>EXIAR JSC, Group of Companies of the Russian Export Center</b></p>
16.50-17.10	<p>«Practical experience of entering the International Lighting Corporation "BL GROUP" on the European market. Certain Aspects of Building Supply-and-Selling Infrastructure»                  Mikhail Kryzhov, Director of International Projects, «<b>BL Group</b>»</p>
17.10-18.00	<p><b>Panel discussion</b></p>
18.00	<p><b>Ending of Forum program</b></p>

\*- the program is preliminary and could be changed

**Informational partners:**



**Media partner of the session "LED technologies in agricultural sector: hothouses":**

