

**Post release**

21 November 2018

## LED Forum is held for the 12th time within the frameworks of Interlight Moscow powered by Light + Building

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12<sup>th</sup> LED Forum took place on 6-7 November 2018 at CIE “Expocentre”. Over two days experts, manufacturers, as well as representatives of related government institutions and large Russian and foreign companies discussed prospects for LED technologies’ development and expansion, as well as trends and market challenges. The forum called together 35 speakers and was attended by more than 120 participants.

This year International Commission on Illumination (CIE) took part in a special session “Mechanisms for regulating the lighting market in Russia and abroad: norms and certification” disclosing issues on manufacturers’ entry into foreign markets and product certification requirements.

The session: "Light: outdoor advertising and retail" opened the forum. Participants discussed new opportunities for the market, usage of LED technologies within the focus of its price reduction and digital signage as a driving point for shopping malls. The session was attended by foreign speakers - Sarah Banfi, Center for Industrial Research (CSIL) representative and Juno Yeo, vice president of LG displays, OLED Lighting.

The traditional session “Lighting in agricultural sector: hothouses“ was supported by Association “Hothouses of Russia”. In the context of the forum Panasonic Russia and Moscow Timiryazev Agricultural Academy signed a memorandum of cooperation in the field of research on vegetable crops cultivation in urban vertical greenhouses and promoting a healthy lifestyle.

Union of Museums of Russia supported discussion of lighting features in cultural institutions. Seoul Semiconductor - one of the world's leading LED manufacturers – became the session's partner. V. Chechel, Deputy Director of the Museums Department of the Ministry of Culture of the Russian Federation, gave direction to the discussion. A. Bogdanov, Deputy Director General for State Hermitage moderated the session.

Every day, LED-technologies are extending its’ implementation areas - from commercial and administrative projects to ordinary apartments or country houses. LED Forum demonstrates a steady interest in the topic of LED application development.

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**Press information and photographic material:**

<https://interlight-moscow.ru.messefrankfurt.com/moscow/en/press.html>

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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