CHINA INTELLIGENT LIGHTING AND ROOM CONTROL
MARKET REPORT 2011

PREFACE

For the past year, GIM Research has been researching, interviewing and analyzing all aspects of the intelligent lighting and room control industry, and is now pleased to present the "China Intelligent Lighting and Room Control Market Report" for 2011. Contained within the report are stockpiles of valuable data such as market size, current products, distribution channels, and competitive analysis for 2010, as well as sage advice for 2011 and beyond.

Based upon numerous in-depth interviews with the movers and shakers of the industry as well as end-users, this report is the product of countless hours of research and analysis by an expert team of consultants and researchers who have been monitoring the intelligent lighting and room control market for many years.

They say that 'knowledge is power', and armed with this report, your management team will have a powerful tool at their disposal. From planning a bold market entry into the Middle Kingdom to executing a daring campaign to increase revenues, "China Intelligent Lighting and Room Control Market Report 2011" will empower your company with the vision and critical information necessary for success.

If you want to learn more about this report or our company, please email us at info@girmresearch.com or visit our website at www.gimresearch.com.

COMPANY INTRODUCTION

Green Industry Market Research Company Ltd. (GIM Research) is a market research agency that specializes in conducting independent and exclusive studies focusing on the building efficiency and new energy sectors, and offers a comprehensive range of market research services to clients across the globe.

Established by a dedicated group of market consultants, GIM Research offers over many years of combined experience in the building efficiency and new energy sectors, and their personal network of researchers, consultants and insiders reinforces the strength and accuracy of all of our syndicated reports. The team at GIM research strives to give our clients the most precise and clearest evaluation of the market, and has the willingness and the know-how to guide them towards achieving success in the market.

REPORT ABSTRACT

Figure 1 Map of China

Although China has faced great economic challenges for the past few years, the country is clearly showing the world that it has recovered from the economic downturn experienced by many international markets in 2008-2009, with strong growth and investment statistics. The real estate market in particular grew leaps and bounds in 2010, which had a direct effect upon the growth of the lighting and room control market.

An intelligent lighting system (or lighting control system) consists of a device that controls electric lighting and devices for a commercial or residential building or property, and is used for functional, aesthetic, and security purposes.

Although lighting and room control products have been marketed in China for over 20 years, the industry has only recently begun to show signs of dramatic growth, signalling the fact that the market has reached a new milestone in its overall development. From policies mandating high efficiency standards and integrating green technologies, the government has been responsible for a large portion of the ravenous demand for lighting control products in 2010.

In 2010, the total market size for lighting and room control systems reached 656 million RMB or 96.8 million USD with an annual growth rate of 42%. These substantial growth figures clearly

indicate that the market can look forward to experiencing a period of dramatic growth after almost 20 years of activity in China.

Figure 2: China intelligent lighting and room control market development 2007 – 2010
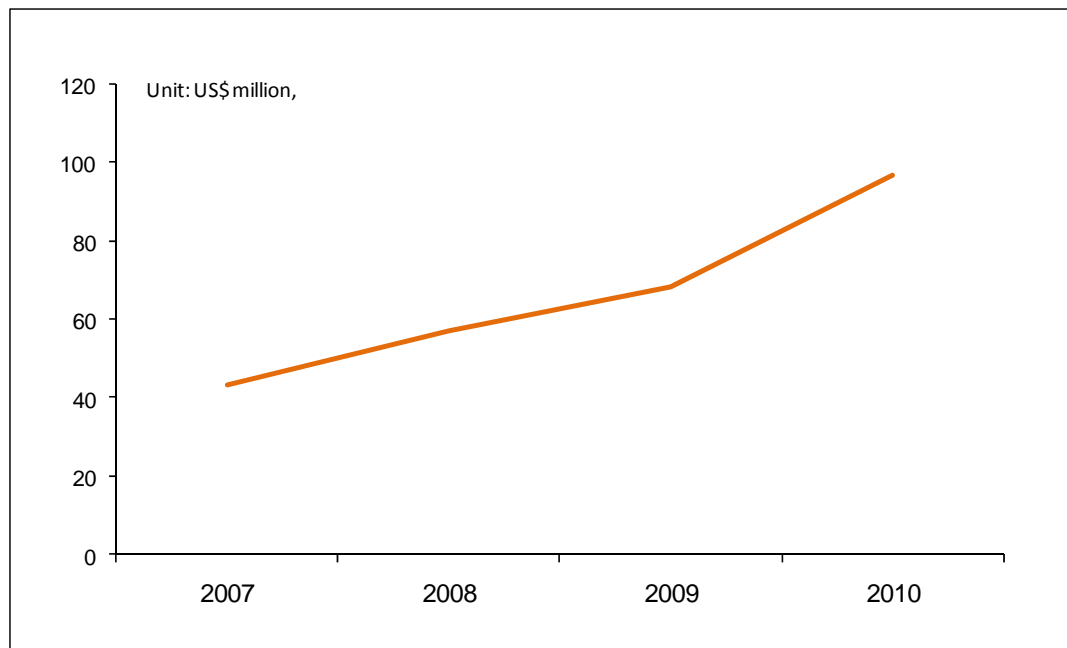
The burgeoning high-end real estate market has also proven to be an area of substantial growth and opportunity, as developers and end-users look to intelligent lighting to help them achieve more sophisticated lifestyles. The future of the industry looks bright as well, since additional, advantageous government policies and a new national intelligent lighting standard are both on the horizon.

The primary market segments of this industry are hotels and high-end residential properties, mainly because their end-users have high living standards and the money to afford it. Within the market, there are a variety of suppliers (such as ABB and Schneider Electric) and system standards (such as KNX/EIB and DALI): ABB is the highlight of the suppliers, with their monstrous market share and impressive growth in 2010, and among standards, KNX stands out since it dominates the residential sector and is gaining increased market share in the hotel sector.

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