



FUTURE LIGHTING COLLECTION LTD.

Stroke of Brilliance

Shifting market preference is no issue given diligent research and refinement of service offering, as DEREK WU's group does.

Before its founding in 2001, Future Lighting Founder and Chairman Danny Lam worked as a salesman and technician in a general home lighting store, opening his first light shop after he and his wife saved enough to put up the company. In 2010, the same company became sole distributor of Philips Home Lighting in the region, as well as opened its project division.

"The fast growing popularity of eco-friendly and cost-effective LED lighting is the major driver for future growth in lighting," says CEO Derek Wu. "Interconnected and smart lighting will also be a significant factor in the industry."

Future Lighting works with the most prestigious European brands to bring the best LED and smart lighting to its customers. The company continues to spot, lead, and set market trends, providing best-of-class products to its customers.

Take Your Pick

In addition to being the sole distributor of Philips Home Lighting in Hong Kong and Macau, Future Lighting is also the sole agent for many prestigious European lighting brands, including NEMO, Faro Barcelona, Astro, Landa, Molto Luce, Italexport, Moretti Luce, and Maz-zucato, as well as some famous Asian brands such as Seed Design, Comely and Aria. "These brands consistently stimulate the consumption behavior of the market," says Wu. "We also want to give our customer a wide range of choices."

"Our products include generic, commonplace products like ceiling and wall lights, floor and table lamps, as well as quality decoration lamps. Our project lighting also serve the most demanding needs of commercial customers such as



Derek Wu,
Future Lighting Collection Ltd.
CEO.

property developers, interior designers, architects, retail stores and contractors, among others. As well as offering the best brands and products, our service is second to none. Our continual focus on best service has won us our desirable reputation and strong customer base."

Future Group has over 15 years of experience in the lighting industry. With seven of its own lighting retail stores across the territory as well as distribution in over 150 retail outlets, the company has become one of the top distributors for lighting products in the Hong Kong and Macau retail sector.

"Our dedicated, professional projects team is able to work with customers to design, implement and supply the perfect lighting solutions for any environment. Our ability to offer the best brands and products together with the best service is

unmatched in our industry."

The Bright Side

"The local lighting industry is a fast moving and crowded one, and has always faced fierce competition. Our group has continued to lead by identifying the right products at the right time, in combination with providing unmatched service. This formula of success has seen us through many tough times, including SARS and recent recessions," says Wu.

Future Lighting continues to identify business development opportunities, while exploring further expansion through vertical and horizontal industry penetration. Sourcing the best brands and products, as well as offering excellent service will remain at the core of its work, as it ambitiously expands its retail and distribution network in Hong Kong, Macau and Greater China.

With strong financial backing, the company is aggressively developing state-of-the-art supply-chain management systems, while spurring regional and international growth for its well-developed core businesses. "We will continue to build on our strong reputation, firmly standing by our company motto – 'Create a Brighter Future' – to offer the best products & service to our customers."

After many years of dedicated hard work, growing the company from a small family business to the strong enterprise it is today seems a foregone conclusion. ■

For additional information please visit www.futurelighting.com



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