



The Lighting Industry in the Philippines

Past / Present / Future

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*Member, Philippine Lighting Industry
Association*



What is PLIA?

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- Founded in 15th January, 2002
- Goal
 - Institutionalization of lighting legislation
 - Support the local lighting industry against illegal trading
- Government Partner
 - Strong supporter of the Philippine Standards and Labelling Program and the DOE's programs and activities on lighting efficiency

Who is PLIA?

Members

- Philips Electronics and Lighting, Inc. Philips Electronics and Lighting, Inc.
- Digital Marketing
- Eurolux International Lighting
- Fumaco
- GE Philippines, Inc.
- Landlite Philippines Corporation
- New CHP
- Ugong Trade and Holdings, Inc
- Quantum Electronics Corporation
- Yatai Corporation.

Founding Members



Standing (L-R): Vince Adorable (GE Lighting), Setsuo Mizusawa (Matsushita), Edgar Young (Quantum) & Leonardo Chua (Fumaco)
Seated (L-R): Dr. Michael Schmitt (Osram), Andrew Yan (Philips), D. Leon Kuffel (AsiaRP) & Alexander Ablaza (ELI Phils.)

Key Past Activities

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Philippine Efficient Lighting Market Transformation Project- Partnership with the DOE



\$ 4.3 M



\$ 0.042 M



\$ 3.913 M



\$ 0.16 M



\$ 0.032 M



\$ 0.046 M



\$ 1.5 M



\$ 0.02 M



Professional
Organizations



QUANTUM
\$ 0.121 M



\$ 0.064 M



\$ 0.3 M



Palit-ilaw: Ospital (SGH)



Energy Savings: 47,202 kWh/yr (= Php 377,600/yr)
Payback: 20 days

Key Past Activities

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HK Lighting Fair
Representing the Philippines in Asean
Lighting Standards discussions



Earth Hour
Advocating for Lighting switch



DOE Switch Program
Providing technical assistance

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Key Running Activities

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LED Standards
To ensure that the LED market in the Philippines follow international standards to keep the country from getting sub-standard inefficient products

Energy Efficiency Advocacy

Key Running Activities

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EPR Program with DOE and the DENR

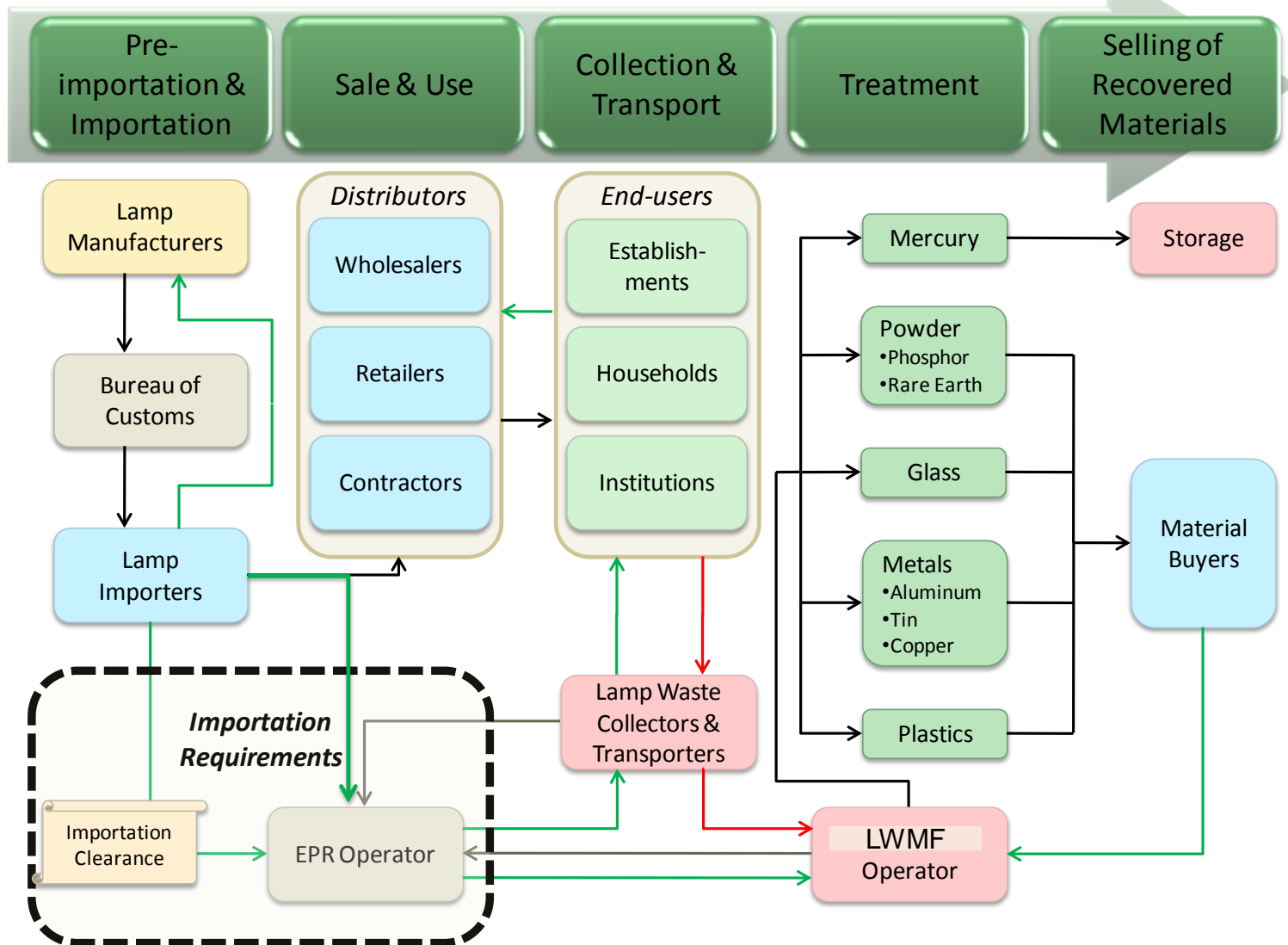
The Philippines is to become the first country in Asia to introduce EPR for lighting wastes. PLIA and DOE are working together towards this common green objective.



Next Activities...

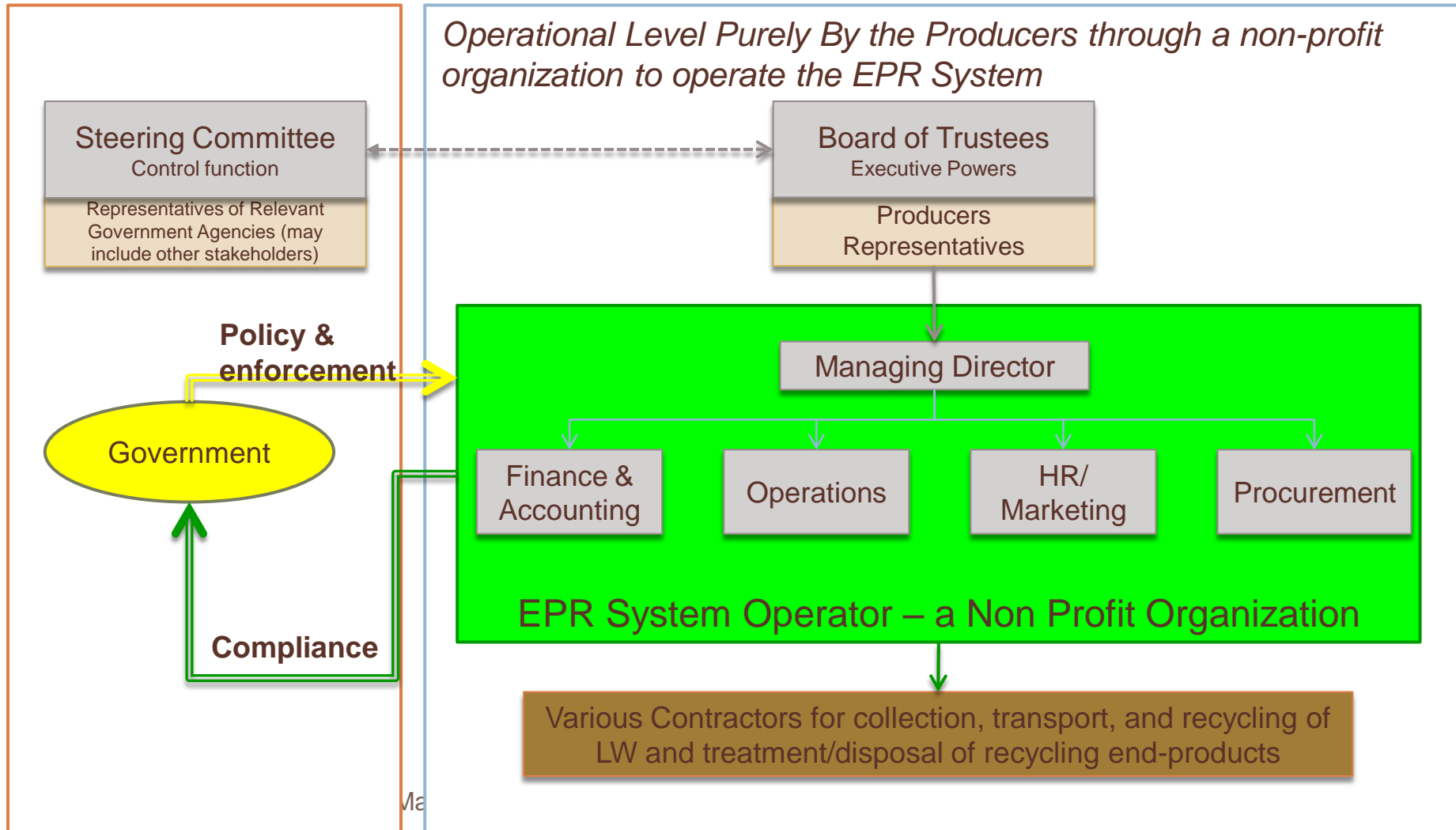
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Finalization of EPR Model



Immediate Next Step: EPR Organizational Set-up

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On Energy Efficiency Advocacy....



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Philippines is a nation in crisis

Country is ranked 9th as having the most **EXPENSIVE** electricity rate in the world

Philippines & Singapore

have the same **\$/W** cost for its citizens

But Singapore's GDP is **14x** higher than Philippines

*Lighting counts for **@20%** of Philippines electricity costs and up to **50%** can be saved with more energy saving lighting solutions*

On Energy Efficiency Advocacy....



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The Lighting Energy savings opportunity in the Philippines is huge

1.14B

**Peso's
Savings***

15Mt

**of CO₂
avoided***

580

**Mega
Watt's
Capacity***

1.9

**power
plants
capacity
saved***

*Per year

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On LED Standards...

Brand name: LAMPS	EFFICACY*		
Model/ Type: FCL	70		
Light output, lumens: 2240			
Wattage rating, watts: 32			
<small>*based on standard test condition</small>			
Important: For lamps with same wattage rating, Higher Efficacy means more saving			

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Not all lighting solutions are same....



On LED Standards...



...and consumers are being cheated....

4 foot Version	PHILIPS TLED Range			Competition		
	Philips TLED	Masted TLED	Perf TLED	Brand X	Brand Y	Brand G
Price (SRP)	1,299.00	2,500.00	3,100.00	1,599.00	1,000.00	1,587.00
Wattage	20	19	21	20	16	19
Lifetime	30,000 hrs	45,000 hrs	50,000 hrs	30,000 hrs	45,000 hrs	35000 hrs
CRI	80	80	80		70	80
Lumens	1600	1650	2100	1800	1720	1600
Beam Angle	140 degrees	140 degrees	140 degrees	no claim	no claim	120 degrees
Power Factor CRITICAL	0.9	0.9	0.9	no claim	0.9 Claim 0.6 (tested)	0.9
Lumen Maintenance CRITICAL	L70/B50	L70/B50	L70/B50	???	???	???
Lm/W	80	87	100	90	108 claimed but due to low PR it should be around 72	84
Picture:						

→ What consumers pay attention to

→ Crucial 'small letters' that are hidden from consumers

On LED Standards...

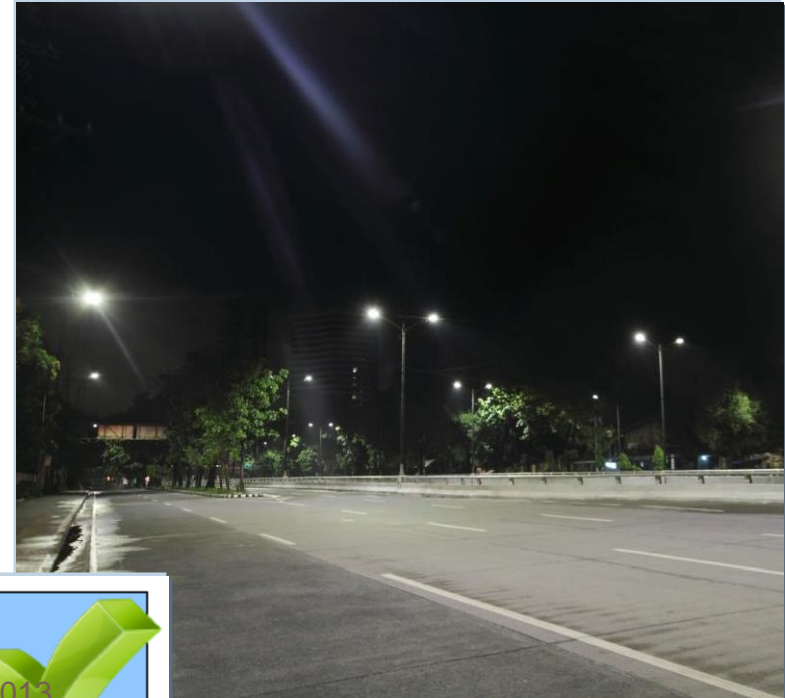


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...so, as Philippine Lighting Industry Association, we have to *drive standards development & compliance in the Philippines*

Standards NON-Compliant

Standards Compliant



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“Nobody can go back and start a new beginning, but anyone can start today and make a new ending.”

Thank You!!!

