



# THE MIDDLE EAST LIGHTING ASSOCIATION (MELA)

## Our Mission?

- ◆ Defend the interests of our Members.
- ◆ Create optimum market conditions and a level playing field.
- ◆ Secure that MELA companies remain leaders in lighting.
- ◆ MELA is the one-stop-shop for industry input on lighting issues for the regulatory & standards authorities in the Middle East region.

## What is the Middle East Lighting Association?

- ✧ Set up as an international non-profit association in 2014.
- ✧ Producers of light sources, luminaires & lighting control gear.
- ✧ Code of Conduct.
- ✧ Supply major share of lighting products of Middle East market today.
- ✧ Scope - Middle East region.
- ✧ 9 lighting companies.
- ✧ 5000 employees in the Middle East region.
- ✧ 1.5\$bn turnover.



GE  
Lighting

PHILIPS

OSRAM



FAGERHULT

SYLVANIA

Uniled

TRIDONIC



Forest Lighting

AMKO  
SOLARA



## How do we fulfill our mission?

### Connecting policy-makers and industry:

- ◆ Know the right authorities, departments and officials.
- ◆ Gain visibility among regulatory authorities in the GCC region and MELA focus countries.

### Expertise on Middle East lighting policy, legislation and organization:

- ◆ Find your way within the Middle East lighting policy map.
- ◆ Learn in a timely manner about policy impacts for your business.
- ◆ Benefit from increasingly wide regulatory and market surveillance network in the region.

### Facilitating expert working groups:

- ◆ Work together with industry peers and experts on market-relevant issues.
- ◆ Shape regulation & legislation with a common position paper.
- ◆ Better understand regulations from technical industry guides.

### Contributing to media, events and conferences:

- ◆ Communicate the industry positions.

### Educating for higher standards:

- ◆ Improve lighting with highly qualified lighting designers.
- ◆ Learn about the need for lighting application guides.



## Who do we talk to?

- ◆ GCC Standards Organisation
- ◆ National Regulators, National Standards & Metrology Organisations in seven countries.
- ◆ Partner organisations.
- ◆ Public Health and Safety Authorities.
- ◆ Our Members.
- ◆ General Public.

## Our Code of Conduct

- ◆ Under no circumstances should members exchange information on any competitive parameter.
- ◆ Information to be exchanged shall be limited to the implementation of the policies of MELA.
- ◆ Any sensitive information shall be provided if necessary only to an independent third party.
- ◆ Every meeting between MELA members shall have a specific demonstrable purpose.
- ◆ Any other kind of contact between MELA members shall be for legitimate purposes only.



# Trends

The shift in lighting trends over the last few years have resulted in interesting new paradigms for regional regulators.



## The paradigm shifts in lighting



## The new paradigms for regulators



## MELA Policy Priorities 2017/2018

**Priority 1** - As a pre regulatory step, develop Commercial Lighting Application Guidelines for select lighting applications.

- ◆ Substantiate why a lighting systems level approach is required.
- ◆ Review of existing lighting application guidelines.
- ◆ Identify gaps between what is available and what is needed in the market i.e. energy efficiency requirements, light quality requirements etc. to be identified.
- ◆ Implement an application design process.
- ◆ Suggestions for verification before and after the application design process.
- ◆ Case studies based on regional best practice.

**Priority 2** - Support the market surveillance capability of at least one focus country in the region.

- ◆ Public Health & Safety Authorities lack resources for adequate lighting product surveillance. Three fulltime resources for electrical products for Dubai for example. Focus on lighting therefore limited.
- ◆ Facilitate better cooperation between ESMA, Dubai Economic Department (DED), AD QCC & other Emirates.
- ◆ Hold follow up meetings to bring together several national entities to cooperate and improve market surveillance.

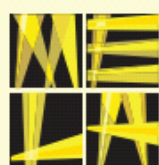
**Priority 3** - Provide ongoing policy support to MELA focus countries.

- ◆ We are currently supporting the development of lighting related policy/regulation in the following countries:

**HORIZONTAL PRIORITY** - Deploy MELA ME lighting positions (events & PR) at opportunities presented throughout the region.















Middle East  
Lighting  
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G. Strickland for MELA

Responsible Regulatory Authority	Regulatory Scope	Entry Into Force Date
 GCC Standards Organisation	GSO Low Voltage Technical Regulation	1 July 2016
	General product safety requirements for electrical & electronic products.	Not yet known
 Bahrain Standards & Metrology Directorate	Non-directional light sources used in residential lighting	5 September 2015
 Egyptian Standards Organisation	Non-directional light sources used in residential lighting	28 July 2015
 Jordanian Standards & Metrology Organisation	Non-directional household light sources initially - followed by directional light sources	1 January 2016
 Qatar Ministry of Environment and Municipality	Non-directional light sources used in residential lighting	Stage 1 (1 May 2016 for 75-100W IL) Stage 2 (1 Nov 2016 for 40-60W IL)
	Non-directional & directional light sources used in residential lighting	Stage 1 (1 May 2016) Stage 2 (1 May 2017) Stage 3 (1 Jan 2019)
 Saudi Arabia Standards Organisation & Saudi Energy Efficiency Program	Part 1 LS 2870 Non-directional & directional light sources used in residential lighting. Part 2 Professional & Commercial lighting standard.	Not yet known
 Emirates Standards & Metrology Authority	Non-directional light sources used in residential lighting	1 Jan 2015
	Restriction of Hazardous Substances Regulation	1 May 2017 TBC
 Kuwaiti Public Authority for Industry (PAI)	Kuwait Conformity Assessment Scheme Regulated products - Group 2 Household & Commercial Electrical & Gas Appliances	Ongoing

## How are MELA members organised?

Board members (Membership fee \$22K per annum).

- Company representative appointed as MELA Board member.
- Commit for minimum two year period.
- Right of proposal for MELA annual activity plan.
- Entitled to participate and vote in all meetings of the Board and Working Groups.
- Meet face to face approximately three times per year.
- Monthly conference call (with the exception of those months where a face to face meeting is scheduled).

Members (Membership fee \$7K per annum).

- Entitled to participate and vote in all meetings of the Working Groups.
- Quarterly participation at MELA Board conference calls.
- Meet face to face as situation requires.
- After one year members will confirm their two-year commitment and upgrade to Board member level.

## Honorary Members

- This level of membership is open to institutional representatives consisting of government/NGO or municipal members in advisory capacity, external experts and observers.
- Holders of Honorary Membership status are entitled to participate in Board and Working Group meetings if required but have no voting rights.

## In Summary

- The Middle East Lighting Association supports Governments in the region who have started implementing lighting policy initiatives & helps those who are undecided to better understand the social, economic and environmental benefits of efficient, human centric lighting.
- New strategic topics such as lighting systems, ledification, human centric lighting and circular economy will be incorporated into new policy areas as the opportunity arises.
- Energy saving remains a key target in the dialogue with regional institutions.
- Regulation must ensure an equal playing field for all lighting players, and market surveillance is a key ingredient.
- The lighting industry in Middle East region represented by MELA will keep its regional leadership role by defining and implementing policy initiatives of benefit to all stake holders.