

Press release

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Prolight + Sound Guangzhou continues to expand in scale, reflecting current market trends

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To respond to the transformation in China's growing entertainment market, towards digitisation and systematisation, the 2020 edition of Prolight + Sound Guangzhou (PLSG) will start off the year with an extension of the exhibition area and a new hall arrangement. The fair will contain more show content and an enhanced technological level in the entire product range. This year's edition will also offer a more elaborate seminar programme to inspire participants and allow them to boost their knowledge about specific industry know-how. Spreading over 15 exhibition halls, PLSG will gather more than 1,500 exhibitors at Area A & B of the China Import and Export Fair Complex in Guangzhou from 19 to 22 February 2020.

Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, is excited about this year's new setup: "The new hall arrangement and expanded section are PLSG's answer to the growing significance of innovative elements, including digital technology, intelligent systems and more in the professional AV industry. The Audio Brand Name Hall, the KTV Hall and the Lighting Hall will expand to showcase more top-notch products, but also to strengthen the integration within the industry. We aim to provide visitors with a diversified and above all qualitative range of products and services in 15 themed exhibition halls, while allowing them to organise their time at the fair in an efficient and productive way."

Mega-events like the 2022 Winter Olympics and Hangzhou 2022 Asian Games have a direct and positive impact on the entertainment equipment and professional AV industry. With the continuous transformation inside the industry, especially the rapid development of big data, cloud computing and system integration, more and more technologies are maturing and their prospects for commercial use increase.

Fair expansion to reflect huge market demand

The steadily growing market in China has created a healthy breeding bed for the entertainment industry to evolve and advance. Prolight + Sound Guangzhou keeps capitalising on this industry shift, and the huge market demand reflects the need for expansion at the 2020 edition. Pro audio products, technologies and solutions will be located in Area A, while lighting will be situated throughout four halls at Area B, showcasing

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professional lighting, stage technologies and equipment. In addition, the thematic halls will further expand: the KTV Hall will be located in Hall 4.1 and 5.1, showcasing related products alongside theatre K pub and home entertainment elements for easier sourcing; the Audio Brand Name Hall will extend to five halls, while the Communication and Conference Hall will be located in Hall 3.2, and the Media Systems and Solutions Hall will expand to Hall 4.2 and 5.2.

The early confirmation of industry leading brands at PLSG is a strong testimony of their confidence in the promising entertainment market. According to the exhibitor survey, over 96% of the exhibitors intend to return in 2020. Besides, with the increasing penetration of automation, high integration control systems, and new technologies in the stage and theatrical lighting sectors, PLSG greatly expands the current spectrum of products and attracts a new demographic of both exhibitors and visitors.

Harman International is prominent in the industry, and the company has been supporting PLSG for many editions. Mr David Lu, Deputy General Manager and Senior Director of Sales (Professional Solutions) of Harman International (China) Holdings, commented on the success of last year's show: "Both media systems integration and conferencing and communication systems are the current and next hot topics in the industry. I believe that these two areas will have very good development prospects, especially because of the advanced technologies and lowered costs, which made them more accessible for consumer and commercial use."

Kvant Ltd, a leading manufacturer of laser display systems, is one of the loyal exhibitors and has been attending PLSG for 10 years. Ms Julie Zhu, Vice President of the China Region, said: "The entertainment industry in China is growing robustly with huge potential, and even some of the tourist locations are demanding advanced audio and visual technologies for creative performances. PLSG is one of the most important platforms for us to better understand the Chinese market trends in order for us to adjust our strategies. We are happy to meet with lots of existing and new clients and maintain a good relationship with them."

More extensive seminar programme compliments industry trends

PLSG's Annual Training Course will focus on the latest technology applications, hottest topics and professional production - from inception to execution for the issues at the heart of our industry. Apart from the original two topics from the last edition (Overview of AoIP Networking and Media System Integration, and Maintaining and Modernising Performance Venues), the show will introduce new themes, including professional training for lighting practitioners, to enrich, uplift and inspire new solutions and technical industry know-how.

PLSG will also re-establish the joint event with Chinese media giant Visual Jockey, striving to extend the show's content with an interactive

multimedia display. This zone will demonstrate sound design, 3D mapping, virtual and augmented reality and lighting installations. It will also integrate professional lighting and audio equipment, system integration technologies and solutions with new media art, to offer the audience an immersive multimedia experience.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details about the show, visit www.prolightsound-guangzhou.com or email plsgz@hongkong.messefrankfurt.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound NAMM Russia

12 – 14 September 2019, Moscow

Prolight + Sound Shanghai

10 – 13 October 2019, Shanghai

Prolight + Sound Middle East

15 – 17 October 2019, Dubai

Prolight + Sound

31 March – 3 April 2020, Frankfurt

Press information and photographic material:

<https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.html>

Social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

Wechat: @prolight-sound

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 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.