

Press

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Prolight + Sound Guangzhou
Guangzhou International Professional Light and Sound Exhibition
Area A, China Import & Export Fair Complex
Guangzhou, China, 22 – 25 February 2017

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2017 marks Prolight + Sound Guangzhou's 15th anniversary

Quality and internationality remain focus of 2017 show

Show's location ensures it holds the key to opening the Chinese market

Starting from its first edition in 2003 to celebrating the 15th anniversary in 2017, Prolight + Sound Guangzhou has successfully transformed from a regional to an international business platform for the pro audio and lighting industry through the strategic partnership formed between Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE) four years ago. This leading industry event, which takes place from 22 – 25 February 2017, will stage a full array of top-of-the-line products plus industry-focused events within 13 halls (130,000 sqm) plus the entire outdoor space in Area A of the China Import & Export Fair Complex in Guangzhou.

The last edition of the show was well-attended by 1,231 exhibitors and 68,441 visitors from China and abroad. Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd is enthusiastic in welcoming more pro audio and lighting professionals to join next year, saying: "It is our great pleasure to celebrate this important occasion with the industry. Nevertheless, figures are not the only indicators of success. What makes this show strong is its diversity and quality. Over the past 14 years the show has continued to evolve, and it's now seen as a global stage to link both Chinese and international markets with diverse products, cutting-edge technologies and market intelligence."

Quality and internationality remain the key focuses of Prolight + Sound Guangzhou 2017. To accomplish this objective, the show will provide an all-encompassing marketplace covering various product sectors in distinctive halls and zones for better fluidity:

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong

- The signature Audio Brand Name Halls – a special showcase for key international audio brands (which has expanded from one hall in 2013 to four halls in 2016 and 2017)
- Pro Audio Halls
- Lighting Halls
- KTV Hall (Karaoke Television products)
- Enping Microphone Hall
- Product zones for microphones, conference systems and public address systems

The strong collaborations with industry trade associations is another effective channel to connect exhibitors with industry peers and experts from key international pro audio and lighting markets. This year, the show has partnered with The German Entertainment Technology Association (VPLT), ANAFIMA (National Association of Musical Instruments and Audio Manufacturers, Brazil), Japan Electronics Show Association, Taiwan Association of Theatre Technology and Thai Hotels Association to carry out extensive marketing campaigns, buyer invitations and delegation organisation in their respective regions. Industry professionals will also be invited to host concurrent forums at the show, and to bring first-hand market trends and technology updates to the industry.

To offer the best services to top international buyers, Club Pro, the very first VIP buyers' club for Prolight + Sound Guangzhou has been launched. This prestigious membership will provide exclusive travel arrangements, instant industry information sharing, an incentive programme, and most important of all, networking and business match-making services that facilitate buyers to meet with their targeted suppliers under one roof in a time-effective manner.

Show's location ensures it holds the key to opening the Chinese market

Located at the centre of the pro audio and lighting manufacturing cluster, Prolight + Sound Guangzhou is renowned as a leading destination to tap into the massive Chinese market. Guangzhou is the biggest audio and lighting manufacturing base in China with approximately 2,000 factories, and supplies 70 percent of the country's total industry exports. Its GDP also recorded the highest growth rate among all Chinese cities in the first quarter of 2016. With this rapid economic development the Chinese entertainment market remains strong, with an economic value of RMB 44.7 billion in 2015, up 2.8 percent compared to 2014. Various sectors such as professional theatres, large-scale concerts and music festivals also showed significant income increases last year.

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

Prolight + Sound Guangzhou
Guangzhou, 22 – 25 February 2017

visit www.prolight-sound.com/worldwide.

Prolight + Sound NAMM Russia

15 – 17 September 2016, Moscow

Prolight + Sound Shanghai

26 – 29 October 2016, Shanghai

Prolight + Sound Middle East

31 October – 2 November 2016, Dubai

Prolight + Sound

4 – 7 April 2017, Frankfurt

– end –

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

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