

Press

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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Gloria Tai
Tel. +852 2230 9230
gloria.tai@
hongkong.messefrankfurt.com
www.messefrankfurt.com
www.prolightsound-guangzhou.messefrankfurt.com

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International key brands eager to explore market potentials in China

New “Theatre K. Pub” addresses surging demands in karaoke and theatre sectors

Prolight + Sound Guangzhou 2017, the prominent trade fair for the pro audio and lighting industry in China, is fully booked three months prior to its opening from 22 – 25 February 2017 at Area A of the China Import and Export Fair Complex in Guangzhou.

Approximately 1,250 local and international exhibitors, including some of the most notable names from the pro audio, lighting and entertainment technology sectors have confirmed their attendance and are set to unveil their latest innovations and technologies across 130,000 sqm of exhibition space in 13 halls. Participating companies and brands include Alcons, Allen & Heath, Audiocenter, Avid, Beta Three, Beyerdynamic, Bosch, Bose, Celestion, Clay Paky, Creator, d&b audiotechnik, dBTechnologies, EAW, Eighteen Sound, Electro-Voice, Fidek, Funktion One, Gonsin, Harman International, HiVi, IAG, Kling & Freitag, Kobble, Kvant, Laserworld, Martin Professional, MIPRO, Montarbo, Peavey, QSC, RCF, Redx, Runningman, Sabine, Samson, SE Audiotechnik, Seikaku, Sennheiser, Shure, Soundking, T.D Taichee, Taiden, Takstar, Tendzone, TJ Media, TW Audio, Verity Audio, VUE and Yamaha.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, is delighted by the overwhelming response from the industry. “I am pleased to announce that all of the exhibition space has been taken. The KTV and lighting halls are reserved entirely so we extended the exhibitor area to the Y Channel to make way for the new Theatre K. Pub and lighting zone. As we celebrate the fair’s 15th anniversary this edition, we are particularly grateful for the enthusiastic support from our new and returning exhibitors. This not only underscores the importance of Prolight + Sound Guangzhou as a premium business platform, but also reflects how the industry resonates with our mission to transform and evolve with market demands. I am confident that the show

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



will continue to serve as an international marketplace that pioneers the pro audio and lighting community in China.”

International key brands eager to explore market potentials in China

The pro audio and lighting sectors in China continue to represent a very lucrative market for many leading international companies that will take centre stage at Prolight + Sound Guangzhou 2017. Among these exhibitors, many regard the show as a gateway to increase their penetration and business leads.

First-time Chinese exhibitor Hangzhou Chuangda Stage Facilities Co Ltd is a local agency of the brand RCF and will launch its special fixed installation products at the fair. Mr Chao Jiang, General Manager of the company remarked, “In recent years, Prolight + Sound Guangzhou has begun to make steady improvement in quality and attendance and has become one of the leading fairs in the industry. We believe this show will become an indispensable channel for us to increase brand exposure, promote our latest advancements and meet our clients directly in China.”

Laserworld, a Swiss exhibitor for high-end laser equipment that is also eyeing the burgeoning Chinese market has decided to return for the fifth time. Mr Benedikt Orthen, Director of Events of the company acknowledged the show’s importance in stimulating its business in China. “With an increasing demand for project businesses in China and Asia, the need for high-quality laser systems with better specifications and graphics is also growing. There is a huge flow of Chinese audience at the show and this is the main reason we are back every year.”

New “Theatre K. Pub” addresses surging demands in karaoke and theatre markets in China

The Chinese entertainment sector has entered a revolutionary era as more customers are increasingly interested in mini home theatres, as well as karaoke and audiovisual integration systems. In response to the explosive market growth, the brand new “Theatre K. Pub” will debut this year, featuring high-quality karaoke systems, mini home theatres, customised installations, smart digital AV and system integrations in unique showrooms located at Y Channel of Area A. Companies including AMOI, Beidousat, Gaoyuanshen, LeChi, Magimore, MUNIU Tengsheng, Vidon and Zetian have already confirmed their participation and are set to unlock the potentials offered by the entertainment market.

On behalf of the organiser, Ms Cheung expounded on the new possibilities offered by this zone. “This area will not only help exhibitors and visitors capitalise on the abundant opportunities available in the booming karaoke and theatre markets, but also expand the influence of Prolight + Sound Guangzhou in these new sectors of the industry.”

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Apart from the aforementioned featured area, Prolight + Sound Guangzhou will continue to deliver an all-around platform with the Audio Brand Name Halls, Pro Audio Halls, Lighting Halls, KTV Hall, Enping Microphone Hall, as well as product zones for microphones, conference systems, PA systems, as well as parts and accessories. The expanded outdoor line array across three demonstration areas will feature the largest number of local and international audio brands in order to provide a wider range of sourcing options for attendees.

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.

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Other shows under the Prolight + Sound brand include:

Prolight + Sound

4 – 7 April 2017, Frankfurt

Prolight + Sound NAMM Russia

14 – 16 September 2017, Moscow

Prolight + Sound Shanghai

11 – 14 October 2017, Shanghai

Prolight + Sound Middle East

October 2017, Dubai

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Background information on Messe Frankfurt

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 10 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.