

## Final Report

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# Prolight + Sound Guangzhou 2018: standing out from the crowd for audio and visual integration

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**Last week, Prolight + Sound Guangzhou 2018 presented the world's audio and lighting industries with largest edition in its history, after a total of 75,993 visitors (+2.7%) flocked to Area A of the China Import and Export Fair Complex for the four-day event.**

Shining a spotlight on the recent growth of system integration in the areas of audio, lighting, communication, conferencing and KTV, were a total of 1,300 exhibitors from 25 countries and regions (+4%). Attendees gathered across 130,000 sqm of exhibition space under 13 halls and in the Y-Channel area, which closed their doors on 13 May after an overwhelmingly successful show.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, was delighted with the immediate outcomes of the 2018 edition: "With the show's refined approach in product zoning and offerings, it is very encouraging to see the growth in visitors and exhibitors this year. The continued happiness of our participants is testament to the show's commitment in responding to the industry's transforming needs."



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

The growing visitor figure for this year also came with good international presence. In fact, the top registered visiting countries and regions were India, Taiwan, Hong Kong, Indonesia, Malaysia, Korea, Thailand the USA, Russia and Singapore. Specific buyer delegations also included two international groups – the Entertainment Equipment and Digital Communications Technology Association (Taiwan), and the Broadcasting Equipment Industry Association (Korea).

On the busy show floor, buyers were particularly impressed with the strong level of industry convergence amongst exhibitors, with system integration currently a hot topic across China's pro audio and lighting markets. Many key international audio and lighting brands could be found across all of the halls, including Absen, Bosch, Bose, d&b audiotechnik, Harman International, Kvant, Madrix, Pangolin, SE Audiotechnik, Sennheiser, SGM, Shure, Yamaha and many more. Both exhibitors and visitors alike were impressed with the broad collection of companies, as well as the new and innovative products at their booths.

At the same time, the concurrent fringe programme for Prolight + Sound Guangzhou 2018 helped raise the bar even further for information exchange under the umbrella of audio and visual integration. A consistently packed audience took part in one of the most anticipated aspects of the show – the PLSG Annual Training Course. The conference area covered technical skills for large-scale outdoor events, techniques for system designers and engineers, the latest concepts for successful music festival production and much more.

Another unique part of the fringe programme was the Outdoor Line Array, which gathered 34 international and domestic professional audio brands to showcase the qualities of their audio systems in real time. Visitors were able to sample first-hand some of the most advanced audio technology in the market, which helped create a more complete sourcing platform. Feedback proved that the show is very beneficial in representing both leading global brands and Chinese brands under one roof, particularly through the live demonstrations.

### **Exhibitor comments**

“System integration for the audio and visual markets is an unstoppable trend, and in China the work in this field has only just begun. The country has a big and ever-changing market, and they are looking for products with more advanced technologies and more features. Prolight + Sound Guangzhou is crucial in bringing companies from different countries together in one place, to help everyone learn what quality means to different people. During the show, we've connected with potential clients who are interested in our stage management solutions, including visitors from China, Vietnam, Indonesia, the UK and more.”

*Mr Cameron O'Neill, Director – APAC, Riedel Japan KK, and Mr Hans Liu, Product Manager, Salzbrenner Stageteq Media Technology (Beijing) Co Ltd*

Prolight + Sound Guangzhou  
Guangzhou, 10 – 13 May 2018

“Prolight + Sound Guangzhou is a very important fair for us to promote our range of products in China. This week, we are showcasing our ‘ControlSpace EX’ conference solutions products, which is part of a market we are proactively trying to penetrate here. Also, at this show we can see more and more international brands. Total solutions in audio and visual are a clear trend for the industry in China, and the offerings at the show help demonstrate this future direction of the industry. We’re also very happy with the quality and quantity of visitors.”

*Ms Joyce Tang, Marketing Manager, Bose Professional, Bose Electronics (Shanghai) Company Limited*

“Our company has a lot of experience in the Chinese market, and this year we are at Prolight + Sound Guangzhou once again to promote our most popular 4K communication systems and management platforms. I’m happy to see all the exhibitors here are very energetic about the show, because it means they bring their best products to participants. This benefits everyone because visitors can find the industry’s best offerings, while exhibitors like us can learn from one another. During the show, I have engaged with many customers from different sectors, including end-users such as government bodies and system integrators. I’m looking forward to turning these into actual business after the show.”

*Mr Ling Jun Luo, Guangdong Province Platform Manager, Guangzhou Creator Technology Co Ltd*

### **Visitor comments**

“I am a distributor from India attending the show to source new and innovative speakers, audio mixers, microphones and more from Chinese OEM suppliers. It is very important for me to visit Prolight + Sound Guangzhou because I can check the reliability of brands and discover some of their new products on offer. I already spoke at length with five different exhibitors – mainly audio mixers from China. I am very happy with what I have seen so far and there is a big possibility that I will place an order after the show.”

*Mr Amit Jain, Managing Director, Stallion Exim, India*

“Prolight + Sound Guangzhou allows me to look for new solutions in professional audio and lighting, as well as to discover the latest industry developments and technologies. I’m particularly amazed by the lighting hall, because there are a high number of Chinese brands who are producing some really advanced equipment, for example in the areas of laser projection and LED displays. During the week, I have enjoyed the dedicated zoning, as well as the areas for audio branding for international brands. It helps buyers navigate much easier. I’m also astonished by the scale, visitor flow and product variety.”

*Mr Nai Kong Lee, Music Director, Door Music Studio, China*

“I am attending Prolight + Sound Guangzhou with 36 members of our association, mostly from the performance, production and broadcasting

sectors. We are here to look for audio and visual equipment related to each of these business fields. Our trip this time is quite successful, as there is a broad selection of imported and exported brands on offer, which is a major characteristic of the show. In the past, we needed to go to the European shows to learn new technologies and meet with international brands, but now we can also find them all here in China.”

*Mr Frank Wang, Chairman, Entertainment Equipment & Digital Communications Technology Association, Taiwan*

### **Fringe programme comments**

“In terms of event safety, places like the UK generally have more experience and opportunities to deal with large-scale events in the safest manner possible. In the past, they have been forced to deal with more potentially dangerous situations. However, gravity works the same all over the world, and mistakes come at the same cost everywhere. This means that educational programmes such as the PLSG Training Course are vital for the Chinese market to learn how to avoid disasters during public events. It’s great that we have the chance to teach the audience here in Guangzhou how to provide the safest possible situations for the entire entertainment industry.”

*Mr Tim Roberts, Director, The Event Safety Shop Ltd, Speaker of PLSG Annual Training Course*

“I think this part (Lighting Technology for Television Forum) of the PLSG fringe programme is a great event, and provides an invaluable chance for lighting experts from many different countries to gather in one place. The audience and speakers can harness one another’s knowledge and skills, which is essential for industry further development. Currently, with more and more advanced technologies, lighting design should move beyond hardware and equipment to focus more on the human elements. It’s not about how we deliver a message; it’s about what we deliver and the actual content. I think the audience here are professional and pay a lot of attention during my speech, so I would say the event is a success.”

*Mr Kyoung il Lee, Lighting Designer & Lighting Director, TV Technical Operations, Korean Broadcasting System (KBS), Speaker of Lighting Technology for Television Forum 2018*

Up next, Prolight + Sound Guangzhou will be held on 24 – 27 February 2019 once again in Area A of the China Import and Export Fair Complex in Guangzhou, continuing its journey as a leading platform for the audio visual, professional light and sound industries in China.

The show is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details and information, please visit [www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com) or email [plsgz@hongkong.messefrankfurt.com](mailto:plsgz@hongkong.messefrankfurt.com).

Other shows under the Prolight + Sound brand include:

**Prolight + Sound NAMM Russia:** 13 – 15 September 2018, Moscow

Prolight + Sound Guangzhou  
Guangzhou, 10 – 13 May 2018

**Prolight + Sound Middle East:** 23 – 25 September 2018, Dubai  
**Prolight + Sound Shanghai:** 10 – 13 October 2018, Shanghai  
**Prolight + Sound:** 2 – 5 April 2019, Frankfurt

**Press information and photographic material:**

<https://www.hk.messefrankfurt.com/hongkong/en/media/entertainment-media-creative-industries/prolight-sound-guangzhou/news.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 some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary numbers 2017

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