

Press release

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## Prolight + Sound Guangzhou achieves sustainable growth amidst a dynamic industry shift

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PLSG19\_PR1

**With 1,300 exhibitors and 75,993 professional buyers and industry players worldwide attending the show's most recent edition, Prolight + Sound Guangzhou 2019 (PLSG) is set to be yet another phenomenal industry event to kickstart the year in Asia. There are less than five months to go, and close to 80% of available space has already been booked.**

PLSG will take place from 24 – 27 February 2019 at Area A of China Import and Export Fair Complex. The show will present 13 thematic halls and the Y-Channel demonstration area with a technology-oriented fringe programme on event planning and organising, AoIP and innovative stage design and technical implication concepts for Pro AV and IT sectors.

Across the 130,000 sqm of exhibition space, the focus will fall on an unmatched range of products that are not only for professional users in the entertainment technology field, but also for those in corporate and residential sectors including installers, contractors, consultants and retailers.

After favourable response on the refreshed approach at the 2018 edition, and with the aim to capture the growing opportunities in media technologies and system integrations, the show's signature Audio Brand Name halls will have a new arrangement this year, spanning across Hall 2.2, 3.2, 4.2 (communication and conferencing) and 5.2 (media systems and solutions).

Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd, reflected her optimism on the show's growth spurt: "The positive trends encourage Prolight + Sound Guangzhou to stay ahead of the market trends, and strengthen its position as a sourcing hub in China during the peak sourcing season. We are riding the wave of technological convergence in the entertainment and media system sectors."

Hall 4.2 will feature communication and conferencing products with an enhanced setting, in light of a report by the China Government

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Procurement Network, the revenue in the conferencing sector in the first quarter of 2018 has reached RMB160 million<sup>1</sup>. This opens up the market opportunities in seamless communication and collaboration in various business environments.

Meanwhile, new technologies are opening up more avenues for entertainment experiences such as streaming content, multiscreen engagement and much more on customised solutions. As such, a number of high quality karaoke systems, mini home theatres, smart digital AV and system integrations will be featured in the Y-Channel of the Complex, Theatre K. Pub, supplementing the KTV hall (Hall 1.2).

Visitors can expect to discover product intelligence embedded within devices and the automated use of pro audio and lighting equipment throughout the whole fairground.

### **Reaching out to premium buyers from around the world**

To secure high attendance of top quality buyers from across the globe, the show's Club PRO programme specifically targets global premium buyers from the entire industry chain, including top management from manufacturers, importers, distributors and agents for PLSG and its event counterpart, Prolight + Sound Shanghai. A host of concessions will be provided to enhance their visiting experience.

On top of this, PLSG has formed strategic tie-ups with various industry associations in Brazil, China, Egypt, Germany, Japan, Korea, Russia, Taiwan, Thailand, the UK and the USA, inviting industry experts as well as high quality buyers and enhancing PLSG as an international industry networking and information sharing platform.

With extensive and rich network resource, various roadshows in China, Germany, Japan, Korea and the USA are also underway to leverage the opportunity with brand global presence and give a market update.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more information, 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 Shanghai**

10 – 13 October 2018, Shanghai

### **Prolight + Sound**

2 – 5 April 2019, Frankfurt

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<sup>1</sup> China Government Procurement Network and audio160.com.  
[http://www.audio160.com/news/2018/4/2018\\_1\\_47798.htm](http://www.audio160.com/news/2018/4/2018_1_47798.htm). Retrieved on 2 September 2018.

## **Prolight + Sound NAMM Russia**

September 2019, Moscow

## **Prolight + Sound Middle East**

September 2019, Dubai

### **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 2,400 employees at some 30 locations, the company generates annual sales of around €669 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).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)