

Final Report

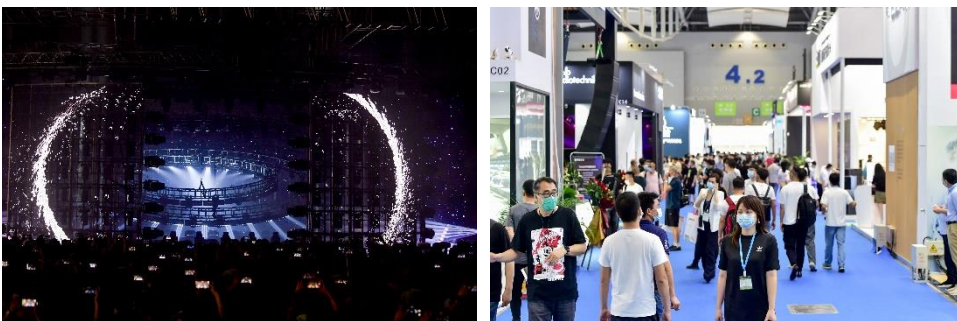
24 May 2021

Prolight + Sound Guangzhou achieves a record breaking increase in visitors and exhibitors, reflecting a bright industry outlook

Flora To
Tel. +2230 9226
flora.to
@hongkong.messefrankfurt.com
www.messefrankfurt.com
www.prolightsound-guangzhou.com
PLSG21_FR_EN

Held from 16 – 19 May in Areas A & B of the China Import and Export Fair Complex, Prolight + Sound Guangzhou (PLSG) recently concluded its largest edition yet with 82,740 visitors in attendance. Industry peers were delighted to once again gather at the physical fair to make face-to-face business connections and discover the latest products and innovations across 150,000 sqm of exhibition space, including 15 thematic halls and three newly introduced “Immersive Experience Zones”.

The 19th edition achieved a record turnout of 1,386 exhibitors, with a variety of prestigious brands represented on the show floor, including Artsound, Audinate, Audio-Technica, BBS, Big Dipper, BIK, BMB, Boray, Bosch, Bose, Celestion, Concore, D&B Audiotechnik, D&Q, DJ Power, Eagle Truss, EZ Pro, Fidek, Fiontu, Golden Sea, Gonsin, Haimei, Harman International, Hikvision, Hivi, HTDZ, IAG, ITC, Kobble, Logitech, Longjoin Group, Maingo, Meyer Sound, Mingjing, Mipro, Mode, NDT, NEC, Polar Lights, Sandy Audio, Sennheiser, Show, Showven, Shure, Soundbox, Soundking, Star-net, Taiden, Takstar, The One Studio, Thunderstone, Tricolor, Viashow, Yamaha, Yeatone, Yes Tech, Yinchuang, Youlon, Zhonghui, Zobo, Zsound and more. The impressive line-up once again reflected that the Chinese entertainment and pro AV market remains strong and full of potential, with opportunities emerging across various new vertical markets.



Visitors enjoyed an array of products on offer in 15 thematic halls and the three new “Immersive Experience Zones”

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

“Tech meets culture” continues to gain attention

2021 was a year of many firsts for PLSG, with the organisers introducing three new “Immersive Experience Zones” in Halls 12.2 and 13.2 to demonstrate how lighting, sound technologies, stage machinery and digital media can be deployed in cultural and entertainment venues.

Mr Hongbo Jiang, Director of the Guangdong International Science and Technology Cooperation Centre, was delighted with the outcome: “We are thrilled to see the enthusiastic response to the new show elements focusing on digitalisation, system integration and media integration, which reflect the growing popularity of the ‘Tech meets culture’ concept. The huge success of this year’s show has validated our decision to expand the exhibition area, and there are many positive signs that the entertainment technology industry in China has returned to a positive trajectory. Digitalisation will continue to be the focus for our upcoming editions.”

Comprehensive online + offline channels help participants stay tuned with the industry

Both exhibitors and buyers benefitted from the newly launched “PLSG21: Live and Online” digital platform which ran in tandem with the physical fair to create business opportunities both online and at the fairground in Guangzhou. As part of the initiative, the organisers cooperated with renowned industry media HC360.com and Mega Stage to provide live coverage of the exhibition including seminars, onsite activities and interviews with company representatives.

Commenting on the new digital offerings, Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: “Using online tools is the best way to empower remote participants to become part of the show, and the widespread engagement from buyers around the world through our new ‘PLSG21: Live and online’ platform has been extremely pleasing to see. We hope to welcome overseas buyers back to the fairground in person at next year’s event, but under the new normal, we will continue to allocate more resources towards digital tools.”

Positive Feedback from participants

“‘Immersive experiences’ are currently very popular in China as the country has focused on revitalising its cultural industry. Stage visual productions in particular have led the way, and now this is extending to the tourism and cultural tourism markets. Stage lighting equipment has huge potential in China, but it is important for us to continue to learn from other successful countries and improve our skills through the PLSG platform. To boost industry growth, the show has increased its focus on product applications, which can help the industry learn how to integrate their products and technologies and apply them in real-world settings. The initiative will help foster development in the cultural and entertainment markets, which is the essence of the ‘Tech meets culture’ concept.”

Mr Jingchi Wang, Assistant Director, China Illuminating Engineering Society: Stage, Film and TV Lighting Specialists Committee

“As a well-known manufacturer of stage lighting equipment in China, we are making good use of PLSG to demonstrate the strengths of our brand. We believe the fair is the most influential industry platform in Guangdong and even the country. Our target customers are mainly theater groups, TV stations and some equipment rental companies, as well as local and overseas distributors. To meet their demands, we have displayed a wide range of lighting products to show our product diversity and technological prowess. Today we have met both old and new customers from all over the country, and as a result of this, many of them now have a much better understanding of our company.”

Mr Marco Chan, Marketing Manager, Golden Sea (Guangzhou Haoyang Electronic Co Ltd)

“System integration in China is growing as it becomes more popular. In the past we saw a lot of equipment with basic, singular functions. Now, we are producing more multifunctional products with wider use applications. PLSG is not only an exhibition for the audio and lighting sectors, but also a destination for related segments such as conferencing in the Audio Brand Name Hall. I think this is not only attracting customers from the conferencing field, as we are also gradually seeing more educational products at the show. We have come into contact with many different types of customers, including those from the electrical power, medical and financial industries at the fair. Each industry has its specific system integration needs, whether it’s conferencing, education, medical surgery, remote teaching, or real-time display systems for banks.”

Ms Rita Zhang, Marketing Manager, Shenzhen S-Track Science & Technology Co Ltd

“PLSG is a highly influential industry event with professional visitors. In the era of digitalisation, the exhibition has continued to innovate its product display methods. The ‘PLS XStage’, for example, is very impressive, adventurous and enlightening. Instead of a simple product showcase, it provides a real-life display of application uses, giving audiences an intuitive feel for how products can be deployed. It also helps us to communicate with our customers in a more efficient way. Exhibitors have all showcased their most advanced products, as well as impressive sound and light performances. We can also see that the show is well positioned to become more widely recognised in the international market.”

Mr Thomas Su, Head of Product & Resource Strategy, ACME

“We aim to build awareness of our new products among industry players through the PLSG platform. Our target customers are audio visual installation specialists, performing arts-related design consultants, and equipment rental companies. On the first day of the exhibition we met a lot of customers including leaders of stage and performing arts associations who visited us to learn about new industry trends. The fair holds a pivotal position within the industry as it gathers an array of influential audio equipment manufacturers from South China as well as visitors from all over the country. We believe this is the ultimate place to display our products.”

Mr Keran Liu, Marketing Manager of PA Sales Dept, Yamaha Music & Electronics (China) Co Ltd

“We are the general agent of NEC’s projection products in the southern region. With cultural tourism becoming more diversified, we want to take this opportunity to connect with more lighting equipment manufacturers. The visitors we’ve met have come from everywhere in the country, not just South China. Many integrators and equipment leasing companies have visited us with clear intentions to purchase projectors. As one of the few projection brands at the exhibition, I think our first time participating at PLSG has been particularly effective when it comes to making a deeper impression on customer groups across different sectors. We are really impressed with the promotion of the fair, the show is well recognised and influential in the industry.”

Mr Dezhi Luo, General Manager, Shenzhen Liugema Information Technology Co Ltd

PLSG Annual Training Course continued its successful run

This year’s fringe programme had something in store for visitors from all corners of the industry. With seminar and training themes aligned and located according to the hall arrangements, visitors could source, create business connections and learn about the latest technical trends with ease.

Many new topics and applications were covered this year, including AVoIP, conferencing systems, Dante networking technology, Depence² application, lighting control, lighting design, live event planning and live sound systems, just to name a few.

Discussing the fringe programme, Mr Holden Guo, System Engineer Manager of SDVoE China, Netgear commented: “The PLSG Annual Training Course is very important because nowadays everyone is transferring from traditional hardware platforms to software platforms. To make progress, I think it is essential to help more front-line users understand the concepts and applications through these seminars. I think China has the largest pro AV market in the world, and there is potential for many new opportunities to emerge. It’s important to foster collaboration between different suppliers and across platforms to cultivate even more product ideas. The ‘Internet of Things (IoT)’ connects everything audio and video related, and this segment of the digital ecosphere keeps growing, so we are still very optimistic about the potential in the pro AV market.”

Further information about “**PLSG21: Live and Online**” can be found at https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/PLSG21_live_online.html

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). The next edition will take place from 25 – 28 February 2022. 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

16 – 18 September 2021, Moscow

Prolight + Sound

26 – 29 April 2022, Frankfurt

Prolight + Sound Middle East

September 2022, Dubai

Press information and photographic material:

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

Social media:

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* preliminary figures 2020