

Press Release

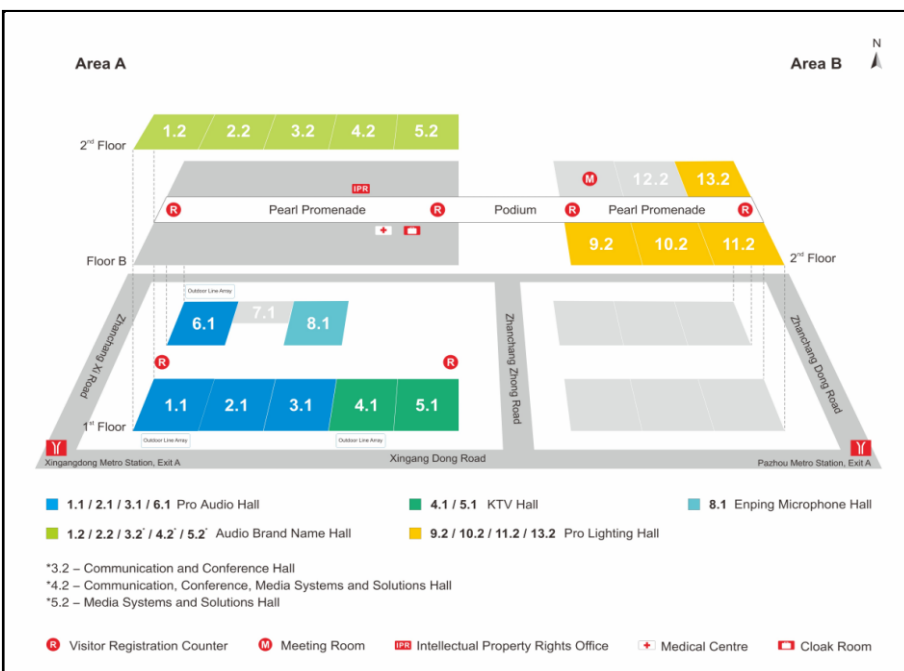
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PLSG returns from 16 – 19 May amid gradual recovery in China’s pro AV and entertainment industries

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China, one of the first global markets to recover its business is seeing live events and trade fairs return. Catering to the renewed hunger amongst industry professionals to conduct face to face business networking and showcase new products, Prolight + Sound Guangzhou (PLSG) is set to once again converge the pro AV and entertainment industries. The 19th edition will be held from 16 – 19 May 2021, in Areas A & B of the China Import and Export Fair Complex, in an expanded hall space from its 2020 edition, reaching over 150,000 sqm.

As the industry requires an effective platform to spark new business opportunities, a number of the industry’s leading brands have already confirmed their participation at the 2021 edition, including Arttoo, Audio-technica, Binghe, Bosch, Bose, Concord, Createk, Danacoid, d&b audiotechnik, EZpro, Gonsin, Haitian, HM Audio, Huain, Infinova, Infree, ITC, JTS, Lofun, Mipro, Restmoment, Sennheiser, Taiden, Tongbo, Tricolor, Summcinfo and Yamaha.



Prolight + Sound Guangzhou 2021 floorplan

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



Even in times of crisis, PLSG continues to play an important role in bringing industry players together. Speaking of the success of the recent 2020 edition, Mr Hongzhi Han, of the China Institute of Stage Design Sub-commission of Sound Design says: “PLSG20 was the first exhibition in our industry to return after the pandemic. It was like a booster which rejuvenated confidence and provided encouragement to the industry. It was much more than just an exhibition!”

Digital tech to take centre stage

Technological convergence continues to be a hot topic in China, where stand-alone devices are integrated into a networked system to offer spectacular audio visuals and interactive experiences. The growth of this new form of media even has government support. In fact, the general offices of the Communist Party of China Central Committee and the State Council have recently released guidelines encouraging the extensive use of digital and online tools to further beef up the country’s media convergence. The document calls for the channelling of more quality content, advanced technologies, professional talent and funds to internet platforms and mobile devices. Highlighting the integrated development driven by advanced technology, it also stresses the need to better use 5G, big data and artificial intelligence¹. Catering directly to this growth sector, digitalisation and systematisation will be important themes at the 2021 edition of PLSG, with the fair’s returning Media Systems and Solutions Hall helping connect the entire supply chain under one roof.

Integrated platform fosters collaboration across various vertical markets

Pro AV suppliers are increasingly embracing digitalisation and new technology. In response to the growth potential that this has created, the fair’s product range across its five main product categories of pro audio, pro lighting & stage equipment, communication & conferencing, media systems & solutions and KTV & Theatre K. pub will be further expanded to meet the demand.

Digitalisation is also helping AV equipment suppliers deploy their products outside the entertainment sector in vertical markets such as culture and tourism, commercial, education and building. Exhibitors will present their latest solutions in these wider vertical markets in order to accommodate the varied sourcing requirements of buyers.

Halls 3.2, 4.2 and 5.2 in Area A will gather all the latest microphones, conference systems, public address systems and networks, as well as AV and communication systems, allowing trade buyers to easily compare related devices and explore system integration opportunities. Meanwhile, the lighting section will be expanded into four lighting halls (9.2, 10.2, 11.2, and 13.2 in Area B), which will bring more variety of lighting and stage solutions, projection, control and interface systems with applications for building and commercial use, as well as in the cultural and tourism sectors.

¹ “Integrated media development”, China Daily. Retrieved 26 September 2020.

http://www.gov.cn/zhengce/2020-09/26/content_5547310.htm

Fringe programme to demonstrate how digital trends are impacting different markets

As the business community continues to get back on its feet, the value of industry knowledge has never been higher. The PLSG Annual Training Course, taking place during the fair, will enrich its contents in line with digitalisation being the rising trend. Covering the entertainment, live event production and commercial fields, the course will be held in cooperation with industry associations, and will feature seminars, panel discussions and product demonstrations for knowledge and skills exchange. This creates a comprehensive educational platform for the likes of distributors, wholesalers of lighting and sound, system integrators, event and AV rental companies.

Dante, the preferred audio networking solution that has been adopted by various pro AV manufacturers, has been involved with the fair since 2017. A number of Dante-enabled products from leading brands including Allen & Heath, Biamp, DMT, EZpro, Focusrite, Netgear, Powersoft, Relacart, S-Track, Symetrix, Shure and Tico were demonstrated at PLSG earlier this year, and Dante demonstration area will once again be present at the 2021 edition. Special presentations of technological convergence in the form of sound, lighting and media collaborations will also feature. More details about the fringe events will be announced closer to the show dates.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd expresses her expectation to the 2021 edition fair: "Following the favourable response to the 2020 edition, we aim to once again provide a trusted platform for professionals to re-establish business connections and ensure business continuity in May. In response to the fast recovery in the Chinese entertainment, media and pro AV industry, it is our mission to continue to help industry professionals unlock business potential, particularly in growth areas such as technological convergence."

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). The organisers will closely monitor the pandemic situation and will strictly follow the local government's protection guidelines. 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 Middle East

24 – 26 January 2021, Dubai

Prolight + Sound

13 – 16 April 2021, Frankfurt

Prolight + Sound NAMM Russia

16 – 18 September 2021, Moscow

Prolight + Sound Shanghai

Autumn 2021, Shanghai

Press information and photographic material:

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

Social media:

Facebook: Prolight and Sound China

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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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. 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. 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