

Press Release

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## Prolight + Sound Guangzhou prepares for its 20<sup>th</sup> anniversary edition in February 2022

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**The largest entertainment and pro AV trade fair in China, Prolight + Sound Guangzhou (PLSG), is fast approaching its 20-year milestone. Over the past two decades, the fair has witnessed the industry evolve and has become a key driver for growth, business collaboration and technological development. Moving forward, the new wave of digital innovations will be highlighted at the fair via a variety of show elements, including the “Beyond lighting and sound” theme, and the return of the popular “Tech meets culture” concept. The 20<sup>th</sup> edition will be held from 25 – 28 February 2022 in Areas A and B of the China Import and Export Fair Complex, with more than 1,400 exhibitors expected to showcase their latest innovations in 16 thematic halls spanning 160,000 sqm.**

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd is delighted of the fair’s achievements: “Messe Frankfurt has co-organised the fair since 2013, with the aim of upholding its position as the most comprehensive platform for the industry. With our extensive global network and the local resources of our partner, STE, industry peers in China and overseas have achieved countless business and networking opportunities. Global buyers can generate real-time business through the digital platform that Messe Frankfurt has offered – ‘PLSG Live and Online’ along with the physical show.”

Mr Hongbo Jiang, Director of Guangdong International Science and Technology Cooperation Centre, adds: “From a small local exhibition in 2003, to one of the most influential trade fairs for the entertainment and pro AV industry in China today, PLSG has taken impressive strides since its debut. We are grateful for the continuous support and trust from associations, exhibitors, trade visitors, and media, even during challenging times. To show our appreciation, and in celebration of the fair’s 20<sup>th</sup> anniversary, we are appealing to all industry peers to submit their tributes, which will be displayed at a dedicated area onsite, we invite all stakeholders to be part of PLSG’s collective memory. But more importantly, by delivering new show content together with sourcing, networking and educational opportunities at the highest level, we hope to provide the industry with the support it needs to succeed.”

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## **Strategic hall planning to foster collaboration across direct and vertical market**

Recent editions of PLSG have seen increasing industry participation from vertical markets such as the cultural tourism and residential sectors, as well as home, retail, hospitality and education. The focus at the 2022 edition will therefore fall on maximising exhibitor exposure to buyers from all of these markets across the fairground. 16 halls will be strategically arranged to ease the buyer sourcing experience and create more opportunities for cross-sector collaborations.

### Audio Brand Name Halls

Social-distancing measures have intensified demand for webcasting and livestreaming technology, which is seen as a critical enabler for remote collaboration and communication in the workplace and the education sector. The Audio Brand Name Halls (covering communication & conferencing and multimedia systems & solutions) will extend to 6 halls in Area A (1.2, 2.2, 3.2, 4.2, 5.2, 3.1) to better accommodate these needs and optimise the visiting experience of system integrators from different vertical markets.

### Pro Audio Halls

As the entertainment and tourism markets in China continue to recover, there has been a corresponding increase in demand for professional audio products. A wide variety of pro audio solutions will be unveiled in the Pro Audio Halls (1.1, 2.1, 6.1), while the Outdoor Line Array zones will be located nearby to demonstrate large stage structures and sound systems under concert conditions.

### KTV Halls

The development of the “Internet+” has created more interactive and diverse forms of entertainment in the KTV sector. New KTV systems, mini home theatres and smart digital AV equipment will be located in the KTV & Theatre K. Pub Halls (4.1 and 5.1).

### Pro Lighting & Stage Equipment Halls

The cultural tourism market is developing rapidly in China, with staging and performing arts, theme parks and museums generating new opportunities for pro lighting and stage equipment suppliers. The deployment of special lighting at cultural sights and scenic spots, for example, is driving new opportunities for business. The latest solutions from this field will be showcased in the Pro Lighting Halls (9.2, 10.2, 11.2 and 13.2) in Area B.

## **Immersive experience zones encourage system integration**

The entertainment and pro AV community is brimming with creativity. To bring more attention to the latest innovations and system integrations, PLSG formulates new methods for exhibitors to present their products, solutions and technologies. In particular, “Tech meets culture” will be one of the spotlights at the 2022 edition. The “PLS Xtage” will welcome a collection of specialist exhibitors to combine advanced lighting, sound and digital technology to create a unique, interactive and entertaining cultural experience for audiences.

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

26 – 29 April 2022, Frankfurt

**Prolight + Sound Middle East**

September 2022, Dubai

**Prolight + Sound NAMM Russia**

September 2022, Moscow

**Press information and photographic material:**

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

**Social media:**

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

WeChat: @prolight-sound

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 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](http://www.messefrankfurt.com)