

news +++ Prolight + Sound Guangzhou  
Guangzhou, 27 – 30 May 2025



## Prolight + Sound Guangzhou 2025: world's largest entertainment and pro AV industry event opens 27 May

**Guangzhou, 26 May 2025. The 23<sup>rd</sup> edition of Prolight + Sound Guangzhou (PLSG), the largest in its history, opens its doors from 27 – 30 May 2025 at the China Import and Export Fair Complex in Areas A, B, and D. As the chosen platform for brands to introduce their entertainment and pro AV technologies, this year's fair welcomes 2,209 exhibitors across 210,000 sqm and 22 themed halls. The expansion into Area D accommodates an enhanced product portfolio and broadened applications for various vertical sectors. Another aspect set to appeal to the show's 59 global buyer delegations and fairgoers is the fringe programme's immersive performances and informative forums that demonstrate innovative capabilities, facilitate knowledge exchange and enhance international business opportunities.**

PLSG 2025 will continue to uphold its vision of building a robust platform to connect industry players with the latest products and market insights. Speaking ahead of the show's opening, Mr Richard Li, Executive Director of Messe Frankfurt (HK) Ltd, remarked: "We are proud to present the largest edition of Prolight + Sound Guangzhou. The show has grown considerably in both scale and diversity across all product categories in recent years, particularly within the professional audio sector, which spans 14 themed halls. The fair rapidly evolves with market demand to help industry players seize new opportunities, and expand applications into emerging verticals like cultural tourism, digital lighting, smart education, and commercial architecture, fostering development in the entertainment and pro AV ecosystem."

### **The premier destination for new product releases**

Many brands choose PLSG as the platform to launch new products, showcasing innovations that drive the industry forward. The convergence of international and local brands creates a well-rounded representation of trends shaping the industry. Pioneering companies, including Bosch, DSPPA Audio, d&b audiotechnik, Fine Art, Harman International, Jusheng, Kimu, Mooncell, Neutrik, Nightsun, PLA, POJ, SE Audiotechnik, Showven, Shure, Taiden, Takstar, and ZhongHui, will unveil new products and solutions at the show.

## **Global sourcing hub for full-spectrum of products**

The fair's diverse range of products from across the entire industry chain offers buyers an efficient sourcing experience. Area A will showcase communication and conference systems, multimedia solutions, and professional audio equipment. Area B will gather numerous professional lighting, stage machinery, immersive technology, cultural tourism lighting, and digital light products. Meanwhile, the newly introduced Area D will cover KTV-related equipment and entertainment solutions, and more, including the Professional Audio Parts & Accessories Hall debuting in Hall 18.1.

## **Expert speakers provide insights into technological trends**

This year's fringe programme has attracted leading industry players to share technical knowledge of the latest developments across more than 100 events.

Among the highlights is the **IFTT 2025 The Sound – Future Science and Technology Innovation Conference**, presented by The China Association of Recording Engineers and UHD World Association. The event will launch China's self-developed 3D audio technology "Audio Vivid", showcasing significant advancements in the country's technological landscape. Meanwhile, the SDVoE Alliance will hold the **PLSG Video All In One Zone** to explore AI's transformative role in traditional audio-visual industries, emphasising applications and practical implementation. Moreover, the **2025 Light and Performing Arts Industry Conference**, co-hosted by the the CCT Night-Time Culture & Tourism Committee, addresses sustainability initiatives by examining tech-driven solutions for the performing arts sector.

## **'Tech meets culture' inspires creativity through vibrant performances**

PLSG remains committed to leveraging technology to enrich the entertainment industry by incorporating cultural and creative elements into its fair experiences. Under the theme '**Tech meets culture**', the immersive areas on the show floor will combine cultural expression, creativity, and visual effects, showcasing the full potential of advanced technologies.

The much-anticipated **PLS Unicorn Series**, China's first large-scale creative showcase, will celebrate its 5th anniversary in Hall 8.1 of Area A. Through a series of impressive shows and immersive areas that demonstrate the capabilities of cutting-edge audio, visual, and lighting technology, the event aims to inspire new applications of the latest tools, and unite top local equipment suppliers and stage professionals.

This year, PLSG will introduce **Peak Shock: Return from Journey to the West Immersive Show**, in collaboration with renowned stage art designer Mr Guojun Qu, Director of the Cultural Tourism Lighting Committee of the China Illuminating Engineering Society. Inspired by the timeless Chinese classic Journey to the West, this production transcends traditional lighting and scenic design, enriching the cultural tourism landscape through innovative, integrated effects. The performance will be held in Hall 11.3 of Area B.

Making its debut at booth F68 in Hall 10.3 of Area B, the **VR cultural tour: a journey through time to Yuanmingyuan** is a world class VR showcase. It combines history and technology, offering an immersive exploration to Yuanmingyuan, also known as the Old Summer Place, a historical site in Beijing renowned for its rich cultural heritage and stunning landscapes.

This year's show will include dedicated zones for attendees to experience the latest audio technology first-hand. The Recording & Production Zone, located on the balcony of Halls 2.2 and 3.2, features over 30 global brands demonstrating music and technology innovations. Complementing this is the Outdoor Line Array Demonstrations, where 38 global brands will deliver concert-grade audio experiences across three zones outside Halls 2.1, 4.1, and 18.1.

### **International visitors elevate business opportunities**

The show will welcome a record-breaking of 59 local and international buyer delegations, including from media partners Latam Stage (Argentina) and Musica & Mercado (Brazil), along with representatives from Entertainment Equipment and Digital Communications Technology Association (Taiwan), Hong Kong Multimedia Design Association, Malaysia Design Centre, and Themed Entertainment Association (USA).

To augment the quality and standards of the entertainment sector in the Belt and Road region, PLSG has also collaborated with the Yinchuan Stage Design Association to launch the **China – Arab States Stage Technician Training Course**. Stage technology professionals from diverse countries and regions, including Kuwait, Morocco, Oman, Saudi Arabia, Tunisia, and the UAE, are set to attend. The dynamic participation ensures the show continues to open up valuable business opportunities, and is further evidence of its status as an exceptional sourcing experience.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Co Ltd (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).

For more information on Events & Entertainment Technologies shows worldwide, please visit: [www.prolight-sound.com/worldwide](http://www.prolight-sound.com/worldwide)

### **Press information and photographic material:**

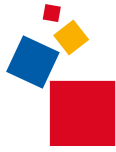
<https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.html>

### **Links to social media:**

Facebook: Prolight and Sound China

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**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. With a workforce of some 2,500\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\*Preliminary figures 2024