



World's largest entertainment and pro AV event is getting even bigger – extended entertainment technology showcase awaits at Prolight + Sound Guangzhou 2025

Guangzhou, 4 November 2024. The advanced technological transformation sweeping the professional audio-visual industry is redefining nearly every sector of the market – enhancing key aspects of engagement including spaces, experiences, and interactions. From 27 – 30 May 2025, the 23rd edition of Prolight + Sound Guangzhou (PLSG) will unite manufacturers, distributors, system integrators, and end users to explore a global showcase of the latest innovations for multi-purpose environments. As the largest entertainment and pro AV trade fair in the world, the event will once again drive industry growth by combining product displays with valuable market insights, fostering meaningful business connections and brand development. Set to span 24 thematic halls of 230,000 sqm at the China Import and Export Fair Complex, next edition's show will expand to Areas A, B & D.

As a major player in the professional audio-visual industry, China is dedicated to enriching its social and cultural infrastructure. This commitment is underscored by the recent adoption of a government policy aimed at promoting equipment renewal in the field of culture and tourism¹, to enhance safety, energy efficiency, and performance. The plan focuses on upgrading stage lighting, sound systems, display technologies, mechanical equipment, special effects gear, and their corresponding control systems in venues for cultural and tourism shows, with new requirements set to amplify the innovations on display at PLSG's upcoming edition.

In addition, according to the China Association of Performing Arts, there were 119,000 commercial performances across the country in the first quarter of 2024, reflecting a 72% year-on-year increase². This surge in large concerts and music events has created a strong demand for stage entertainment lighting and sound systems, offering a wealth of opportunities for industry players to capitalise on at PLSG.

Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd, highlighted the expanded vision of the 2025 show and the significant potential of pro AV technologies to

¹ https://www.gov.cn/zhengce/zhengceku/202405/content_6953464.htm, published on 21 May 2024

² <http://www.xinhuanet.com/local/20240418/3c4e5e8537ea4cc0a3541bddb9b3e297/c.html>, published on 18 April 2024

drive growth of multiple industries beyond culture and tourism. She stated: “The upcoming Prolight + Sound Guangzhou will showcase emerging cross-sector trends. By broadening the exhibition space and diversifying product offerings, we aim to enhance collaboration with stakeholders in key sectors such as entertainment, architecture, commerce, culture and tourism, and education industry, ultimately enriching China’s entertainment and pro AV community.”

This year's show will gather a full spectrum of entertainment and pro AV products and technologies categorised under five key product halls.



Prolight + Sound Guangzhou 2025 hall plan

Audio Brand Name Halls (3.1, 4.1, 5.1, 1.2, 2.2, 3.2, 4.2 and 5.2): Communication and Conference Halls will be located at Hall 1.2 and 2.2, while Multimedia Systems and Solutions can be explored in Hall 3.2, 4.2, and 5.2. These spaces will showcase world-class pro AV solutions and integrated experience technologies, featuring cutting-edge conference systems, AV network transmissions, and multimedia entertainment products.

A comprehensive range of pro audio products and equipment will be available on the first floor. Hall 3.1, 4.1, and 5.1 will prominently feature line array products, continuing to collaborate with outdoor line arrays in Halls 2.0 and 4.0. Combining “display” and “demonstration”, these areas will be an ideal interactive platform for showcasing top-quality line arrays.

Professional Lighting Halls (9.2, 10.2, 11.2, 12.2, 9.3, 10.3 and 11.3):

The Professional Lighting Halls will display innovative designs and the latest technologies for architectural, outdoor, and stage applications. Featured innovations include laser technology, lighting consoles, stage lighting, truss, rigging, and special effects.

At the same time, Visual X, the Guangzhou International Digital Vision, Intelligent Display and Metaverse Solutions will take place in Hall 13.2. This event will connect top industry software and hardware solution providers with digital content creators in an immersive showcase that pushes the boundaries of what is possible – not only in new media sectors such as visual arts, film, and television, but also in retail and e-commerce, automotive, and medical fields.

Professional Audio Halls (1.1, 2.1, 6.1, 7.1, 17.1 and 18.1) and KTV Halls (19.1 and 20.1):

The audio technologies showcased in the Professional Audio Halls and KTV Halls of Areas A and D keep fairgoers at the forefront of the home and personal entertainment industry.

To meet the growing demand for home entertainment systems, personal entertainment and themed immersive experiences, the exhibition area has expanded to feature a diverse array of products.

As digital trends continue to evolve within the KTV sectors, new interactive and varied entertainment options are emerging. The KTV Halls will highlight cutting-edge technologies and solutions suitable for both personal and professional entertainment environments. Visitors can explore home audio systems, mini home theatres, smart digital AV equipment, and specialised professional audio tools tailored for the entertainment industry.

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 or email plsgz@hongkong.messefrankfurt.com.

More about the global activities of the Prolight + Sound trade fair brand at www.prolight-sound.com/worldwide.

Press information and photographic material:

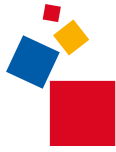
<https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.html>

Links to social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

WeChat: @prolight-sound



Your contact:

Carly Cheung

Tel. +852 2230 9226

Carly.cheung@

hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk

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 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 609 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

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