

Press Release

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Record high visitor turnout at Prolight + Sound Guangzhou signals full recovery of global entertainment and pro AV industry

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Dimming the lights on 25 May, the 2023 edition of Prolight + Sound Guangzhou (PLSG) has illuminated a strong outlook for the global entertainment and pro AV industry, with a significant 61% increase in visitors reaching 85,046 – a new high. The four-day show also featured over 50 fringe events and showcased 1,403 exhibitors across 130,000 square meters of exhibition space, representing a 35% growth from the previous edition.

At the fair's conclusion, Mr Richard Li, Executive Director of Messe Frankfurt (HK) Ltd, stated: "Given the recent positive outlook for the global entertainment and pro AV industry, and the opening of China's borders in January this year, we are delighted that this year's show has set a new record for visitor numbers. The enthusiastic response underlines Prolight + Sound Guangzhou's status as an indispensable platform for both local and international industry players."

"The show goes beyond just showcasing the latest advancements in entertainment and pro AV technologies to also highlight the vast potential applications of these solutions in a variety of industries: from entertainment, construction, and the commercial sector, to cultural tourism and personal use. This wide coverage is one of the key reasons for the fair's growing popularity. The possibilities for leveraging lighting and sound solutions are endless. For instance, we strategically separated out the Recording and Production Zone this year to help industry players capitalise on the rapid growth of the personal recording market, and we are pleased that it was well-received by both exhibitors and visitors," added Mr Li.

Mr Hongbo Jiang, Director of the Guangdong International Science and Technology Cooperation Centre, was also delighted with the outcome: "As the cultural and entertainment industries make a full recovery, markets such as concerts, stage performances and cultural tourism are all flourishing. As a result, the PLS Unicorn Series was once again a highly popular attraction at the fairground, illustrating its position as a pioneer for showcasing excellence in the industry. The immersive experiences created by the pro AV solutions, media art and stage installations captivated audiences and demonstrated new standards for what's possible in the world of events and

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live performances. The show also boasted a diverse fringe programme and the highly-anticipated PLSG Annual Training Course. Participants and speakers alike praised the events for valuable information exchange, networking and training opportunities that enhanced the overall show experience.”

Major participating brands this year included the likes of ACE, ACME, Audio Center, Audio-Technica, Beta-Three, Big Dipper, BIK, BMB, Boray, Bosch, Bose, Cadac, CD-Stage, Charming, D&B Audiotechnik, Danacoid, Dare, DMT, Eagle Truss, EZ Pro, Fidek, Fine Art, Golden Sea, Gonsin, Haimei, Harman International, High End Plus, Hivi, ITC, Jusheng, Longjoin Group, Mode, Neutrik, Nightsun, PCI, Phoenix, Pioneer DJ, Plustruss, Polar Lights, Qiangli Jucai, Ray Long, SAE, Se Audiotechnik, Sennheiser, Showven, Shure, Soundking, ST Audio, Star-Net, Taiden, Takstar, Yamaha, Yeatone, Yin Chuang and Zhonghui.

Participants reflect on their experiences

“We really appreciate the uniquely situated Recording and Production Zone, because it’s specifically designed for suppliers like us. This zone converges professional recording and production companies, which attracts our target customers. Not only does it draw a large amount of visitor traffic, but visitors also spend a considerable amount of time exploring exhibitors at the zone. As a marketing platform, the show’s cost-effectiveness is impressive. We have the opportunity to showcase our product quality and technical features here, contributing to the industry’s development.”

Exhibitor

Mr Hao Liu, Technical Manager, Synthax China

“We specialise in karaoke products and systems, catering to both commercial and household use. Our commercial segment provides entertainment systems for KTVs, bars and other entertainment venues. The trade fair is very important to us because it provides a platform for our new product releases each year. After so many editions, the show has developed significant industry influence. The KTV hall provides a comprehensive platform for total solutions by bringing everything together: from lighting, audio to video and special effects. It serves as the best platform to showcase our products. I am also impressed with the substantial visitor flow during the past few days.”

Exhibitor

Mr Tao Zhang, Director of Brand Marketing, Sichuan Yinchuang Weiye Technology Co Ltd

“Pro audio products are one of the most sought-after products at PLSG. In my seminar, I introduced attendees to the proper utilisation of audio consoles, and I hope that more people will integrate them into their products, so that end users can benefit. Compared with similar trade fairs, I think this show has a geographic advantage because of Guangzhou’s excellent business environment, especially in the audio sector. Just like the city, PLSG itself serves as a base for pro audio products in China, bringing together manufacturers from across the country. Industry players collaborate and learn from each other here.”

PLSG Annual Training Course Speaker

Mr Henry Zhou, Technical Manager, Crestron China

“This show presents an excellent opportunity to gather customer feedback. It not only helps us improve our service quality but also allows us to incorporate the market information we collect into our business plans. On the first day, we already received numerous enquiries from overseas customers. We have developed many new products to cater to the evolving market demands in the past few years, and these overseas customers have shown great interest in our latest offerings. We are glad that our products meet their requirements in aspects such as lighting performance, illuminance, and colour.”

Exhibitor

Ms Rain Lee, International Trade Manager, Fine Art Lighting Company Ltd

“I represent a retailer of sound equipment from South Africa, primarily dealing in our own brand of products that we source and import through OEMs in China. My experience at the fair has been great. With China’s borders now open, it is an excellent opportunity for us to stay informed about the latest trends and products. Numerous technological changes have occurred in the past few years, and a lot of new designs are now on display.”

Buyer

Mr Sean Stacey, CEO, Fastrak Trading

“PLSG excels in bringing together lighting, pro audio products and stage machinery. In addition to the emerging companies here, we are also able to check out the latest technology and equipment at the show from industry leaders. This inspires us to consider how we might make better use of these tools in our performances and captivate our audience. The show has drawn global leaders in the stage and lighting industry, providing us an opportunity to see new technologies and stay up-to-date with the latest industry trends.”

Supporting Association Representative

Mr Lu Ma, Vice Chairman, China Institute of Stage Design

“The show’s theme, ‘Tech meets culture’, is highly significant to us. During stage art production, we encounter various challenges concerning technology, equipment, and innovative technical presentations. While the show is dedicated to showcasing cutting-edge technologies and products, the organisers work so hard to pursue artistic expression through technology. As a result, the show has consistently been one of the world’s leaders in presenting technological innovation and nurturing the stage art industry. Our aims closely align with one another.”

Supporting Association Representative

Professor Tianfu Yin, Director of the Stage Art Department, Shanghai Theatre Academy

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Co Ltd (STE). The next edition will take place from 23 – 26 May 2024 at Areas A and B of the China Import and Export Fair Complex. 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

19 – 22 March 2024, Frankfurt

Prolight + Sound Middle East

Date to be announced, Dubai

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 one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 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

* Preliminary figures for 2022