

Press Release

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Largest ever Prolight + Sound Guangzhou opens with “Tech meets culture” in the spotlight

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PLSG21_OR_EN

With business opportunities available both online and at the fairground, this year’s Prolight + Sound Guangzhou (PLSG) is more accessible than ever before. Opening from 16 – 19 May, the 2021 edition is hosting 1,386 exhibitors in Areas A & B of the China Import and Export Fair Complex, while the new ‘PLSG21: Live and Online’ digital platform is running concurrently to deliver high quality sourcing, networking and educational opportunities to participants around the world.

Now entering the 19th edition, the exhibition area has reached a record 150,000 sqm of hall space including 15 thematic halls designated to meet various sourcing needs. This includes pro audio, communication and conferencing, media systems and solutions, and KTV technologies located in Area A, while Area B is housing four lighting halls.

With expectations high, renowned exhibitors are ready for a productive four days of business, including the likes of Artsound, Audinate, Audio-technica, BBS, Big Dipper, BIK, BMB, Boray, Bosch, Bose, Celestion, Concore, D&B Audiotechnik, D&Q, DJ Power, Eagle Truss, EZ Pro, Fidek, Fiontu, Gonsin, Haimei, Harman International, Hivi, HTDZ, IAG, ITC, Kobble, Longjoin Group, Maingo, Meyer Sound, Mingjing, Mipro, Mode, Polar Lights, Sandy Audio, Sennheiser, Show, Showven, Shure, Soundbox, Soundking, Star-net, Taiden, Takstar, The One Studio, Thunderstone, Tricolor, Viashow, Yamaha, Yes Tech, Yinchuang, Youlon, Zobo, Zsound and more. A prominent line-up of first-time exhibitors such as Golden Sea, Hikvision, Logitech, NDT, NEC, Yeahtone and Zhonghui will also feature, providing product coverage across the vertical markets of entertainment, building, commercial, culture and tourism, and education.

Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, is confident that the market is on the road to recovery: “Exhibitors and buyers across the global entertainment and pro AV industry trust PLSG as the platform to access the promising China market. With an expanded floor plan introduced to accommodate more elaborate exhibitor displays, this year’s exhibition area is perfectly split between audio and system integrations in Area A, while impressive visuals can be found in Area B at the new immersive experience zones and in the lighting halls. Fully utilising Messe

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Frankfurt's extensive global network, this year, we have introduced a new digital service, "PLSG21: Live and Online" so that overseas buyers can participate remotely. With a lively atmosphere at the fairground, and new connections facilitated online, this edition of PLSG is bringing the industry together through a variety of channels."

Immersive Experience Zones – new for 2021

Making their debut, three "Immersive Experience Zones" in Halls 13.2 and 12.2 offer interactive experiences that demonstrate how lighting, sound technologies, stage machinery and digital media can be deployed to bring culture, history and creativity to life:

- Hall 13.2: The Glory of Guangdong: Immersive Interactive Showcase
- Hall 12.2: the PLS XStage
- Hall 12.2: Lighting and Art Space

The new zones have been deployed at an appropriate time for the industry in China. Discussing the current market for cultural and entertainment experiences, Mr Hongbo Jiang, Director of Guangdong International Science and Technology Cooperation Centre, says: "2021 is the 100th anniversary of the founding of the Communist Party of China. Recently, the Ministry of Culture and Tourism lifted restrictions on commercial events. Many large-scale performances, exhibitions and other events will be held to mark the special occasion. The increased demand for culture and tourism will surely bring growth to our industry. To spotlight the theme of 'Tech meets culture', we hope to combine the strengths of PLSG (pro audio and lighting equipment), with digital media to create more vivid and entertaining cultural experiences."

Education and training available online and at the fairground

58 seminar sessions will be held to promote dialogue between exhibitors, end users and buyers, from newcomers to professionals. Trends and developments across different facets of the industry will be covered, including 5G audio networking, audio solutions in E-sports, game audio production, noise control in vehicles, online broadcast at performance venues, public broadcast, stage equipment and live event production training.

Participants can also benefit from the **PLSG Annual Training Course**, a long-standing initiative to encourage cross-sector knowledge sharing and integration. Held at the fairground and broadcast online, the training covers three main themes:

- Next level for Audio and Visual
- Dante Training and System Demo
- Light Beyond Lighting

Other educational events and product demonstrations available for participants to explore include:

- Development and Challenges of Digital Audio Technology 2021
- New Trends and Theories in Audio Technology Development
- Outdoor Line Array
- Philips Video and Audio Entertainment Global Strategy Cooperation Press Conference

Wide pool of professional buyers expected to turnout digitally and in Guangzhou

Over the years, PLSG has received support from various industry associations and media, and this year is no exception. Fostering collaboration across different verticals, the associations and media delegations participating this year include HC360.com with over 1,000 buyers, the China Association of Building Energy Efficiency Hotel Facility Management Professional Committee, the China Institute of Stage Design Sub-commission of Sound Design, the Shanghai Scenography Academy, and the China Illuminating Engineering Society: Stage, Film and TV Lighting.

To encourage participation overseas, the fair's new digital platform "PLSG21: Live and Online" was launched on 10 May and will continue until 26 May. Exhibitors and buyers can preview the latest products and profile of their target business partners through the online business matching platform. Industry professionals can also view live streamed seminars, onsite activities and interviews with company representatives and experts conducted in English.

Further information about "PLSG21: Live and Online" can be found at https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/PLSG21_live_online.html

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 NAMM Russia

16 – 18 September 2021, Moscow

Prolight + Sound

26 – 29 April 2022, Frankfurt

Prolight + Sound Middle East

September 2022, Dubai

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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 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

* preliminary figures 2020