

Press Release

16 April 2021

## Prolight + Sound Guangzhou introduces new digital tools for its 2021 edition

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PLSG21\_PR3\_EN

**To adapt to the “new normal”, the organisers of Prolight + Sound Guangzhou (PLSG) have unveiled details of enhanced digital services to run alongside the upcoming physical edition. PLSG was the first pro lighting and audio trade fair to resume in China during the critical period in 2020. And this forward-thinking spirit will be continued in 2021 not only at the physical event, but also via the new "PLSG21: Live and Online" initiative which has been introduced to foster a global marketplace, and to gather, support, and inspire professionals from all over the world with the latest products and innovations.**

The physical fair is set to be held from 16 – 19 May 2021, taking place in an expanded space of 150,000 sqm (up 87.5% from 2020) in Areas A & B of the China Import and Export Complex with over 1,300 exhibitors in attendance. The increased scale of the physical event is a reflection of renewed hunger amongst industry professionals to meet for face to face business networking and product showcasing.

With business interactions at the 2021 fair conducted both at the fairground and online, opportunities to generate new relationships will be maximised. Exhibitors will benefit from in-person interactions in the exhibition hall and the advantage of presenting their profile and products to global stakeholders online. Likewise, global trade professionals will have the opportunity to discover the latest market information and connect with exhibitors through digital business matching, live conferences and live-streamed onsite activities.

### **One-on-one onsite and virtual buyer-exhibitor matching platform**

With improved functionality in 2021, business matching continues to be a priority service at PLSG. An online pre-schedule booking system has been established to help both exhibitors and buyers preview the profile of their target business partners, and gain an in-depth understanding before their face-to-face onsite meetings. This feature will be available both before and after the fair, with a real-time online chat running from 10 – 26 May.

### **A 365-day online platform**

During the fair, a professional filming team and moderator will provide coverage of product demonstrations, fringe events and conduct interviews with company representatives and industry experts. Overseas media and

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exhibitors will also be connected online to discuss hot entertainment sector topics and share technical knowledge. PLSG's live and recorded programmes will be presented online to industry players around the globe.

Speaking of the new digital offerings, Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd says: "PLSG is combining the best of both worlds, both physically and virtually: personal interaction and virtual networking options. We want to create digital opportunities for all companies and professionals, elevating and extending the fair experience to new heights."

Further information about "**PLSG21: Live and Online**" can be found at [https://prolight-sound-quangzhou.hk.messefrankfurt.com/quangzhou/en/PLSG21\\_live\\_online.html](https://prolight-sound-quangzhou.hk.messefrankfurt.com/quangzhou/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-quangzhou.com](http://www.prolightsound-quangzhou.com) or email [plsgz@hongkong.messefrankfurt.com](mailto: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-quangzhou.hk.messefrankfurt.com/quangzhou/en/press.html>

**Social media:**  
Facebook: Prolight and Sound China  
LinkedIn: Prolight and Sound China  
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](http://www.messefrankfurt.com)

\* preliminary figures 2020