

Press release

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## Prolight + Sound Guangzhou opens on 10 May with record-breaking exhibitor participation and association support

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PLSG18\_PR5

**This week, Prolight + Sound Guangzhou 2018 will welcome 1,300 exhibitors from 25 countries and regions, a 4% increase on its previous edition.**

The four-day show features many leading international and domestic brands on over 130,000 sqm of exhibition space across 13 halls and the Y-Channel in Area A of China Import and Export Fair Complex in Guangzhou. With a record-breaking number of 73,986 visitors in 2017, suppliers and buyers have plenty of business and networking opportunities to look forward to from 10 – 13 May.

Addressing the recent growth of unified communications and technological convergence, Prolight + Sound Guangzhou 2018 will lean more towards total solutions in the areas of audio, lighting, communication, conferencing and KTV. To recognise the upward trend of system integration in China, the show has established the **Communication and conference hall**, as well as the **Media systems and solutions hall**, both of which will captivate visitors with a wealth of cross-sector solutions.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, expressed her sentiment and vision of the show, “We are excited to present Prolight + Sound Guangzhou this year with an advanced level of internationality, in terms of both exhibitor segments and content. As we introduce technological convergence to cater for the needs of international visitors and global markets, it is worthwhile to note that Guangzhou is an ideal site given its position as a mega sourcing base in China and across Asia.”

Backing up the show will be renowned international and domestic brands from Australia, Austria, Bulgaria, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Hong Kong, Italy, Japan, Liechtenstein, Malaysia, the Netherlands, Portugal, Korea, Singapore, Slovakia, Spain, Switzerland, Taiwan, the UK and the USA.

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



These brands include Absen, AD, Adamson, Aga Audio, Artsound, Audio-technica, BIK, Bosch, Bose, Concord, Creator, CY, d&b audiotechnik, Daiichikoshi, DAS Audio, DMT, Eagle, EZ Pro, Fidek, Funktion-One, Gonsin, Haimeimei, Harman International, HiVi, IAG, Infiled, ITC, Kling & Feitag, Kobbler, Kvant, Liyun, Longjoin, Maingo, Mipro, Night Sun, Partyhouse, QSC, RCF, Real Sound, SE Audiotechnik, Sennheiser, SGM, Shure, Soundking, Stagetec, Star-net, Taiden, Thunder Stone, TW Audio, Viasho, Yamaha, Yes Tech, and many more.

### **Visitor delegations and global industry professionals set sail to the show**

Prolight + Sound Guangzhou 2018 will be the focal point of the industry with the support of a number of prominent trade associations, including the Asia Pacific Division of Audio Engineering Society (AES), the China Association of Recording Engineers, the Event Safety Alliance (ESA), Guangdong Association of Performing Arts, the Taiwan Association of Theatre Technology (TATT), the Egyptian Scenographers & Theatre Technicians Centre (ESTTC), the Russian Association of Amusement Parks and Attractions (RAAPA), and the German Entertainment Technology Association (VPLT). Their expert speakers will come to the show and give tailored sessions on latest technical advancements.

Buyer delegations this year will include nine domestic and two overseas groups, including the Entertainment Equipment and Digital Communications Technology Association (EEDCTA), the Korea Broadcasting Equipment Industry Association (KOBEDIA), HC360 and more.

### **More master classes and practical seminars to strengthen industry knowledge and business ties**

The concurrent fringe programme has been thoughtfully designed to maximise the breadth and depth of subject matters related to the world of entertainment technology. This year's **PLSG Annual Training Course** will comprise two parts – '**A Blueprint to Success in Music Festival Production**' and '**Dante Certification Level 3 Training @ Guangzhou**'. In wake of the growing number of outdoor music festivals in China in recent years, the course will cover many technical skills and precautionary measures required to produce large-scale outdoor events, whilst Audinate will conduct the first-ever Dante Certification Level 3 Training in China for system designers, engineers and industry players to learn about advanced Dante networking concepts and techniques.

Meanwhile, the **First Live Sound Mixing Contest Finals** will crown the new generation's mixing masters. Influential producers for leading Chinese entertainment shows will be the competition's panel of judges. Elsewhere, the **Outdoor Line Array** will orchestrate 34 international and

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oriental pro audio brands, showcasing the qualities of their astounding audio systems.

The programme shall also entice segmented visitors with other events, including the Eighth Audio Technology Forum 2018, Lighting Technology for Television Forum 2018, the seminar themed 'Application of Audio Technology in Artificial Intelligence', Advanced Production Forum and the Stage Design and Stage Engineering Alliance Annual Forum 2018. The full event schedule can be [downloaded here](#).

Prolight + Sound Guangzhou will be held on 10 – 13 May at the China Import and Export Fair Complex in Guangzhou, as a leading platform for the audio visual, professional light and sound industries in China.

**Information for journalists:**

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details and information about the show, please visit [www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com) or email [plsgz@hongkong.messefrankfurt.com](mailto:plsgz@hongkong.messefrankfurt.com).

Other shows under the Prolight + Sound brand include:

**Prolight + Sound NAMM Russia**

13 – 15 September 2018, Moscow

**Prolight + Sound Middle East**

23 – 25 September 2018, Dubai

**Prolight + Sound Shanghai**

10 – 13 October 2018, Shanghai

**Prolight + Sound**

2 – 5 April 2019, Frankfurt

**Press information and photographic material:**

<https://www.hk.messefrankfurt.com/hongkong/en/media/entertainment-media-creative-industries/prolight-sound-guangzhou/news.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. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business

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interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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). \* preliminary numbers 2017  
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