

Press release

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## In the spotlight: Prolight + Sound Guangzhou 2019 to boast international brands, buyers and businesses

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PLSG19\_PR4

**This Sunday, China's first professional lighting and audio industry fair of the year, Prolight + Sound Guangzhou (PLSG), will gather 1,353 exhibitors and trade visitors from around the world, across four days of business. The upcoming show will offer unparalleled sourcing and networking opportunities in education, information and technology exchange across the entertainment, event, stage design and integration sectors at the China Import and Export Fair Complex.**

The show's exhibitors will travel from 25 countries and regions, including Australia, Austria, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Hong Kong, Italy, Japan, Liechtenstein, the Netherlands, Portugal, Slovakia, South Korea, Spain, Switzerland, Taiwan, the UK and the US. What's more, this year will be the first time for Belgian, Hungarian, and Turkish exhibitors to venture into the Chinese market through the show.

As the days count down until the show opens its doors, a buzz is generating from within the industry, as visitors look forward to seeing new and premium products from star-studded brands in the global light and sound sectors. These include Adamson, AKG, Antari, APG, Art Sound, Asystems, Audinate, Audio-technica, Beta Three, Beyma, BIK, BMB, Boray, Bosch, Bose, Broad Future, Celestion, Charming, DAS, Colour Imagination, CD-Stage, d&b Audiotechnik, db Technologies, DMT, Eagle, EM Acoustics, EZ Pro, Faisalpro, Fane, FBT, Fidek, Fine Art, Funktion-one, Gonsin, Haimeimei, Harman International, Hivi, HTDZ, IAG, ITC, Klotz, Konig & Meyer, Kvant, Laserworld, Lavoce, Lewitt, Longjoin, Mascot, Meyer Sound, Mipro, Mode, Montarbo, Nan Yi, Nexo, Nightsun, Pangolin, PCI, Phoenix, Plustruss, Polar Lightings, QSC, Rainbow, RCF, Redx, Ruisheng, SAE, SE Audiotechnik, Sennheiser, Seikaku, Showven, Shure, Soundking, ST Audio, Star-net, SWS, Taiden, Takstar, Tendzone, Thunderstone, TOA, Top Plot, TW Audio, Viashow, Vue Audiotechnik, Yamaha, Yes-tech and many more. Through discovering the show's wide collection of exhibitors, buyers can expect to source the most appropriate items to match with the surging need of audio and visual integration in the region, and particularly in China.

Messe Frankfurt (HK) Ltd  
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26 Harbour Road  
Wanchai, Hong Kong



Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, is pleased with the exhibitor turnout this year: “The impressive exhibitor figures signify our effort in paving the right way for technological convergence. Not only does PLSG give fairgoers a platform to explore the most relevant products and solutions for the entertainment sector, but it also provides attendees with insight into the development prospects for media technologies and system integration fields.”

Over the years, the fair has earned a reputation from various industry associations for being an ideal occasion to explore new business opportunities. This year, a total of 11 VIP buyer delegation groups have confirmed their participation, including Acoustic Block Committee, China Association of Recording Engineers, Chinese Institute of Electronics, Shanghai Performance Trade Association, Guangdong Association of Performing Arts, Guangdong Association of Recording Engineers, Guangdong Association of Stage Art, HC360, Zhejiang Province Stage and Audio Institute, and Entertainment Equipment Industry Technology Association (EEITA) from Taiwan for the second time.

### **Acquiring industry updates with the show’s concurrent events**

Throughout the course of the fair, over 50 industry-oriented seminars and product presentations will be delivered by industry experts from leading enterprises and global associations. A series of informative sessions will equip attendees with the hottest industry topics and technologies. Some highlights include:

- PLSG Annual Training Course, with the most anticipated AVIT Panel Discussion: AI, New Era!
- Technical Applications in Sound Processing for Film and Television Works
- Techniques for Acoustic Division Control and ‘Remote Smart Interaction’, The Core Technologies for Smart Audio Systems
- The 9th Advanced Audio Forum

Participants can also benefit from the show’s stellar communication platforms and interactive demonstration sessions. This includes the ‘1st Manuscript Showcase of Stage Art Design in Guangdong’ session, and the returning Outdoor Line Array, with its largest ever scale across four demonstration arenas.

Meanwhile, PLSG will host its first interactive multimedia display, the Lighting and Art Space, in cooperation with Chinese media giant Visual Jockey. The area has been established to showcase new media technologies associated with 3D mapping, stage machinery, lighting installation, new media art, stage tech innovations and more. It will also see 16 professional lighting companies and brands demonstrate their latest projection and display systems.

The full event schedule can be accessed here:  
<http://bit.do/PLSG19FringeProgrammeSchedule>

Prolight + Sound Guangzhou  
Guangzhou, 24 – 27 February 2019

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). A final report of PLSG 2019, complete with comments from the show's exhibitors, visitors, event participants and performers, will be released shortly after the show. For more details about the show, 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**

2 – 5 April 2019, Frankfurt

**Prolight + Sound NAMM Russia**

12 – 14 September 2019, Moscow

**Prolight + Sound Shanghai**

10 – 13 October 2019, Shanghai

**Prolight + Sound Middle East**

15 – 17 October 2019, 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**

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 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business 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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018