

Press release

15 April 2021

Prolight + Sound Shanghai to be withdrawn from the trade fair calendar

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Due to a drop in international demand caused by the COVID-19 pandemic, Prolight + Sound Shanghai (PLSS) will no longer take place as a stand-alone trade fair. PLSS has a well-established reputation of providing domestic exhibitors with access to the export market, with the 2019 fair attracting trade visitors from 71 countries and regions. However, in the wake of the COVID-19 pandemic, recapturing a high level of internationality has been deemed unachievable for the foreseeable future amid business disruption and travel restrictions.

Discussing the withdrawal, Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd, commented: "Foreign buyers have been a big part of Prolight + Sound Shanghai's success since its launch in 2003, and have always been an indispensable attraction for the fair's exhibitors. With international AV buyers struggling due to the pandemic, it is currently impossible to give our exhibitors a good enough return on their investment at the Shanghai show. Therefore, in consultation with the fair's key stakeholders, we have arrived at this difficult decision to remove PLSS from the calendar. Although difficult, the decision will allow Messe Frankfurt to channel its resources more effectively towards its other industry related events in China. PLSS has exerted a hugely positive influence on the industry, and I would like to thank all of the fair's stakeholders – both amateur and professional – for their support of the fair over the years."

Messe Frankfurt retains its commitment to China's Pro AV industry

With four sister events situated around the world, Messe Frankfurt remains one of the world's leading organisers of trade fairs for the professional audio visual industry. In China, Prolight + Sound Guangzhou holds a market leading position as the biggest event of its kind, with close proximity to China's manufacturing base. With more than 1,300 exhibitors in attendance, the 2021 edition is set to take place from 16 – 19 May in areas A & B of the China Import and Export Complex.

Prolight + Sound Shanghai is organised by Messe Frankfurt (HK) Ltd and the Shanghai Intex Exhibition Co Ltd (Intex), and is a brand event of

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

the leading trade fair Prolight + Sound in Frankfurt, Germany. For more information, visit www.prolightsound-shanghai.com or email plss@hongkong.messefrankfurt.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound Guangzhou

16 – 19 May 2021, Guangzhou

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-shanghai.hk.messefrankfurt.com/shanghai/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

* preliminary figures 2020