

## Prolight + Sound Guangzhou gives fairgoers the inside track on the industry's future

Flora To  
Tel. +2230 9226  
flora.to  
@hongkong.messefrankfurt.com  
www.messefrankfurt.com  
[www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com)  
PLSG22\_FR\_EN

**The curtains have fallen on another vibrant edition of Prolight + Sound Guangzhou (PLSG), which celebrated its 20th anniversary edition from 25 – 28 February. The fair continued its upward trajectory in terms of new product offerings, with participants noting a stronger emphasis on digitalisation and system integrations at the show. A major highlight was the fair's 'Tech meets culture' theme, which received praise from the industry for showcasing the next level of installations of audio and visual equipment for all types of venues and buildings.**

With a total of 52,699 visitors filtering through the exhibition halls during the four days, the fairground was busy with business meetings as buyers networked with 1,041 exhibitors. On top of the wider product coverage, many well-known brands made their debut this year, including ACE, AVCIT, Clear-Com, GTD, Hertz, MusicGW, Omarte, Pioneer DJ, Sennheiser, Tico and Voice Technologies. Other big names included Audio Center, Audio-technica, Bai Li Feng, Bosch, Bose, Charming, Concord, d&b audiotechnik, DAS Audio, DMT, EZ Pro, Fidek, Fine Art, Golden Sea, Gonsin, Harman International, High End Plus, Hikvision, HTDZ, ITC, Logitech, Longjoin Group, NDT, Nightsun, PCI, SAE, Taiden, Takstar and Yamaha.



An Immersive visual display (left) and buyers at the exhibition ground (right). Source: Messe Frankfurt.

Commenting at the conclusion of the fair, Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd, said: "As one of the hottest topics across multiple industry sectors right now, advancements in digitalisation play a crucial role in moulding the future of the industry. This year, Prolight + Sound Guangzhou put huge efforts to showcase immersive and interactive

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

user experiences through music, visual and cultural displays for every type of stakeholder. We believe that these types of experiences are a big part of the industry's future. This edition has helped to ensure the industry is well-prepared for the changes that are coming, and to cope with the transition not only to new AV technologies but also to shifts in audience appetites."

### **Digital tools reunite the overseas market with exhibitors**

Online services were a priority at this edition, with resources made available both at the fairground and via the fair's digital channel: 'PLSG: Live and Online'. Garnering 176,071 views, the platform was used to stream on-demand video from the show floor. The latest market information was also broadcast in the shape of seminars from industry professionals as well as interviews with experts and company representatives. To give buyers a larger window of opportunity to network with exhibitors, the fair's online 'Business Matching & Appointment Making Services' will extend to 7 March.

### **Participants reflect on their experience**

"We've exhibited at the show for 14 years and we see huge progress every year. Customers are more diverse and the planning of the exhibition halls is very well-organised. The international influence of the show has helped us reach many clients from Europe, the US and Southeast Asia. Due to the pandemic, we are currently looking to expand in the local market and we are glad that the show provides us with the opportunities to meet with so many professional domestic customers."

#### **Exhibitor**

**Ms Amy Liu, Project Manager, Guangzhou Eagle Stage Equipment Co Ltd**

"Guangzhou is a base for many lighting and audio brands. As a leading trade fair in the industry, PLSG attracts a diverse customer base thanks to its geographical advantage, reputation in the industry and trade fair scale. The show helps us quickly find new local and overseas clients to expand our business, particularly professional customers in the fields of stage art and engineering projects."

#### **Exhibitor**

**Mr Yanzheng Lü, Product Manager, Guangzhou GTD Culture & Technology Group Co Ltd**

"As a trade fair held locally, PLSG makes companies from Guangdong like us feel at home. The impact of the pandemic in the past two years has affected all walks of life. However, the organisers of PLSG insist to continue the show, which has delivered positive vibes to the industry and suppliers. We can provide an even better service and have higher-level discussions with customers, because the visitors who came to the show are all relevant and professional buyers. We have also enjoyed better communications with other exhibitors. These are the advantages of participating in a physical trade fair. Face-to-face interaction is indeed a foundation for building business."

#### **Exhibitor**

**Mr Chengming Wang, General Manager, Charming Co Ltd**

“As a producer of the fair’s ‘Unicorn Series’, we showcased our major breakthroughs in digital control systems, visuals and stage design. Our intention was to boost confidence in the industry by demonstrating our successful development during the pandemic. It was also important for us to showcase a production created entirely by a Chinese team that reflects the country’s characteristics and capabilities. We hope the installation and performance of the Unicorn showcase has brought the industry some new ideas and inspiration. In terms of the future, the industry is focusing on the development and integration of new systems in areas such as pro lighting and stage lighting.”

**PLS Series: Xtage producer**

**Mr Chunsen Wang, Shanghai Unicorn Performing Arts Equipment Co Ltd**

“What impresses us the most about PLSG is the organisers’ determination to transform the exhibition. They have turned a simple commercial exhibition into an exhibition with its own unique ideas and characteristics, showcasing a variety of innovative concepts. Apart from being an exhibitor, this year our company was eager to set up more thought-provoking and in-depth projects in the fairground as a sponsor. We took the lead and became the organiser of the ‘Immersive entertainment space’, joining hands with a number of outstanding performing arts equipment companies and gathering advanced technologies and products. The combination allowed visitors to enjoy lighting, audio, video, and the most popular feature – live electronic music in an indoor bar. The information and trends showcased at PLSG reflect the organiser’s sensitivity to the market.”

**Exhibitor & PLS Series: Xtage equipment sponsor**

**PLS Series: Immersive Entertainment Space chief coordinator**

**Mr Thomas Su, Head of Product & Resource Strategy, ACME Co Ltd**

“Digitalisation is at the centre of competition in today’s industry. Many segments are going through digital and intelligent transformation, and the integration of the internet and the real economy is becoming more extensive and in-depth. Focusing on immersive experiences, the fair’s ‘Unicorn Series’ and ‘Spark Rebirth: Immersive Interactive Showcase’ demonstrated how to integrate new types of installations for the entertainment, cultural tourism and commercial sectors. We were pleased to present our latest innovations to audiences through these two showcases, and our hanging light fixtures were perfectly integrated into the performances. The evolution of PLSG as a trade fair closely matches the creative direction of our company and we are grateful to the organisers for providing us with such a high-quality platform.”

**Exhibitor, PLS Series: Immersive Entertainment Space & Spark**

**Rebirth: Immersive Interactive Showcase equipment sponsor**

**Mr Kim Zhang, Sales Vice President, Guangzhou FYL Stage Lighting Equipment Co Ltd**

“It’s gratifying to see so many top local lighting brands participating in the fair. Stage lighting is an important component of stage, film and TV. The lighting industry is definitely moving forward with cultural tourism in full swing and artificial intelligence becoming more advanced. It’s important that industry players also explore other markets. As part of this year’s fair, the China Illuminating Engineering Society: Stage, Film and TV Lighting

Specialists Committee was pleased to organise a series of professional seminars, training courses and buyer delegations. This played an important role in spreading the latest insights about trends and developments.”

**Buyer**

**Mr Jingchi Wang, Assistant Director, China Illuminating Engineering Society: Stage, Film and TV Lighting Specialists Committee**

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). The next edition will take place in Spring 2023. 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**

26 – 29 April 2022, Frankfurt

**Prolight + Sound Middle East**

17 – 19 January 2023, Dubai

**Prolight + Sound NAMM Russia**

Moscow

**Press information and photographic material:**

<https://prolight-sound-guangzhou.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**

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021