

news +++ Prolight + Sound Guangzhou  
China Import & Export Fair Complex, 23 – 26 May 2024



## Beyond lighting and sound: largest ever Prolight + Sound Guangzhou to shine as a beacon for industry acceleration

**Guangzhou, 20 November 2023. Technological innovation and new consumption trends have taken the world by storm in recent years. Manufacturers and distributors of professional stage, lighting, and audio-visual equipment have evolved into innovative service providers offering integrated, portable, and intelligent multi-application solutions. From 23 – 26 May 2024, Prolight + Sound Guangzhou (PLSG) will return to help the global entertainment and pro AV industry capture these market transformations and opportunities. As the fair continues to grow, it is expected to drive brand value and innovation in the industry. Across 190,000 square metres of exhibition space in Areas A and B of the China Import and Export Fair Complex, 20 thematic halls will represent the largest show scale in PLSG's history.**

According to market analysis, the market size for global pro AV systems is expected to reach nearly US\$ 350 billion in 2028<sup>1</sup>, with Asia-Pacific being the highest and fastest-growing region. The region's pro AV market is predicted to register a CAGR of 4.2% during the forecast period (2022 – 2027)<sup>2</sup>. As one of the world's largest and most influential industry fairs, PLSG has always been committed to merging high quality products with innovative development to keep up with the rapid growth of the industry.

Following the record high visitor turnout at the previous edition, Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd, is confident that this year's show will serve as a catalyst for industry development. "To meet market demands, the last edition was centred on six vertical sectors: entertainment, architecture, the commercial sector, culture and tourism, education, and end users. These are the user segments which continue to extend the horizon of professional lighting, audio, and visual applications." she says. "Our ongoing efforts to optimise the fair's product categories enables it to penetrate various emerging sectors within vertical markets, further facilitating high quality industry development. With the show's scale growing, product display will be more segmented in order to meet the various needs of professional visitors from different sectors across the whole value chain."

---

<sup>1</sup> "Professional Audio Visual Systems Market Size & Share Analysis – Growth Trends & Forecasts (2023 – 2028)", June 2023, Mordor Intelligence, [bit.ly/45tTuGT](https://bit.ly/45tTuGT)

<sup>2</sup> "Asia-Pacific Professional Audio-Visual Systems Market Size & Share Analysis – Growth Trends & Forecasts (2023 – 2028)", June 2023, Mordor Intelligence, [bit.ly/3s9iaGI](https://bit.ly/3s9iaGI)

### **Optimised product categories for vertical market penetration**

Under the theme of "Audiovisual +", the 2024 edition will feature five key product groups spread across 20 specialised halls to unlock the ever-growing potential of the entertainment and pro AV industry along with their respective vertical markets. Key product halls in Area A include:

#### **Audio Brand Name (Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 3.1)**

Recent developments in pro AV, Internet of Things (IoT) and cloud computing platforms have led to a wide use of related technologies in areas such as live events, security, collaboration, meetings, learning, and beyond. As part of PLSG's Audio Brand Name Halls, fairgoers will find a range of latest technologies in the Communication and Conference Halls, as well as the Multimedia Systems and Solutions Halls. These halls will feature world-class pro AV solutions and integrated experience technology, including conference systems, public broadcasting, AV network transmissions, and multimedia entertainment. Together the five halls will create synergies across a variety of vertical markets, such as entertainment, cultural tourism, performance, commercial, education, and the government sector. Additionally, the Audio Brand Name Hall (Hall 3.1) will continue to cooperate with outdoor line arrays (Halls 2.0 and 4.0). Combining "display" and "demonstration", these areas will be an ideal interactive platform for top-quality line arrays.

#### **Pro Audio (Halls 1.1, 2.1, 6.1, 7.1 and 8.1)**

There has been a sharp increase in immersive experiences and scenario-based consumption worldwide, such as mini theatres, new performing arts spaces, and small-scale music venues (live houses). Cultural consumption has shifted to scenic spots, commercial districts, and cinemas as new forms of business and entertainment. With an extensive portfolio of entertainment and pro-audio products, the Pro Audio Halls not only feature professional and systematic audio equipment and amplifier systems, but also miniaturised, portable, and wireless applications to meet the diverse needs of both local and international buyers.

#### **KTV (Halls 4.1 and 5.1)**

To cater to the emerging market for home entertainment systems, personal entertainment and themed immersive entertainment, this year's fair will significantly expand the KTV Hall to some 15,000 sqm featuring AV entertainment equipment, total solutions for KTV, live broadcasting, and more.

### **Cultivating cultural entertainment and anchoring development**

Meanwhile, Area B will gather a wide array of professional lighting and stage equipment, as well as PLSG's signature event – the PLS Unicorn Series:

#### **Pro Lighting (Halls 9.2, 10.2, 11.2, 13.2, 10.3 and 11.3)**

Stage lighting and other equipment applications are expanding as technology continues to iterate. This expansion spans from live performances to commercial buildings, cultural and tourism venues, as well as small to medium-scale venues such as bars and restaurants. In response to positive feedback from exhibitors, the Pro Lighting Halls will reach their largest scale ever with five halls. The offering will include not only professional lighting and stage solutions, but also LED displays, projection equipment, lighting control systems, hanging systems, and digital control systems. Together the halls will demonstrate the evolution of lighting in the live performance industry from a single product focus to total solution systems.

### **PLS Unicorn Series (Hall 9.3)**

The PLS Unicorn Series, the most anticipated attraction at the fairground, will be staged in Hall 9.3. As a cutting-edge demonstration of lighting and sound capabilities, the series inspires through a number of innovative and interactive stage shows and immersive entertainment spaces. This allows industry players to find inspiration in creative ideas and diverse product applications.

At the previous edition, the lighting equipment sponsor of the PLS Unicorn Series, Mr Jian Su, Director of Product Resource Strategy, Foshan Yifeng Electric Appliance Industry Co. Ltd, said, "Many of our peers are bursting with ideas, but they are not sure how to implement them. PLSG is an excellent platform for helping them realise their concepts. Through the series, we can convey industry trends more accurately. We can also help channel players carve out their creative directions so that they can be more efficient when developing their businesses."

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Co Ltd (STE). 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**

19 – 22 March 2024, Frankfurt

#### **Prolight + Sound Middle East**

Date to be announced, Dubai

For more information:

[prolight-sound.com/worldwide](http://prolight-sound.com/worldwide)

#### **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



**Your contact:**

Alexander Holdsworth

Tel. +852 2230 9279

Alexander.holdsworth@  
hongkong.messefrankfurt.com

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

[www.hk.messefrankfurt.com](http://www.hk.messefrankfurt.com)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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