

Press release

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## Further success for trade fairs in China: Prolight + Sound Guangzhou 2020

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**Messe Frankfurt has been organising its first trade fairs after the lockdown in China again since mid-July, including Prolight + Sound, which was held for the 18th time in Guangzhou from 21 to 24 August 2020. In compliance with strict hygiene and safety regulations, 677 exhibitors and around 41,500 visitors took part in the trade fair.**

Prolight + Sound Guangzhou is the largest sourcing platform in China for the professional lighting and audio industry and took place over the course of four days under this year's motto "Beyond Lighting and Sound". In addition to product innovations and networking opportunities, the trade fair offered an extensive supporting program, including content on the topic of hygiene and safety measures in the event industry in the light of Covid-19. A broad range of digital offerings supplemented the physical trade fair, including video transmission of training courses, seminars and product innovations. The digital offer of the trade fair attracted the attention of around 165,000 viewers.

"With Prolight + Sound Guangzhou, we were able to successfully offer our customers another platform for professional and international exchange - both physical and digital", says Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt. "Our refined hygiene concept was successfully implemented and we are looking forward to our upcoming trade fairs in Frankfurt and worldwide with optimism".

"Guangzhou is one of the most important financial and trading centers in Asia and has been part of the network of Frankfurt's partner cities for more than 30 years," says Peter Feldmann, Lord Mayor of the City of Frankfurt and Chairman of the Supervisory Board of Messe Frankfurt. "The two cities are united by a long trade fair tradition and a spirit of partnership that is supported by events such as Prolight + Sound. The trade fair was born in Frankfurt am Main and was successfully established in Guangzhou alongside other locations".

Prolight + Sound is part of Messe Frankfurt's international portfolio and is aimed at the "Entertainment, Media & Creative Industries" sectors. Further event locations of Prolight + Sound include Frankfurt, Dubai, Moscow and Shanghai. The event in Guangzhou is organised by Messe Frankfurt (HK) Ltd, a subsidiary of Messe Frankfurt, and Guangdong International Science and Technology Exhibition Company (STE).

**Press information and photographic material:**

<http://messefrankfurt.com/journalisten>

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. 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. 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)