

Messe Frankfurt partners with VNU Exhibitions Asia Pacific to debut Prolight + Sound Bangkok 2026, unlocking SEA entertainment market

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Messe Frankfurt Hong Kong (HK) Ltd, in partnership with VNU Exhibitions Asia Pacific, has announced the launch of Prolight + Sound Bangkok, a new regional platform for the entertainment and pro AV sectors. Scheduled to debut from 30 September to 2 October 2026 at Bangkok International Trade & Exhibition Centre (BITEC), the new fair will leverage the Thai capital's strategic position at the heart of Southeast Asia, offering access to a broader consumer market of more than 670 million people¹.

The new industry show is backed by Messe Frankfurt's global resources and industry expertise – through flagship fairs Prolight + Sound in Frankfurt and Prolight + Sound Guangzhou – along with VNU Exhibition Asia Pacific's deep regional expertise and well-established local network. As such, Prolight + Sound Bangkok is poised to serve as a key gateway for international suppliers looking to enter and expand across ASEAN, while acting as a nexus for innovation and industry growth in the region.

Thailand's growing entertainment, live events and tourism sectors present significant headroom for investment in audio, lighting, staging, pro AV integration, and immersive experiences, while the new show will also leverage Bangkok's exceptional regional connectivity. The latest expansion of the Prolight + Sound brand, first announced at a press conference at Music China on 22 October, further benefits from strong institutional and cross-industry support as one of nine fairs in Messe Frankfurt's global Event & Entertainment Technologies network.

"Our Event & Entertainment Technologies portfolio, including our Prolight + Sound trade fair brand, connects a worldwide network of industry pioneers, manufacturers and decision makers," said Mr Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt. "Prolight + Sound Bangkok is a natural extension of the brand into Southeast Asia, bringing our vast resources and expertise in pro AV and entertainment technology to a region ready for transformation. Exhibitors can expect global exposure, high-calibre buyers, and a powerful platform for growth."

Prolight + Sound Bangkok will pair Messe Frankfurt's global strengths with Southeast Asia's abundant opportunities and also serve as a launchpad for cutting-edge international brands and suppliers to enter the buzzing market.

¹ 'ASEAN STATS KEY INDICATORS', 2024, [Stats@ASEAN.org](https://data.aseanstats.org/#:~:text=1%2C286.4-,US$%20(Billion),ASEAN%20Trade%20in%20Goods), [https://data.aseanstats.org/#:~:text=1%2C286.4-,US\\$%20\(Billion\),ASEAN%20Trade%20in%20Goods](https://data.aseanstats.org/#:~:text=1%2C286.4-,US$%20(Billion),ASEAN%20Trade%20in%20Goods), (retrieved September 2025)

Mr Richard Li, Executive Director of Messe Frankfurt (HK) Ltd, said: “By utilising the worldwide innovation pipeline and global brand resources of Prolight + Sound Guangzhou, an event industry showcase, the new Bangkok fair will help upgrade Southeast Asia’s industry, and give respected industry names, international exhibitors, and forward-thinking SMEs a cost-effective, high-impact path into the region – including brand exposure, channel building, and order landing. We’re enabling the world’s leading pro AV and entertainment players to enter ASEAN efficiently and scale with confidence, while paving the way for local industry growth.”

Serving as a two-way bridge, Messe Frankfurt will pair global innovation and international brands with ASEAN demand, while VNU Exhibitions Asia Pacific’s market knowledge sets the stage for smooth local partnerships and results.

“With decades of experience in organising successful exhibitions across ASEAN, VNU Exhibitions Asia Pacific provides deep market understanding, local buyer networks, and operational excellence,” said Mr Justin Pau, CEO of VNU Exhibitions Asia Pacific. “Bangkok is well positioned to host a world-class entertainment technology show, thanks to favourable government policies and strong demand in Thailand and beyond. Our proven collaboration with Messe Frankfurt, including for Meat Pro Asia, demonstrates a shared commitment to delivering impact for exhibitors and visitors. Together, we aim to build Prolight + Sound Bangkok into the premier hub for ASEAN’s entertainment technology ecosystem.”

Tourism is a key driver of the industry, and with business plus leisure travel also on the rise, Thailand’s booming tourism sector makes Bangkok an ideal location for the debut show. The city welcomed over 35 million visitors² and was ranked the world’s number one city for tourism in 2024³. Visa-free and visa-on-arrival access, paired with excellent air connectivity, will make international participation convenient. Bangkok is also a leading MICE destination, ranking seventh globally and number one in ASEAN for meetings, incentives, conferences, and exhibitions⁴. Supporting this growth, government initiatives such as Thailand 4.0, the Creative Economy Plan, and soft power programmes are driving increased investment in the pro AV sector.

Global festivals such as Electric Daisy Carnival (EDC) and Tomorrowland are set to launch in Thailand, setting the stage for industry growth. The night economy – from luxury hotels and rooftop bars to clubs and theatres – is also investing heavily in AV and lighting upgrades. Landmark venues like ICONSIAM and Phuket Carnival Magic, alongside vibrant annual festivals like Songkran, indicate a strong need for integrated audio, lighting, staging, and display solutions.

Amid this dynamic environment, Prolight + Sound Bangkok strives to become the region’s leading and most innovative pro AV and entertainment showcase, fostering greater sourcing and partnership opportunities. To realise this vision, core product categories have been thoughtfully curated to meet the needs of Thailand and the wider ASEAN market. These include:

² ‘Thailand Welcomes Over 35 Million Visitors in 2024: A Milestone Paving the Way for 2025’, December 2024, Tourism Authority of Thailand Newsroom, <https://www.tatnews.org/2024/12/thailand-welcomes-over-35-million-visitors-in-2024-a-milestone-paving-the-way-for-2025/#:~:text=TAT%20Governor%20Ms.,featuring%20Thai%20and%20international%20artists>, (Retrieved September 2025)

³ ‘Bangkok crowned world’s top tourism city in 2024’, December 2024, The Nation Thailand, <https://www.nationthailand.com/news/tourism/40043913>, (Retrieved September 2025)

⁴ ‘Thailand’s “New High” in Global Convention Destination Ranking’, May 2025, Thailand Convention and Exhibition Bureau, <https://www.tceb.or.th/en/support-solution/success-story/detail/804>, (Retrieved September 2025)

- Professional audio equipment & technology
- Conferencing & AV equipment
- Professional lighting equipment & technology
- Stage equipment & technology
- LED & display technology
- Music & related equipment

This specialised spectrum of interconnected categories mirrors Southeast Asia's end-market needs – from festivals, concerts and nightlife to hospitality, cultural attractions, and corporate AV. By convening global brands and regional buyers, Prolight + Sound Bangkok aims to unlock boundless business opportunities for the pro AV and entertainment industry in a high-potential market.

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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. With a workforce of some 2,500 people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 775 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

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

About VNU Exhibitions Asia Pacific

VNU Asia Pacific stands at the heart of Southeast Asia's rapidly expanding economy and MICE industry, providing world-class platforms that connect businesses, industries, and innovations across the region. Headquartered in Bangkok, the hub of ASEAN, VNU Asia Pacific is part of the VNU Group, a globally recognized exhibition organizer operating under Royal Dutch Jaarbeurs, with offices in Utrecht and Bangkok. In Southeast Asia, VNU Asia Pacific is a joint venture with the TCC Group, enabling unparalleled access to regional networks and markets.

With a growing portfolio of 18 international exhibition brands, VNU Asia Pacific delivers leading events across diverse sectors including livestock & aquaculture, agriculture & horticulture, animal husbandry, pet, food, laboratory & chemicals, biotechnology & health technology, travel technology, AI, and cybersecurity. By combining global expertise with strong local partnerships, VNU Asia Pacific is committed to driving industry growth, creating sustainable business opportunities, and shaping the future of exhibitions in ASEAN.

For more information, please visit our website at www.vnuasiapacific.com