

news +++ Premium Audio Shanghai  
Shanghai, 13 – 15 September 2024

# premium audio shanghai

## Messe Frankfurt enters new era of finest audio solutions with launch of Premium Audio Shanghai 2024

**Shanghai, 11 June 2024. Messe Frankfurt is extending its footprint in Asia's event and entertainment technologies sector with the inaugural Premium Audio Shanghai (PAS). Taking place from 13 – 15 September 2024 at the Shanghai Exhibition Centre (SEC), PAS is set to provide a highly specialised platform for premium audio systems in Asia. Organised in cooperation with the Shanghai Computer Music Association (SCMA), PAS will introduce refined audio equipment to the market alongside an extensive programme of technical sessions, workshops and special events. Combining Messe Frankfurt's global expertise with SCMA's local industry resources and understanding of China's musical landscape, the new fair is well-positioned to attract both trade professionals and music enthusiasts seeking the best quality solutions for music appreciation.**

China has the largest and fastest growing middle-income group in the world, with 500 million citizens of the country's population now considered as upper-middle-income<sup>12</sup>. With rising disposable incomes, there has been a surging demand for premium audio experiences across the country. This creates strong prospects for audio companies to introduce innovative, high-fidelity solutions to a large audience of music enthusiasts.

As a leading trade fair organiser, Messe Frankfurt offers extensive expertise in the global event and entertainment technology sector. "In China specifically, we've had tremendous success with Music China in Shanghai and Prolight + Sound Guangzhou, both of which are premier shows in their industries across Asia. Shanghai in particular has a long tradition of music appreciation, making it the ideal location to launch our new trade fair dedicated to high-end sound. The launch of Premium Audio Shanghai is an excellent opportunity for us to further support the market by leveraging our international and regional expertise and resources in high-end audio," says Mr Richard Li, Managing Director of Messe Frankfurt (Shanghai) Co Ltd.

Messe Frankfurt will partner with the Shanghai Computer Music Association (SCMA). The association has extensive local industry connections and networks; as China's foremost

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<sup>1</sup> "The World Bank in China", April 2024, The World Bank, <https://www.worldbank.org/en/country/china/overview>, (Retrieved: May 2024)

<sup>2</sup> "China's middle-income group population passes 500 million mark, state-owned newspaper says", March 2024, South China Morning Post, <https://www.scmp.com/economy/china-economy/article/3253995/chinas-middle-income-population-passes-500-million-mark-says-state-owned-newspaper>, (Retrieved: May 2024)

non-profit dedicated to computer music, SCMA represents over 350 esteemed members from across the music and technology fields. Through collaboration between top schools like Shanghai Conservatory of Music and Shanghai Jiao Tong University, SCMA aims to advance the industry through numerous specialised committees covering areas like music therapy, AI, and new media.

Mr Qiang Bin Chen, Chairman of SCMA believes that continued cooperation will further expand the high-end audio market in China. “Music is an important part of life and culture. Our mission is to promote music and help more people develop an appreciation for it. Premium Audio Shanghai provides the ideal stage for our members, as well as wider professional and amateur musicians, industry leaders and music lovers to discover the latest audio equipment and tools to both listen and produce music.”

### **Uniting Asia’s premium audio scene in perfect harmony**

Beyond cultivating an atmosphere of enjoying music and life, the inaugural 2024 edition of PAS expects to gather over 250 brands showcasing the finest audio and hi-fi systems across 7,500 sqm of exhibition space. The fair will provide a one-stop platform for attendees from all walks of music to discover the latest audio innovations, discover new products and trends; and to find potential business partners.

The wide-ranging three-day fair is open to both trade (Day 1 – 3) and public visitors (Day 2 – 3). It aims to attract manufacturers, dealers, distributors, retailers, importers, exporters, sound engineers, recording studios, music schools, conservatories, music teachers and students, professional musicians, amateur musicians, music lovers and Hi-Fi enthusiasts.

As a conference-led exhibition, visitors will not only be able to immerse themselves in superior sound quality within each of the exhibitor’s showroom, they can also gain insights through seminars at the conference. These include a Music Therapy Summit, HiFi and Vinyl Playback Tech Forum, panels on audio world and requirements for modern amplifiers, as well as workshops exploring future market trends. An awards ceremony, co-hosted with renowned Japanese magazine Stereo Sound, will honour the most influential audio equipment suppliers. Full event details will be announced closer to the September 2024 show dates.

Premium Audio Shanghai is organised by Messe Frankfurt (Shanghai) Co Ltd and Shanghai Computer Music Association. For more details, please visit: [www.premiumaudioshanghai.com](http://www.premiumaudioshanghai.com)

For more information on Events & Entertainment Technologies shows worldwide, please visit: <https://pls.messefrankfurt.com/frankfurt/en/facts-figures/worldwide.html>



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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 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* 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).

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\* Preliminary figures for 2023