# Premium Audio Shanghai 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[1][2]. 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 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



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and music lovers to discover the latest audio equipment and tools to both listen to and produce music."

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, 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 showrooms, 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.

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