

1st – 4th Sep 2016

China International Exhibition
Center (Old CIEC)
Beijing, China

25th Edition
palm
EXPO 2016
China



Policy + Need => Immense opportunities for Pro Audio & Lighting

China is currently in the pivotal stage at building a moderately prosperous society in all respects. The 13th Five-Year Plan for Economic and Social Development of the People's Republic of China emphasize on: developing a comprehensive society which encompass promotion of socialist cultural with ethical and material progress. This can be achieved through supporting on outstanding cultural creation and production, strengthen the culture talents cultivation, prosper the press and publishing, radio, film and television, literature and art, which will provide immense opportunities pro audio and lighting industry in the near future.

The recent change in the country birth control policy; ending of the one-child policy in the China; by approving couples to have two children; strive to balance the overall population. This drive inevitably creates market demand for facilities construction of theme parks and children's playgrounds. A good example with growing entry of international theme parks operator is the Walt Disney Inc. constructing the world's sixth Disneyland in Shanghai. The operation date of the theme park is expected on June 16, 2016. Following the footsteps of Walt Disney, other operators such as Universal Studio will also be making a presence in Beijing and etc. The increased demand for theme parks and entertainment complex in China looks promising and this will transcend into business opportunities for entertainment technology industry.

The consumption pattern of the population is slowly changing. The rising middle class in the country is looking at different requirements to fulfil their needs. The more affluent group is seeking for higher quality of living in terms of the material and mental aspects. There is a clear increased demand and consumption on higher quality in-car entertainment, movies and theatre in the recent years.

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The Chinese government has been actively promoting Cultural consumption in the 12th five-year plan and this has been one of the main engine of Chinese economy development. For example, in recent years, the development of Chinese film industry has long been bullish. Growth rate of Chinese film remains at around 30%, with total box office taking in year 2015 closing at the amount of RMB44.069 billion yuan, whereby domestic films generated 61.58%. Industry insiders predict that Chinese films box-office will reach to 55-60 billion yuan, Annual increment will reach at 25%-36% in 2016. In five years' time, China box-office is expected to overtake North America and become the world's largest film market.

Professional + Quality

=> International leading Pro Audio & Lighting exhibition

The 25th China International Exhibition on Pro Audio, Lighting, Music & Technology (PALM Expo 2016) will be held on Sep 1-4, 2016, at China International Exhibition Centre (Old CIEC), Beijing. PALM Expo 2016 is a renowned networking platform for the industry and we are committed to deliver a professional event with renowned brands and companies and bringing new buyers for this industry.

Proposed Activities at the Show floor:

- Award ceremonies and contest
- New Product & Technology Exchange Forum
- Case studies presentation of ongoing / completed projects
- Technology Seminar and Product demonstration
- PALM EXPO 25th Anniversary Celebration Dinner & Award Presentation
- Oversea Buyers & Sellers Networking event
- The 14th China International Entertainment Technology Summit

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