



Featuring:



19th Presentation
of China International Exhibition on
Pro Audio, Light, Music & Technology

PALM EXPO Post Show Press Release

- For Immediate Release -

PALM EXPO 2010 Rewrites Records with a History Defining Performance for the Second Consecutive Year

PALM EXPO 2010, China's International Exhibition of Pro Audio, Lighting, Music and Technology took place from 20 to 23 May 2010 in Beijing, China at the China International Exhibition Centre (CIEC) and National Agricultural Exhibition Centre (NAEC). Fresh from the previous year's record-breaking milestone in terms of floor space, PALM EXPO 2010 surpassed that record yet again by turning in an 85,000m² performance, with over 1200 exhibitors and represented companies from over 20 countries were in attendance at the event.

Highlights of the Show

INSTALL China 2010, is a Feature Area held along with the PALM EXPO exhibition. Participating were exhibitors such as the following:

Architectural Audio Pte Ltd | Arcstream Audio Visual Ltd | Adelto Ltd | ENEWAVE | Glux GTEK (Shenzhen) INC | IF New Media International Ltd | LEDlink Optics Co., Ltd | Media Matrix | Shanghai TendZone system Integration Co | Shenzhen SinoLight Optoelectronics Co, Ltd | Shenzhen Wincomn Technology Development Co., Ltd | Shenzhen Unilumin Group Co.,Ltd | Wolfvision | Xantech China Ltd

The 8th China International Entertainment Technology Summit was held on 19 May 2010 at the Radisson SAS Hotel. This year's focus was on "The Development of Chinese Theatre During the Present Time". Participants discussed and provided suggestions on Chinese theatre construction, operation and management for the further and sustained development of Chinese theatres.

The Opening Ceremony of PALM EXPO 2010 was graced by the Guests-of-Honour, Mr. Yang Zhi-jin, Vice Minister of the Ministry of Culture and Mr. Zhang Jin-an, Vice Minister of the Ministry of Science & Technology. At the event, Mr. John Hassett, Regional Director (Asia Pacific) of IIR Exhibitions Pte Ltd, was on hand to give the Opening Address.

Over 15 Exhibitor Product Seminars were held during the course of the PALM EXPO 2010. Amongst the exhibitors who participated in the seminars, were: Advanced Communication Equipment (ACE) Clay Paky, Osram China Lighting Ltd, OSC, Sennheiser Electronic (Beijing) Co., Ltd , STI Serapid Group.

A host of interesting activities were conducted on the Staging Area at Level 2 between Halls 2 and 3 of the CIECE. This was to drive traffic to visit the exhibitor booths, which were sold for the first time on Level 2. These activities included the PALM EXPO Lucky Draws, with prizes sponsored by beyerdynamic and Sennheiser, product seminars by Guangzhou McCarty Trading Co. Ltd as well as Guangzhou Sharp Dragon Electronic Technology Limited and even Street Dance performances.

Visitors on four days of PALM EXPO 2010 were treated to a DJ extravaganza, with DJs Blackie and Eddie LV at the helm, at the Pioneer DJ Demo Car.



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PALM EXPO 2010 Showcase & Forum of Electronic Music, organised by CETA together with Eastern Edison Technology Inc and Entertainment Technology Magazine was held from 20 to 22 May 2010. Special guest appearances included renowned American country singer Liz Nash, Australian electronic musician Danny and Chinese Electronic Musician Zhang Dawei and other famous musicians.

This is what our exhibitors had to say about PALM EXPO 2010:

"On the whole, we think the show is excellent! We wish it greater success in the years to come!!"

Zhu Xiao Jun, CEO, Sanecore Group

"We respect PALM EXPO as the largest professional exhibition of our industry and ACE has traditionally established a strong relationship with PALM. Thus participating in the PALM platform is THE natural choice for us."

Bingo Tso, Vice President, ACE

"PALM EXPO 2010 is busier than last year. The show has been filling up rapidly every day from the opening hours. By the time I come in the morning, it's already packed"

Harry von den Stemmen, Sales Director, ROBE Lighting s.r.o.

"The PALM EXPO Show is a MUST participate exhibition, as it is the biggest in China. There is big circulation of both international and local trade visitors and end users. The atmosphere of the show is simply amazing. Every single major brand is here, as they believe there is a big future in China - Not only in the Mainland, but also in Hong Kong and Macau."

Marc Vincent, Managing Director, Sennheiser Electronic (Beijing) CO., Ltd

"We are expecting a 20% increase in Sales Worldwide. However, in the China market itself, we are forecasting growth to be more than 100%. PALM EXPO is an important catalyst for us achieving our target. For example on the first day, there were more visitors to our booth than last year, with 60% being professional end-users and dealers."

Franco Zaghini, International Sales Director, D.T.S.

"PALM EXPO is a great platform for members of SECARTYS to penetrate the Chinese market. Our members are extremely keen to tap into this growing sector and meet local buyers and distributors."

Georgina Naranjo, International Trade Advisor, SECARTYS