



The 17<sup>th</sup> China International Exhibition on ProAudio, Light, Music & Technology

## **Media Release**

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### **PALM EXPO REMAINS IN BEIJING, CHINA IN 2008**

PALM EXPO will remain in Beijing, from 29 May to 1 June 2008, at the China International Exhibition Centre (CIEC), following an invitation for selected major exhibitions to remain in the city.

A recent announcement was made by the Beijing Municipal Government and the Beijing Organizing Committee for the Games of the XXIX Olympiad to allow selected major exhibitions held before July 2008, to remain in Beijing. PALM Expo is one such event, following its successful conclusion in June 2007 attracting over 175,000 visitors and more 1,100 local and international exhibitors to the event.

The joint organisers, IIR Exhibitions, CETA (China Entertainment Technology Association) and the China Technology Market Management & Promotion Centre (Sinomart) have accepted the request to keep PALM Expo in Beijing.

Mr Adrian Lau, Exhibitions Director of IIR Exhibitions said, "We are very pleased to learn of the news as PALM Expo has been held in Beijing with great success. By remaining in Beijing, PALM Expo continues to build on its success as one of the top trade events internationally and take advantage of the business opportunities Beijing and the region presents".

Mr Chen Zhenggang, Director of Exhibitions, CETA, added, "One of the factors contributing to PALM Expo's rapid growth is its location in Beijing. Orders of professional audio, light, music and entertainment technology products from hotels, entertainment venues, bars, concert halls, sports stadium, etc, are expected to continue and escalate, in the lead up to the Olympics Game. PALM Expo continues to present the best sourcing platform for suppliers to source for the various installations needs".



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While large venues, hospitality outlets/clubs, etc. continue to upgrade in preparation for the influx of more business, suppliers involved in the Olympic Games will still be making last minute purchases to service the huge number of participants visiting Beijing for the games. Coupled with China's rapid building developments, requiring installations at all levels, there are more business opportunities now than ever.

Majority of the exhibitors, both local and international, welcome the move to remain in Beijing, as the capital has been able to attract attendees from all over China and the region. More than 50% of the exhibition space has been allocated to date. The organisers expect 2008's event to be even more exciting and interactive with more workshops/seminars and new product launches during the four-day event.

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