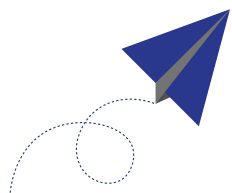
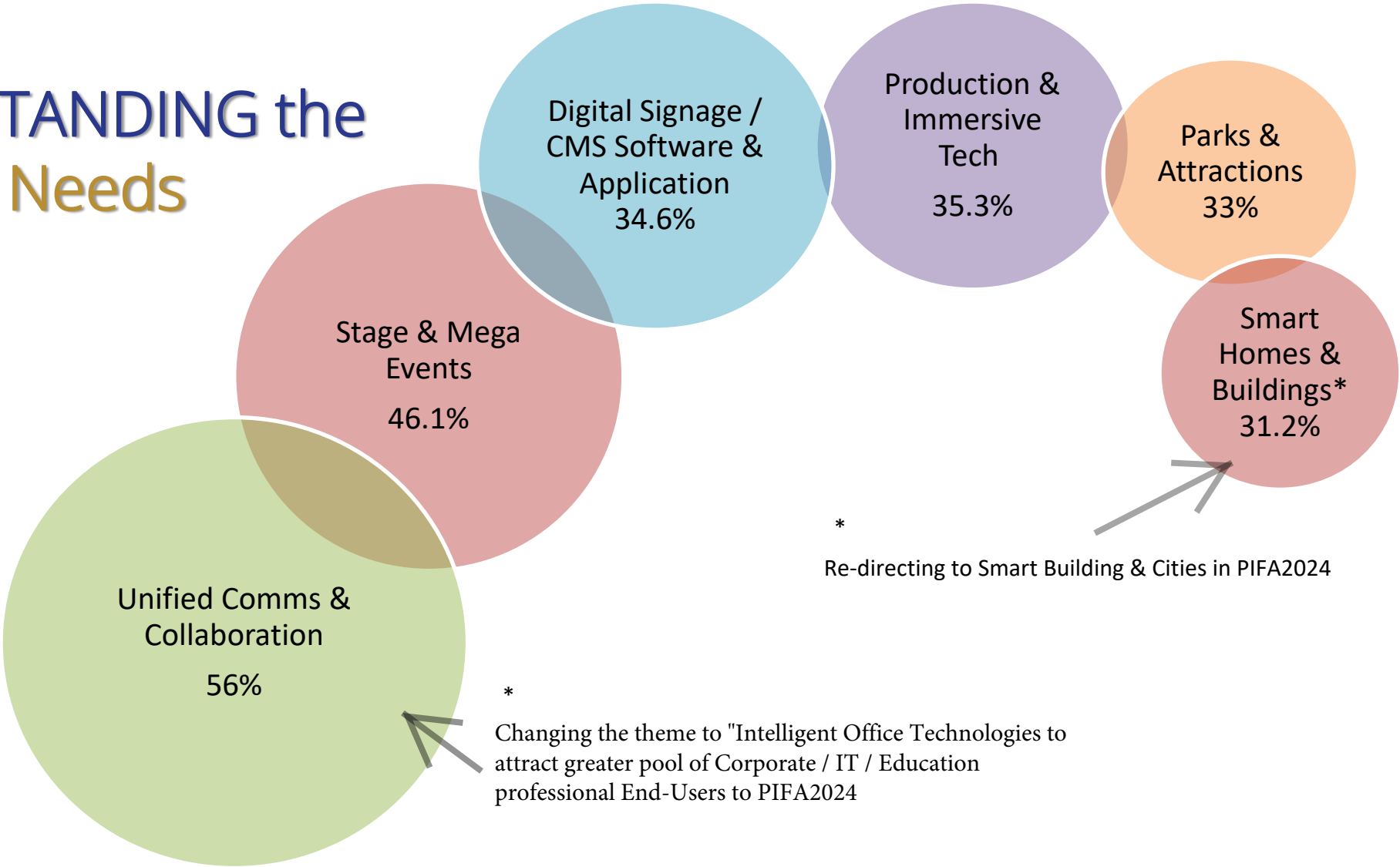


PIFA2023: Visitors' Key Areas of Interest

Data collected at PIFA2023



UNDERSTANDING the Markets' Needs



PIFA2023: Post Event Statistics

- The first edition of [Pro Integration Future Asia](#) (PIFA) 2023 has successfully wrapped up by gathering industry experts, associations and trade visitors across the world to explore the latest advancements in Pro Audiovisual and Entertainment Lighting (AVL) technologies, engage in conference and technical classroom sessions, igniting a wave of innovation and collaboration in the AVL industry.

[Opening Ceremony Video](#)



 > 3,500
Attendees

 32
Countries represented

 87
International & Local Exhibitors

Close to 100
Global Brands & Principals

 56
International & Regional Speakers

28
Panel Discussions & Learning Sessions – Conference & Technical Classroom

 9
MoUs Signing

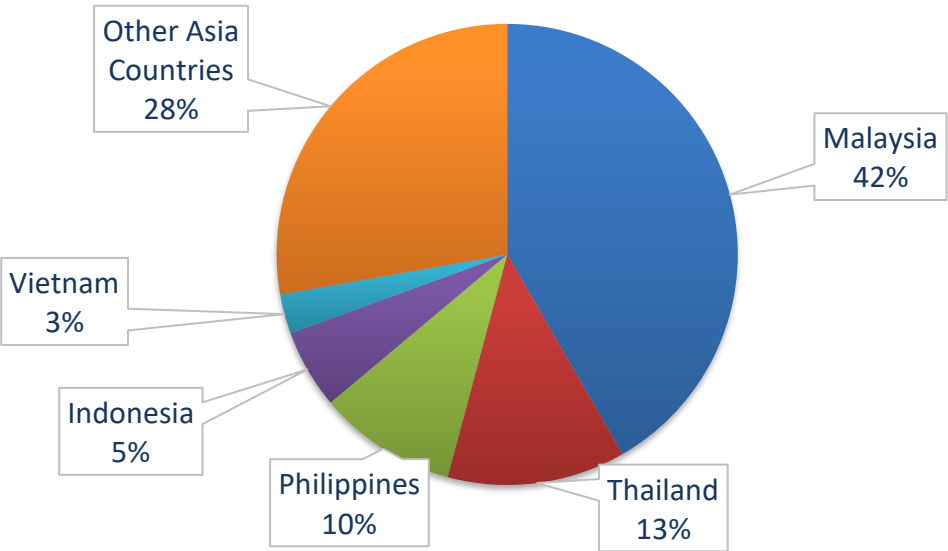
 93%
Of attendees will likely recommend the event


87%
Visitor Satisfaction

PIFA2023: Visitors' Profiles

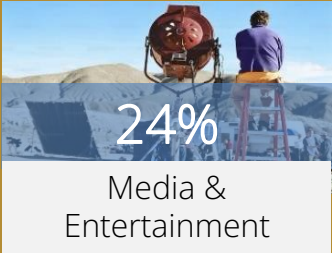
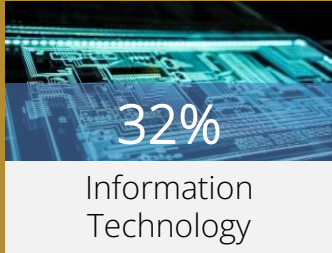


Southeast Asia region



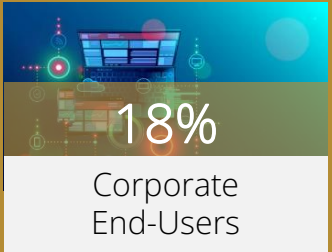
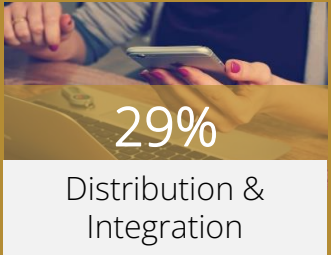
*The rest of 1%: Middle East, USA and Europe regions

Based on Top 5 Business Activities / Industries



*Commercial Markets: Worship, Healthcare, Banking, Real Estate, Hospitality, Telecomm, Building and Construction

Based on Top 5 Job Functions



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AV Technical Partner



Classroom Partner



Immersive Tech Partner



Meeting Pods Partner



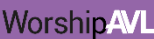
Technology Partner



Supported Partners



Media Partners



PIFA2023: Onsite Exhibitors



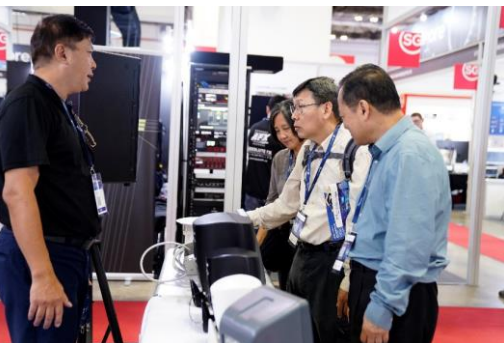
"Great show! We met lots of new and old friends and have already started getting enquiries about possible projects."

Martin Coster, *Director*, Absolute FX Pte Ltd



"PIFA has exceeded our expectations. We will now be very busy when we return to the office as a result of the new business leads we've generated during the three-day event!"

Thomas Tan, Managing Director of Audio Light Asia Pte Ltd



"Exhibiting at PIFA was extremely beneficial for our company and has been a really successful marketing tool. We saw many prospective clients and new sales were generated. It provided an excellent platform for good interaction with the industry."

Michael Koh, Managing Director of Stereoimage Studios

"We received a lot of great leads and we met with a good diversity of customers. We've been very busy and positive on getting a good return on investment from our participation."

Meng Tuan Cheo, Director of Runoco Corporation Pte Ltd

PIFA2023: Speakers



56 speakers from across the world

PIFA2023: Visitors' Satisfaction



93%

Of attendees will likely recommend the event



87%

Of attendees were satisfied with the event

What visitors like most at PIFA2023?

1



63.2%

Exhibition

2



28%

Conference @Centre Stage

3



27.1%

XR Production Studio

4



25.1%

Technical Classroom

5



23.2%

Hybrid Workplace Experience

6



23.2%

Immersive Projection Mapping

"Great event to connect with many professionals in the APAC region, and to learn new skills by meeting new people and also new products."

"Insightful and well-managed exhibition/conference."

"A great convention for networking, researching or simply just exploring the various products and showcases even if for a day!"

"The place involves lots of interesting booths and I am mesmerised by them. Many opportunities for social networking too"

Professional Audiovisual & Entertainment Lighting Technologies Exhibition and Conference for the Growing Southeast Asia Markets



Thank you for your support and see you in 2024!



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