

**MUSIK
MANILA
EXPO 2024**

LIVE ENTERTAINMENT TECHNOLOGY

MUSIK MANILA EXPO 2024

AUGUST 8-10, 2024

POST EVENT REPORT



**WORLD TRADE CENTER®
METRO MANILA**



MUSIKMANILA.COM






INFO@MUSIKMANILA.COM



MUSIK MANILA EXPO

MUSIK MANILA



 www.musikmanila.com
 info@musikmanila.com
 [/musikmanilaph](https://www.facebook.com/musikmanilaph)

OVERVIEW

MUSIK MANILA

Live Entertainment Technology Expo: Musik Manila is the premier trade show for the live entertainment industry in the Philippines. Musik Manila showcases the latest advancements in professional audio and lighting equipment, LED displays, staging, broadcasting, special effects, digital entertainment and other related fields for live events, concert venues, theaters, hotel, church and arenas.

Musik Manila is dedicated to providing a platform for businesses to network, expand and establish connections with industry leaders, professionals and potential customers. It unites the industry on a global level and offers trade visitors an unparalleled range of the latest industry trends, innovations, products and services, as well as insights into key developments in live entertainment technology.



LIVE ENTERTAINMENT TECHNOLOGY EXPO



At Musik Manila Expo, trade visitors will have the opportunity to immerse themselves in a dynamic showcase of cutting-edge technology and innovation. From outdoor line array speaker demonstrations featuring world-class premium brands in the audio industry to indoor pro AVL booth exhibitions, interactive product demos, skills workshops, live shows, technical talks, and product launches, attendees can expect an engaging and comprehensive experience tailor-made for industry professionals.

KEY HIGHLIGHTS



10,848

**Trade
Visitors**



14,000
sqm

**Exhibit
Space**



4,881

**Unique Attending
Companies**



600

Brands



120

Exhibitors



3

Days



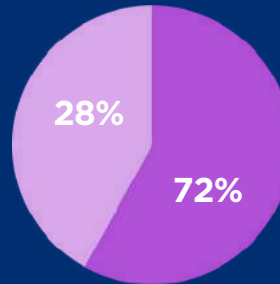
ATTENDEE STATISTICS



TOTAL ATTENDANCE:

13,424

10,848 Attendees
2,576 Exhibit Personnel



72% First-Time Attendees
28% Returning Attendees



NATURE OF BUSINESS



Rental, Staging, Contractor, Events Production	43.0%
Events Company, Creative, Ad Agency	17.6%
Distributor, Dealer, Retailers, Manufacturer	14.8%
Church, House of Worship	12.5%
AV, IT, System Integration and Installation	8.4%
Broadcast, Media	7.7%
Venue, Facility, Attractions	4.8%
Association, Organization	4.3%
Others	18.7%

VISITORS BY JOB FUNCTION

22.8%	Top Management
25.3%	Staff, Operator, Technician
20.3%	Lighting Designer, Sound Engineer, Stage Designer, Technical Director
14.9%	Sales, Marketing
9.5%	Purchasing, Procurement, Sourcing
7.2%	Student
5.4%	Director, Producer, Event Manager
12%	Others



ATTENDEE STATISTICS

PURPOSE OF VISIT

See New Technology

53%

Purchase and Order

17%

Networking/
Connect with Industry

16%

Compare with
Different Suppliers

14%



PRODUCT CATEGORY INTEREST

28%
Audio
Equipment

15%
Lighting
Equipment

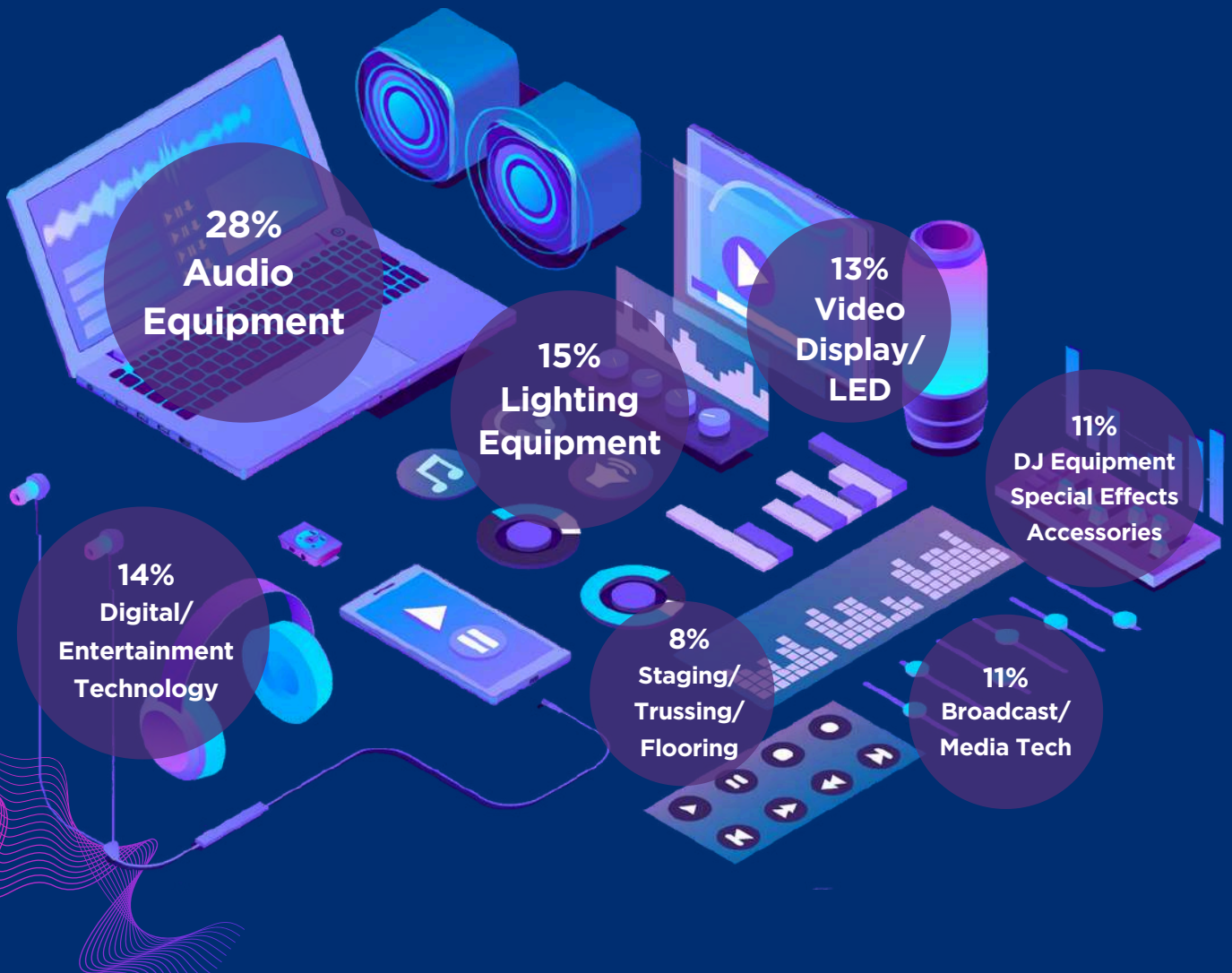
13%
Video
Display/
LED

11%
DJ Equipment
Special Effects
Accessories

14%
Digital/
Entertainment
Technology

8%
Staging/
Trussing/
Flooring

11%
Broadcast/
Media Tech



EVENT HIGHLIGHTS

A low-angle shot of a massive line array of speakers suspended from a complex metal truss structure, likely at an outdoor venue.

LINE ARRAY SPEAKER DEMO

World Trade Center North Parking, 10:00am - 6:00pm

A group of people are gathered in a room, some looking at a screen or presentation, while others are engaged in discussion or a hands-on activity.

FREE SEMINARS AND WORKSHOPS

World Trade Center 2nd Floor, 10:00am - 7:00pm

A stage setup featuring a drum kit, microphones, and various lighting rigs, with a Zylis logo visible on the background structure.

LIGHT SHOW AND PRODUCT DEMOS

World Trade Center Hall B and C, 10:00am - 8:00pm

A wide-angle view of a large, modern exhibition hall with a high ceiling, filled with people and various display booths.

TRADE SHOW AND PRODUCT LAUNCH

World Trade Center Hall B and C, 10:00am - 8:00pm

EVENT HIGHLIGHTS

EXPO MAP HALL A,B,C WORLD TRADE

E1 808 International
B5 A S Stage Light
IP-2 Ace Audio Co., Ltd
A4 AD Pro Audio
IP-10 Aididuaio Microphone Factory
CS4 Audio Engineering Society Philippines
F10 Audio Hello
IP-9 Auway Audio Equipment Co., Ltd
A5 Avolution Inc.
B2 Basshead Audio & Video Equipment Trading
IP-0 Berase Professional Audio Factory
IP-37 Big Topper Light Technology Co., Ltd
L3 Billboard PH
DS1-2 BT-Amps / Matrix Mgt.
L1-2 Burst Creative Studio
M2 Business Mirror
IP-22 Code Electronic Co., Ltd
IP-33 Color Imagination LED Lighting., Ltd.
IP-32 Dingyou Lifting Machinery Manufacturing Co., Ltd
G2 DJ Star Light & DJ Rabbit LED Screen
IP-1 Dolsonmuse Electronic Co., Ltd
F6 Dotsvision / Soundlevel
G3 EACHINLED
F2 Elassion Audio
IP-21 Enping City Lichuang Technology Co., Ltd
IP-6 Enping Mifandun Electronic
IP-3 Enping Tangcheng Electroacoustic Technology Co., Ltd
IP-4 Enping Yimi Audio Equipment Co., Ltd
IP-29 Eway Stage Equipment Co., Ltd
G6 Fly Dragon Lighting Equipment Co., Ltd
F9 Foshan City Shengse Stage Equipment Limited
IP-34 Foshan Shi Yihe Electronic Co., Ltd
IP-40 Foshan Shuo Yi Audio Co., Ltd
B53 Godox Photo Equipment Co., Ltd
IP-28 Guangdong Hongzhuo Lighting Co., Ltd
IP-41 Guangzhou Baotian Electronics Co., Ltd
IP-11 Guangzhou Bright Top Light Co., Ltd
IP-18-19 Guangzhou Desam Audio Co., Ltd
IP-36 Guangzhou Hunting Cat Media Advertising Co., Ltd
DS5 Guangzhou Jinniu
IP-13 Guangzhou Lingdan Audio Equipment Co., Ltd
G7 Guangzhou Omarte Lighting Co., Ltd
F8 Guangzhou Sub Domain Exhibition Service Co., Ltd
IP-39 Guangzhou Visual Stage Lighting Equipment Co., Ltd
IP-30 Guangzhou Yihui Stage Lighting Equipment Co., Ltd
DS3-4 Guangzhou Yunsheng
A7 GYX International Corp.
IP-38 Haitian Electronic Co., Ltd
IP-7, 14 Hexiangsheng Electronic Piano
IP-23 Hongsheng Electroacoustic Co., Ltd
L7 HS Audio Empire
IP-17 Huaye Audio
E4 HX Pro Sales
A8 Hza Hertz Audio / Fusion Pro
D1 JB Music And Sports Inc.
L6 JG Distribution



IP-24-25 Jinjiang Beisite Elec. Tech. Co., Ltd
B3 JT Starline Ventures / Sync Pro
D2 JWEI
F1 Kenosonic, Inc.
A3 Kevler Professional
BS10 Lara At Juan Media
IP-15 Liqiang Audio Factory, Enping, China
D4 Lumos Live Entertainment
M1 Manila Standard
IP-8 Mei Bai Si Audio Co., Ltd
C1 Meta-Tech Solutions And Systems Corp.
BS7-9 Mirbro Inc / Bluebridge
E5 Modular Display Inc.
D6 Moka SFX
C2 MP LED
E2 MQ Group
IP-35 Music House
IP-27 Nxxg® Audio Mixers & Gave® Microphone
BS12 Nyxsys Philippines, Inc.
G5 On-Rig
C4 Pearl River Lights And Sound
BS4 Pioneer DJ By Alphatheta
F7 Platinum Karaoke
L5 Powerbot Philippines Inc.
A10 Pro Beatbox Entertainment Concept
C3 Prodynmix System Technologies Inc.
IP-12 Quanzhou Moyin Musical Instrument
A2 Sandy Audio Equipment
IP-26 Shenzhen Aidisen Optoelectronic Co., Ltd
IP-42 Shenzhen Doinglaser Stage Equipment Co., Ltd
IP-16 Shenzhen Layu Laser Technology Co., Ltd
IP-5 Shenzhen Ruby Light Technology Co., Ltd
A9 Shenzhen ULS Display Technology Co., Ltd
E3 Shivom Enterprises
B1 Showtec Audio And Lights Solutions Co.
BS5-6 Silent Noise
CS5 Somlimi Audio
BS1-2 Sound Town Inc. California Usa
D3 Sque Guitars Philippines
A1 Stage Craft International, Inc.
F5 Stage Riggers, Inc.
G1 Tentech Philippines
CS3 The Music Source / TMS Online
F4 Tosunra Pro Sound
L8 Union Bank / Security Bank
IP-20 Union Brights Lighting Co., Ltd
IP-31 Uplight Stage Equipment Co., Ltd
CS1-2 Urban Truss
D5 VIZRT
F3 VLTG
B4 VPRO Digital Solution
L/H Yamaha Music Philippines Inc.
C5 YSD LED Screen Inc.
G4 Yupangco Electronics Corporation
A6 Zamony Venture Corporation
BS11 Zannwann International Trading Corp.

#MUSIKMANILAEXPO

EVENT HIGHLIGHTS

TECH TALK

ACTIVITY AREA - HALL B

DAY 1 AUGUST 8



10:00AM - 11:30AM

Three Elements to Remember to Get Good Sound in Any Room or Space

Mike Pedero
Audio Engineering Society PH



11:45AM - 12:45PM

Audio Fundamentals 101

Tony Sawyer
Sound System Designer



1:00PM - 2:00PM

Audio Mixers: Transitioning From Analog to Digital

Rico Bicol
Audio Engineering Society PH/JB Music



2:15PM - 3:15PM

10 Tips to Solve Your Major Audio Issues with Proper Wiring

Jun Lim
Integrated Systems Technology Phil.



3:30PM - 4:30PM

Exploring The Tone Master™ Series

Bong Borbe
Yupangco Electronics Corporation



4:45PM - 5:45PM

MA Lighting: The Many Benefits of Buying Original

Alan Loh
Meta-Tech Solutions and Systems Corp.

DAY 2 AUGUST 9



10:00AM - 11:30AM

System Engineering 101

Tony Sawyer
Sound System Designer
Audio Engineering Society Philippines



11:45AM - 12:45PM

System Solutions

Maxim Zaitsev
Yamaha Music Philippines



1:00PM - 2:00PM

Advanced Sub Arrays: A Look Into Cardioid, Endfire And Large Format Arrays

Tony Sawyer
Sound System Designer
Audio Engineering Society PH



2:15PM - 3:15PM

The First Step to Gain Structure: Accurate Meter Reading in Pro Audio Systems

Jun Lim
Integrated Systems Technology Phil.



3:30PM - 4:30PM

Introduction to Avolites Titan V17

Dominique Gallardo
Avolites Philippines/ Pearl River L&S



4:45PM - 5:45PM

How "Dante" makes your AV applications easily and flexibly

Andy Wei
Yupangco Electronics Corporation

DAY 3 AUGUST 10



10:00AM - 11:30AM

Measuring and Tuning Sound Systems

Alex Schloesser
Audio Engineering Society PH



11:45AM - 12:45PM

Line-Arrays Vs Point-Source Applications

Tony Sawyer
Sound System Designer



1:00PM - 2:00PM

What Acoustics? Crafting good sound for us to hear

Mike Pedero
Audio Engineering Society PH/JB Music



2:15PM - 3:15PM

Arena and Outdoor Show Rigging Safety Seminar

Joel Innumerable
Stage Riggers, Inc.



3:30PM - 4:30PM

The 3rd Generation of Boss Katana Demonstration

Jam Bumanlag
Yupangco Electronics Corporation



4:45PM - 5:45PM

Integrating New Technologies into Stage Design

Enzo Pizarro
Freelance Stage Designer



18
Learning
Sessions



13
Speakers



www.musikmanila.com



info@musikmanila.com



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EVENT HIGHLIGHTS

SPEAKER DEMO

NORTH PARKING

DEMO SCHEDULE

1st Round	10:30 AM
2nd Round	12:30 PM
3rd Round	2:30 PM
4th Round	4:30 PM

MAJOR BRANDS



K3
KS-28



WPL
SXH 218



TT+ GTX-210
TT+ GTS-29



AX800A NEO
SW218A



MODUS 4820/4805 LA
MITUS 218A



EVENT 212A
EVENT 218A



PCS-210
PCS-218HB



AD FLEX 210A
AD FLEX 928A



J10M
J10S / B3



JRX 210
J-XUB 221 / 228



PSX 10.3
PSX 18



SYNC AUDIO 210
SYNC AUDIO 218



VTX-12
VTX-21S

EVENT HIGHLIGHTS

YAMAHA
Make Waves

MUSIK MANILA EXPO 2024

ELECTRIC GUITAR PRODUCT DEMO

NEW PACIFICA SERIES
PACIFICA PROFESSIONAL
PACIFICA STANDARD PLUS
REVSTAR



DARYL TAY

AUGUST 9-10, 2024 2ND FLOOR, HIDALGO FUNCTION ROOM,
WORLD TRADE CENTER, PASAY CITY

AUGUST 9, 2024 - 2PM-3PM & 6PM-7PM
AUGUST 10, 2024 - 11AM-12NN & 3PM-4PM

Audio Engineering Society
Philippines Section

YAMAHA
Make Waves

AES FORUM CAREERS IN AUDIO

A Q&A Panel Discussion on Pursuing an Audio Career in the Phils.

August 09, 2024 (Friday) | 3:00 pm to 5:00 pm
HIDALGO ROOM - 2F WORLD TRADE CENTER, MANILA

EXPERT PANELS

LIVE SOUND
JUSTIN SANTOS
FORSCINK INC.

FILM SOUND
MIKE IGORRA
NARRA STUDIOS

MUSIC PRODUCTION
CHRIS BUENVIAJE
FREELANCE - PRODUCER

ACADEME
GERARD ELVINA
ACADEMY

HOSTED BY:

RICO BICOL
AES Philippines
U.S.T.

MUSIK MANILA EXPO 2024

808 x d&b audiotechnik

MUSIK MANILA EXPO 2024

Join Us for d&b Session 2024

You are invited to our **808 x d&b Session 2024!** Join us to discover the fascinating d&b story and experience our cutting-edge audio solutions. Don't miss this opportunity to see how our concept of freedom to create can elevate your sound experience to new heights.

Date: 9 August 2024

Time: 11am to 12pm (First Session)
2pm to 3pm (Repeat session)

Venue: Amorsolo Room
Mezzanine, Second Floor
World Trade Centre Metro Manila
1300 Sen. Gil J. Puyat Avenue,
Pasay, Metro Manila

Speakers: **Juliana Tong**
Marketing Director
d&b audiotechnik APAC

Desiree Borcena Nuyda
In-country Representative
Philippines
d&b audiotechnik APAC



Find out more.

JB MUSIC

FREE AUDIO SEMINARS

08 AUG

IEMS

PRESENTED BY:
MARK ESCUETA
DRUMMER OF ROVERMAYA

KRYSTIAN ABATAYO
1:00PM TO 2:00PM | JOYA ROOM

08 AUG

LIVE SOUND TECH

PRESENTED BY:
MARK YULO
SOUND TECH PHILIPPINES

2:15PM TO 3:45PM | JOYA ROOM

JB MUSIC

FREE AUDIO SEMINARS

09 AUG

STUDIO MONITORS

PRESENTED BY:
DENNIS CHAM
TECHNOLOGY DIRECTOR - HIT PRODUCTIONS

1:00PM TO 2:00PM | JOYA ROOM

09 AUG

LIVE SOUND TECH

PRESENTED BY:
MARK YULO
SOUND TECH PHILIPPINES

2:15PM TO 3:45PM | JOYA ROOM

808 x d&b audiotechnik

MUSIK MANILA EXPO 2024

Join Us for HOW Session 2024

You are invited to our **808 x d&b House of Worship (HOW) Session 2024**, an exclusive event where cutting-edge audio technology meets transformative worship experiences!

Our subject expert will lead you through an inspiring introduction to audio fundamentals. Prepare to elevate your worship experience to new heights through the power of sound!

Date: 8 August 2024

Time: 11am to 12pm (First Session)

Venue: Amorsolo Room
Mezzanine, Second Floor
World Trade Centre Metro Manila
1300 Sen. Gil J. Puyat Avenue,
Pasay, Metro Manila

Speaker: **Gareth Kelbrick**
Education, Application, Support,
and Service Director
d&b audiotechnik APAC



Find out more.

YAMAHA
Make Waves

MUSIK MANILA EXPO 2024

KEYBOARD PRODUCT DEMO

DIGITAL PIANO
NEW CLAVINOVA CLP800 SERIES
PORTABLE KEYBOARDS
PSR-E283/PSR-E303
DIGITAL WORKSTATION
GENOS2



Yuuki Shimada

AUGUST 9-10, 2024 2ND FLOOR, HIDALGO FUNCTION ROOM,
WORLD TRADE CENTER, PASAY CITY

AUGUST 9, 2024 - 11AM-12NN & 3PM-4PM
AUGUST 10, 2024 - 1PM-2PM & 5PM-6PM

PreSonus PHILIPPINES

INVITES YOU TO

Studio One GRAND MEET-UP

AUG 10, 2024
SATURDAY - 3PM

SEE YOU AT

MUSIK MANILA EXPO 2024

Booth no. **[E5]**

Google Forms

SCAN ME

Please fill out this form if you will be attending Musik Manila for a chance to win a lot!

RAFFLE!

Modular Display Inc.

GUEST SPEAKERS

CHRISTOPHER BUENVIAJE
Producer and Sound Engineer

DANTE TAMEO
Sound Engineer

DIANE YUJANDEZ
Producer and Sound Engineer

RELIH BADOHAN
Producer and Sound Engineer

EVENT HIGHLIGHTS

SPEAKER DEMO

NORTH PARKING

DEMO SCHEDULE

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VTX-12
VTX-21S

EXHIBITOR'S FEEDBACK



Paolo Pabalinas, Managing Director - CaseCraft

Being an upcoming company, it's a complete privilege to be able to attend the exhibit, which has proven to be beneficial for both our company and the visitors. The price, especially the early bird for booths, are really attractive. Company awareness maximized and people buzzed with talks about our products and what's new. I'd most probably exhibit again, and as well other exhibits related to Audiovisual. The event was smooth with no major hiccups from the registration process to the time of egress - a testament to the organizer's prompt and systematic execution of the event.

Alvin Quisumbing, President, Modular Display Inc.

Best Musik Manila so far. Sold a lot of stuff. It's Great!



Gifely Guita, Store Associate Scarecrow House of Dj Corp.

Would definitely participate again. It helped boost our company sales, and reached customers beyond the industry. Loved how the production execute the event very well and also loved the guest artists invited during the said event.



EXHIBITOR'S FEEDBACK



Ressil Theriz Sajonia,
Social Media
Coordinator
Better Components Inc.

The best part was meeting prospective clients. It was beneficial especially when we want to introduce ourselves to the Luzon market. Yes we would probably exhibit again.

Cherrie Delima, Sales
Executive, Stage Craft
International, Inc.

Best part of the trade show is more clients have attended. Beneficial from the expo is free advertising. Yes definitely will exhibit again.



Homer Sajonia, Chief
Executive Officer
Better Components Inc.

The best part of the show is when we connect with our industry and get connected in how we best serve our community in the platform that we connects.

EXHIBITOR'S FEEDBACK



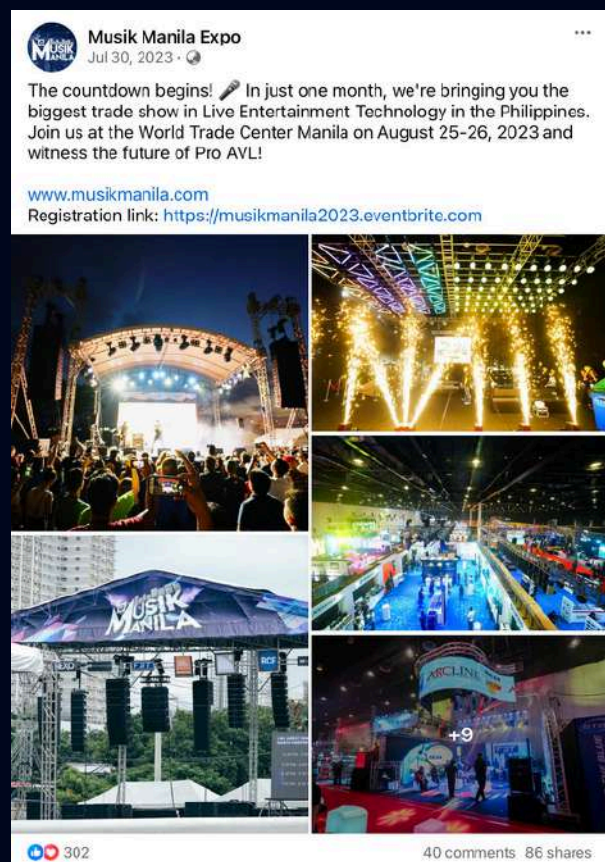
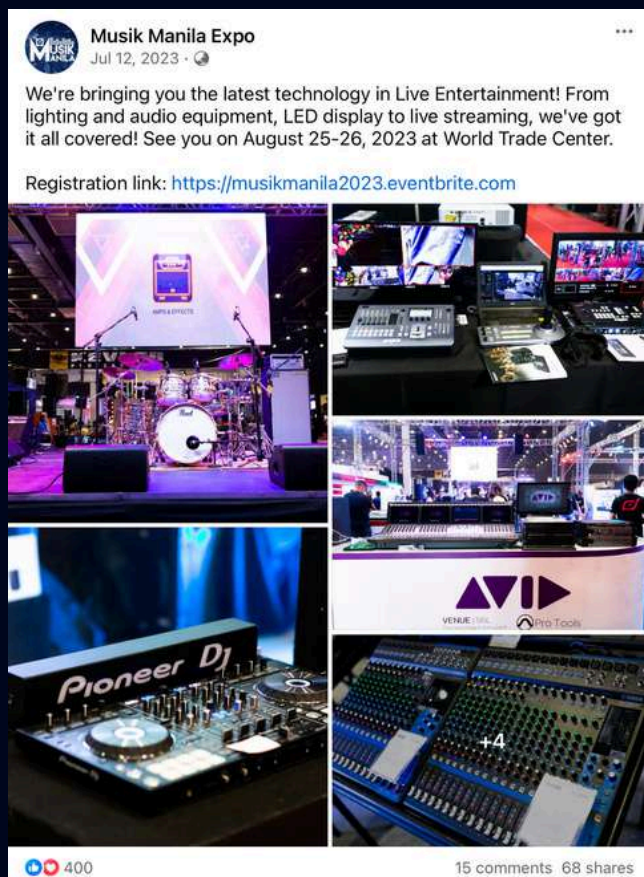
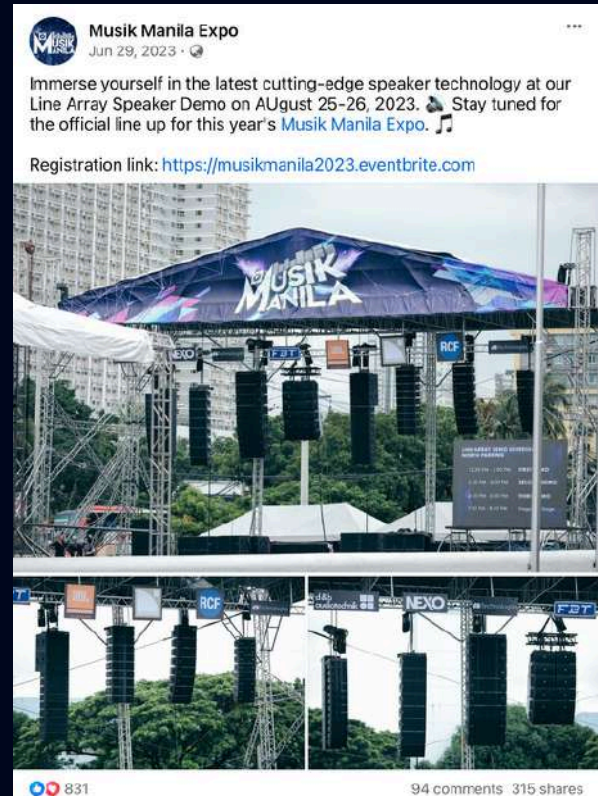
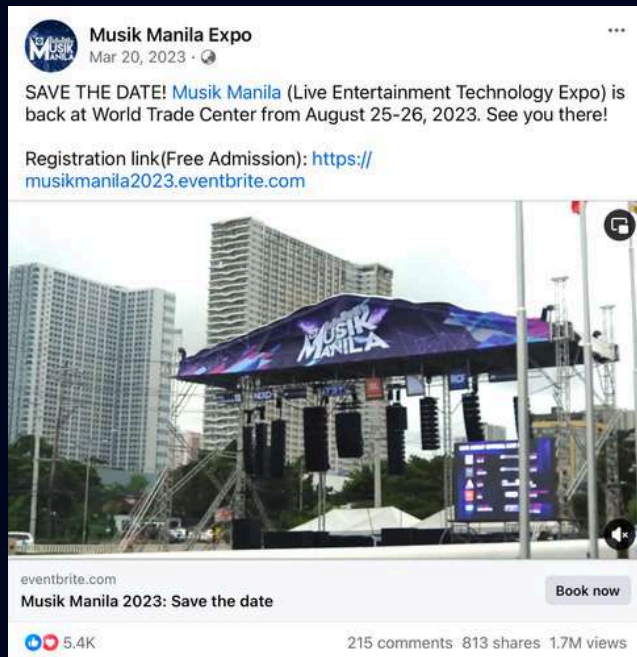
Mei dela Peña, Marketing Manager, Meta-Tech Solutions and Systems Corporation

The best part of Musik Manila Expo 2024 was undoubtedly the incredible networking opportunities it provided. We had the privilege to connect with the industry leaders, fellow enthusiasts, and potential partners, all under one roof. The exchange of ideas, the showcase of cutting-edge technology, and the passion for live entertainment that filled the venue was truly inspiring.

Participating in Musik Manila Expo has brought substantial benefits to our company. We gained valuable insights into the latest trends and innovations in live entertainment technology. This knowledge will help us stay at the forefront of our industry, offering our clients the most advanced audio, video and lighting solutions available. Additionally, we had the chance to showcase our own products and services, reaching a wider audience and generating new leads.

Definitely, we will be joining again in next year's Musik Manila Expo. The success and positive outcomes of our participation this year, and even during the past years since Musik Manila started, have solidified our commitment to this event.

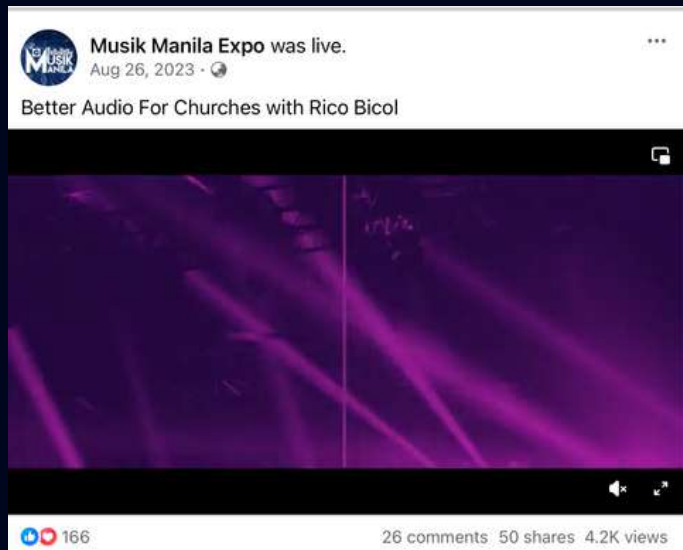
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