

Press release

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Music China ready to open doors and kick off biggest edition so far

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The 2019 edition of Music China is ready to be set in motion! The registration area at the Shanghai New International Expo Centre will be buzzing with excitement as visitors make their way to the fairground. Over 2,400 suppliers from 34 countries and regions are waiting to welcome them to yet another four days dedicated to the MI industry. This year's product range will cover the entire supply chain and the 13 exhibition halls and two outdoor exhibition tents will be filled with every possible type of musical instrument. Buyers, industry professionals, musicians and music lovers will be able to find everything from electric to acoustic over woodwind and percussion instruments. There will also be ample offer for those interested in accessories, sheet music and music education. This year's fringe programme will have something in store for each visitor that wants to know more about what is driving the industry. And let's not forget the many live performances that will boost the atmosphere during four days of music celebration.

Strong line-up of both domestic and international brands

Music China has been steadily establishing itself in the musical instrument industry. Overseas interest in the fair is growing, and more brands from different countries and regions find their way to Shanghai to showcase their product range to an equally diversified audience. The strong representation of exhibitors from different regions and industry branches is a valuable asset to buyers, as they can tap into different markets while expanding their business network. Visitors from all over the world and 2,414 suppliers gathered under one roof represent a significant part of the MI market, and the networking options are close to endless.

The exhibiting brands are definitely worth mentioning, and a clear reflection of the show's foothold within the global MI industry: ABRSM, AKG, Alfred, Alhambra, Armstrong, Bach, Bam, BG, Bluethner, Bose, Buffet, C. Bechstein, Casio, Conn, D'Addario, ESP, Fazioli, Fender, GEWA, Hoefner, Hsinghai, Ibanez, Jinbao, Kawai, King, Leblanc, LTD, Ludwig, Marshall, Martin, Medeli, Miyazawa, Muramatsu, Musser, Pearl River, Petrof, Pleyel, Roland, Saga, Salvi, Samick, Sankyo, Sauter, Schimmel, Schott Music, Seiko, Seiler, Selmer, Steingraeber, Steinway, Tama, Taylor, Yamaha and many more.

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The line-up of international pavilions also reflects that the fair has established its brand overseas as well as in China. This year's dedicated groups and pavilions are represented by Belgium, Czech Republic, France, Germany, Hong Kong, Italy, Japan, the Netherlands, Russia, Spain, Taiwan and the UK. The organiser noted a distinctive rise in enquiries about the bowed instruments for the 2019 edition, resulting in a 15% increase in the gross exhibition area for both the piano and bowed sectors. This interest mainly came from Chinese and overseas companies and European pavilions, such as Germany and Italy.

Fringe programme reflects industry trends

When this amount of industry professionals gathers in one place, it presents a rare opportunity to share knowledge and experience. The MI industry is subject to technological innovation and the market landscape evolves constantly. Technological changes are windows of opportunity, but also represent numerous challenges. This year's fringe programme was crafted to reflect the evolutions that are driving the market, and will provide attendees with an excellent opportunity to find out about the latest industry trends, refine their knowledge or roll up their sleeves for a hands-on workshop.

The NAMM CMIA Industry Forum and highly anticipated University Courses will cover current industry topics, such as the future development trends of the music industry, the growth of the secondary market and how to benefit from it, and how training institutions can upgrade and optimise their art school management system. They will allow visitors to take part in discussions and dialogues with industry peers. This year's show will also focus on music education, with the Music Education Conference, the Music China Educational Programme, the Violin-Making Master Workshop and the Kids' Music Castle. And this is just a selection of what the full fringe programme has to offer. Several competitions will provide musical talents with a stage and an audience, and more than 1,000 live events will bring all of this together and provide an opportunity for the many visitors to enjoy the music.

Indispensable industry platform

This is the 18th edition of the fair, and year after year Music China aims to be a platform for industry stakeholders to connect and grow their business. Brands can capitalise on everything the show has to offer, and work on their global branding, launch new products, tap into different markets and build their network.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, is looking forward to a successful edition and strongly believes this fair is a vital event for the MI market: "The first day of a show is always something special and this year's Music China will be no different. Together with our exhibitors, we've been working towards these four days and we're eager to reconnect with everybody on the fairground. This will be our biggest edition so far and I sincerely hope that both visitors and exhibitors will be able to combine business with their passion for music. The brands that will gather in Shanghai represent industry icons as well as start-ups and newcomers. It's this variation that allows Music China to create added value."

Music China takes place from Thursday 10 – Sunday 13 October 2019. For more details, see www.musikmesse-china.com or email the show's organisers at music@hongkong.messefrankfurt.com. More press information and photographic material can be found here: <https://music-china.hk.messefrankfurt.com/shanghai/en/press/press-releases.html>.

Other shows under the Musikmesse brand include:

Musikmesse

1 – 4 April 2020, Frankfurt

NAMM Musikmesse Russia

17 – 19 September 2020, Moscow

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.