



Reserve your ticket NOW to be on board!

For more information, please contact music@hongkong.messefrankfurt.com

PLAN YOUR VOYAGE AHEAD

Call us for:

- Special hotel rates
- Free shuttle
- Show daily
- Welcome gift
- Visa application and city tour assistance

Shanghai Vision Expo & Meeting Solutions Co Ltd

Tel: +86 21 5481 6051 / 5481 6052

Fax: +86 21 5481 6032

Email: music@shanghai-vision.com

Just a step away from a FREE pass!

Date & opening hours

26 – 27 October (Trade only) 9:30 am – 5:00 pm

28 October (Trade and Public) 9:30 am – 5:00 pm

29 October (Trade and Public) 9:30 am – 3:30 pm

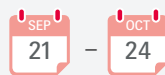
Admission price

FREE until

20 September!



RMB 30 for registration between



RMB 50 for on-site registration from



- Visit www.musikmesse-china.com
- Click "For visitors"
- Go to "Visitor registration"



Or simply scan and register

For more information, please visit:

www.musikmesse-china.com.

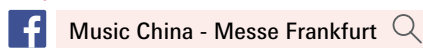
Messe Frankfurt (HK) Ltd

Tel: +852 2238 9901

Fax: +852 2519 6079

music@hongkong.messefrankfurt.com

Stay connected with us



Subject to change, as of July 2016

music CHINA

26 – 29.10.2016

Shanghai New International Expo Centre

www.musikmesse-china.com

Invitation



messe frankfurt

EMBARK ON YOUR MUSICAL ODYSSEY at Asia's leading music show – Music China

Music China 2016, Asia's largest trade platform for the MI industry, awaits you with another all-encompassing edition, ready to transform your senses! Celebrating its 15th anniversary this year, the show will welcome you with 10 expanded halls with a full spectrum of musical instruments. Be ready to explore a stellar line-up of renowned brands and set sail into the uncharted territories of musical business, culture and education!

Taking Music China to new heights

- 113,000 sqm in 10 halls with around 1,800 exhibitors
- Brand new zone for music education
- Enlarged area for bowed instruments and biggest piano salon
- Top annual meeting platform



CATCH THESE HUGE BRANDS

ABRSM, Alfred, BG, Bluethner, Casio, Crafter, D'Addario, Fazioli, Fender, GEWA, Grotrian, Hoefner, Ibanez, Kawai, Ludwig, Marshall, Medeli, Miyazawa, Muramatsu, Music Sales, Ovation, Pearl, Pearl River, Petrof, PRS, Roland, Samick, Sankyo, Sauter, Schimmel, Schott, Seiler, Selmer, Sikorski, Steingraeber, Steinway, Tama, Taylor, Toyama, Yamaha and more!

Source from a global hub of key manufacturing countries and regions

Belgium	China	the Czech Republic	France
Germany	Italy	Japan	the Netherlands
Spain	Taiwan	UK	

DIVE INTO YOUR MUSICAL WORLD

Explore an amazing array of musical and business events and engage yourself in exciting on-site performances!

Map out your best business strategies from MI industry experts

- NAMM CMIA Forum
- NAMM University Courses

Master the key to the world of music and culture

- Global forums on Chinese traditional music
- Master classes for music enthusiasts
- Piano technician training courses
- Seminars on technology and innovations
- Special zones for music education and smart kids playground


Feel the groove and discover your favourite tune





- SchoolJam and Drum Circles
- 1,000+ indoor and outdoor live shows
- Charity programmes

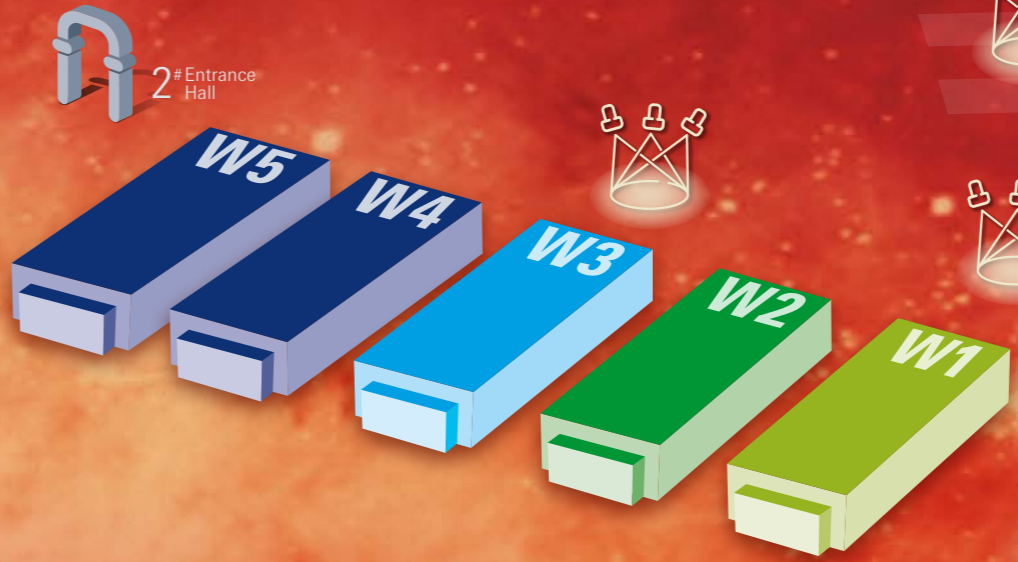
SET SAIL ON YOUR VOYAGE TO THE MUSICAL WORLD!

Product parade

An excellent blend of Chinese and Western musical instruments ranging from orchestral and jazz to rock and electronic; and from parts and accessories to finished products

- W1  **Woodwind & Brass; Accordions & Harmonicas**
- W2  **Percussion instruments**
- W3  **Fretted & Stringed instruments**
- W4 & W5  **Electronic & Electric instruments**

- E1 & E2  **Pianos & Keyboards**
- E3  **Stringed instruments, Sheet music & publishers, Music educational institutions**
- E4  **Bowed & Stringed instruments**
- E5  **Traditional instruments & Chinese instruments**



Where music meets business

- Insightful NAMM courses and CMIA industry forums

Music paradise

- Exciting and educational programmes for music enthusiasts

Grand celebration

- Grand / Glam stage**
 - Rock • Indie • SchoolJam
- Classic stage**
 - Jazz • Acoustic • Soul
- New Era stage**
 - Electronic • Pop
- Drum Circles**
 - Latin • African

Master like a pro!

- Face-to-face encounters with music maestro and instrument making masters

Nurture your musical sense

- Special zones for music education

