

Press release

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Global MI industry plugs into Music China as it opens for eagerly awaited 2018 edition

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MUC18_PR4

The time has finally come for Music China 2018 to welcome the world of musical instruments to the SNIEC in Shanghai. For the next four days, a total of 2,252 suppliers from over 30 countries and regions will converge across 138,000 sqm in 12 halls, where it's estimated that more than 100,000 visitors will cross paths with one another. Right now, all eyes are on the largest MI trade fair in Asia, as the show is placed under an international spotlight once more.

Now in its 17th year, Music China continues to grow exponentially. In fact, after the show's most successful ever edition in 2017, organisers expect more records to be broken again this year. Its scale has grown by over 10% this year thanks to the introduction of a new hall, and exhibitor figures have risen by 6% as a result. Not only that, but there are now more live performances and fringe events than ever before, and the show's visitor figure continues to be strong on each day.

Participants have come to expect Music China's coverage to encompass an unrivalled range of products. From acoustic, folk and fretted instruments, to electric, bowed, woodwind and brass instruments, sheet music publishers, percussion, Chinese musical instruments, the show has the ability to cater to everyone's sourcing needs.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, is looking forward to getting underway on Wednesday 10 October. She said: "It's always a great feeling to see how excited our participants become as the show draws nearer each year, and 2018 is no exception. We're proud to serve as a hub for discovering new musical innovations, whether that be in the form of the instruments themselves or through educational opportunities with some of the industry's biggest names. We see the show as an all-encompassing platform, and we can't wait to see our halls bustling with fun and business over the next few days."

One aspect of the fair which has continued to grow is the strong collection of international pavilions. This year, a total of 13 pavilions will provide dedicated areas for the various music-making regions around the world. These are Belgium, Bulgaria, the Czech Republic, France, Germany, Hong Kong (new), Italy, Japan, the Netherlands, Spain, Russia (new), Taiwan, and the UK.

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What's more, some of the biggest MI brands from around the world will be scattered across the show floor again this year. These include the likes of ABRSM, Alfred, Alhambra, Aria, Armstrong, Bach, BAM, BG, Bluetner, Buffet, Casio, Conn, D'Addario, ESP, Fazioli, Fender, GEWA, Hal Leonard, Holton, Hsinghai, Ibanez, Jinbao, Kawai, King, KORG, Leblanc, LTD, Ludwig, Marshall, Martin, Medeli, Miyazawa, Muramatsu, Musser, Pearl River, Petrof, Roland, Saga, Salvi, Samick, Sankyo, Sauter, Schimmel, Schott Music, Seiko, Seiler, Selmer, Steingraeber, Steinway, Tama, Taylor, Yamaha and many more.

Away from the exhibitors, the show's participants will also find a wide spectrum of education opportunities through the highly anticipated fringe programme. Expectations are high for the signature NAMM CMIA Forum and NAMM University Courses for example, as well as a number of seminars and workshops for Chinese musical instruments, training courses for piano tuning, violin-making workshops. At the same time, the Jazz Competition, the Music Lab, the Drum Circles and the exciting outdoor live stages will make a welcome return.

Embracing its position as a hub for music business, education and culture, a number of big names will descend upon Music China this year to take part in the multifarious live events taking place on-site. Grammy and BAFTA award winning composer and conductor Mr Tan Dun, most widely known for composing the 2008 Beijing Olympics medal ceremony music, as well as the scores for movies 'Crouching Tiger, Hidden Dragon' and 'Hero', will be at the show.

Joining Mr Tan is internationally acclaimed musician Mr Guy Pratt, who has worked with the likes of Pink Floyd, David Bowie and Michael Jackson. Guitarist Mr Alex Hutchins will also feature, being a well-known teacher of jazz fusion and rock. In terms of some of Asia's biggest names, the show will welcome Chinese cellist Mr Liwei Qin, pianist Mr Jian Yi Huang, bassist Mr Peng Ji, percussionist Mr Feng Wen, violinist Mr Mengla Huang, and many more.

A final report of Music China 2018, complete with comments from the show's exhibitors, visitors, event participants and performers, will be released shortly after the show. For more details about Music China, 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://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/entertainment-media-and-creative-industries/music_china.html

Other shows under the Musikmesse brand include:

NAMM Musikmesse Russia
12 – 15 September 2019, Moscow

Musikmesse
April 2019, Frankfurt

Music China
Shanghai, 10 – 13 October 2018

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 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. With its headquarters 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 | www.congressfrankfurt.de | www.festhalle.de