

Press release

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Music China provides multifunctional platform for Chinese and international brands

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Music China is drawing closer and as the exhibition space fills up, the show looks forward to welcoming both exhibitors and visitors to the fairground at the Shanghai New International Expo Centre from 10 to 13 October. The 2019 edition promises to deliver yet again with 13 exhibition halls, over 2,300 domestic and international manufacturers, brands and suppliers, and more than 1,000 live performances and events. In an ever-evolving industry, Music China aims to be a multifunctional platform that allows professionals to connect with each other and stay ahead of the changes that disrupt the market.

The fair aims to create added value by focussing on quality, innovation and prominent industry topics. This way, market evolution and disruption can be opportunities that allow companies to connect with their customers even better. Exhibitors can leverage their participation to their advantage, by strengthening their brand awareness internationally, introducing new topics or products, or gaining a foothold in the Asian market.

Tool for global branding

Roland, a well-established electronic musical instrument brand, is one of the long-term exhibitors at Music China. While the fair continues to expand its influence on the market, it contributes a great deal to the global branding of the company.

Akira Nishizawa, Chairman of Roland China, explained: "There are many ways to appreciate music. Our mission at Roland is to bring the thrill and excitement of creative experiences to imaginative people all over the world. As overseas interest in Music China is growing, the fair contributes to our global branding. We also utilise it as an opportunity for press releases to introduce new topics, such as collaboration projects with other companies. The show is one of the largest events that can truly reach musical instrument and music fans, online as well as offline."

Music China also welcomes new exhibitors, like German piano manufacturer C. Bechstein, founded in 1853. For C. Bechstein, China is one of the most important markets. Exhibiting at Music China allows the company to work on its brand awareness in the region, while tapping into

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the huge potential of this growing industry.

Zhou Xianghao, General Manager, C. Bechstein China, said: “The Chinese market has great potential, and Music China is more than just an exhibition for the country and its surrounding markets. It is one of the most important musical exhibitions in the world. The Chinese market has a huge consumption base and as a result, the musical instrument market here is quite big. With the development of China's economy and the improvement of the consumption level, the demand for quality has begun to rise. For Chinese customers, buying a musical instrument more than a decade ago may have been the difference between being able to afford it or not. Today, it's the difference between buying something good or buying something better. For C. Bechstein, this is a positive evolution.”

“We will showcase our full range of products at Music China, including the most advanced upright and concert grand pianos. Visitors will also be able to see our 20th century C. Bechstein ‘Spinx Golden Piano’, of which there are only two in the world.”

Platform for product launches

For a number of exhibitors, Music China is the ideal opportunity to introduce a new product or range to the market. American-based brand JodyJazz was founded in '99 and is known for its premium quality saxophone and clarinet mouthpieces. Earlier this year, it announced the acquisition of the highly coveted Chedeville Company.

Colin Schofield, Vice President of Sales & Marketing, JodyJazz/Chedeville, explained: “JodyJazz has exhibited at Music China regularly for the past couple of years. Pursuing all major markets outside the USA through attendance at key local trade shows, sales visits and relationships with local retailers is part of our strategy. We're a global brand and we have retail partners in all major markets around the world. Many of these overseas retailers attend Music China and the fair is a way for us to connect with them. During the 2019 edition, we will launch our new ‘Chedeville’ range of Classical Clarinet and Saxophone mouthpieces to the Asian market. Our business with China continues to grow exponentially. USA-made instruments are highly coveted there. ‘USA Made’ is a brand of quality all over the world, but in China it is even stronger.”

Opportunity to reach the Asian market

Because of its location and the amount of Chinese buyers that attend the show, Music China presents brands with an opportunity to tap into the Asian market. Sauter is one of the world's oldest piano manufacturers, founded in 1819 in Germany. This year, the company celebrates its 200th anniversary. It will present a number of classical pianos at Music China, including a special anniversary model.

Andreas Bieder, Representative of Carl Sauter Pianofortemanufaktur GmbH & Co KG, said: “In terms of quantity, China has the largest number of piano learners and performers in the world. But Western countries have a deeper classical music culture and tradition. We hope to build a bridge for the development of classical music culture in China,

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so that Chinese music lovers can enjoy the pure, Western, classical music culture. Our philosophy is to create the best piano for those who pursue the highest level. In the future, we will inherit this concept and bring more outstanding piano products to Chinese families. To celebrate our 200th anniversary, we will host a piano performance and present a special piano model – launched for the first time in Asia – during Music China.”

Platform for music education

The musical instruments industry is inherently linked to music education. Music China aims to be a platform that also allows educational institutions to grow their business internationally. That’s why it’s only logical that next to manufacturers, brands and suppliers, the fair welcomes music schools and other organisations to its fairgrounds. They can leverage their attendance by building their network and expanding their programmes to the Asian market.

The Rock Pop Jazz Academy of Music (RPJAM) is a German, state proved education centre that is launching “Made in Germany”, an education programme for music teachers specifically targeted to Asia. The course will be available for drums, guitar, keys and vocals, and was written by international artists. Graduating students will receive a state proved diploma from Germany.

Marion Krämer and Andreas Dieruff, Managers, RPJAM, explained: “We’re participating in Music China for the first time this year, to launch our new programme and get feedback from the local market. This fair is the ideal platform, because the programme was developed for Asia specifically. We focus on quality and the courses will be given by a selection of international lecturers, like drummer Dirk Brand. We believe that, even in a world where digital products become more important, musicians will still go back to playing live music. And that is exactly what we’re trying to create: good, educated live musicians and music teachers. We’re convinced that music education in China has a lot of potential for growth. Our product could be one of the necessary keys to unlock this potential.”

Fringe programme

The fringe programme events will once again combine education, music appreciation and performance during the upcoming edition of Music China. Confirmed events until today include: NAMM CMIA Industry Forum, NAMM University How-to Sessions, Music Lab, Arts Salon, Master classes and Music classes, Global Forum and workshop of Chinese Traditional Music, Never-ending Music Live shows, Drum Circles, International Electronic Music Competition and Jazz Master Competition.

The full fringe programme will be published closer to the show date.

Music China will take 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

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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:

NAMM Musikmesse Russia

12 – 15 September 2019, Moscow

Musikmesse

1 – 4 April 2020, Frankfurt

Background information on Messe Frankfurt

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