

Press release

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Renowned brands look forward to this month's Music China

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As fair organisers celebrate its recent listing in the “Global Top 100 Trade Shows 2020”, preparations for Music China, Asia’s largest trade fair for musical instruments, continue in full swing. Opening from 28 to 31 October 2020, the 19th edition of the show has attracted a large contingent of international brands, largely represented by their local sales offices due to travel restrictions.

In just about two weeks, a number of quality manufacturers, suppliers, agents, professional buyers and music lovers will gather in high spirits under one roof at the Shanghai New International Expo Centre where they can discuss business face to face, demonstrate their latest models of products and enjoy a variety of educational fringe events and live music shows. Exhibitors taking the opportunities to spur business growth during the 4-day show include C. Bechstein, Casio, ESI, Hsinghai, Kawai, Pearl River, Roland, Samick, Schimmel, Seiko, Steinway, Taylor Guitars, Yamaha and many more.

Despite the fact that many overseas representatives of international brands are unable to travel to Music China, Taylor Guitars is among many overseas players to respond positively to the current circumstance by arranging their local representatives to attend the show. Commenting on how their local partner is helping them to capitalise on opportunities at Music China this year, Mr Monte Montefusco, Vice President of Sales for Taylor Guitars, one of the world’s leading manufacturers of premium acoustic guitars explained: “It’s unfortunate that our team is unable to attend Music China this year. Our leadership group always looks forward to visiting Shanghai and we are already making plans to return in 2021. We are very confident in the ability of our distributor to deliver an experience that is reflective of the Taylor Guitars brand. We have worked together for many years and they know how to best serve Chinese customers. Having a trusted partner that can effectively demonstrate our latest guitars and meet the needs of Chinese guitar players is a benefit of working with our distributor.”

Asked about Music China’s role, especially during the pandemic, he adds: “Music China continues to grow in importance to the musical

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instrument industry. Each year we reconnect with dealers and distributors from around the world. Being able to display our new guitars at Music China and help our dealers plan for the future is a welcome event amid the global pandemic.”

Music China recognised among the "Global Top 100 Trade Shows"

For the first time, Music China has been successfully selected among Imp-Exp Executive magazine’s "Global Top 100 Trade Shows", ranking 88th¹ for 2020. Taking commercial trade fairs from around the world into account, the 2020 ranking was determined using exhibition area and internationalism as the main selection criteria. The selected trade fairs are deemed effective platforms that set a benchmark in their respective industry. The ranking excludes exhibitions with government backgrounds, and its main purpose is profile building. Music China was among 24 trade fairs held in China which were recognised in 2020.

“We are honoured that Music China is listed among the ‘Global Top 100 Trade Shows’. The achievement proves the value of Music China as a truly effective platform for Chinese companies to do business internationally, as well as its position as a gateway for overseas companies to tap into the enormous Chinese market. Thanks to the huge support from our exhibitors and visitors, we have achieved this new accomplishment, signifying that Music China has reached a whole new level,” comments Ms Judy Cheung, the Deputy General Manager of Messe Frankfurt (HK) Ltd.

Launched in 2008, the annual "Global Top 100 Trade Shows" is based on independent research conducted and published by “Sail by Exhibition” under the Imp-Exp Executive magazine. Founded in 1988, the authoritative Chinese business magazine focuses on international trade.

Fringe programme and live performances continue to connect industry players

The industry’s prestigious fringe programme will once again feature a line-up of educational events such as the NAMM CMIA Industry Forum, the NAMM University Courses and the National Music Education Conference, as well as many seminars and workshops such as the Training Course for Senior Piano Technicians, Violin-Making Master Workshop and music+Talks™ to accommodate different needs. Participants will also be able to view the industry’s latest products at the Music China New Product Global Launch and learn the trending electronic music technologies at the Shanghai International MIDI Forum & 2020 International Electronic Music Competition. A variety of exciting live shows, competitions and product presentations will also be held

Music China
Shanghai, 28 – 31 October 2020

¹ “Imp-Exp Executive”, www.tradetree.cn/content/8076/6.html, www.tradetree.cn/content/8077/6.html, retrieved July 2020

throughout the 4-day show.

Music China is organised by Messe Frankfurt (HK) Ltd, the China Musical Instruments Association and Shanghai Intex Exhibition Co Ltd. For more details, visit 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:

NAMM Musikmesse Russia

16 – 18 September 2021, Moscow

Musikmesse

22 – 24 October 2021, Frankfurt

Background information on Messe Frankfurt (as of June 2020)

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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