

Press Release

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Music China generates substantial attention for new innovations

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As one of the world's largest trade fairs for musical instruments, Music China provides a convergence point for professionals and enthusiasts alike to sample new innovations and novelties. Both on the show floor and at the fair's New Product Global Launch awards, the fair has become renowned for its variety. This year the selection will be as broad as ever, with many local and international brands confirmed to join the upcoming 2021 edition, taking place from 13 – 16 October at the Shanghai New International Expo Centre. Celebrating its 20th anniversary, the fair will encompass a wider variety of Chinese musical instruments while a number of domestic pavilions will also be formed.

Some of the leading companies exhibiting across 11 halls this year include AKG, Algam, C. Bechstein, Conn-Selmer, Fazioli, Fender, GEWA, Martin, Pearl River, Petrof, Petz, Pioneer DJ, Recording King, Roland, Samick, Schimmel, Seiler, Steinway, Taylor, VHT, Yamaha, Yanagisawa, and many more.

As the pandemic gradually subsides, Music China is poised to play an important role as a platform for domestic industry players to boost their business growth. In 2021, the exhibition space devoted to Chinese musical instruments will expand by 25% when compared to last year. With the support of the local government, a number of domestic pavilions will be set up, including the returning Suning pavilion which will increase in scale by 600 sqm. Other local pavilions from Yangzhou, Lankao and Raoyang have also been formed.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, says: "China is one of the promising markets for both local and international companies, especially during the post-pandemic recovery phase. To capture opportunities in the market, many industry players are turning their attention to Music China, where they can find partners to scale up their business in China and across Asia."

International players make the most of Music China

Business leaders are adopting a positive mindset to stay competitive and

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deal with the ever-changing business environment. For instance, despite the current travel restrictions, some international companies are making full use of their local Chinese resources and network to seize the business opportunities that Music China has to offer. Meanwhile, they continue to launch new products to meet demand as the market recovers.

“It is a shame that it seems we will be unable to travel to Music China due to COVID-related immigration restrictions. But with our local sales and marketing team in China, we will be fully represented at the show with a fine selection of our products across all of our famous brands such as Bach, Ludwig, Conn, Musser, King and Leblanc. Of course, it would have been nice to also work with our international distributors and business partners from all over the world during Music China 2021, but we are determined to make the best of it by focusing this year on Chinese dealers, artists and consumers,” says Mr Markus Theinert, VP Product & International Sales, Conn-Selmer.

Conn-Selmer’s booth will display their new line of fully modular extensions for their Bach Stradivarius Artisan trombone line, as well as new saxophones, trumpets, trombones and clarinets for both students and intermediate players. For Ludwig fans, some never-before-seen novelties will also be showcased.

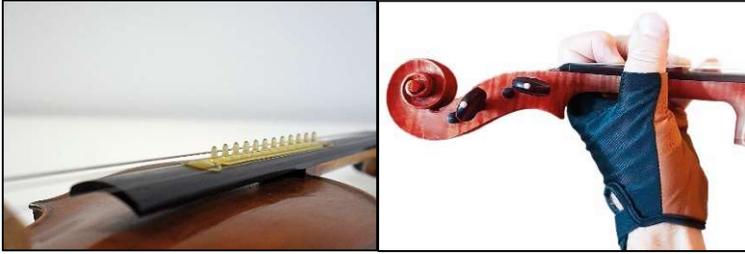


Bach “Artisan” Professional Tenor Trombone and Leblanc “Serenade II” Clarinet from Conn-Selmer

“The pandemic has had a substantial impact on demand, especially in the field of music education. But right now we are seeing positive trends, in the US in particular, where schools have begun buying again as they gradually reopen their music programmes. Some community ensembles and most of the major symphony orchestras have begun to plan their 2021/2022 season and there is a good chance that those could happen with little to no restrictions. One other aspect could be observed pretty clearly in the last 15 months: online retailers have definitely suffered far less revenue losses than their brick & mortar counterparts. We have also seen an upward trend from hobbyists purchasing digital pianos, e-drums, guitars and saxophones versus more traditional band & orchestra instruments. But that trend has already started to turnaround a little,” adds Mr Theinert.

Also sending their local distributor to meet potential customers at Music China is Petz, a well-known wholesaler and specialist in string instruments and accessories from Austria. They will showcase “ResoundingFingerboard”, a new innovative tool designed to help students master vibrato for violin, viola, cello and double bass. The

company will also promote VioGlove, the first glove in history designed to improve every aspect of left-hand technique for string instruments.



"ResoundingFingerboard" and VioGlove from Petz

"Amid the pandemic, of course I don't expect attendance from the international community, but we are grateful for the loyalty and interest shown by domestic visitors. Music China has developed into one of the world's leading trade fairs in our industry. All global companies and specialists in their genre should attend the event. This fair offers the best opportunity to build awareness of new products worldwide and is an optimal platform to make personal contacts with Asian companies," says Mr Rudolf Koegl, President of PetzVienna.

Asked about recent market changes, he points out: "As a supplier of violin makers and music shops in more than 60 countries and regions, we have noticed in many parts of the world that people's interest in music making is increasing. Even in the classical field."

Celebrating inventive new products

As innovation grows in importance, a guaranteed way for exhibitors to garner attention for their creativity is at Music China's New Product Global Launch awards. Organised since 2018, the awards aim to foster industry development and to encourage both local and overseas exhibitors to take full advantage of exposure on the Music China platform.

This year, participating products will be carefully selected based on innovative concepts, product design, craftsmanship, practicality and unique features. The entries will first be screened and shortlisted before a judging committee comprising of local and overseas industry associations, music educators, professional performers and well-known media will select the 20 best new products. An award ceremony will be held on the first show day, and the winning products will be displayed throughout the four-day event. Just as with previous editions, the 20 Best New Products are anticipated to gain much attention from onsite buyers and via the show's promotion and media coverage.

Interested companies should submit their entries on or before 1 September, or contact music@hongkong.messefrankfurt.com for more information.

Music China
Shanghai, 13 – 16 October 2021

Music China is organised by Messe Frankfurt (HK) Ltd, the China Musical Instruments Association and Shanghai Intex Exhibition Co Ltd. The organisers will closely monitor the pandemic situation and will strictly

follow the local government's protection guidelines.

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.html>.

Other shows under the Musikmesse brand include:

NAMM Musikmesse Russia

16 – 18 September 2021, Moscow

Musikmesse + Musikmesse Festival

29 April – 1 May 2022, Frankfurt

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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