

Press Release

23 November 2021

## Music China to be postponed to October 2022

Rachel Leung  
Tel. +852 2230 9297  
rachel.leung@  
hongkong.messefrankfurt.com  
[www.messefrankfurt.com](http://www.messefrankfurt.com)  
[www.musikmesse-china.com](http://www.musikmesse-china.com)  
MUC21\_postponement to October 2022

**In light of the current pandemic situation in China, Music China, originally scheduled to take place in January 2022, has been postponed to 26 – 29 October 2022 at the same venue, the Shanghai New International Expo Centre. The move is in support of the government’s anti-pandemic measures and will allow exhibitors and visitors to concentrate their resources more efficiently.**

Due to recent COVID-19 cases in various provinces and cities around the country, the Chinese government has extended its pandemic containment measures. To support the government’s prevention and control initiatives, the organisers have come to the decision to defer the show. The change will ensure that all participants can enjoy a safe trade fair, while it will also help exhibitors to channel their manpower and marketing resources into the October show, which is the traditional annual timeslot for Music China.

As one of the world’s largest trade fairs for musical instruments, Music China is an ideal destination for industry players, professionals and enthusiasts alike to conduct business, expand industry networks and keep track of the latest products and technologies. The fair’s fringe programme and live performances also provide unparalleled opportunities for education, training and music appreciation.

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](http://www.musikmesse-china.com) or email the show’s organisers at [music@hongkong.messefrankfurt.com](mailto: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:

**Musikmesse + Musikmesse Festival**  
29 April – 1 May 2022, Frankfurt

**NAMM Musikmesse Russia**  
20 – 22 September 2022, Moscow

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong



**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](http://www.messefrankfurt.com)