

Press Release

January 2022

## Lang Lang joins Music China as a Global Charity Ambassador ahead of October 2022 edition

Alexander Holdsworth  
Tel. +852 2230 9279  
alexander.holdsworth@  
hongkong.messefrankfurt.com  
[www.messefrankfurt.com](http://www.messefrankfurt.com)  
[www.musikmesse-china.com](http://www.musikmesse-china.com)

**When it comes to global recognition, there are few icons more widely treasured than Chinese pianist Lang Lang, who has raised the profile of Chinese musicians to a new level on the international stage. For almost two decades, Music China has embarked on a similar journey. As one of the world's largest trade fairs for musical instruments, the fair has opened up the Chinese market to the international industry, building a close-knit global community of suppliers, dealers, distributors and enthusiasts. As industry trendsetters, the duo have now joined hands to promote Music China internationally and raise awareness of music education ahead of the highly anticipated 20<sup>th</sup> anniversary edition.**

More than 1,000 exhibitors are expected to participate in this year's fair from 26 – 29 October at the Shanghai New International Expo Centre with the usual bustle, excitement and music appreciation expected to fill the halls with an energetic atmosphere.

On the back of the new partnership, the fair's organisers are stepping into 2022 with a positive mind set. "Our collaboration with a global star such as Lang Lang is a sign of Music China's ambitions," says Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd. "Although the pandemic has impacted travel in the short term, this partnership is testament to Music China's long-term connections and relevance to the international industry. Lang Lang is an inspiration to millions, not just in China, but around the world."



Music China Global Charity Ambassador Lang Lang

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

As a previous participant at Music China, Lang Lang is looking forward to the anniversary edition: “As one of the world’s largest and most influential trade fairs of its kind, Music China is always a dynamic place to view the latest and greatest instruments. The fair’s fringe events are important for industry development and promoting music to the general public. It provides a platform for music lovers to experience the charm of music, and as a pianist, I hope to see more people getting involved and enjoying music.”

The full spectrum of musical instruments will be on display in October across 10 halls covering every aspect of the industry, including pianos, bowed instruments, percussion instruments, woodwind and brass instruments, electronic and electric instruments, music education, sheet music and many others.

With so many corners of the industry gathered in one place, the fair presents the perfect occasion for knowledge to be shared and enjoyment to be had. New technologies and product launches will once again form the backbone of the fringe programme, including a wide range of workshops, forums, competitions, live performances and outdoor shows.

### **Chinese market shows resilience**

The international musical instruments industry has always held the Chinese market in high regard, and its resilience amid the pandemic has cemented this standing. The country remains one of the most lucrative sales destinations for global brands, reaching a new high for revenue of USD 7,232 million in 2021<sup>1</sup>. Between January and November of the same year, imports were valued at USD 516.19 million (up 31% from the year before).<sup>2</sup>

A nationwide commitment to music education both at home and in schools is a major driving force behind sales, while rising purchasing power bodes well for high-end and luxury brands. As such, both domestic and overseas industry players see Music China as an ideal gateway to tap into the huge market potential in the country.

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

Music China  
Shanghai, 26 – 29 October 2022

---

<sup>1</sup> “Revenue: China Musical Instruments segment,” Statista, <https://bit.ly/3e8QLKq>. Retrieved 5 January 2022

<sup>2</sup> China Customs Data. Retrieved 5 January 2022.

## **NAMM Musikmesse Russia**

20 – 22 September 2022, Moscow

### **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 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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)

\* Preliminary figures for 2021