

Press release

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## Over 1,800 exhibitors ready to kick off Music China's landmark 20<sup>th</sup> edition

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MUC23\_OR\_ENG

**With buyer pre-registrations already flooding in from more than 70 countries and regions, Music China is preparing to throw open its doors for a packed four days of business from 11 – 14 October. In what is the largest showcase of musical instruments to be found anywhere in the world, the biggest names in the business including 1,822 international exhibitors are unpacking their products at the Shanghai New International Expo Centre. This year's hall space has expanded by 20% compared to 2020, now stretching across ten halls (W5 – E5) and three marquee areas (OW2 – OW4) to offer an unparalleled display of musical instruments across 120,000 sqm of exhibition space.**

“We are encouraged by the substantial exhibitor turnout this year, as well as the solid international representation in buyer pre-registrations,” says Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd. “There’s always a lot to see at the fairground, and this year is no exception. From classical to electronic, from traditional Chinese instruments to modern synthesisers – the fairground has it all. This diversity provides ideal networking and sourcing opportunities, but there’s also plenty of fun to be had, and knowledge to be shared. More than 600 seminars, workshops, forums, live performances and events at exhibitor booths are scheduled, ensuring there is truly something for all corners of the MI industry.”

Occupying almost 20% of the exhibition space, this year’s Piano Halls (E1 & E2) continue to be the biggest in the world in terms of scale and variety, while the Bowed Instruments Halls (W2 & OW2), and Chinese Instruments sections (E3 & E4) are also the world’s largest.

As always, international diversity is well represented, with exhibitors from 23 countries and regions participating. Signifying the ASEAN region's growing influence in the MI industry, this includes first-time involvement from Indonesia and Thailand in the guitar category. Elsewhere, seven overseas and national pavilions led by Italy and Germany – hosting 25 and 21 exhibitors respectively – highlight categories such as heritage piano, string instruments and accordions. Buyers can also find additional diversity at major pavilions from China, the Czech Republic, France,

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Japan and Spain.

Some of the biggest names in the business participating this year include Altamira, AXL, BAM, C. Bechstein, Central Music, Chairman, Conn-Selmer, D'Addario, Dun Huang, EUTERPE, Farida, Fazioli, Fender, Fengling, Gibson, GEWA, Hailun Piano, Hu Qiu, Jin Bao, Jin Yin, Kawai, KHS, Maderas Barber, Marigaux, Martin, Medeli, Parsons Music, Pearl River, People's Music Publishing House, Pianodisc, Pioneer DJ, Rampone & Cazzani, Reliance, Rönisch, RSL, Samick, Saverez, Schimmel, Seiko, Seiler, Selmer, Shanghai Music Publishing House, Steinway, Strauss, Taylor, Tenon, Thomastik, Toyama, Yamaha, Yanagisawa, and Yue Hai.

### Live events and educational forums return

With an impressive roster of educational events and live shows, this year's fair continues to promote music culture and provide unique opportunities for music appreciation and education. Some highlights include:

- **Industry Forum:** keynote speeches will be delivered by Mr Wang Shicheng, the Deputy Party Secretary of China National Light Industry Council and President of China Musical Instrument Association, and Mr John Mlynczak, the President and CEO of NAMM. A panel discussion, moderated by Mr Chen Jinwu, the Vice President of the China Musical Instrument Association will also take place.
- **"How to" Sessions:** workshops focusing on art school management, all-age teaching methods and tips for instrument stores and studios.
- **Music China New Product Global Launch:** this platform offers a stage for unveiling new products to the global market, featuring an on-site release ceremony and media interviews.
- **Finest Cultural Gifts from China – Cultural and Tourism Trade Promotion Campaign:** a launch ceremony will be followed by product display at booth E4E32.
- **Tech+ Music Lab:** covering all four days of the fair, this event explores the intersection of technology and music.
- **Advanced Piano Tuning Training Seminar:** taking place on day 3 for both novices and experienced practitioners, guided by technicians from Petrof and Kawai.
- **Music China Educational Programme:** including Music Master Classes, Music Trial Classes, and the music+Talks™ conference, taking place at various locations throughout the fairground.
- **Never-ending Music – Live Shows:** live performances will be held at Outdoor Stages S1 and S2 throughout each day of the fair.

Music China  
Shanghai New International Expo Centre  
11 – 14 October 2023

- **Award Ceremony and Winners' Performance of 2023  
Shanghai Citizens Art Festival - Shanghai's Most Musical  
Family Competition**

Music China is organised by Messe Frankfurt, the China Musical Instrument 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>.

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters 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)