

Press release

December 2022

## Music China announces October 2023 return; exhibitor registration now open

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)  
MUC23\_PR1\_ENG

**The dates are set: Asia’s largest trade fair for musical instruments will make its homecoming from 11 – 14 October 2023 at the Shanghai New International Expo Center – its longstanding home since 2002. Expectations for the fair to return on a strong footing next year are high, particularly given the country’s unrivalled position as not only the world’s biggest instrument manufacturer but also the largest market.**

“We are already receiving exhibitor enquiries about the 2023 fair, and this is no surprise given Music China’s leading position in the global MI industry,” says Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd. “With the knowledge that the fair is the best place to meet dealers and distributors, exhibitors remain eager to expand their presence in the domestic market, and for good reason: the Chinese market is the world’s largest. This fact hasn’t changed, even amid the pandemic.”



81,761 visitors and 1,106 exhibitors attended the previous Music China in 2020

This confident outlook is supported by domestic sales revenue, which is expected to reach USD 8.6 billion by the end of 2022<sup>1</sup>. “Despite the

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

<sup>1</sup> ‘Music instruments – China’, Statista. <https://www.statista.com/outlook/cmo/toys-hobby/musical-instruments/china>. Retrieved: November 2022

challenges facing other parts of the Chinese economy, the musical instruments industry has remained relatively immune, and this is partially due to a strong appetite for music culture,” explains Ms Cheung. “This gives us cause for optimism as we look ahead to the 2023 fair.”

In particular, the growth of music education continues to be one of the biggest drivers of instrument sales, especially in the piano category. “Piano ownership in China now accounts for more than 75% of the world's total,” Mr Huang Dong, Deputy General Manager of Schimmel Piano (China), expressed at the last edition of Music China. “Due to China’s rising levels of prosperity, more and more foreign brands have entered the market. So for us, and especially a big brand such as Schimmel, it’s an opportunity that can’t be missed. With Music China’s extensive influence, almost the entire industry chooses to participate.”

### **Instruments for every price point**

While global brands such as Schimmel are a regular presence at Music China (evidenced by international participation from 15 countries and regions at the previous edition), home grown manufacturers that offer cost efficiency and order flexibility are also one of the fair’s key strengths.

“We expect the product mix to be the real forte of Music China 2023, with the fair showcasing instruments across every price point, and across the full spectrum,” says Ms Cheung. “For affluent Chinese buyers, international and heritage brands remain hugely popular, but for the likes of schools and training institutes who also visit the fair, price and durability are important considerations.”

Now entering its 20<sup>th</sup> edition, the 2023 fair is expected to feature 9 instrument halls spanning some 110,000 sqm of exhibition space, covering everything from pianos, bowed instruments, percussion, woodwind and brass, electronic instruments, music education, sheet music and much more. In addition, an extensive seminar programme and live music shows bring opportunities for networking and knowledge sharing.

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](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>.

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

### **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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the

world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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)