

news +++ Music China  
Shanghai, 10 – 13 October 2024

# music

## CHINA

### Music China 2024 strengthened global industry connections with advanced, diverse products on show

**Shanghai, 30 October 2024. Wide-ranging brands and a symphony of innovation elevated the 21<sup>st</sup> edition of Music China, which attracted 119,083 visitors from 105 countries and regions and saw a 10% increase in overseas buyers compared to last year. The fair closed on 13 October, after welcoming over 1,800 exhibitors from 26 countries and regions for four days of international business at the Shanghai New International Expo Centre. Alongside classical instruments, the latest digital technologies were met with enthusiasm across a performance-lit fairground spanning 14 halls and 150,000 sqm. Industry players developed and cultivated valuable connections, and lauded the show as an essential platform for expanding sales channels across the international and Chinese markets.**



Visitors to Music China 2024 explored products and solutions at the German pavilion and Czech pavilion.

With an increase in the diversity of visitors from different countries and regions, visitors joined primarily from Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, Taiwan, Thailand, and the US. Meanwhile, an abundance of international exhibitors featured across the fairground, and in dedicated pavilions from the Czech Republic, France, Germany, Italy, Japan, Spain, and the UK.

Major brands across the fairground, both international and domestic, showcased an exceptional array of products. Key exhibitors included the likes of ABRSM, Adams, Algam, Apogee, Avantone Pro, AVID, BAM, Bluethner, C. Bechstein, Central Music, Conn-Selmer, D'Addario, Fatar, Fazioli, Fender, Focusrite, GEWA, Godin, Gretsch, Henri Selmer Paris, Ibanez, Jinbao, Jin Yin, KHS, Korg, Ludwig, M-Audio, Martin, Medelli, Moog, MOTU, Nektar, Novation, Pearl River, People's Music Publishing House, Petrof, RME, Sabien, Samick, Salvi, Savarez, Seiko, Seiler, Sennheiser, Shanghai Music

Publishing House, Shure, Sonarworks, Sony, Steingraeber, Studiologic, Superlux, Tama, Tascam, Taylor, Thomastik, Viscount, Yamaha, and Yanagisawa.

Highlighting the fair's success, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, stated: "It is uplifting to see Music China continue to serve as a dynamic and uniting force within the global music industry. The increase in overseas visitors and diversity of exhibiting countries and regions signify the fair's strong international influence, while the impressive innovations showcased reflect the changing landscape of how music is created and shared. There is a growing demand for live shows and cultural expression in China, and the strong buyer intent we have seen underscores the need for both technological advancements and traditional quality. One especially exciting aspect this year was watching musicians unlock new possibilities by utilising the advanced capabilities of top-tier recording equipment."

### **Performance market serves as engine for MI industry growth**

Public interest in live performances and cultural events continues to surge in China, aligning with the national focus on cultural tourism. In 2023, concerts and music festivals generated around USD 2.82 billion in box office revenue<sup>1</sup>, while over 342,000 commercial live performances were staged nationwide in the first three quarters<sup>2</sup>. This trend is driving demand for top-notch musical instruments.

During a panel discussion, Mr Changyao Zhu, Honorary Chairman of Jiangsu Musicians Association in China, highlighted the importance of public engagement in spreading traditional music: "While professional training in music institutions is important, cultural exposure within communities is equally essential. Performances are a powerful driver of the MI industry. Fostering long-lasting appreciation for traditional music requires a harmony between creating music, educational initiatives, and engaging shows, along with a healthy supply of quality instruments. Music China is a perfect fusion of these elements."

### **Digital instruments transforming music creation**

Digital innovation remained a focal point at Music China, demonstrated by the diverse showcase of emerging technologies that are shaping the future of music. Transformative instruments and performances are broadening opportunities for musicians, producers, and educators, introducing new ways to play and experience music.

Mr Hyung-Guk Lee, Chairman of the Board, Seiler Samick Musical Instrument (Shanghai) Co Ltd, a Korean exhibitor known for blending tradition with innovation, emphasised the booming interest of digital instruments from buyers at the fair: "So far we have already received container-sized orders from our dealers in Iran, Thailand, and Australia for digital pianos, digital drums, and acoustic pianos, which amounts to approximately USD 200,000 in total."

Fatar srl, an Italian supplier of keybeds for digital pianos, synthesisers and organs, highlighted the domestic demand for digital instruments. "We have noticed a strong interest from Chinese customers in high-end, professional keyboards, including those for digital pianos that replicate the feel of acoustic pianos. Our visitors have purchasing

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<sup>1</sup> <https://m.chinanews.com/wap/detail/cht/zw/ft10194467.shtml>

<sup>2</sup> <https://english.news.cn/20231229/fb80efe73f1e43a599abc86c78953641/c.html>

power, and Music China continues to be a prominent platform for us to explore new customers and connect with our contacts,” said Ms Federica Celli, Sales Manager at Fatar srl.

### **Advanced audio technology meets needs of modern music creators and performers**

The excitement surrounding superior audio experiences resonated throughout Music China, where buyers and dealers explored advancements aimed at elevating music to new heights. Professional equipment enables musicians to enhance their creative processes and recording quality, boosting both marketability and recognition.

Dreamtonics, a Japanese company specialising in electronic music and voice technology, launched its new vocal synthesis software and effectors at the fair, with Ms Jasmine Wang, General Manager at Dreamtonics, noting: “It is very encouraging that we attracted even more new users at this edition, and their acceptance and understanding of AI products has significantly improved, exceeding our expectations.”

Attesting to the appeal of music technology, the new Hall N1, dedicated to audio recording and electro-acoustic instruments, was a major attraction – particularly the innovative sound technology on display, including high-end microphones and speakers, and state-of-the-art digital workstations. “The dedicated Hall N1 allowed us to effectively showcase similar products and services and attract a multitude of decision-makers, including prominent American manufacturers and European clients. Our pioneering audio interfaces and microphones drew significant interest from visitors,” commented Mr Dong Ding, CEO of Ding Dong Audio from China, who showcased around 20 new audio products at the fair.

### **Resounding approval for show’s overall industry impact**

Music China participants hailed the show as a centre for business, networking, and inspiration. Long-term exhibitor and industry leader Yamaha occupied a 3,000 sqm independent hall for the first time. Mr Daisuke Yamamuro, General Manager of Marketing Division, Yamaha Music & Electronics (China) Co Ltd, said: “We are excited to return and introduce our brand to a wider professional audience through this influential platform. Our exhibition space has expanded by 2.5 times, allowing us to showcase a broader range of instruments and provide visitors with an enhanced experience.”

Visitors were equally impressed. Mr Zhi Chen, Founder of Nut Music Education, remarked: “My every visit to Music China brings new inspiration. The variety of instruments, showcasing classical elegance or modern style, reflects the rich diversity of the music world. The scale of the fair far exceeded my expectations. This visit has efficiently fulfilled my needs for sourcing instruments and acquiring industry insights.”

The fair also offered invaluable networking opportunities for buyers seeking new products and potential partners. Mr Nathan Howe, Sales Director of Worldwind Music from the UK, said: “This is my third visit to Music China. I appreciate the organisers for selecting the right suppliers and facilitating one-on-one meetings with targeted exhibitors, which has allowed me to quickly learn about a wide array of products and helped us tap into the market’s tremendous potential.”

### **Fringe programme fosters professional growth and industry innovation**

In addition to the extensive range of product on display, Music China 2024 delivered a strong range of fringe events, covering trends, production, craftsmanship, and more. Attendees discovered numerous workshops, master classes, and forums designed to keep industry professionals at the forefront of the MI landscape, and to support the nurturing of the next generation of musicians and industry leaders.

One highlight was the Industry Forum, where leading educators and industry experts discussed music education and MI markets in China and beyond. Mr John Mlynczak, the President and CEO of the National Association of Music Merchants (NAMM), highlighted the forum's impact: "It was an honour to share insights about the state of the global music industry and the US market, helping exhibitors here at Music China achieve success. The room was filled to capacity. Everyone was highly engaged, and I could feel the enthusiasm from the audience throughout the entire session."

Other notable fringe events and live performances included the Music China New Product Global Launch, Music X, Never-ending Music - Live Shows, Drum Circles and DJ Pro. Held in collaboration with the Sample Music Festival, DJ Pro at Music China introduces innovative DJ techniques and approaches. These events not only catered to diverse musical tastes but also fostered community interaction and creative expression, reflecting the fair's role as a lively hub for originality and inspiration.

Music China is organised by Messe Frankfurt, the China Musical Instrument Association and Shanghai Intex Exhibition Co Ltd. The next edition will take place from 22 to 25 October 2025.

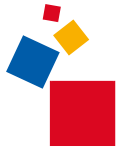
For more details, visit [www.musikmesse-china.com](http://www.musikmesse-china.com) or email the show's organisers at [music@hongkong.messefrankfurt.com](mailto:music@hongkong.messefrankfurt.com).

**Press information and photographic material:** <https://music-china.hk.messefrankfurt.com/shanghai/en/press/photos.html>

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**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. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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.

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