

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

music

CHINA

Music China to rock back in October with 25% more exhibition space

Shanghai, May 2024. Following a near-record turnout of 122,000 visitors last year, the floor space for the upcoming 2024 edition is expanding to 150,000 sqm. The highly anticipated 21st edition, taking place from 10 – 13 October at the Shanghai New International Expo Centre (SNIEC), is projected to accommodate around 2,000 exhibitors, while a new Hall N1 has been introduced exclusively for audio recording equipment, electrical and electronic instruments. This dedicated sound-focused hall will provide exhibitors with opportunities to create an immersive experience for attendees through showcasing live performances and true sound demos. To ensure a tranquil environment, exhibitors are requested to utilise headphones and soundproof equipment.



Visitor turnout at Music China 2023 was the 2nd highest in the fair's 20 edition history

With China's MI market revenue expected to reach approximately USD 10 billion in 2024¹, exhibitors continue to recognise the country's vibrant music education culture as a significant factor behind the market's resilience and impressive size. Mr Alban Steingraeber of Steingraeber & Soehne KG expressed his excitement during the most recent edition, stating, "I just learned that there are more children learning piano in China

¹ <https://www.statista.com/outlook/cmo/toys-hobby/musical-instruments/china#revenue>
Retrieved: 22 January 2024.

than the entire population of Germany. China, along with the broader Asian market, has become one of our largest markets, and we are thrilled with the substantial number of visitors who possess extensive industry knowledge and are highly skilled piano players.”

While the piano segment remains the largest product category at Music China, the 2023 edition showed that a significant contingent of visitors had interest in a broader range of instruments, accessories, and educational materials. Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, highlights this as the main reason for the 25% expansion in exhibition space, accommodating 14 product halls to provide a wider variety of sourcing options for buyers.

“Interest in the domestic market remains well balanced across all major product segments, including electronic, wind, string, and traditional Chinese instruments. This is particularly pleasing because after the hiatus caused by the pandemic, many exhibitors used the 2023 edition to gauge if Music China would still attract the same diverse range of visitors. The feedback received, along with early sign-ups for 2024, leaves no doubt about that. More than 60% of exhibition space has already been reserved for the upcoming October edition, with many renowned brands enquiring about larger booth sizes. We’re looking forward to the biggest MI celebration of the year in Shanghai,” explains Ms Cheung.

Some of the major brands that are planning to return for 2024 include: Adams, Conn-Selmer, Cort, Cremona Violin, D’Addario, Despiau, Dixon Drums, Doerfler, Fender, Godin, JodyJazz, M-Audio, Miyazawa, Moog, Nikko, Paxman, Pearl, Petrof, RATstands, Sabien, Savarez, Samick, Seiko, Selmer, Tagima, Thomastik, Weissenberg, Yamaha, Yanagisawa. The excitement extends beyond individual brands as the show is expecting the presence of international pavilions representing the finest in musical innovation and heritage. Participating countries include the Czech Republic, France, Germany, Italy, Japan, Spain, and the UK, creating a truly global celebration of musical culture.

In addition to the well-known brands and pavilions, the show will unveil the new Hall N1, a dedicated space for audio recording equipment, and electrical and electronic instruments. Both industry professionals and music enthusiasts will be captivated by this hall, which will host an impressive lineup of exhibitors. Apogee, Avantone Pro, AVID, Black Lion Audio, Earthworks Audio, Focusrite, MOTU, Nektar, Novation, RME, Shure, Sennheiser, Sonarworks, Sony, Soundking, Studiologic, Superlux, Tascam, and many others will be present to showcase their exceptional offerings.

Market resilience driven by online learning and digital retail trends

Finding new distribution channels and identifying consumption trends among end-users is a key focus of the Music China fringe programme that will continue to be emphasised at the upcoming 2024 edition.

Mr Ren Zijing, Head of JD Musical Instruments Division at JD Group, highlighted some recent market changes during the recent 20th edition. “To attract a broader audience, many music schools and instrument brands have embraced platforms like TikTok and other social media channels to promote their products. This strategy aims to capture the attention of older music enthusiasts who constitute a significant customer base with considerable consumption potential. Interestingly, this demographic heavily relies on online training, distinguishing them from younger children who predominantly attend

offline music schools. Major brands are increasingly recognising this as a new driver of sales.”

The educational and networking aspects of Music China 2024 will cover a wide range of trends, ranging from industry forums, courses, piano tuning seminars, master classes, music education programmes, and conferences. These events provide opportunities for learning, networking, and exploring the latest practices and technologies in the music industry. They cater to musicians, professionals, retailers, and music enthusiasts, promoting continuous learning and innovation in the field.

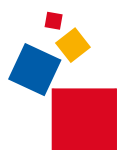
Music China is organised by Messe Frankfurt, the China Musical Instrument Association and Shanghai Intex Exhibition Co Ltd. For more details, visit www.musikmesse-china.com or email the show’s organisers at music@hongkong.messefrankfurt.com.

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

Links to social media:

<https://www.facebook.com/musicchinamf/>

<https://www.instagram.com/musicchinamf/>



Your contact:

Carly Cheung

Tel. +852 2230 9279

[carly.cheung@](mailto:carly.cheung@hongkong.messefrankfurt.com)

hongkong.messefrankfurt.com

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

www.messefrankfurt.com.hk

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 more than € 600* 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

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

* Preliminary figures for 2023