

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

music

CHINA

Music China to host international brands and vibrant fringe events for its 2024 edition

Shanghai, 20 September 2024. Music China, one of the world’s leading sourcing platforms for the musical instruments industry, is set to host its 21st edition at the Shanghai New International Expo Centre (SNIEC) from 10 – 13 October. The show will bring together over 1,700 exhibitors from 26 countries and regions, featuring a stellar cohort of loyal exhibitors and newcomers. Visitors can discover an assortment of top-notch traditional and novel instruments that strike the balance between the finest craftsmanship and rich acoustic quality. The Industry Forum will dive into insightful discussions and strategies designed to address the evolving landscape. An array of engaging workshops and performances, headlined by Music X, live jamming at DJ Pro Zone, and finger drumming at Drum Circles, will further connect music lovers for another year of creative pursuits and networking opportunities.

For the first time, Yamaha will occupy an independent hall with over 3,000 sqm exhibition space, where it will showcase a curated selection of its instrument collections. “We are thrilled to showcase our offerings and share our brand’s story of craftsmanship, passion, and innovation at Music China again,” said Mr Daisuke Yamamuro, General Manager of Marketing Division, Yamaha Music & Electronics (China) Co Ltd. “In recent years, the show has not only attracted professional buyers, but also a growing number of amateur music enthusiasts. Visitors of all musical abilities can enjoy dynamic live performances by international artists, playing a wide range of instruments found in our collections under Yamaha and its sub brands. Leveraging Music China’s far-reaching influence across China and Asia, we are excited to meet new faces and reconnect with our loyal customers in October.”

Among the distinguished long-term exhibitors are ABRSM, BAM, C. Bechstein, Bluethner, Cremona Violin, D’Addario, Fazioli, Fender, Gewa, Ibanez, Jinbao, Martin Guitars, Petrof, Pioneer DJ, Samick, Seiler, Selmer, Steingraeber, and Yamaha. These industry leaders will present their sophisticated collections of musical instruments.

Spanning 14 exhibition halls, Music China offers a diverse array of products that combine cutting-edge technology, original design, and superior acoustic quality. The global exhibitors showcasing their innovations include renowned brands Apogee, Fatar, Focusrite, Korg, Mapex, Meinl, Moog, Novation, among many others. Additionally, newcomers to the show, such as Solo Strings from Romania, Klavins Pianos from Latvia, Schulze Pollmann Piano from San Marino, and BIMM University from the UK, will introduce their unique innovations to the event.

Amidst an amplified line-up of exhibitors, Music China 2024 will feature dedicated pavilions representing China, the Czech Republic, France, Germany, Italy, Japan, Spain, and the UK. As one of the global hubs for MI business, the show provides participating brands with a unique opportunity to strengthen their image and connect with both Chinese and international buyers.

Echoing this enthusiasm, Mr Lee Hyung-Guk, Chairman of the Board, Seiler Samick Musical Instrument (Shanghai) Co Ltd., noted: “Music China is an invaluable platform for industry opportunities, bolstered by its expansive exhibition space and robust promotional support. This year, we aim to further expand our brand exposure and market influence through a meticulous booth design, product showcases, live performances, and digital streaming. We will showcase four models from our piano series that blend modern technology and German craftsmanship to produce pure and ethereal tones. To cater to the rising demand for digital and smart music instruments, we will also present our latest electronic series: Stage Piano, Digital Piano, and BeatMaster digital drum set.”

Igniting passion for music through electrifying events

Beyond the product showcases, Music China will continue to stage a vibrant fringe programme across the four-day show period. These events will offer attendees first-hand market insights, along with a feast of music performances and educational opportunities.

- **Inspirational forums & seminars**

Visitors will have access to a range of content-rich seminars at the “**How-to**” **sessions** and **Industry Forum**, delving into the intricacies of China’s comprehensive MI supply chain, the current landscape and future outlook of the global MI market, and the synergy between the performing arts industry and music education. Highlights include the **Advanced Piano Tuning Training Seminar**, designed for technicians seeking to refine their skills, along with an enriching **sound and music-making conference powered by Upchord**.

- **Enthralling showcases**

Spotlighting music technology, the **Tech + Music Lab** will feature celebrity interviews, sharing sessions, and product showcases, providing visitors the opportunity to uncover the latest music production technology and instruments that are redefining the music creation experience. Furthermore, the **New Product Global Launch** will present a display of the latest innovations, followed by a release ceremony.

- **Live performances & workshops**

Throughout the show, visitors can watch live performances by international and local artists at the **Never-ending Music** stage. The **DJ Pro** area (Booth D89, Hall W4) will host jamming sessions, bringing together the world’s DJ champions and musical talents to foster music innovation and cultural exchange. Returning this year is **Drum Circles**, led by Ms Kumi Masunaga, a certified Music Medicine facilitator with extensive experience in drumming. Products from Remo, the world’s largest manufacturer of drumheads, will be utilised during the show.

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/>

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Your contact:

Gigi Tam

Tel. +852 2238 9982

gigi.tam@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road, Wan Chai
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 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.

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