

music

CHINA

10 – 13 October 2018

Shanghai New International Expo Centre, China

www.musikmesse-china.com



It's my tune.



INTEX



messe frankfurt

A thriving world of business and music at your fingertips

Imagine the soft musical sounds echoing through the halls, the buzzing of business at the booths, and the show floor bursting with exciting live performances. All of these unmissable experiences can be found at Music China 2018, where the very best of business and music appreciation gathers all in one place. As Asia's most reputable musical instrument trade show, the next edition will be held from 10 – 13 October 2018 at the Shanghai New International Expo Centre. The show will gather leading suppliers, buyers, dealers, distributors and music enthusiasts from all corners of the global industry, and offers instant access to the worldwide music community.



The ideal destination to amplify your business

“The Asian market seems very strong and growing. We love coming to Music China because there’s people from all over the world. There’s not just an Asian market, and we can penetrate into places where we could never do on our own.”

Mr Henry Hall, International Sales Manager, Baroni-Lab Amplification

“Apart from industry wholesalers and dealers, a lot of musicians come to look for products to test and give opinions on them. This makes Music China a great place to launch products and release present products.”

Mr Robert Goetz, CEO BAM Group, BAM SAS

Key reasons to be at Music China 2018:

Unprecedented scale and participation figures*

Exhibition area	from 81 countries & regions	from 30 countries & regions
125,000 sqm (+11.6%)	105,125 visitors (+16.6%)	2,124 exhibitors (+11.3%)
12 international pavilions	1,000+ indoor & outdoor live shows	

* 2017 figures; percentage increments are in comparison with 2016 figures.

Extensive support from prominent industry leaders, including: ABRSM, AXL, Bluethner, D’Addario, Fazioli, Fender, GEWA, Hal Leonard, Hsinghai, Ibanez, Kawai, KORG, Marshall, Medeli, Music Sales, Pearl River, Roland, Sabian, Samick, Schott Music, Steingraeber, Steinway, Tama, Yamaha and more!

An unrivalled sourcing hotspot with all-inclusive events

“There are lots of world-class exhibitors and innovations at Music China. It’s a great platform for me to see different kinds of pianos in all kinds of materials with high quality.”

Mr Oleg Semenov, Commercial Director, Lutner Music Company, Russia

“With so many extra activities and events to attend at Music China, the fair really encompasses the entire industry. It means we can have fun and do business at the same time.”

Mr Tomohiro Kurosawa, President, T. Kurosawa & Co Ltd, Japan

Tune into the dynamic Asian MI market and let your sound be heard!

In the third quarter of 2017, China’s total import value for musical instruments rose to an impressive USD 296.24 million, which is a 8.52% surge compared to 2016.* With each year, advancements in China’s MI industry are moving at a rapid pace, meaning now is the ideal time to capitalise on the country’s unprecedented opportunities in music education and appreciation.

* Source: The National Bureau of Statistics and General Administration of Customs



Discover the industry’s top influencers!*



34%
senior management



43%
music schools & conservatories



53%
purchasing visitors

* 2017 figures





Show details

Show date

10 – 13 October 2018

Venue

Shanghai New International Expo Centre, China

Opening hours

10 – 11 October: 9:30am – 5:00pm (Trade only)
 12 October: 9:30am – 5:00pm (Trade and public)
 13 October: 9:30am – 3:30pm (Trade and public)

Product profile

- Brass instruments
- Bowed instruments
- Electronic and electric instruments
- Fretted and stringed instruments
- Percussion instruments
- Pianos and keyboards
- Music education institutes
- Music related computer hardware and software
- Sheet music
- Traditional Chinese instruments
- Woodwind instruments
- Accessories and furniture

Participation fee*

• Zone A	
Raw space (space only, 18sqm up)	RMB 1,580 / sqm
Package stand (9sqm up)	RMB 1,980 / sqm
Corner surcharge	+10%
• Zone B	
Raw space (space only, 18sqm up)	RMB 1,080 / sqm
Package stand (9sqm up)	RMB 1,480 / sqm
Corner surcharge	+20%
• Zone C	
Raw space (space only, 18sqm up)	RMB 880 / sqm
Package stand (9sqm up)	RMB 1,280 / sqm
Corner surcharge	+30%

*Please refer to the application form for furniture entitlement and terms & conditions.

Musikmesse worldwide

musikmesse

Frankfurt, Germany
 11 – 14 April 2018

**NAMM[®]
 musikmesse
 RUSSIA**

Moscow, Russia
 13 – 16 September 2018

Sign up now!

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Stay tuned with us!



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