

music

CHINA

International Exhibition for
Musical Instruments and Services

10 – 13.10.2024

Shanghai New International
Expo Centre, China

**It's my
tune.**

www.musikmesse-china.com

Join the world's ultimate platform for visibility and impact. Teeming with the industry's top suppliers, buyers, dealers, distributors, and enthusiasts, Music China is more than a trade fair; it's an opportunity hub where business deals are not merely conducted – they're crafted with passion. It's where trade, education, entertainment and fun converge in a symphony, and where long-term relationships are forged. So, what are you waiting for? Join us at our 21st edition to experience all of these benefits (and much more) first hand.

Own the stage

Strengthen your market position at Asia's biggest MI fair



Expect more in 2024



2,000+ exhibitors and brands



150,000+ gross area



14 exhibition halls



150,000+ no. of visits



600+ fringe events, live performances and exhibitor events

The choice of industry giants

C. Bechstein, Central Music, Conn-Selmer, D'Addario, Fazioli, Fender, Gibson, Kawai, Martin, Parsons Music, Pearl River, Steinway, Taylor, Yamaha and more.

**2023 participants*

♪ Petrof has been with Music China since the very beginning and we've witnessed the rapid growth of the fair as well as the entire market in China. The fair is now becoming the most important marketplace for us to showcase our new products and reach target customers globally. ♪

Exhibitor Mr Pavel Štěpán, Commercial Director, PETROF spol. s r.o.

♪ As the industry's most influential exhibition, Music China showcases almost every instrument and accessory, effectively serving as a one-stop solution for all our sourcing needs. It's the place for us to stay abreast of the latest industry trends, get a first-hand look at new product releases, and explore potential business partnerships. ♪

Visitor Ms Su Ying, CEO, Tianleer Piano Studio

The Chinese market? Impossible to ignore

With its nationwide dedication to music education, China is a prized destination where global brands take the spotlight. In fact, it remains the world's largest MI market by revenue, reaching an impressive high of USD 9.25 billion in 2023. Displaying resilience amid global challenges, the market is forecast to grow annually by 8.3% (CAGR 2023 – 2028), demonstrating robust performance across various segments including string, wind, percussion, and electronic instruments.

Source: Statista, <https://qr.messefrankfurt.com/Db82a>



Achieve measurable results as an exhibitor



90%+

agree the show helps to promote their new products



75%+

satisfied with onsite orders



85%+

make new business contacts

Build trust with your target clients



27%

Senior management



30%+

Conduct purchases



19%

Distributors / Retailers / Wholesalers / Agents

Ignite a buzz around your brand at our electric fringe events



Outdoor live shows



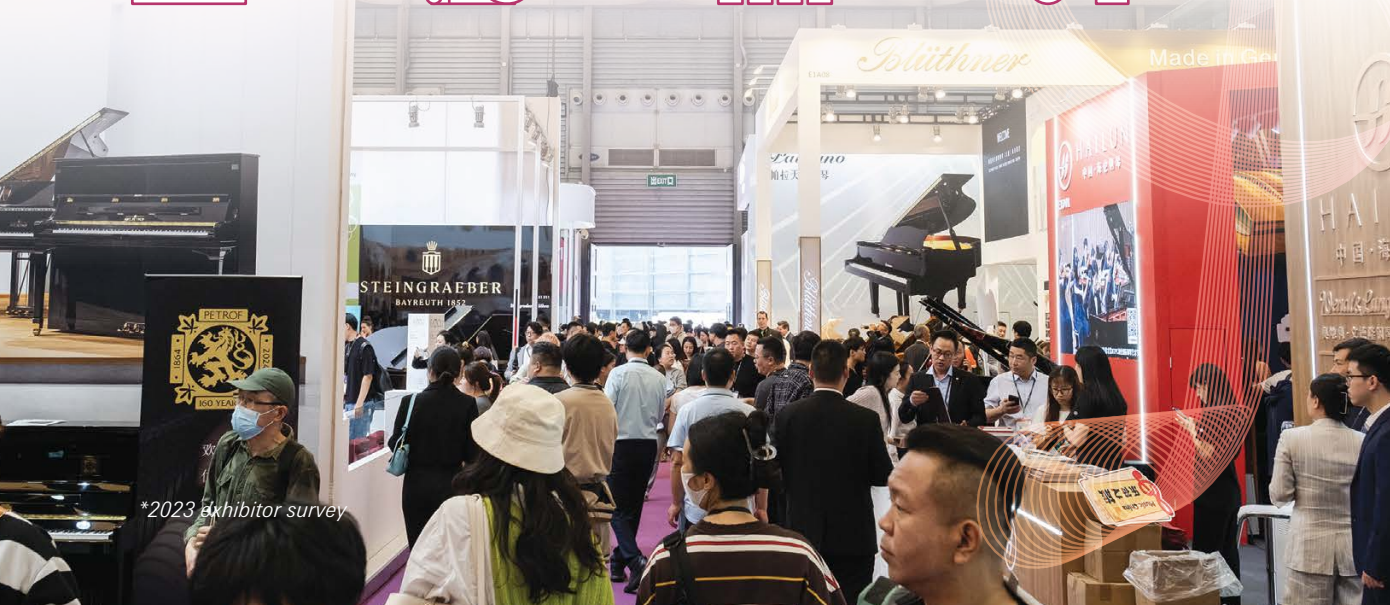
Hands-on workshops



Educational seminars



Live-streamed onsite events



*2023 Exhibitor survey

Fair facts

Dates	10 – 13 October 2024	
Opening hours	10 – 11 October 2024	9:30am – 5:00pm (Trade only)
	12 October 2024	9:30am – 5:00pm (Trade and public)
	13 October 2024	9:30am – 3:30pm (Trade and public)

Venue Shanghai New International Expo Centre, China

Product profile	<ul style="list-style-type: none"> • Accessories and furniture • Bowed instruments • Electronic and electric instruments • Percussion instruments • Music education • Recording and studio equipment • Sheet music and publishers • Woodwind instruments 	<ul style="list-style-type: none"> • Accordions and harmonicas • Brass instruments • Fretted and stringed instruments • Pianos and keyboards • Music-related computer hardware and software • Traditional Chinese instruments
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Participation fees*	Zone A	Raw space (space only, 27sqm up)	RMB 1,650/sqm
		Package stand (9sqm up)	RMB 2,100/sqm
		Corner surcharge	+10%
	Zone B	Raw space (space only, 27sqm up)	RMB 1,150/sqm
		Package stand (9sqm up)	RMB 1,600/sqm
		Corner surcharge	+20%
	Zone C	Raw space (space only, 27sqm up)	RMB 950/sqm
		Package stand (9sqm up)	RMB 1,400/sqm
		Corner surcharge	+30%

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

Contacts

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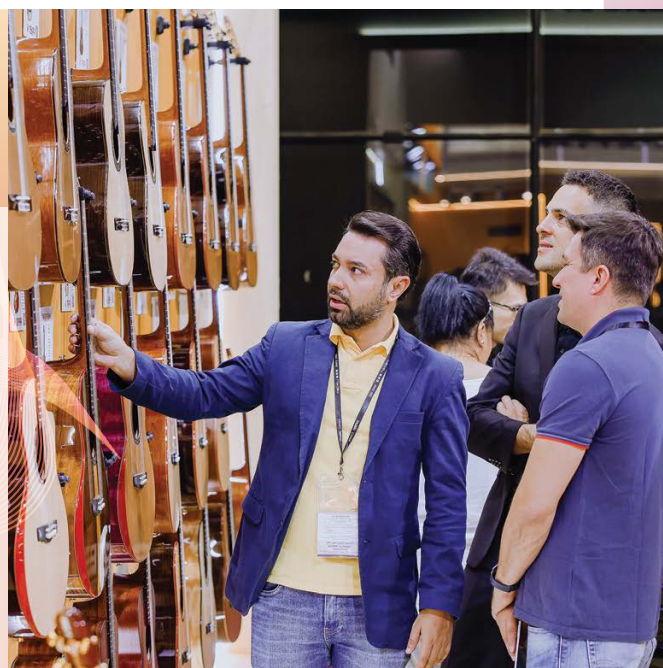
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