

music

CHINA

10 – 13 October 2019

Shanghai New International Expo Centre, China

www.musikmesse-china.com



INTEX



messe frankfurt

Your International Trade Fair For Sax, Drums, Rock & Roll And More

Without blowing our own trumpet too much, we'd say that Music China hits all the right notes when it comes to coupling business and trade with education, entertainment and excitement. In fact, as Asia's largest MI trade show, we can strike a chord with almost every corner of the musical instrument industry, by gathering leading suppliers, buyers, dealers, distributors and enthusiasts for four days of music appreciation. What are you waiting for? It's time to face the music and join us in October 2019!

What makes Music China a fundamental MI show?

 2,252 exhibitors

 12 halls

 138,000 sqm exhibition space

 13 international pavilions

 110,381 visitors

 1,000+ live shows

* 2018 figures

Who can you expect to see?

ABRSM, Alfred, Alhambra, Aria, Armstrong, Bach, BAM, BG, Bluethner, Buffet, Casio, Conn, D'Addario, ESP, Fazioli, Fender, GEWA, Hal Leonard, Hoefner, Hsinghai, Ibanez, Jinbao, Kawai, King, KORGE, Leblanc, LTD, Ludwig, Marshall, Martin, Medeli, Miyazawa, Muramatsu, Musser, Pearl River, Petrof, Roland, Saga, Salvi, Samick, Sankyo, Sauter, Schimmel, Schott Music, Seiko, Seiler, Selmer, Steingraeber, Steinway, Tama, Taylor, Yamaha and many more!

The future of the MI industry

With China looking to rebrand its international image and boost its import efforts, the country's imported goods value is expected to exceed US\$30 trillion in the next 15 years, according to the government. At the same time, the demand in China's MI industry is expanding continuously, whether that be for instruments themselves, or for the music education market.



"I come to Music China because I know that I will be able to find every possible thing here, and still discover new products and people that I wouldn't be able to find anywhere else in Asia. It's all about having fun and meeting with the people who can boost your presence in your respective musical field."

Mr Hap Kuffner, President, Kuffner International (USA)

"This is the 12th time I've visited Music China, because it's an important show for the entire world, not only China. The show is rich in international content, and the timing is correct for the industry. It's held in October, meaning buyers can come to source for product launches in the beginning of the year."

Mr Alun Hughes, Managing Director, British Band Instrument Company (UK)



"The Chinese MI market is extremely dynamic, and it's been growing rapidly. For the past five years, our sales in China have increased more than 20% every year. We see Music China as one of the most important platforms to promote our brand to both end-users and dealers."

Mr Andy Lund, Export Manager, Taylor Guitar (USA)

"This is our eighth time to exhibit at Music China. We always meet new dealers every year here, and a lot of visitors from both China and overseas visit our booth. Music China is definitely a gateway to Asia's huge MI market."

Mr Hans Hemeryck, CEO, United Music & Media Publishers (Belgium)



Visitor demographic



35%
senior management



47%
music schools & conservatories



55%
purchasing visitors



Show details

Show date

10 – 13 October 2019

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
- Music related computer hardware and software
- Sheet music and publishers
- 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 entitlements and terms & conditions

Musikmesse worldwide

musikmesse

Frankfurt, Germany
2 – 5 April 2019

**NAMM®
musikmesse
RUSSIA**

Moscow, Russia
12 – 15 September 2019

Sign up now!

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Stay tuned with us!





