

music

CHINA

28 – 31.10.2020

Shanghai New International Expo Centre, China

www.musikmesse-china.com



INTEX



messe frankfurt

Connecting through MUSIC

The next Music China is coming! The 19th edition already, and we keep on growing. Brace yourself for a four-day journey where industry professionals from different continents connect. A gateway to the immense Chinese and international markets and the business opportunities they represent. That typical atmosphere, with people from all over the world gathering in a metropolis like Shanghai, never ceases to amaze. And this year won't be any different. We will be waiting for you with bells on!

The 2019 edition in numbers



2,414
exhibitors



145,000_{sqm}
exhibition space



13
exhibition
halls



12
international
pavilions



122,519
visitors



1,000+
fringe
programme
events

Your window to the Chinese MI market

The value of imported musical instruments in China has grown rapidly over the past couple of years. With figures climbing to 391,098,572 USD, the first nine months of 2019 already resulted in a 9.06% increase compared to the first three quarters of 2018. Pianos, harpsichords and other keyboard stringed instruments alone show a 13.28% increase to 196,023,089 USD.* Our increasingly international visitor profile also proves that global interest in the Chinese MI market is picking up.

*Source: China Customs

Who will you reach?



Over 30%
senior management



Over 20%
wholesaler / retailer / agent



Over 50%
conducts purchases

Join these brands on stage in October

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

**Mr Markus Theinert, VP Marketing & International Sales
Conn-Selmer Musical Instrument Co Ltd, United States**

"This show has always been an important business platform for us: we reach more end-consumers and music professors from China and the rest of the world. Music China helped a lot in the expansion of our business, thanks to the great exposure and visibility we get here. This is a great ceremony for the music world."

**Mr Aki Koyama, President
Last Guitar Inc, Japan**

"Music China is one of the most famous music trade fairs in the world. It helps us to accelerate our business development and I'm quite happy with the outcome. Our debut here is just the beginning, we'll back next year."

**Mr Jörg Doliwa, Chairman
Music Store Professional, Germany**

"I've already met some potential new targets at the fairground today. For us, it's a desirable place to do business, get an update about the latest MI trends and news, and enjoy the music!"

**Mr Shihong Su, Manager
Guangzhou Hoshino Gakki Trading Co Ltd, China**

"Many well-known brands attend the show and some of them come here directly, so we can talk to them face to face. We also use our time here to communicate with suppliers about future plans. Music China helps us to better cope with future challenges."



Show details

Date

28 – 31 October 2020

Opening hours

28 – 29 October 2020	9:30am – 5:00pm (Trade only)
30 October 2020	9:30am – 5:00pm (Trade and public)
31 October 2020	9:30am – 3:30pm (Trade and public)

Venue

Shanghai New International Expo Centre, China

Participation fees*

Zone A

Raw space (space only, 18 sqm up)	RMB 1,580/sqm
Package stand (9 sqm up)	RMB 1,980/sqm
Corner surcharge	+10%

Zone B

Raw space (space only, 18 sqm up)	RMB 1,080/sqm
Package stand (9 sqm up)	RMB 1,480/sqm
Corner surcharge	+20%

Zone C

Raw space (space only, 18 sqm up)	RMB 880/sqm
Package stand (9 sqm up)	RMB 1,280/sqm
Corner surcharge	+30%

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

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

Musikmesse worldwide musikmesse

Frankfurt, Germany
1 – 4 April 2020

NAMM musikmesse RUSSIA

Moscow, Russia
17 – 19 September 2020

Contact

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