

music CHINA

www.musikmesse-china.com

Fact Sheet

1. Show Date: October 28 - 31, 2020 (Wed to Sat)
2. Opening Hours: 9:30 am to 5:00 pm
3. Location: Shanghai New International Expo Centre (SNIEC)
4. Exhibition Space: 148,000sqm (Gross) in Music China 2020
5. Exhibitors: 2,414 from 34 countries / regions in 2019
6. Visitors: 122,519 from 79 countries / regions in 2019
7. Product Groups:

Musical Instruments	Others
➤ Accordions & Harmonicas	➤ Accessories & Furniture
➤ Brass Instruments	➤ Music Education
➤ Electronic & Electric Instruments	➤ Sheet Music & Publishers
➤ Percussion Instruments	➤ Music Related Computer Hardware & Software
➤ Pianos & Keyboards	➤ Services, Association & Media
➤ Stringed Instruments	
➤ Traditional Chinese Instruments	
➤ Woodwind Instruments	
8. Participation Fee:

	<u>Raw Space (18 sqm up)</u>	<u>Package Stand (9 sqm up)</u>
Zone A	RMB1,580/sqm	RMB1,980/sqm
Zone B	RMB1,080/sqm	RMB1,480/sqm
Zone C	RMB 880/sqm	RMB1,280/sqm

Corner booth surcharge : Zone A +10% / Zone B +20% / Zone C +30%
Early bird booking deadline : 30 April 2020

*** Reference price is USD1 vs RMB6.8 **
(Subject to change without prior notice)*
9. Fringe Program: Workshops, Seminars, Live shows ...and more
10. Admission: Trade visitors only on days 1 and 2
Trade and public on days 3 and 4
11. Organisers: Messe Frankfurt
China Musical Instruments Association
Shanghai Intex Exhibition Co Ltd
12. International Co-operation Partner: NAMM
13. Contact:

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