

**music**

**CHINA**

International Exhibition for  
Musical Instruments and Services

**26 – 29 October 2022**

Shanghai New International  
Expo Centre

**20<sup>th</sup>**  
Anniversary

**It's my  
tune.**

[www.musikmesse-china.com](http://www.musikmesse-china.com)

When it comes to blending business with pleasure, Music China has a reputation for striking all the right chords. Whether it's for trade, education or entertainment, you'll find the industry's most experienced dance partners on the show floor. From leading suppliers to buyers, dealers, distributors and enthusiasts – everyone agrees it's the place to be for business results. Join us at our 20<sup>th</sup> edition celebration to access the benefits of one of the world's largest trade fairs for musical instruments.

# The spotlight is yours

Grow your business on one of the world's biggest MI stages



## What can you expect in 2022?



1,000+ exhibitors



100,000 sqm exhibition space



11 exhibition halls



80,000+ visitors

## Household names choose Music China

Algam, C. Bechstein, Casio, DJ Pioneer, ESI, Gibson, Grotrian, Hsinghai, Jinbao, Kawai, Miyazawa, Nine Beats, Pearl River, Ringway, Roland, Samick, Schimmel, Seiko, Shanghai Music Publishing House, Steinway, Taylor Guitars, Yamaha and many more.  
*(previous participants and confirmed brands for 2022)*

♪ Music China brings together manufacturers and industry players from all over China and the world. Whether it be trade, product display, or information exchange, the fair has a hugely positive influence on the industry and its development. ♪

Mr Cai Na, Vice President, C Bechstein Trading (Shanghai) Co Ltd

♪ This is the place where I can always get comprehensive information on overseas musical instruments. Despite the pandemic, many top international brands insist on their presence at Music China. Buyers need to touch and feel musical instruments, so a face-to-face trade platform like Music China is particularly important during these unusual times. ♪

Mr Li Xuxi, Deputy General Manager, Wuxi Dayin Music Co Ltd

## The Chinese market is impossible to ignore

As the largest musical instruments market in the world by revenue, China is one of the most lucrative sales destinations for global MI brands, reaching a new high of USD 7,232 million in 2021<sup>[1]</sup>. The market has shown strong resilience amid the pandemic, with imports valued at USD 516.19 million between January and November 2021<sup>[2]</sup> (up 31% from the year before).

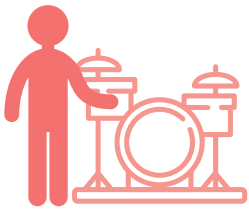
Source: [1] Statista, <https://bit.ly/3e8QLKq>  
[2] China Customs

## Join us online anywhere, anytime

Music knows no boundaries, and neither does Music China. Utilise our online platform:

- Product demonstrations
- Industry meetings and online chat
- Retain your online presence after the fair
- Business matching programme
- Live-streamed onsite events

## See measurable results as an exhibitor



**90%+**

agree the show helps to promote their new products



**85%+**

make new business contacts

\*2020 exhibitor survey





**Dates**

26 – 29 October 2022

**Opening hours**

26 – 27 October 2022

9:30am – 5:00pm (Trade only)

28 October 2022

9:30am – 5:00pm (Trade and public)

29 October 2022

9:30am – 3:30pm (Trade and public)

**Venue**

Shanghai New International Expo Centre, China

**Product profile**

- Brass instruments
- Electronic and electric instruments
- Percussion instruments
- Music education
- Music-related computer hardware and software
- Woodwind instruments
- Accessories and furniture
- Bowed instruments
- Fretted and stringed instruments
- Pianos and keyboards
- Recording and studio equipment
- Sheet music and publishers
- Traditional Chinese instruments
- Accordions and harmonicas

**Participation fees\***

Zone A	Raw space (space only, 27sqm up)	RMB 1,580/sqm
	Package stand (9sqm up)	RMB 1,980/sqm
	Corner surcharge	+10%
Zone B	Raw space (space only, 27sqm up)	RMB 1,080/sqm
	Package stand (9sqm up)	RMB 1,480/sqm
	Corner surcharge	+20%
Zone C	Raw space (space only, 27sqm 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**

**NAMM®  
musikmesse  
RUSSIA**

Moscow, Russia

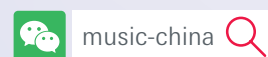
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**Stay tuned with us**



Subject to change, as of March 2022