

Fair Name	Music China			
Fair Date	11 – 14.10.2023 (Wed to Sat)			
Opening Hours	9:30am – 5:00pm (last day until 3:30pm)			
Venue	Shanghai New International Expo Centre (SNIEC), China			
Exhibition Space	100,000 sqm (2020)			
Exhibitor	1,106 (2020)			
Visitor	81,761 (2020)			
Product Groups	<p>Musical Instruments: Accordions & harmonicas; brass instruments; electronic & electric instruments; percussion instruments; pianos & keyboards; stringed instruments; traditional Chinese instruments; woodwind instruments</p> <p>Others: Accessories & furniture; music education; music related computer hardware & software; processing trade goods equipment & raw materials, recording & studio equipment; sheet music; services, association & media</p>			
Visitor Profile	Manufacturer, dealer, agent, distributor, wholesaler, retailer, importer & exporter, educator, service provider, trade association, government agency, publisher, music school, conservatory, music education and training institution, college, university, technician, music teacher and student, art group, professional musician, amateur musician, music lovers			
Participation Fee (2023)		Zone A	Zone B	Zone C
	Standard package (9 sqm up)	RMB1,980/sqm	RMB1,480/sqm	RMB1,280/sqm
	Raw space (27 sqm up)	RMB1,580/sqm	RMB1,080/sqm	RMB 880/sqm
	Corner booth surcharge	+10%	+20%	+30%
Fringe Events (2020)	“How-to” sessions, New Product Global Launch, Industry Forum, China Music Retail Development Summit, National Music Education Conference, Training course for Senior Piano Technicians, Educational Program, Master classes, Violin-making workshop, Guitar Theme Zone, Shanghai International MIDI Forum, Music Lab, Never-ending music live shows, Care for Autism Charity Project, Business Matching			
Admission	Trade visitors only on days 1 and 2		Trade and public on days 3 and 4	
Organiser	China Musical Instruments Association Messe Frankfurt Shanghai Intex Exhibition Co Ltd			
Contact	<p>Messe Frankfurt (HK) Ltd 35/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong Tel: +852 2238 9901 Fax: +852 2598 7887 music@hongkong.messefrankfurt.com www.musikmesse-china.com</p>			

Organisers