

Fact sheet

music
CHINA

10 – 13.10.2024
SHANGHAI, CHINA

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|---------------------------------|---|--------------|----------------------------------|--------------|
| Fair Name | Music China | | | |
| Fair Date | 10 – 13.10.2024 (Thu to Sun) | | | |
| Opening Hours | 9:30am – 5:00pm (last day until 3:30pm) | | | |
| Venue | Shanghai New International Expo Centre (SNIEC), China | | | |
| Exhibition Space | 120,000 sqm (2023) | | | |
| Exhibitor | 1,800+ (2023) | | | |
| Visitor | 122,000+ (2023) | | | |
| Product Groups | Musical Instruments: Accordions & harmonicas; brass instruments; electronic & electric instruments; percussion instruments; pianos & keyboards; stringed instruments; traditional Chinese instruments; woodwind instruments Others: Accessories & furniture; music education; music related computer hardware & software; processing trade goods equipment & raw materials, recording & studio equipment; sheet music; services, association & media | | | |
| 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 (2024) | | Zone A | Zone B | Zone C |
| | Standard package (9 sqm up) | RMB2,100/sqm | RMB1,600/sqm | RMB1,400/sqm |
| | Raw space (27 sqm up) | RMB1,650/sqm | RMB1,150/sqm | RMB 950/sqm |
| | Corner booth surcharge | +10% | +20% | +30% |
| Fringe Events (2023) | “How-to” sessions, New Product Global Launch, Industry Forum, Training course for Senior Piano Technicians, Tech + Music Lab, Never-ending music live shows, Business Matching, Cultural and Tourism Trade Promotion | | | |
| 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 | 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 | | | |

Organisers

