

Fact sheet

music
CHINA

28 – 31.10.2026
SHANGHAI, CHINA

Fair Name	Music China		
Fair Date	28 – 31.10.2026 (Wed to Sat)		
Opening Hours	9:30am – 5:00pm (last day until 3:30pm)		
Venue	Shanghai New International Expo Centre (SNIEC), China		
Exhibition Space	125,000 sqm		
Exhibitor	1,693 (2025)		
Visitor	114,283 (2025)		
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; accessories & furniture; instrument amplifier and live sound; music education; music merchandise; music related computer hardware & software; music therapy and health; music technology and audio-visual technology applications; processing trade goods equipment & raw materials; services, association & media; sheet music</p>		
Visitor Profile	Manufacturer, dealer, agent, distributor, wholesaler, retailer, importer & exporter, educator, service provider, trade association, government agency, publisher, production company, 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 (2026)		Zone A	Zone B
	Standard package (9 sqm up)	RMB2,100/sqm	RMB1,600/sqm
	Raw space (27 sqm up)	RMB1,650/sqm	RMB1,150/sqm
	Corner booth surcharge	+10%	+20%
			Zone C
			RMB1,400/sqm
			RMB 950/sqm
			+30%
	<i>* Enjoy early bird discount by application before 30 March 2026</i>		
Fringe Events (2025)	<p>Educational & networking events: Industry Forum & “How-to” Sessions, Advanced Piano Tuning Training Seminar, Music China Educational Programme, Global Forum on Music, AI and Health, Music China Academy, Renyin Music Lecture Hall, Music Master Classes</p> <p>Music live shows & activities: Never-ending Music - Live shows, Music X, Music China New Product Global Launch, Music and Wellness+, Golden harmonies+ a musical journey for seniors, Violin-making Workshop, Music Healing Experience Workshop, Take the Stage at Music China, Drum Circle, Reviving Ancient Melodies - A Celebration of China’s Musical Roots, Activities for Elder Music Lovers, The 15th Performance of "Shanghai Little Musicians", Care for Autism Charity Project.</p>		
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 2230 9245 Fax: +852 2598 7887 music@hongkong.messefrankfurt.com www.musikmesse-china.com</p>		

Organisers



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