



music

CHINA

28 – 31.10.2026

Shanghai New International Expo
Centre, China

**The pulse of
what's next.**

www.musikmesse-china.com

Music China is Asia's premier sourcing platform for the musical instruments (MI) industry. Join us to foster global partnerships, stay ahead of industry shifts, and turn opportunity into success.



Nearly
1,700
exhibitors from **28**
countries & regions*



140,000
sqm exhibition space*



114,000+
visitors from
121 countries & regions*



500+
fringe events*



50million+
views across media
platforms*

**2025 show figures*

Shape the sound of tomorrow



Entrusted by leaders worldwide

ABRSM, Algam, Amati, BAM, Bluethner, Bose, Central Music, Fazioli, Fender, Henri Selmer Paris, Ibanez, JodyJazz, Korg, Martin, Marshall, Moog, Orange, Pearl River, Petrof, Pioneer DJ, PRS, Samick, Schecter, Seiko, Seiler, Soundking, Steingraeber, Tama, Taylor, Thomastik, Yamaha, and many more.

**2025 exhibitors and brands*

🎵 The show's value extends far beyond China, allowing us to support local distributors while connecting with potential partners from across the region – including Thailand, Singapore, Malaysia, Vietnam, Australia, and India. 🎵

🎵 Music China is colossal and truly inspirational. It is the place to discover innovative music technology and brands we had not heard of. 🎵

Mr Colin Schofield,
Vice President of Sales &
Marketing, JodyJazz Inc
(2025 exhibitor)

Mr Davidson Lynch Shyllon
(SILVASTONE), Director,
White Hut Studios
(2025 visitor)

Connect+: your all-in-one networking platform

Connect+ is a free, smart business tool that allows you to engage with buyers both online and onsite, seamlessly connecting you with opportunities before, during, and after the show.



AI-powered business matching



Visitor & exhibitor search



Online & onsite appointment booking



Interactive dashboard for event planning

Unlock the next stage of your growth in Asia

Music China is your ideal platform to meet the right partners from the region and beyond. It is where pivotal connections are forged, charting new pathways to business expansion and market entry.



63%+

visitors come from Asia*



35%+

visitors are interested in global product launches*

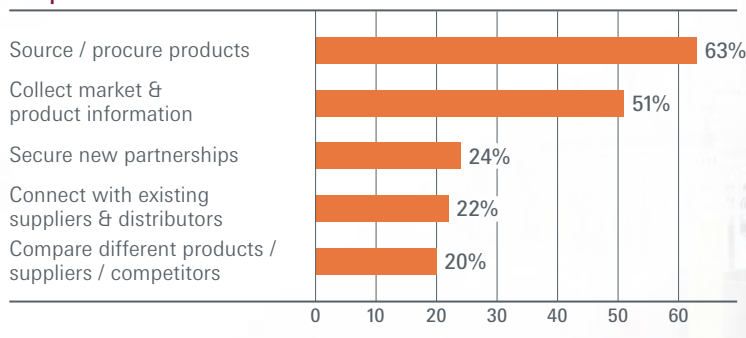


25%+

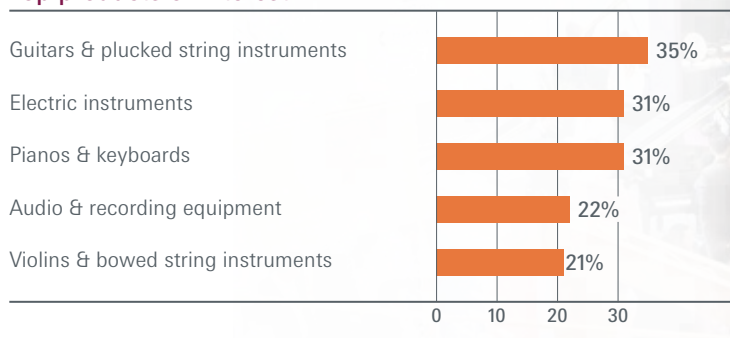
visitors in management roles*

Amplify your reach with target clients

Purpose of visit#



Top products of interest#



*Multiple selections allowed



Fair facts

Show dates	28 – 31 October 2026	
Opening hours	28 – 29 October 2026	09:30 – 17:00 (Trade only)
	30 October 2026	09:30 – 17:00 (Trade and public)
	31 October 2026	09:30 – 15:30 (Trade and public)
Venue	Shanghai New International Expo Centre, China	
Product profile	<ul style="list-style-type: none"> • Accessories and furniture • Accordions and harmonicas • Brass instruments • Electronic and electric instruments • Instrument amplifiers and live sound • Instrument processing and raw materials • Music education • Music merchandise • Music technology and audio-visual technology applications • Music healing and health • Music-related computer hardware and software • Percussion instruments • Pianos and keyboards • Services, associations, and media • Sheet music and publishers • Stringed instruments • Traditional Chinese instruments • Woodwind instruments 	

Participation fees*

Zone A	Raw space (space only, 27sqm up)	RMB 1,650/sqm
	Package stand (9sqm up)	RMB 2,100/sqm
	Corner surcharge	+10%
Zone B	Raw space (space only, 27sqm up)	RMB 1,150/sqm
	Package stand (9sqm up)	RMB 1,600/sqm
	Corner surcharge	+20%
Zone C	Raw space (space only, 27sqm up)	RMB 950/sqm
	Package stand (9sqm up)	RMB 1,400/sqm
	Corner surcharge	+30%

*Please refer to the application form for furniture entitlements and terms & conditions.



Contacts

Messe Frankfurt (HK) Ltd
 Ms Carmen Tam
 Tel +852 2230 9245
 Fax +852 2598 7887
music@hongkong.messefrankfurt.com

Messe Frankfurt (Shanghai) Co Ltd
 Ms Vivian Lu / Ms Arlene Zhang
 Tel +86 21 6160 8510 / 6160 8480
 Fax +86 21 6168 0788
music@china.messefrankfurt.com



Stay tuned with us

