



music

CHINA

28 – 31.10.2026

Shanghai New International Expo
Centre, China

The pulse of what's next.

www.musikmesse-china.com



messe frankfurt



INTEX

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*

 114,000+ visitors from 121 countries & regions*

 50 million+ views across media platforms*

 140,000 sqm exhibition space*

 500+ fringe events*

Shape the sound of tomorrow

*2025 show figures

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*

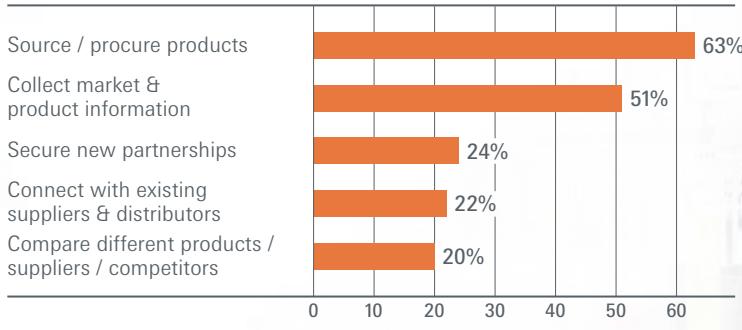


25%+

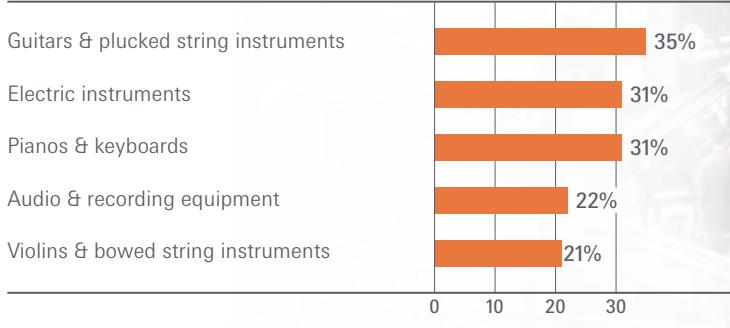
visitors in
management roles*

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 30 October 2026 31 October 2026
	09:30 – 17:00 (Trade only) 09:30 – 17:00 (Trade and public) 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) Package stand (9sqm up) Corner surcharge	RMB 1,650/sqm RMB 2,100/sqm +10%
Zone B	Raw space (space only, 27sqm up) Package stand (9sqm up) Corner surcharge	RMB 1,150/sqm RMB 1,600/sqm +20%
Zone C	Raw space (space only, 27sqm up) Package stand (9sqm up) Corner surcharge	RMB 950/sqm RMB 1,400/sqm +30%

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



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