

Fact sheet

music
CHINA

22 – 25.10.2025
SHANGHAI, CHINA

Fair Name	Music China			
Fair Date	22 – 25.10.2025 (Wed to Sat)			
Opening Hours	9:30am – 5:00pm (last day until 3:30pm)			
Venue	Shanghai New International Expo Centre (SNIEC), China			
Exhibition Space	120,000 sqm (2024)			
Exhibitor	1,700+ (2024)			
Visitor	122,184 (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 (2025)		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 (2024)	“How-to” sessions, New Product Global Launch, Industry Forum, Advanced Piano Tuning Training Seminar, Music Educational Program, Master Classes, Violin Making Workshop, Music X, Electronic Music Competition, Activities for Elder Music Lovers, UpChord Sound Conference, Never-ending music live shows, DJ Pro, Performance of “Shanghai Little Musicians”, Luthiers Show, Demonstration of Piano Reconstruction Techniques			
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 / 2230 9230 Fax: +852 2598 7887 music@hongkong.messefrankfurt.com www.musikmesse-china.com			

Organisers

