Fact sheet

music CHINA
14 – 17.10.2027
SHANGHAI, CHINA

Fair Name	Music China
Fair Date	14 – 17.10.2027 (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
Exhibitor	1,600+ (2026)
Visitor	114,283 (2025)
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; music technology and audio-visual technology applications; sheet music; instrument amplifier and live sound; music healing and health; music merchandise; services, association & media;
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 (2027)

	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%

** Enjoy early bird discount by application before 30 March 2027*

Fringe Events (2026)	**Educational & networking events:** Industry Forum, "How-to" Sessions, Advanced Piano Tuning Training Seminar, Master Classes, Music Trail Classes, Forum on Music, AI and Health, People's Music Publishing House Lecture Series, Future Music Technology and International MIDI Technology Application and Development Forum, Trade Matching Event. **Music live shows & activities:** Never-ending Music - Live shows, Music X, Music China New Product Launch, Violin-making Workshop, Music and Wellness+, Music and Education+, Music Healing Experience Workshop, Drum Circle, Traditional Cultural Experience Festival, Showcase for Seniors, Care for Autism Charity Project, Into the Music Tech Groove, Scratch& Match DJ Competition, Music Industry Talent Matchmaking Session
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 2230 9245 music@hongkong.messefrankfurt.com www.musikmesse-china.com
Organisers	messe frankfurt · CMIA · INTEX