

Press

Music China
International Trade Fair for Musical Instruments and Services
Shanghai New International Expo Centre
Shanghai, China, 11 – 14 October 2017

Hong Kong
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Music China 2017 gathers a record 105,125 visitors from around the world

A platform where internationalism can converge with diversity

All in one: business, music culture and appreciation

Yet more record breaking figures from the most recent edition of Music China are a testament to Asia's thriving musical instrument and music education markets, with a total of 105,125 visitors (2016: 90,125) from 86 countries and regions converging for the 2017 show this month, which is a 16.6% increase on last year. Held at the Shanghai New International Expo Centre, music lovers from all corners of the industry had the opportunity to discover strong displays of product innovation, business opportunities, live music performances and educational seminars.

"The new record not only suggests that there is an optimistic feel within Asia's musical instrument and music education market, but also restates the fair as the largest industry trade event within the region," said Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, who expressed her excitement for the success of the show. "The fair has a great combination in terms of internationalism, professionalism and diversity. Together with unrivalled business exchange throughout entire exhibition halls, a full spectrum of fringe events and exciting live shows, the fair was continuously immersed with music, joy and positive vibes."

A platform where internationalism can converge with diversity

Music China has become a must-attend event for the global musical instrument industry, and the fair provides a gateway for visitors and exhibitors alike to tap into the prosperous Asian and Chinese markets. This year, a total of 2,124 exhibitors from 30 countries and regions assembled in 125,000 sqm of exhibition space.

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong

The fair's product portfolio covered every aspect of the musical instrument industry, including pianos, bowed instruments, percussion instruments, woodwind and brass instruments, electronic and electric instruments, music education, sheet music and many others.

In addition, the show also featured 12 international pavilions that enriched the fair's internationalism, with dedicated areas for Belgium, Bulgaria, the Czech Republic, France, Germany, Italy, Japan, the Netherlands, Poland, Spain, Taiwan and the UK. Exhibitors from various countries and sectors are reported to have achieved tremendous business results and shared their appreciation toward the show. Some of the industry's leading players commented:

Manuel Rodríguez Guitarras (Spain)

Product: guitar

Mr Manuel Rodríguez, Executive Chairman

"The guitar is a universal instrument – anyone from any culture can play it, and we need to be everywhere to expand our business. Music China is now one of the most important shows, so we need to be here to cover the whole world."

Petrof (Czech Republic)

Product: piano

Ms Susan Petrof, President

"We have supported the fair since its beginning and we witnessed its improvement in terms of scale, internationalism and quality. Through the fair, we not only can promote our pianos, but also can bring the Czech Republic culture to Chinese and Asian market."

Vatelot-Rampal (France)

Product: bowed instruments and bows

Mr Jonathan Marolle, Assistant to Jean-Jacques Rampal (luthier)

"The results are beyond our expectation. In the first two days, we already received over 100 business leads, including dealers and musicians from around the globe. It is a perfect platform for our brand and market expansion."

PWM Edition (Poland)

Product: sheet music & publishers

Ms Aneta Kalamat, Promotion Specialist

"The addition of the new Poland pavilion is great because it highlights the internationalism of the show. We came here to keep in line with the global and domestic industry trends, and promote our very latest sheet music, books and orchestral materials. The participation has been a success."

JodyJazz Inc (the US)

Product: mouthpieces

Mr Colin Schofield, Vice President of Sales and Marketing

"The Chinese consumers are becoming more and more interested in purchasing musical instruments on an international level. This fair helps us to reach out to those consumers to boost our presence here. The halls seem busier than last year and it's great to see so many happy faces at the fair."

Suzuki Corporation (Japan)

Product: accordions, harmonicas and percussion

Mr Shigeyuki Ohtaka, Deputy Director of Center, Sales Marketing Sector

“We are promoting our new series of melodeon for the first time in the Chinese market. Chinese consumers are now more and more focusing on music education and carving for higher standard musical instruments, and this is the reason we have to be at this fair to reach China and Asian markets. ”

International visitors enjoyed rich business prospects

Echoing these successful experiences are a global combination of professional fairgoers including distributors, retailers, musicians and music lovers. Here are some of their statements:

Thomann (Germany)

Mr Lasse Thernoë, Managing Director of Thomann Nordic ApS

“We sell a variety of musical instrument including pianos, guitars, drums and many others. I have been visiting this fair for many years and I can see the show is improving. It is more comprehensive, well-organised and gathering all big brands and important suppliers. This is a one-stop platform that you can find different kinds of companies and instruments and fulfil your sourcing needs in an efficient way.”

Synwin Music Pte Ltd (Singapore)

Mr Vincent Chia, Representative

“We are wholesaler, distributor and retailer and here to source violins and Chinese instruments. I think Music China is a must-attend event as it is a meeting point for the whole industry. We have met our existing suppliers and also made new connections.”

Shandong Yantai Yue Xing Music Store (China)

Mr Fubo Sun, General Manager

“I am so impressed by the show’s scale and exhibitor numbers. I have visited several companies that provide medium-high end products and placed some orders including guitars, Chinese instruments accessories, as well as woodwind and brass instruments. This is a fair that you won’t miss a single edition.”

All in one: business, music culture and appreciation

The organisers of Music China are dedicated to promoting music education and culture within communities to a global audience. As such, a wide range of forums, seminars, workshops, and live performances were hosted along with the show.

The **NAMM University Courses** are a signature event of Music China. **Ms Robin Walenta, CEO of West Music and Chair of the National Association of Music Merchants (NAMM)** is one of the speakers of the event. She stated: “The fair is a place where all corners of the industry meet up, which means it’s a huge opportunity to help consumers,

vendors and retailers understand how to adapt to China's growing development path. NAMM sessions have been consistently busy. We've had great feedback from attendees on the nature of the topics and the quality of speakers."

Ms Tina May, a British Jazz Vocalist who is claimed to be one of the best voices in the jazz world, shared her view on "The Perfect Sound of Jazz Music" in the **JZ Day – Jazz Master Classes**, and demonstrated her extraordinary techniques of jazz performances. She noted: "I would like to share with the audience that jazz is for everyone, and you don't necessarily need to be a professional to enjoy jazz. I think the audience had a good time here and I can feel good vibes throughout the whole event."

What also makes Music China the most anticipated annual music celebration is the 1,000 plus indoor and outdoor live shows, featuring a whole list of stars and musicians including Will Adler and John Steven Campbell from American heavy metal band Lamb of God, and John Frederick Robinson, who is considered the most recorded drummer in history, to name a few.

Ms Xiaofei Han, Sales Manager of Tianjin Gewa International Co Ltd, said: "I am a big fan of J.R. Robinson and I am here to enjoy his great performance. Every year, Music China is getting better and better, and I can feel the excitement and vibrant atmosphere at the fair."

Other noteworthy events included the SchoolJam sessions, the Drum Circles, the Music Lab, the Music China Educational Programme, the Master Workshop, the 2017 Music China Innovation Award Ceremony, the Global Forum on Chinese Traditional Music, the Kid's Music Castle, the Care for Autism Project and many others. Each of these highly interactive programmes allowed professional industry players, music lovers and kids to enjoy a whole enlightening music journey and to help foster music culture.

The next edition of Music China will be held from 10 – 13 October 2018. For more details about the show, please visit www.musikmesse-china.com or email music@hongkong.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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For more information, please visit our website at:
www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de