

Press release

October 2018

## Fringe events and live performances create buzz ahead of Music China 2018

Tommy Lee  
+852 2238 9907  
[tommy.lee@hongkong.messefrankfurt.com](mailto:tommy.lee@hongkong.messefrankfurt.com)  
[www.messefrankfurt.com](http://www.messefrankfurt.com)  
[www.musikmesse-china.com](http://www.musikmesse-china.com)  
MUC18\_PR3

**Music China 2018 is edging nearer and nearer, and anticipation is building for some of the show's acclaimed fringe events on offer this year. With over 1,000 individual events and live performances taking place during the show, a number of music education events will once again be on offer under the NAMM umbrella, including the highly anticipated "NAMM CMIA Industry Forum" and the "NAMM University Course" sessions. To add to this, the upcoming show will welcome the "Care for Autism" charity project, with a children's concert taking place to raise funds for a local autism organisation.**

This year's edition of Music China takes place from 10 – 13 October at the Shanghai New International Expo Centre. Spanning 12 halls and covering 138,000 sqm, it's expected that over 100,000 trade visitors will meet with 2,252 exhibitors from all around the world during the four day show.

The event's continuous climb in terms of size and scale can somewhat be contributed to the strong emphasis on live events, audience participation and music education opportunities. Despite the strong level of quality amongst the show's fringe programme once again this year, a select few events have generated more participation interest than ever before.

### **NAMM CMIA Industry Forum**

10 October

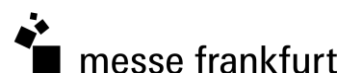
This year's NAMM CMIA Industry Forum will see two keynote speeches from Mr Zeng Zemin, Vice President of CMIA, and Ms Susan O'Neill, President of the International Society for Music Education (ISME). On top of this, a panel discussion will be moderated by Ms Betty Heywood, Director of International Affairs at NAMM, which is set to discuss how music teaching can adapt to the evolving needs of the market.

The panel will again feature Ms O'Neill, who will sit alongside Ms Robin Walenta, President and CEO of West Music, Mr Xie Jiazeng, President of the Music Education Society at the Chinese Musicians Associations, Ms Zhou Zhou, President of the Music Baby Arts Center, and Ms Wennie Zhoi, President of Best Friend Music Culture Co Ltd & Vice President of CMIA.

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



**INTEX**



## **NAMM University Course (Session One)**

11 October

The first 'how to' session at Music China will feature four key topics:

1. How can art schools achieve efficient operations through effective management? (Mr Qin Chuan, General Manager of Hebei Qinchuan Musical Instruments)
2. How to stand out among numerous music retailers in the internet era (Mr Shen Yongsheng, Chairman of Ningbo Songs of Songs Music Store)
3. Early childhood music programs that create life-long music makers and customers (Ms Robin Walenta, President and CEO of West Music)
4. Marketing strategies for music institutions to achieve explosive growth (Mr Yang Ming, National Executive Director of Beckhard Music)

## **NAMM University Course (Session Two)**

12 October

The second 'how to' session will also feature four discussion topics:

1. Innovative marketing and management of small and medium sized music retailers (Mr Zhang Jiangang, Executive director at Wuhan Music Seed Culture and Art Development Co Ltd)
2. Yamaha's business values and operation modes for music training systems (Ms Fu Shaoqing, Yamaha Music School Service Business)
3. Whose music education is it anyways? (Ms Anna Gower and Mr Ken Owen, Lecturer and Director at Musical Futures International)
4. How to closely follow major trends of musical instrument sales and music training (Mr Yang Baohai, Chairman of Anhui Guosheng Music Retailer Co Ltd)

## **“Music Warms Our Hearts” Autism Charity Project**

12 October

For this year's show, Music China will feature a charity project for autism, which includes a children's orchestra concert. Ticketing fees for this particular event will be donated to the Shanghai Education Development Foundation. Taking place at the Shanghai Centre Theatre on the third day of the show, performers will include the Shanghai City Symphony Orchestra, the Shanghai City Youth Symphony Orchestra, and the Shanghai Student Symphony Orchestra. On top of this, a children's autism band will also take part in the performance, and the band will be at the fairground during the show to demonstrate a 'flash mob' for visitors.

## **Music China Educational Programme**

10 – 12 October

This year's education master classes will include discussions on instrument learning, children's music games, teaching procedures, piano techniques and applications, flute education and more.

Music China  
Shanghai, 10 – 13 October 2018

## Arts Salon

10 – 12 October

Inside the Music China Arts Salon, a number of renowned musicians and artists will share their insight on specialist subjects. These include Grammy award winning composer and conductor **Mr Tan Dun**, most widely known for composing the 2008 Beijing Olympics medal ceremony music, as well as the scores for movies 'Crouching Tiger, Hidden Dragon' and 'Hero'. He has won numerous awards for his works, including an Academy Award, a Grammy Award and a BAFTA award.

Joining Mr Dun in the Arts Salon is Chinese cellist **Mr Liwei Qin**, who was nominated for the ARIA Award's Best Classical Album in 2010, as well as pianist **Mr Huang Jian Yi**, who was the founder of the Footprints Jazz Band, one of the first modern Chinese jazz groups to come out of Shanghai. Also featured is Chinese bassist **Mr Ji Peng**, percussionist **Mr Wen Feng**, and award winning violinist **Mr Mengla Huang**.

A number of other big-name starts and noteworthy events are also expected to draw big crowds at the show. These include:

- The Violin Making Master Workshop
- 2018 Jazz Master Competition
- Global Forum on Chinese Traditional Music
- Music Lab
- Kids' Music Castle and Drum Circles
- British internationally acclaimed musician Mr Guy Pratt
- British guitarist Mr Alex Hutchings
- German drummer and Paiste endorser Mr Felix Lehrmann
- German drummer and DW endorser Mr Bene Neuner
- Japanese musician Mr Takayoshi Ohmura
- Dutch jazz vocalist Ms Laura Fygi
- US composer and musician Mr Alec Haavik

For more details about Music China and the show's full fringe programme schedule, see [www.musikmesse-china.com](http://www.musikmesse-china.com) or email [music@hongkong.messefrankfurt.com](mailto:music@hongkong.messefrankfurt.com).

Other shows under the Musikmesse brand include:

### **NAMM Musikmesse Russia**

12 – 15 September 2019, Moscow

### **Musikmesse**

April 2019, Frankfurt

#### **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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Music China  
Shanghai, 10 – 13 October 2018