

Press

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

Stavie Hung
Tel. +852 2238 9907
stavie.hung@hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.musikmesse-china.com
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Music China 2017 expands scale with over 90% of booth space already booked

Top brands confident of MI market confirm participation early

Music China, Asia's prominent music trade event, is set to take place from 11 – 14 October 2017 at the Shanghai New International Expo Centre. Benefiting from China's promising MI market, the 2017 show is expected to exceed last year's scale and expands to 11 halls covering 125,000 sqm of exhibition space (2016: 112,000 sqm in 10 halls). With full support from the global music industry, over 90% of exhibition space has been reserved to date.

China's 13th Five-Year Plan (2016 – 2020) has positioned the cultural industry as one of the key pillars of the national economy and highlighted the importance of the music industry's development. Backed by the government's initiatives and astounding purchasing power of Chinese consumers, the country's demand and expenditure on musical instruments will continue to grow. According to a report from the Economist Intelligence Unit (EIU), an advisory services provider, China will become a middle-class society by 2030. The rising disposable income has also brought about a shift in consumption patterns from necessities to cultural activities such as learning musical instruments and attending arts classes. The market size of cultural activities is expected to grow to RMB 80 billion (approximately USD 11.6 billion) in 2018, according to data revealed by a Beijing-based research company, Zhi Yan Market Research Ltd.

In view of the expanding market potentials in China, one more exhibition hall has been added by fair organisers to accommodate the strong demand from various sectors. Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, elaborated: "Over the past 15 years, with the joint efforts from the organisers and support from the music industry, the fair continues to grow in scale and content to help exhibitors capture the emerging business opportunities. In response to the market trends and the strong requests from our industry peers, we have decided to further expand our show scale. This year, we will

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



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welcome an additional hall entirely dedicated to music education, as well as enlarged areas for bowed instruments and pianos.”

Top brands confident of MI market confirm participation early

The early confirmation of numerous industry leading brands at Music China is a strong testimony of their confidence in the promising music market. This year, the piano sector will occupy two halls with a strong line-up of international and reputable European brands including: Bluethner, Estonia, Fazioli, Petrof, Samick, Sauter, Schimmel, Seiler, Steinway, Yamaha and more.

The area for bowed instruments will also be expanded from one and a half halls to nearly two halls. These halls will highlight European traditional bow and string instruments and craftsmanship brought by a group of well-recognised Italian luthiers such as Andrea Schudtz, Grisales Violinmakers and Piccinotti Violins.

Other globally renowned brands which reserved booth space for the upcoming edition include: ABRSM, Alfred, BAM, Buffet, Casio, D’Addario, EKO, ESP, Fender, GEWA, Hsinghai, Ibanez, Jinbao, Kawai, LTD, Marshall, Medeli, Music Sales, Pearl River, Roland, Schott Music, Tama and Taylor.

Taylor Guitars, a leading global manufacturer of premium acoustic guitars from the US, is one of the loyal exhibitors and has been supporting Music China for years. Mr Andy Lund, Export Sales Manager of Asia and South Pacific from the company said: “It’s important for us to stay competitive in the industry and be seen by our customers. The show is a crucial platform to meet our end-users face to face and understand their needs.”

Apart from world-class exhibitors, Music China 2017 will once again feature 10 international pavilions and groups from Belgium, the Czech Republic, France, Germany, Italy, Japan, the Netherlands, Spain, Taiwan and the UK. They are all geared up to present their unique strengths and state-of-the-art instruments from their respective regions.

For more details about the show, please visit www.musikmesse-china.com or send an email to music@hongkong.messefrankfurt.com. Other shows under the Musikmesse brand include:

NAMM Musikmesse Russia

14 – 17 September 2017, Moscow

Musikmesse

11 – 14 April 2018, Frankfurt

For more information about Musikmesse fairs, please visit www.musikmesse.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 some 2,400 employees at 30 locations, the company generates annual sales of over €640 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.