

## 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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### **Leading musical instrument brands prepare to take centre stage at upcoming Music China 2017**

#### **Live events and educational forums expected to be successful show features**

The musical instrument industry's biggest players are preparing for the opening of this year's record breaking Music China. Now in its 16<sup>th</sup> year, a total of 2,135 exhibitors from 30 countries and regions will gather in 125,000 sqm of exhibition space, making this the largest ever edition of the fair.

Taking place from 11 – 14 October at the Shanghai New International Expo Centre, the highly anticipated show is set to be even more impressive than previous years. Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd, explains: "There is always a lot of excitement as each edition of Music China draws closer, and this year we are proud to once again offer an all-inclusive platform to attract both the MI industry and music lovers from all corners of the world. In 2017, the show not only grows in terms of scale, but also in quality and comprehensiveness. With a strong line-up of industry heavyweights, fringe events and live shows, the fair will continue its mission to promote business between buyers and vendors, foster music culture across the show floor, and provide unique opportunities for music appreciation."

As part of the expanded fair, Music China 2017 will feature a record 12 international pavilions, with dedicated exhibit areas for Belgium, Bulgaria, the Czech Republic, France, Germany, Italy, Japan, the Netherlands, Poland, Spain, Taiwan and the UK. Each of the exhibitors within these pavilions are expected to present their unique strengths and state-of-the-art instruments from their respective countries and regions.

Most notably, the Poland and Bulgaria pavilions will be present for the first time at the fair this year. Visitors to these two areas can expect to find developments particularly in music sheet publishing, violin products, traditional craftsmanship and more.

Messe Frankfurt (HK) Ltd  
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On top of this, many leading international brands are also preparing to exhibit from across the entire MI industry. These include the likes of ABRSM, Alfred, BAM, BG, Bluethner, Buffet, Casio, D'Addario, EKO, ESP, Fazioli, Fender, GEWA, Hsinghai, Ibanez, JBL, Jinbao, Kawai, KORGM, LTD, Marshall, Medeli, Miyazawa, Muramatsu, Music Sales, Pearl River, Petrof, Roland, Samick, Sankyo, Sauter, Schimmel, Schott Music, Seiler, Selmer, Steingraeber, Steinway, Tama, Taylor, Tombo, Yamaha, and many more.

### **Live events and educational forums expected to be successful show features**

With much anticipation and enthusiasm for Music China 2017's opening, many of the industry's leading speakers, lecturers and motivators are now preparing for their respective events during the course of the fair. For example, the **NAMM CMIA Industry Forum** will focus on the theme of "Music is around me – a discussion on community music making and education", where industry leaders from various associations and enterprises will share their insights on music prevalence from a global perspective.

Meanwhile, the **NAMM University Courses** are tailor-made for musical instrument dealers and retailers. Highlighted topics here include "Customer Relationship Management – How to Grow Sales through Personalised Engagement", and "Mutually Beneficial Collaborative Ideas Between Public Schools and Music Stores".

Elsewhere during the course of the fair, a complete range of educational programmes, master classes and workshops from across all sectors for professionals and music lovers will improve visitors' knowledge of music and its culture. This includes the **Music China Educational Programme**, where representatives from educational institutions, influential associations, industry leading brands, as well as renowned musicians will discuss a comprehensive range of topics such as international perspectives on music education, piano teachers' essential qualities, and teaching methods for kids' musicals.

The **Stringed and Bowed Instruments Master Workshop**, on the other hand, will gather a number of world famous luthiers to demonstrate their extraordinary violin-making craftsmanship and their industry knowledge. Another highlight will be the **Global Forum on Chinese Traditional Music**, where a variety of seminars on Erhu, Chinese flute and Guzheng will take place, as well as a display area for Konghou.

To promote new innovations in the MI industry, the **Seminars of Technology and Innovation** will see industry experts, such as Mr Tom White, President of MIDI Manufacturers Association (MMA), discuss the future of the MIDI. Meanwhile, the **Music Lab** is a debut event which will take centre stage in the open area, and will display a whole range of experimental musical instruments.

Visitors should also take note of the other concurrent events during the fair, including the **JZ Day** event, where world famous jazz musicians and educators will demonstrate their extraordinary techniques for jazz performances.

One of the other highly anticipated event highlights will be the **SchoolJam** sessions, where attendees can experience live performances by 2017 SchoolJam award winner Mikroschrei. What's more, the **Drum Circles** at this year's edition will feature Ms Kumi Masunaga, a professional percussionist and hand-drum tutor, who will lead participants to explore a diverse range of musical and rhythmic expressions. To help with the younger generation's music education, the **Kid's Music Castle** will also return to the fair, and enable children to experience the world of music and sound by touching and trying out a variety of musical instruments first hand.

Alongside these events, the fair will once again include many live concerts and industry stars to boost the show's offerings. More than 1,000 indoor and outdoor live shows have been prepared, covering a variety of music genres such as rock, jazz, folk, heavy metal, pop and classical music. Some of the highlights here include:

- Product display show from Lamb of God, Grammy nominated American heavy metal band
- Live performance by John Frederick Robinson, who is considered the most recorded drummer in history
- Live performance by Doug Aldrich, famous hard rock guitarist from The Dead Daisies, and also an official endorser of Baroni lab
- Live guitar performance by Massimo Varini, an Italian guitarist, producer, artist and educator who won two Latin Grammy awards
- Live performance by Jost Nickel, a contemporary drummer and composer whose name is on the credits of many global hit records
- Acoustic guitar performance by Akihiro Tanaka, a talented guitarist from Japan
- Jazz performances by Tiny May, a famous English jazz vocalist and HRJ Trio, a renowned jazz band from China
- Saxophone jazz by Alex Nyman, a well-known musician specialising in saxophones and woodwinds
- Live show by Monkey Legion, a Nu metal band from China who performed at Summer Sonic, Asia's largest music festival in 2016

For more details about the show, please visit [www.musikmesse-china.com](http://www.musikmesse-china.com) or email [music@hongkong.messefrankfurt.com](mailto: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

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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)