

## Press

Music China  
International Trade Fair for Musical Instruments and Services  
Shanghai New International Expo Centre  
Shanghai, China, 10 – 13 October 2018

Hong Kong, March  
2018

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### **Music China expands to 12 halls ahead of 2018 edition as MI imports and sales continue to grow**

#### **Biggest industry names count down to show opening**

This October, a whole host of musical instrument industry players, including suppliers, dealers, distributors and music enthusiasts from all corners of the global industry, will converge in Shanghai once again to enjoy the business opportunities and music inspirations on offer at Music China. The 2018 fair will take place from 10 – 13 October in Shanghai New International Expo Centre in China.

In line with Asia's ever-growing musical instrument market, the show is well on its way to setting new records. In terms of exhibition space, the upcoming edition is expected to occupy 135,000 sqm spanning 12 halls – an 8% increase compared to last year's 125,000 sqm in 11 halls. With this promising growth in scale, organisers estimate that the show's exhibitor and visitor number will continue climbing. In the previous edition, the fair welcomed a total of 2,124 exhibitors and 105,125 visitors from around the world.

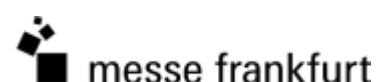
The fair's continued expansion is reflected in the industry's strong market outlook, with figures from China's National Bureau of Statistics and General Administration of Customs suggesting that in 2017, China's import value of musical instrument, parts and accessories reached USD 405 million, up 8% compared to 2016. What's more, the China Musical Instrument Association also estimated that musical instrument sales within the country exceeded USD 6.1 billion in 2017, thanks to the increasing demand for music education and training in China.

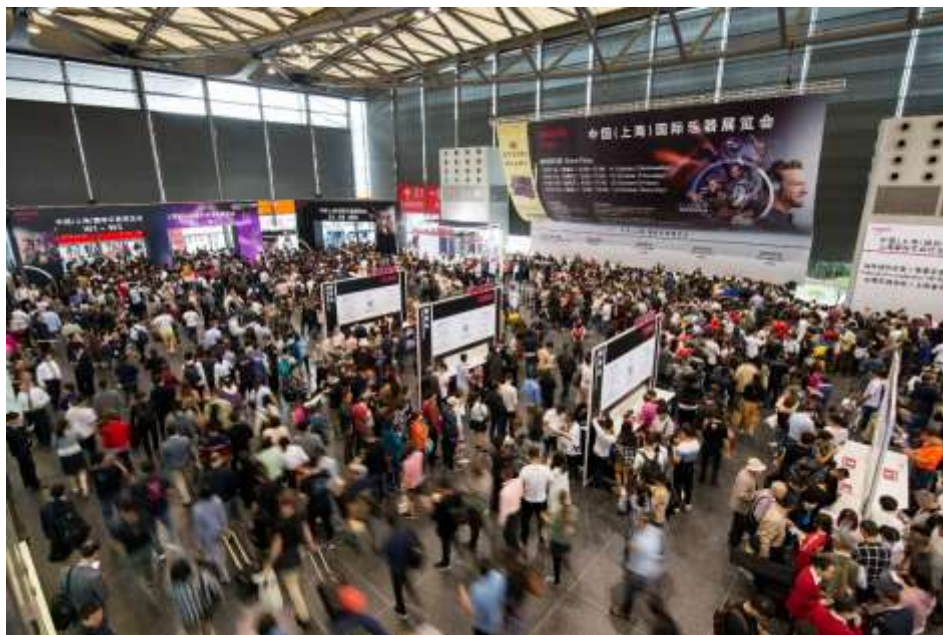
Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, has shared her thoughts ahead of the 2018 edition: "As a music trade event, Music China is unrivalled within the industry in Asia. The show acts as a perfect gateway for global brands to tap into Asian and Chinese markets, and successfully creates abundant business opportunities for the entire industry. Its effectiveness has been the reason that our exhibitors keep coming back year after year."

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Wanchai, Hong Kong



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### **Biggest industry names count down to show opening**

In 2018, a strong number of leading international brands have shown intention to return to the fair once again. These include the likes of ABRSM, Alfred, BAM, BG, Bluethner, Buffet, Casio, D'Addario, ESP, Fazioli, Fender, GEWA, Hsinghai, Ibanez, Jinbao, Kawai, KORGE, LTD, Marshall, Martin, Medeli, Meinl, Miyazawa, Muramatsu, Music Sales, Pearl River, Petrof, Roland, Samick, Sankyo, Sauter, Schimmel, Schott Music, Seiler, Selmer, Steingraeber, Steinway, Tama, Taylor, Yamaha and many more. With seven months until the show opens its doors, over 80% booth space has already been reserved.

Fazioli is prominent in the industry for producing grand and concert grand pianos, and the company has been supporting Music China for many editions. Mr Paolo Fazioli, Founder of Fazioli Pianoforti, commented on the success of last year's show: "Music China is a place where we can meet potential buyers and end users, so we can gather information on all aspects of the growing Chinese market. The halls dedicated to pianos are always busy and visitors have particularly been enjoying the interactive nature of the fair."

At the 2018 edition, Music China will continue to serve as an all-inclusive platform, bringing together suppliers and buyers from different countries and sectors. Together, they will unlock China's abundant market potential and also enjoy another edition of music celebration.

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

Other shows under the Musikmesse brand include Musikmesse (11 – 14 April 2018, Frankfurt) and NAMM Musikmesse Russia (13 – 16 September 2018, Moscow).

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### **Further press information and picture material**

<http://www.hk.messefrankfurt.com/hongkong/en/media/entertainment-media-creative-industries/music-china/news.html>

### **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 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* 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).

\* preliminary numbers 2017

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)