

Press release

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## All eyes are on Music China, opening tomorrow

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**The long-awaited Music China gets off the ground tomorrow, from 28 to 31 October. The 19th edition of the show will host a total of 1,104 exhibitors, displaying their latest designs and innovations across 100,000 sqm in 11 halls at the Shanghai New International Expo Centre. Over the next four days, visitors will filter through the fairground to source from a complete range of musical instruments and accessories. As Asia's largest trade fair for musical instruments, the fair is currently the most-talked about subject among MI industry players.**

Despite the fact that some overseas representatives are not able to journey to Shanghai because of travel restrictions, many overseas brands have arranged their local sales offices to represent them at the show. The fair has attracted a number of world renowned brands such as C. Bechstein, Casio, ESI, Hsinghai, Kawai, Pearl River, Roland, Samick, Schimmel, Seiko, Steinway, Taylor Guitars and Yamaha. Internationality also remains a strong point, with buyers able to source products from 15 countries and regions, including Austria, China, Estonia, Hong Kong, Italy, Japan, Russia, Singapore, Spain, Taiwan, the UK, and the USA, while the Czech Republic, Germany and North Korea appear as overseas pavilions.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, is looking forward to the show opening. She remarked: "I am proud that we've overcome many obstacles to be able to launch this year's Music China, and I am grateful for the strong exhibitor turnout under the current situation. We insisted on launching this year's Music China because we understand that this meeting opportunity is beneficial for all within the industry as it serves as an engine to help move the entire industry forward. The most rewarding part of organising Music China is to see our MI friends make use of our platform to conduct business, network, learn new skills and knowledge and enjoy music."

### Fringe programme provides education and training

This year, Music China's fringe programme once again features its

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signature educational event, the **NAMM CMIA Industry Forum**, where industry leaders will explore thought-provoking topics. Mr Wang Shicheng, President of the China Musical Instrument Association will give an opening speech at the forum while representatives from NAMM will speak to the audience virtually.

Another well-recognised event, the **NAMM University Courses**, will offer insights on opportunities amid the pandemic. For example, Mr. Qin Chuan, Chairman of Hebei Qinchuan Musical Instruments will shed light on “New Opportunity and Strategy for the Industry under the Epidemic”.

Retailers will also be given professional guidance. **The China Music Retail Development Summit**, will dive into the topic “New Situation, New Pattern and New Development”, which is currently a top concern for Chinese music retailers and institutions. Audience members will be introduced to ways they can overcome challenges amid the current circumstances. The keynote speech will be given by Ms Tian Jiaxin, Steinway Artist, and messenger of Peace of the Beijing Municipal UNESCO Clubs Association.

Heavy traffic is expected at the highly anticipated **Music China New Product Global Launch** throughout the four-day show, which will reveal the latest technological advancements, designs and consumer buying patterns. This will assist trade buyers in envisioning trends that are crucial for formulating their business strategies. Similarly, participants have the opportunity to view and try out new products, and see celebrity interviews at the **Music Lab**.

When it comes to trends in electronic music, **the Shanghai International MIDI Forum & 2020 International Electronic Music Competition** serves as an ideal place for participants to experience the latest technologies and expand their professional network with MIDI peers.

Likewise, perspectives on traditional Chinese and western music will be available at the **Master Class**, hosted by a number of prominent leaders from music academies and institutions, celebrities, conductors and professional musicians. For various topics from music teaching to building a competitive music business, the **Music Trial Classes** will encompass these discussions.

Fairgoers looking for a more hands-on experience will be able to do so at the **Violin-Making Master Workshop** and the **Training course for Senior Piano Technicians**, which will focus on practical skills for MI specialists. Similarly, the **National Music Education Conference** provides on-site educational activities and seminars in the areas of piano, school bands, ocarina, bamboo flute, Hulusi, early childhood music, music education and more.

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Community care is also on the agenda at the **Music Warms Our Heart – Care for Autism Charity Project**. Throughout the show, participants can show their care and love for children with autism by visiting their exhibition of paintings, flash mob shows and DIY workshops.

## Shanghai's most vibrant live music venue in October

Music China's selection of entertaining live shows often dominate discussions of things to do at the fairground, because they're a great place to enjoy the rhythm of live music. This year there is once again an excellent choice of live performances that cater to all tastes. **The Never-ending Music – Live Shows**, running throughout the four-day show, for example, as well as an impressive list of live demonstrations at exhibitor booths, will cover a wide variety of different instruments and music genres.

Fairgoers that want to support music enthusiasts who have less live performance experience, should visit the series of dedicated performance sessions at the fair's outdoor stage, and give the performers a big round of applause for their efforts. With the aim of giving a valuable opportunity for musicians to showcase their talents and gain stage experience, contestants had previously uploaded videos of their performances to Tik Tok and Bilibili (a famous video sharing website based in Shanghai) earlier this month. The top 20 contestants who received the highest number of likes have been given the opportunity to perform on Music China's outdoor stage.

## Additional health and hygiene measures in place

Extra hygiene measures are in place to ensure all fairgoers can enjoy peace of mind while conducting a productive trip. Some of the key measures include: visitor authentication with real identity registration, entry checkpoints to verify health declaration codes and temperature scans. All participants are required to wear a face mask at all times. Regular sanitisation and distancing measures are also implemented at the fairground.

Music China is organised by Messe Frankfurt (HK) Ltd, the China Musical Instruments Association and Shanghai Intex Exhibition Co Ltd. For more details, visit [www.musikmesse-china.com](http://www.musikmesse-china.com) or email the show's organisers at [music@hongkong.messefrankfurt.com](mailto:music@hongkong.messefrankfurt.com). More press information and photographic material can be found here: <https://music-china.hk.messefrankfurt.com/shanghai/en/press/press-releases.html>.

Other shows under the Musikmesse brand include:

### **NAMM Musikmesse Russia**

16 – 18 September 2021, Moscow

### **Musikmesse**

22 – 24 October 2021, 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 about 2,600 employees at 29 locations, the company generates

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annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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)