

Press release

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Music China to relocate to Nanjing during new November 2022 timeslot

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As an interim arrangement in response to the ongoing pandemic control measures in Shanghai, Music China is moving to Nanjing for its landmark 20th edition. The temporary move away from its long-standing home will give exhibitors more confidence in their planning while also ensuring the fair attracts a high volume of domestic buyers. Originally scheduled to take place in late October, the fair will now be held from 17 – 20 November 2022 at the Nanjing International Expo Center, with these new dates introduced to give participants an extra three weeks to plan their arrangements.

“It’s important for us to hold the fair in a location that will benefit participants the most, and in view of the current situation in Shanghai, Nanjing is by far the best option,” explains Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd. “Nanjing is at a crossroads between several of China’s major musical instrument markets, with more than 75% of domestic buyers at the previous fair travelling from either Jiangsu province or from within the wider East China region.”

Ms Cheung continues: “Given the city’s close proximity to Music China’s traditional Shanghai base, together with the fact that a large number of major MI brands have their headquarters located throughout Jiangsu, it’s clear that this temporary move is in the best interest of the industry. We look forward to rolling out the red carpet in November, and I would like to thank the industry for their patience and support in the meantime.”

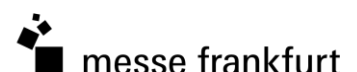
Located in one of the largest international cities in the East China region, the Nanjing International Expo Center offers state-of-the-art facilities, transport links and a track-record of hosting big-ticket events. With a total exhibition space of 120,000 sqm, the fairground has a large enough capacity to accommodate major trade fairs such as Music China, which attracted some 1,100 exhibitors and 81,000 buyers at its previous edition.

The upcoming edition will be held from 17 – 20 November 2022. Music China is organised by Messe Frankfurt (HK) Ltd, the China Musical Instruments Association and Shanghai Intex Exhibition Co Ltd. For more

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details, visit www.musikmesse-china.com or email the show's organisers at music@hongkong.messefrankfurt.com. More press information and photographic material can be found here: <https://music-china.hk.messefrankfurt.com/shanghai/en/press.html>.

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. 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