

Fact sheet

music
CHINA

10 – 13.10.2024
SHANGHAI, CHINA

Fair Name	Music China			
Fair Date	10 – 13.10.2024 (Thu to Sun)			
Opening Hours	9:30am – 5:00pm (last day until 3:30pm)			
Venue	Shanghai New International Expo Centre (SNIEC), China			
Exhibition Space	120,000 sqm (2023)			
Exhibitor	1,822 (2023)			
Visitor	122,184 (2023)			
Product Groups	Musical Instruments: Accordions & harmonicas; brass instruments; electronic & electric instruments; percussion instruments; pianos & keyboards; stringed instruments; traditional Chinese instruments; woodwind instruments Others: Accessories & furniture; music education; music related computer hardware & software; processing trade goods equipment & raw materials, recording & studio equipment; sheet music; services, association & media			
Visitor Profile	Manufacturer, dealer, agent, distributor, wholesaler, retailer, importer & exporter, educator, service provider, trade association, government agency, publisher, music school, conservatory, music education and training institution, college, university, technician, music teacher and student, art group, professional musician, amateur musician, music lovers			
Participation Fee (2024)		Zone A	Zone B	Zone C
	Standard package (9 sqm up)	RMB2,100/sqm	RMB1,600/sqm	RMB1,400/sqm
	Raw space (27 sqm up)	RMB1,650/sqm	RMB1,150/sqm	RMB 950/sqm
	Corner booth surcharge	+10%	+20%	+30%
Fringe Events (2023)	“How-to” sessions, New Product Global Launch, Industry Forum, Training course for Senior Piano Technicians, Tech + Music Lab, Never-ending music live shows, Business Matching, Cultural and Tourism Trade Promotion			
Admission	Trade visitors only on days 1 and 2		Trade and public on days 3 and 4	
Organiser	China Musical Instruments Association Messe Frankfurt Shanghai Intex Exhibition Co Ltd			
Contact	Messe Frankfurt (HK) Ltd 35/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong Tel: +852 2238 9901 Fax: +852 2598 7887 music@hongkong.messefrankfurt.com www.musikmesse-china.com			

Organisers

