

news +++ Music China
Shanghai, 10 – 13 October 2024

music

CHINA

Music China 2024 poised for vibrant celebration of music business with over 1,800 exhibitors

Shanghai, 9 October 2024. Tomorrow, Music China, one of the world's leading musical instrument trade fairs, will come alive at the Shanghai New International Expo Centre, opening its doors to suppliers, distributors, educators, musicians, and enthusiasts for four days of business, networking, and inspiration. From 10 – 13 October, over 1,800 exhibitors will showcase their offerings across 150,000 sqm fairground. The expanded exhibition space includes the addition of Hall N1, encompassing the full MI supply chain. The range scales classic and modern, featuring acoustic and electric guitars, basses, brass and woodwind instruments, percussion, keyboards, as well as essential equipment, software, and services. Held together with expert-led workshops and vibrant performances by esteemed artists, the show promises to unite the music world in a language-transcending exchange of cultural and emotional connection.

Providing a vital platform to exhibitors from 26 countries and regions, the 21st edition of Music China will continue to connect industry professionals and unlock significant business opportunities. Dedicated pavilions representing China, the Czech Republic, France, Germany, Italy, Japan, Spain, and the UK are primed to resonate with buyers from around the world.

Further showcasing the industry's global scope, this edition will also welcome a growing number of exhibitors from Albania, Austria, Australia, Brazil, Bulgaria, Canada, Denmark, Hong Kong, India, Korea, Latvia, Poland, the Netherlands, Romania, San Marino, Taiwan, Thailand, and the US. Visitors can explore outstanding product displays and engaging fringe events spread across 14 exhibition halls, embodying music's spirit of creativity and collaboration.

"We are excited about the increased overseas representation at the upcoming edition, alongside robust pre-registrations from buyers. Following the recent expansion and extension of China's visa-free policy, we are looking forward to hosting more international visitors from all walks of music for industry exchange and music appreciation," shared Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd.

She added, "As part of our mission to help visitors pursue excellence and capture the wonder of music, we are enriching our educational initiatives and live performances to resonate with fairgoers' varied interests. Our entertainment segment this year will feature the new DJ Pro zone, the returning Drum Circles, the outdoor music gala Never-ending Music, and the thrilling Gibson 2024 'Rock Guitar Power' Electric Guitar Competition, spotlighting talents across multiple music genres. To engage music lovers of all ages in

the joy of music, there will also be Activities for Elder Music Lovers and performances by the 'Shanghai Little Musicians' for both seniors and youngsters.”

Knowledge in action: a suite of educational offerings at Music China

In light of the music market's diversifying interests and evolving consumer demographics, Music China will offer an extensive programme of educational initiatives designed to support industry players and musicians with essential insights and technical proficiency.

Highlights include:

- **Industry Forum:** Mr Wang Shicheng, Deputy Party Secretary of the China National Light Industry Council and President of the China Musical Instrument Association, and Mr John Mlynczak, President and CEO of the National Association of Music Merchants, will deliver two keynote speeches regarding the potential of China's MI supply chain and the outlook of the global market respectively. This will be followed by a panel discussion.
- **Music China New Product Global Launch:** the highly anticipated programme will introduce visitors to cutting-edge products at the forefront of the industry, complemented by a special outdoor concert.
- **Musical Master Classes:** expert speakers will provide valuable insights into music education initiatives, covering interactive strategies for children, classical music appreciation, and the application of various teaching techniques across instruments.
- **How to Sessions:** a series of workshops for dealers and retailers will explore evolving market trends and customer needs in the dynamic landscape, best practices for shop management, strategies for cultivating a broader clientele, and business development in the post-pandemic era.
- **music+Talks™ Music Education Forum:** engaging formats, from presentations and workshops to lectures, will feature seasoned experts delving into topics including teaching world music, children's music education, and the applications of the Orff Approach to promote experiential learning through music, movement, and play.
- **Music Trial Classes:** this year's trial classes will address key challenges and opportunities facing music educators today, offering practical insights and strategies for effective piano pedagogy, contemporary music teaching, and the use of technologies such as the Xiao Bao app, and many more.

Sound-focused festivity: live shows, workshops, and engaging competitions await

Music China provides a variety of activities and live shows for attendees to fully immerse themselves in the music experience, with highlights including:

- **DJ Pro:** the dedicated zone in Hall W4 (Booth D89) will offer opportunities to engage with the latest equipment and network with industry professionals. Live sets by top DJs, including 69Beats, GNARLY, Steve Nash and Hix Boson, will celebrate the zone's debut at the fair. The IDA Finals China Awards, the prestigious

international DJ competition of the International DJ Association, will feature performances by this year's winners at the event's conclusion.

- **Never-ending Music – Live Shows:** Outdoor Stages S1, S2 and S3 will host exciting musical performances for a taste of rock, pop, jazz, and more – with guitars, electric blowpipes, accordions, and bass instruments at centre stage. Top talents in the lineup include Jose De Castro, a Grammy Winner and Spanish guitar master; Alex Hutchings, a contemporary guitar legend; Taimane Gardner, a renowned Ukulele artist; and street saxophonists Jiaming Su, Xianzhi Zhang and Lu Dai.
- **Drum Circles:** returning to the fair, Drum Circles will engage visitors in interactive performances that celebrate the role of drums in music. Fairgoers of all ages and backgrounds, regardless of skill level, are welcome to join in on the fun.
- **Music X Future Pavilion:** the innovative pavilion merges lifestyle and technology through a series of tailored events for tech-savvy visitors. Participants can engage with the International MIDI Technology Application and Development Forum, the Music China International Competition for Electronic Music, Music Technology Product Display, the "Future Shock Award", Enterprise Roadshow, New Product Release, and more.
- **Violin Making Workshop:** esteemed luthiers from China and Europe will reveal artistry and hands-on expertise that goes into violin making. Attendees will be able to practice techniques such as bridge fitting, bow making, base bar installation, restoration, as well as manufacturing methods for distinct features such as Cremonese F-holes and Italian arching profiles.
- **Music China International Competition for Electronic Music:** co-organised with Beijing Contemporary Music Academy and Tianjin College of Media and Arts, the talent competition seeks to cultivate China's electronic music culture and identify the country's most promising electronic music producers. The distinguished panel of judges from the electronic music realm includes renowned DJs, producers, and prominent industry figures such as FISH from the Head of QQ Music Electronic Music Alliance.
- **Lang Lang Piano World:** world-acclaimed pianist Lang Lang will once again serve as Music China's ambassador to support the music industry and share his passion for music with fairgoers. Located in Hall E1, the dedicated area will feature an exclusive message from the musician, inspiring young people and the wider public to discover the joy of playing musical instruments.

Music China is organised by Messe Frankfurt, the China Musical Instrument Association and Shanghai Intex Exhibition Co Ltd. For more details, visit www.musikmesse-china.com or email the show's organisers at music@hongkong.messefrankfurt.com.

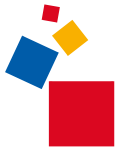
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Press information and photographic material: <https://music-china.hk.messefrankfurt.com/shanghai/en/press/photos.html>

Links to social media:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

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