

Press release

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## 2019 edition of Music China pulls out all the stops with a well-rounded fringe programme

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**In less than one month, the fairground at the Shanghai New International Expo Centre will open its doors to kick off the 18<sup>th</sup> edition of Music China. Visitors and exhibitors from all over the world will gather inside the 13 exhibition halls for four days dedicated to everything that has to do with music. The product range will cover the full musical instruments supply chain, and domestic and international brands will be side by side to connect to about 110,000 expected visitors. Next to the many live shows and events, Music China will once again organise a number of workshops and courses as part of its fringe programme.**

The fringe programme will combine education, music appreciation and performance, and there will be a variety of events to attend. Courses, lectures and workshops will see to it that attendees leave the fairground with comprehensive knowledge about the latest industry trends, or a refined skill-set for those who prefer the more hands-on orientated sessions. To top it off, visitors can enjoy the live events that will take place continuously throughout the four exhibition days.

The fringe programme in an overview:

### **Seminars and talks**

#### NAMM CMIA Industry Forum

10 October – 14:00 to 16:00 – meeting room E1-M16

The 2019 forum will discuss what research is telling us about the benefits of music making across the lifespan. This year's panel will look into the pursuit of happiness in music education.

Expert speakers:

- Keynote: Ms Betty Heywood, Director of International Affairs of NAMM

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

- Keynote: Mr Wang Shicheng, President of China Musical Instrument Association
- Mr Zhou Haihong, Professor of the Central Conservatory of Music
- Ms Neryl Jeanneret, Associate Professor of the University of Melbourne
- Mr Leung Bo-Wah, Professor of The Education University of Hong Kong (EdUHK)
- Mr Li Hongyu, Founder and Chairman of Nine Beats

#### NAMM University Course (Session One)

11 October – 13:00 to 17:00 – Meeting Room E1-M15

The first 'How to ...' session will open a dialogue on the future development trends of the music industry, and look into how training institutions can upgrade and optimise their art school management system. Participants will find out how to build, grow and defend their brand as a musical instrument store, and can discuss how teachers prefer a more independent approach, questioning if this is a challenge or an opportunity for art training managers.

Expert speakers:

- Ms Zhu Wenyu, Chairman of Shanghai Best Friend Music Culture Co Ltd
- Ms Liu Hong, CEO of Jiangxi Hongsheng
- Ms Zhong Xinxing, Executive Vice President of Jiangxi Hongsheng
- Ms Cathy Miller, Senior Vice President at West Music
- Mr Lin Jiaping, famous marketing expert and angel investor

#### NAMM University Course (Session Two)

12 October – 13:00 to 17:00 – Meeting Room E1-M15

During the second session, attendees will find out how an art school can improve its marketing output ratio and achieve efficient customer acquisition, and discuss how penetrating data can improve the operating profit of a campus. There will be an open discussion about the growing secondary market and how to take advantage of this, and a dialogue on how traditional musical instrument companies can transform from sales and training to a comprehensive social music platform.

Expert speakers:

- Mr Qin Chuan, Chairman of Hebei Qinchuan Musical Instruments
- Ms Jiang Chunyan, Chairman of Shanghai Yuanxiao Education Technology Co Ltd
- Mr David Kalt, Founder and CEO of Reverb and member of the NAMM Board of Directors
- Mr Yang Zhigang, General Manager of Guangdong Runsheng Culture Development Co Ltd

The *Shanghai MIDI Forum* will host keynote speeches from Mr Tom White, President of MIDI Manufacturers Association, Mr Chris Lord-Alge, world-renowned musician and artist, Mr Chen Qiangbin, President of Shanghai Computer Music Association and Mr Zhao Yitian, Founder and CEO of CME. Visitors can also attend the *Training Course for Senior Piano Technicians* and the *10<sup>th</sup> Global Forum on Chinese Traditional Music*.

Music China  
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## Music Lab & Music China New Product Global Launch

10 – 13 October - Music Lab

This year's Music Lab will once again be the right place for visitors to discover innovative products, see celebrity interviews, get into player sharing, check out product roadshows and more. The Music Lab will also host the Music China New Global Product Launch. This new format will feature the first launch of new products, an on-site release ceremony, media releases, interviews and a display area that will showcase a number of new products.

The 2019 *Violin-Making Master Workshop* will allow participants to refine their skills with courses about violin back radian making, violin top arching, violin panel sound hole production and a range of other topics.

### **Music education**

This year's *Second Music Education Conference* (paid registration) will focus on innovation, balance and quality. The *Music China Educational Programme* will host the Forum of New Age Aesthetic Education, six Master Classes on music education, no less than 15 Music Trial Classes and music + Talks (paid registration), during which industry professionals will discuss different subjects of music education, followed by a closing ceremony. The programme will also feature a Music Education Forum.

The highly anticipated *Kids' Music Castle* will highlight the importance of music education across the entire industry. It is a specially designed multi-sensory zone, in which children can experience the world of music and sound by touching and trying out a variety of musical instruments first-hand.

### **Entertainment**

#### International Electronic Music Competition & Second Original Electronic Dance Music Competition

12 – 13 October – Music Lab & Outdoor Stage S4

The International Electronic Music Competition will be organised by Music China and the Shanghai Computer Music Association and will include a number of jury members from different industry branches. Mr Chen Qiangbin, President of Shanghai Computer Music Association, will be Chairman of the Evaluation Committee. The Second Original Electronic Dance Music Competition will be organised by both Music China and the Beijing Contemporary Music Academy. Participants will take part in a number of master classes and rehearsals, before showing their talent during the final competition. Winners will be announced during the award ceremony.

The show will also host the *Art Salon again*, which will function as a forum to celebrate the 70th anniversary of the China Symphonic Era and development. Jazz talents can show their abilities during the *Jazz Competition* and the well-known *Drum Circles* will once again be hosted in cooperation with US company Remo, the world's leading drum and percussion manufacturer.

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Just like last year, Music China will feature a charity project for autism: *Music Warms our Hearts*. It will include a Love & Coffee shop, a live

performance, a donation ceremony and more.

And let's not forget, the *Never-ending Music Live Shows* that will take place throughout the four exhibition days.

Music China will take place from Thursday 10 – Sunday 13 October 2019. For more details, see [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**

17 – 19 September 2020, Moscow

**Musikmesse**

1 – 4 April 2020, 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 more than 2,500 employees at 30 locations, the company generates annual sales of around €718 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).