

- Covered a total space of 138,000 m², achieving enhanced commercial effect;
- Received over 160,000 visitors, professional buyers increasing against trend;
- New Product Global Launch contributed to industry innovation and progress;
- Explored the potential market of music consumption, helping popularize music culture;
- Gathered renowned masters and celebrities, revealing its brand effect;
- A musical and cultural feast with 100+ international guests, 70+ conferences and forums, and 600+ live performances.

Music China 2018, jointly organized by China Musical Instrument Association, Shanghai Intex Exhibition Co., Ltd and Messe Frankfurt (HK) Ltd., celebrated its closing day on Oct. 13 at Shanghai New International Expo Centre.

1. Overview

Comply with the trend and demand of cultural consumption market, Music China this year has expended its space from 125,000 m² to 138,000 m², increasing 13,000 m². A total of 2252 exhibitors from 31 countries and regions were gathered together, as well as 13 exhibition groups from Belgium, Bulgaria, Czech Republic, France, Germany, Italy, Japan, Netherlands, Spain, UK, Russia, Hong Kong and Taiwan. Famous musical instrument enterprises and brands, including the Pearl River, Dunhuang, Hsinghai, Youngchang, Fengling, Hailun, AXL, Jinbao, Parsons, Best Friend, Jinyin, Medeli, Starsun, Yuehai, Ringway, Kapok, Yamaha, Casio, Steinway, Roland, and Samick, displayed their advanced and competitive products. Enterprises from domestic industry bases in Taixing, Yangzhou, Lankao, Guizhou, and Huizhou grouped themselves in the exhibition, showing their local cultural features and industry cluster while displaying their musical instrument products. Apart from that, market for music education continues to develop, which urges the expansion of the exhibition space for music education. All sorts of educational training institutions with their advanced music education modes gathered to explore the potential consumption market and business opportunities.

During the four-day exhibition, 110,381 domestic and oversea visitors from 81 countries and regions came to the show, and the total visits reached 164, 665, a year-on-year growth of 10 percent. The show has gathered industry leaders, elites, educators, performance masters and artists from all around the world, composing an excellent business platform. More and more music fans also came to the show, enjoying this global music gala.

Visitor Statistics

Among all the exhibitors, 96 percent of them expressed satisfaction over the onsite orders;

97 percent developed new business relationships; 98 percent were positive about the quality of visitors; and 95 percent gave credit for the quantity of visitors.

Products of visitors' interest:

	2018	2017
Stringed instruments	57%	58%
Traditional Chinese instruments	41%	45%
Piano and keyboards	40%	43%
Accessories & furniture	36%	32%
Percussion instruments	35%	34%
Education institutions	35%	30%
Brass and woodwind instruments	33%	35%
Sheet music publications	31%	29%
Electronic & electric instruments	29%	29%
Music related computer hardware & software	20%	18%
Harmonica & accordions	12%	14%
Associations / media	12%	11%
others	2%	2%

Statistics show that music education received increased attention, reflecting rapid development of the education market. Stringed instruments, traditional Chinese instruments, pianos, percussion instruments and wind musical instruments also received great attention from the visitors.

Visitors' business type:

	2018	2017
Music conservatories/ Education Centers & Training institutions	47%	43%
Retailers/Wholesalers	13%	13%
Youth centers/ Primary and secondary schools / Universities and colleges	8%	10%
Art groups/Performance troupes	7%	8%
Importers / Exporters / Agents/ Distributors	5%	7%
Manufacturers	5%	6%
Associations	3%	3%
Media	2%	2%

Analyzing from the data, visitors from music conservatories and training institutions increased 5 percentage points. Main components of the visitors include retailers, wholesalers, distributors, conservatories and performance troupes. Professional visitors accounted for 90 percent of the whole visitors, with business and educational visitors still being the core components of visitors.

Visitors' purposes:

	2018	2017
Sample ordering	55%	53%
Collecting market and product information	48%	44%
Courting partners	30%	26%
Comparing different products/ suppliers/ competitors	26%	21%
Meeting with existing suppliers and distributors	24%	21%
Watching performances and programs	15%	28%
Attending seminars and forums	15%	27%

Data reveals that the demand for sample ordering, market and product information collection, and new partnership establishment have risen comparing to that last year. It is worth noting that the proportion of sample ordering has reached 55 percent, while demand for consolidating existing business relations and comparing different suppliers has grown further, depicting the fact that the show has made increasingly notable contribution to building a trade and business platform for business negotiation, international cooperation and industry communication.

2. Accompany Programs

This year, three new programs highlighted Music China, including New Product Global Launch, Care for Autistic Charity Project and Jazz Master Competition, composing a diversified exhibition. As one of the show's blockbuster programs, the New Product Global Launch has brought in new innovation force to the traditional musical instrument industry, receiving 33,000 online visits through online broadcasting. On the fifth year of the Care for Autistic Charity Project, a charity concert was presented, in which the autistic children performed together with three Shanghai orchestras. On the last day of the show, those children also gave a flash show with 200 performers on the outdoor square, marking the climax of the show. The Jazz Master Competition, jointly presented by Music China and JZ School, was China's first all-jazz competition. It gathered the world-class jazz musicians and professionals as its judges, attracting 91 entries in only 60 days. 30 finalists delivered wonderful performances in the final, which gave the audiences a feast of jazz music.

Apart from those programs, Music China also arranged diversified activities themed on music industry, technology, education, arts and culture.

To help improve practitioners' competence, Music China organized the NAMM CMIA Industry Forum and NAMM University. NAMM CMIA Industry Forum focused on the theme "Bringing more people to music learning, and exploring musical instrument education for different crowds", gathering professionals from around the world to explore new development opportunity and prospect of domestic industry. At the meantime, NAMM University this year brought together leading figures of the industry to share their experience and lessons,

delivering 8 enlightening courses in allusion to the development of music retailers, which attracted 3190 professional audiences from around the country.

In light of technology innovation, Music China planned programs including Music Lab, International MIDI Forum and Training Courses for Senior Piano Technicians. Music Lab as a trending and creative music cluster, gathered big brands and celebrities to show advanced music technology, receiving special report from the mass media. The fifth Shanghai International MIDI Forum invited specialists to share their opinions on advanced technology and industry trend, while the Training Courses for Senior Piano Technicians gathered professionals to demonstrate piano tuning techniques, which were both well-received by the audiences.

To promote healthy development of music education, Music China designed programs like Master Classes, Music Trial Classes, and Kid's Music Castle. 6 world-famous music educators were invited to the Master Classes to share their teaching experience and practices; hot topics concerning musical instrument training were covered in the Music Trial Classes, attracting over 1,800 audiences in total. In addition to these classes, various musical games designed with emerging intelligent technology were presented in the Kid's Music Castle, receiving nearly a thousand kids and teachers from music-featured schools in Shanghai.

Music China also featured art and cultural programs including Global Forum on Chinese Traditional Music, Chinese Traditional Musical Instrument Workshop, Art Salon, and Violin-Making Master Workshop. Global Forum on Chinese Traditional Music presented inspiring speeches as it did each year; backbone technicians were invited to the Chinese Traditional Musical Instrument Workshop, demonstrating essential techniques of musical instrument making; top artists and celebrities gathered in the Art Salon; and seven domestic and German violin-making masters and talents appeared in the Violin-Making Master Workshop, showing their advanced knowledge and skills.

Moreover, 600+ diversified music live shows were presented on the four outdoor stages, where musicians from around the globe lighted the flame of music with thousands of audiences.

Music China 2018 has already closed its curtain with applause. Music China 2019, to be held on Oct. 10th -13th at Shanghai New International Expo Centre, expects your attendance again.

For more information please call: 021-62956677, or visit website: www.musicchina-expo.com.

Music China Organizing Committee

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