

NAMM[®]
musikmesse
RUSSIA

International Fair for Musical Instruments, Sheet Music, Music
Production and Music Business Connections

prolight+sound
NAMM[®]
RUSSIA

International Fair of Technologies and Services for Events, Installation and
Production

Post show report

Organizer:

Messe Frankfurt RUS Ltd.

Contacts:

Alexandra Yurchenko

Tel.: +7 (495) 649 87 75 (ext. 132)

alexandra.yurchenko@russia.messefrankfurt.com

Sofia Bolshakova

Tel.: +7 (495) 649 87 75 (ext. 104)


sofia.bolshakova@russia.messefrankfurt.com

www.namm-musikmesse.ru

www.prolight-namm.ru

www.messefrankfurt.ru

NAMM[®]
believe in music

 **messe frankfurt**

Dates
Opening hours

Venue

Total square (Gross sqm)

Exhibitors

Countries

Visitors

Fringe program

16 – 19 May 2012

10:00 – 18:00

IEC «Expocentre», Pavilion «Forum», Pavilion 3

6 321 sqm

190 companies from 18 countries

Russia, USA, Spain, Great Britain, Italy, Germany,
Netherlands, France, Brazil, China, Japan, Turkey, Taiwan,
South Korea, Belarus, Slovenia, Czech Republic

6 275

10 850 – total number of visits 16-19 May

50 events, including master classes, interactive seminars and concerts



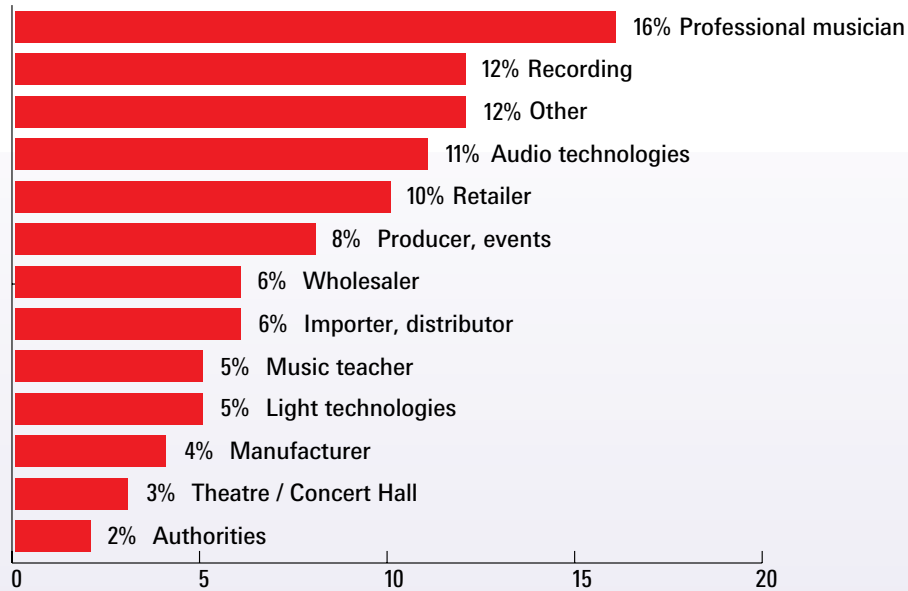
Debut of NAMM Musikmesse Russia and Prolight + Sound NAMM Russia lays groundwork for future success. The highly anticipated launch of NAMM Musikmesse Russia and Prolight + Sound NAMM Russia brought together the latest music industry products from 190 companies from across 18 countries with industry professionals and music lovers in Russia. The new trade shows offered full line presentations from the musical instrument, professional equipment, publishing, modern lighting, sound and installation technologies industries.

Brands represented at NAMM Musikmesse Russia included the leading global manufacturers: **Yamaha, Roland, Gibson Guitar, Alhambra, Hal Leonard, PianoDisc, Karl Hoefner, Grotrian, Music Sales, Turkish Cymbals, Taylor Guitars** and many others.

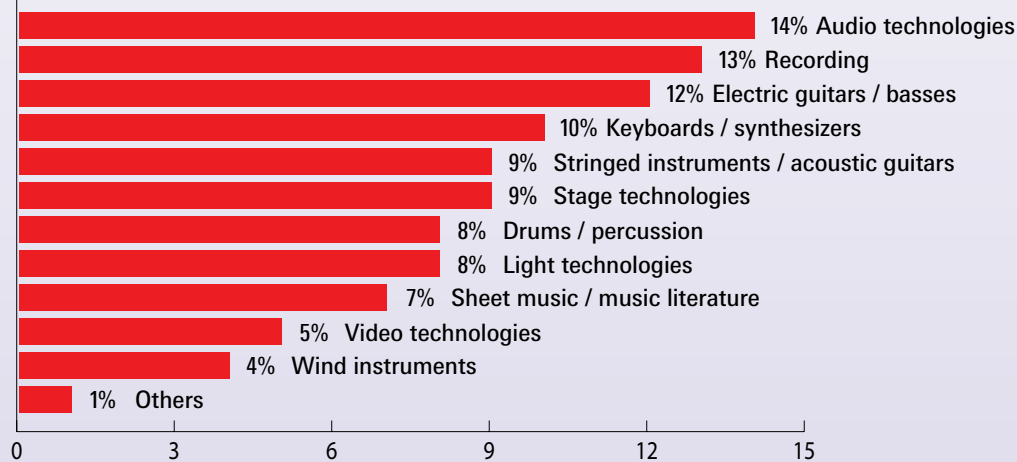
In addition, local distributors were on hand to represent **Boss, Ernie Ball, Mapex, Tycoon, Markbass, Hughes & Kettner, ESP Guitars, Torque, Jupiter, Casio, Hohner, LAG Guitars, Mayonez Guitars, Nux, Regeira** and **Kawai**.

Prolight + Sound NAMM Russia exhibitors included **Adam Hal, Indu-Electric Gerber, Clay Paky, Microtech Gefell, Prolyte Group, Martin Pro** and more. Leading brands such as **Ashtone, Allen & Heath, L'Acoustics, Christie, Robe, Osram, Montarbo** and **Coda Audio** were presented by distributors.

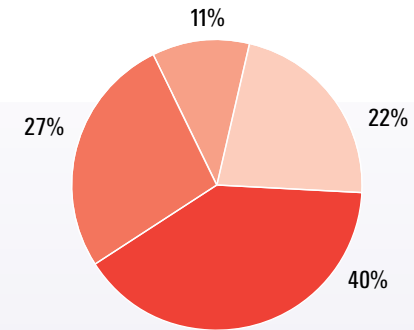
Professional profile



Area of interest

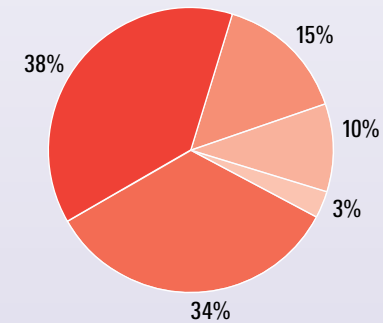


Are you authorised to make purchasing / contract decisions in your company?



- 40% I make decisions myself
- 22% I take part in decision making
- 11% I'm consulting decision-makers
- 27% No

The topics of the fringe program you are mainly interested in?



- 38% Conferences for dealers
- 34% Presentations of new products
- 15% Master classes, seminars
- 10% NAMM University
- 3% Other

Leading exhibitors describing their participation:

Doug Lady

Hal Leonard

Senior Vice President

«The show was a great opportunity for us to learn about the Russian music market. We had productive discussions with potential new partners in the retail and distribution markets, as well as possible publishing partners. With Russia emerging quickly on the world trade scene, we feel this show was an essential opportunity for Hal Leonard to take part in this inaugural year».

Maxim Strashelyuk

Roland Russia Ltd

Head of Sales Department

«We've met our regular clients, experts of the industry, professional and amateur musicians at our booth in at the show. For a first edition, the quantity of visitors was good and the event was organized on a high professional level with helpful noise control. The concept of the show was well accepted by the local market. I can see a great future for this show!»

Anton Kuznetsov

Music Land

Branch Director

«I'm glad that we participated in the Russia show. The premiere was very good! I'm satisfied with the quantity of visitors at our booth. There were not only professional and amateur musicians trying out our instruments, but also new business contacts and our current clients».

Fringe program

There were over 50 educational and business seminars catered to a wide variety of attendee. Importers, representatives of retail trade, heads of concert halls, conductors, sound and light directors, festival and concert organizers, music teachers, students, amateur and professional musicians stepped in to share their knowledge and talents with attendees during these sessions.

Prolight + Sound NAMM Russia presented several feature events including a session on the latest developments in lighting equipment with Sofitlight, a contest for lighting solutions hosted by Martin Pro, an annual award ceremony for sound directors and a series of seminars covering modern sound technologies.

NAMM University sessions were a highlight at the Business Programm at NAMM MuUsikmesse Russia. . 150 attendees, including many Russian retailers attended the six NAMM U sessions for a series of classes lead by international and Russian industry experts who shared their stories of success.

Piano Days organized by the Russian Association of piano tuners introduced the latest piano technologies lead by international masters and representatives from piano producers. Additional master classes and interactive seminars included speakers and teachers from Casio, Yamaha, Modific, A&T Trade, 'Learn Music' project, Moscow State University, Moscow State Music Institut, Culture Department of the city of Moscow and many others.

NAMM Musikmesse Russia and exhibitors also supported development of music education in Russia: Dynatone and Harmonica Tula presented their instruments to the local music schools and Manuel Rodriguez presented his guitars for a winner of Tabula Rasa contest of young guitarists during an event with the Charity Foundation of Yuri Rozum, which is supporting children endowed with music.

