

Press

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Musikmesse

International Trade Fair for Musical Instruments, Sheet Music,
Music Production and Music Business Connections
Frankfurt am Main, 11 to 14 April 2018

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Musikmesse 2018: GEWA Drums presents new products from DW, Gretsch and Remo – and a world première

Visitors to Musikmesse 2018 can look forward to many new products from renowned drum brands such as DW, Gretsch and Remo. At the fair, the exclusive distributors for Europe, GEWA Drums, plan to present the products of its top brands at several different exhibition stands in Hall 9.0. Moreover, GEWA will use Musikmesse in Frankfurt as the platform for a world première on which the company has been working together with its partner DW Drums for the last three years. Further details are expected to be announced very soon.

In addition to product presentations, the company is planning a variety of special events during the fair. For example, there will be daily film showings on the production of the DW Tasmanian Timber Drum Kit, the DW 45th Anniversary Kit and DW Contemporary Classic Drums. DW mastermind John Good will be on hand to answer visitors' questions on the Wednesday and Thursday of the fair. Additionally, the 'Remo Drum Circle' – a unique project for making music in a group open to the youngest Musikmesse visitors – will be held at the 'Discover Music' area for young people in Hall 10.

"The Musikmesse presentations by DW, Gretsch and Remo promise to offer exciting product experiences for drummers. GEWA music has been an important partner and supporter of the specialist musical instrument trade for decades and we are looking forward to providing a first-class stage for the company's top brands and innovations", says Michael Biber, Group Show Director of the 'Entertainment, Media & Creative Industries' Business Unit of Messe Frankfurt Exhibition GmbH.

"For GEWA music, Musikmesse is not only a trade fair but also a platform for the presentation of new products to European musicians. The new Musikmesse Team has set new accents and, together, we hope to open a new chapter in the long history of the show. In particular, we at GEWA music are delighted to be able to join forces with our close partner, DW Drums, to use Musikmesse Frankfurt as the setting for the world première of a new product in the field of digital drums (GEWA

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Electronics)”, say Hans-Peter Messner, CEO / President, GEWA music GmbH.

Further details of the new products to be shown by DW, Gretsch, Remo and GEWA Electronics at Musikmesse 2018 will be announced soon – also on [facebook.com/musikmesse](https://www.facebook.com/musikmesse) and Twitter at @musikmesse.

More information about Musikmesse at www.musikmesse.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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.

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). * preliminary figures for 2017

For more information, please visit our website at:

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