

Press

March 2018

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: “Business Academy inspired by SOMM” offers practical knowledge for the musical-instrument sector

For the third time, Musikmesse presents the ‘Business Academy inspired by SOMM’, a professional development programme especially for the musical-instrument sector. Throughout the fair, from 11 to 14 April 2018, the programme in Hall 11.1 will offer workshops, impulse lectures and keynote addresses by renowned speakers from the worlds of business, law, science, politics and media. Thanks to simultaneous translations, all lectures will be available in English and German.

The highlights of the lecture programme include “Blockchain or block flute – about the sense or nonsense of Blockchain technology in the music instrument market” (Steffen Holly, Fraunhofer Institute for Digital Media Technology), “Trade in CITES protected woods for music instruments” (Dr. habil. Gerald Koch, Thünen Institute) and “The new EU Data Protection Regulation – what companies need to consider” (Benjamin Spallek, Creditreform Compliance Services GmbH).

“The developments driving the musical-instrument sector are many and varied. Together with our partners, we offer a first-class opportunity at Musikmesse for participants to imbibe ideas for their own business model and to exchange ideas and information face-to-face with experts and competitors about challenges and solutions”, says Michael Biber, Group Show Director of the ‘Entertainment, Media & Creative Industries’ Business Unit of Messe Frankfurt Exhibition GmbH. “This year’s programme at the ‘Business Academy inspired by SOMM’ comprises a balanced and topical spectrum of subjects relevant to the musical-instrument sector – with the aim of offering trade visitors strategic and artisanal knowledge on a very high, comprehensible and practical level”, says SOMM CEO Daniel Knöll.

The aim of the Business Academy is to align theory and practice and to communicate the essence of complex subjects in a comprehensible way. Thus, the programme of the Business Academy enables visitors and participants to tackle and master the latest developments, such as digitalisation, collaboration, dynamization, transformation, complexity and the resulting market situations.

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Detailed information about the individual workshops and the experts can be found at www.musikmesse.com/business or on the SOMM-Akademie website at www.somm.eu/akademie-das-angebot/business-academy/.

More 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:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de