

Press Release

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## Yamaha Music Europe at Musikmesse and Prolight + Sound 2019

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**Yamaha will once again present its latest products and innovations to retailers at Musikmesse and Prolight + Sound in Frankfurt am Main from 2 to 5 April 2019. The renowned manufacturer is adapting its presentation in accordance with the optimised trade-fair concept of Musikmesse and will exclusively focus on reaching international professionals.**

Thus, the company will display its novelties from the world of musical instruments in the Networking Area in Hall 4.1. This elaborately designed magnet for musical-instrument retailers is the ideal setting for business discussions in a peaceful atmosphere and Yamaha's sales managers and specialists are looking forward to welcoming numerous dealer visitors there. Additionally, the company will be showing PA systems, installed sound and digital audio networking products in Hall 8.0.

"Musikmesse and Prolight + Sound 2019 are focusing more than ever before on the trade and the exchange of ideas and information among professionals", says Michael Biber, Group Show Director of the 'Entertainment, Media & Creative Industries' Business Unit of Messe Frankfurt Exhibition GmbH. "We are delighted that Yamaha Music Europe is going forward with us into the future of the two trade fairs and see this step as an important signal for the sector."

"We are eager to see how the new, business-oriented trade-fair concept and the strengthened synergies between Musikmesse and Prolight + Sound will be reflected in retailer acceptance.", says Thomas Schöpe, President of Yamaha Music Europe GmbH. "We invite all retailers and professionals from the sector to discover our product highlights in Frankfurt and are looking forward to productive discussions with our partners."

Musikmesse is taking account of the expectations of international trade visitor by introducing a new sequence of days, from Tuesday to Friday, which means that the two fairs will be held fully concurrently on all four days (2 to 5 April).

Further information about Musikmesse and Prolight + Sound can be found at [www.musikmesse.com](http://www.musikmesse.com) and [www.prolight-sound.com](http://www.prolight-sound.com).

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### 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 €715\* 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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018

Musikmesse  
Europe's biggest trade fair for the music  
industry  
Frankfurt am Main, 2 to 5 April 2019

Prolight + Sound  
The Global Entertainment  
Technology Show  
Frankfurt am Main, 2 to 5 April 2019