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SOMM DEALER DAYS inspires with successful networking event, congress and successful pop-up exhibition

Berlin, 31.10.2023 The B2B trade fair SOMM DEALER DAYS (SDD) closed on Sunday afternoon with a record number of exhibitors. Nearly 50 international companies from the musical instrument and music equipment industry presented more than 300 brands to music retailers and music schools. The organisers are delighted with the results

The organisers, the Society Of Music Merchants e. V., presented a large number of product innovations, purchasing specials and special offers by the numerous exhibiting partners, as well as an outstanding networking event and a first-class congress for all market participants in the European musical-instrument industry. Visitors from seven nations conducted business over two consecutive days on approximately 1000 square metres of pure exhibition space. On the evening of the first day, some 350 guests gathered for the Industry Gathering, which provided ample time and space for intensive networking.

"SOMM DEALER DAYS are currently the only platform in Europe that we offer industry players for intensive industry talks. We want to expand this offer in the future, because we see how important such an event is for the entire industry. The popularity of the event shows us that we must continue to develop our responsibility as a European association. Association President" Joachim Stock (President of SOMM) sums up the SDD. "We would like to thank our partners and exhibitors who have entrusted us with the responsibility of organising the industry event in these difficult economic times. We would also like to thank the trade visitors who attended the show for their appreciation," Stock added.

According to an on-site visitor survey, trade visitors were highly satisfied with the event, would recommend it to others and intended to return. There is strong interest from the partners to continue and expand the B2B industry event in the coming years. Particular emphasis will be placed on attracting all market participants, especially from the retail sector.

In addition, three days of side events were offered to all attendees as part of SDD's social programme. These included the annual general meeting of SOMM – Society Of Music Merchants e. V., dealer conferences held by various exhibitors, association meetings of the Bund Deutscher Klavierbauer e. V. (BDK), Gesamtverband Deutscher Musikfachgeschäfte e. V. (GDM) and a panel of the EMIA - European Musical Instruments Alliance. As part of these meetings, the European

industry association SOMM e. V. invited several associations (BDMH - Bundesverband der Deutschen Musikinstrumentenhersteller e. V.; bdfm - Bundesverband der Freien Musikschulen e. V.; BDK - Bund deutscher Klavierbauer e. V.; BVK - Bundesverband Klavier e. V.; GDM - Gesamtverband Deutscher Musikfachgeschäfte e. V.) from Germany and their representatives to a future-oriented industry dialogue to discuss the challenges facing the industry and to identify common ground.

About SOMM DEALER DAYS

SOMM DEALER DAYS will take place for the first time in 2021. The aim of the event is to bring the industry and music retailers together at the same time, in the same place, under the same roof. The concept of unified in-house shows provides the perfect platform to combine business and industry get-togethers. For music retailers, the event is a unique opportunity to visit, meet and do business with Europe's top brands in one place. The B2B-only event will be accompanied by a congress designed specifically for industry professionals, with exclusive presentations and information, as well as a first-class evening event for all exhibitors, trade visitors and guests.

SOMM DEALER DAYS

Society Of Music Merchants e.V.

About SOMM – Society Of Music Merchants e. V.:

The association SOMM - Society Of Music Merchants e. V. - top association of the musical instrument and music equipment industry in Germany - represents the interests of more than 210 companies from the fields of manufacturing, distribution, trade and media as well as associations from the musical instrument industry representing the German MI market.

The association represents the cultural and economic interests of the musical instrument and musical equipment industry nationally and throughout Europe with the aim of strengthening the industry's competitiveness in all market sectors, helping to shape the political and legal framework in line with the industry's requirements, defining market standards and providing services for members, promoting up-to-date further and advanced musical training, and intensifying active music-making and musical competence in society.

SOMM: Partner der Musikwirtschaft

