



PRESS RELEASE

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Applause for SOMM DEALER DAYS - exhibitor and visitor numbers doubled

Berlin 31.10.2022 On 29 and 30 October, Europe's musical instrument industry met at the SOMM DEALER DAYS in the music metropolis of Berlin. The B2B industry event with associated pop-up exhibition, business conference MIBKON and gala event was a complete success on the part of partners and trade visitors. Over 400 guests attended the two-day event at the Estrel Congress Hotel. The event was organised by the industry association Society Of Music Merchants e. V..

The 400 participants of the pure B2B event were offered a triad of product exhibition with business area, large networking evening and business congress with top-class speakers on current challenges and topics of the MI industry. Numerous new musical instruments and music equipment were presented to the trade visitors from music retailers and music schools.

Managing Director of SOMM, Daniel Knöll: "We are very satisfied with the event and draw a positive conclusion. During the two intensive days, we looked into many satisfied faces that gave us great feedback. We would like to thank all exhibitors and visitors for the trust they have placed in us and the encouragement they have given us. Due to the great success, SOMM DEALER DAYS will be held again next year."

32 partners from Germany, Belgium, the Netherlands, France and Italy exhibited almost 200 brands to the European music trade on an area of 3,700 m² and had intensive discussions with them. Parallel to the pop-up exhibition, the event also included the two-day MIBKON business conference with over 20 programme items and impulses from top-class experts, which were specially tailored to the needs of the industry and market participants. The event was accompanied musically by the Luca Sestak Trio, Tim Schwerdter and Aleksander Misko. The conference and evening event was moderated by Sina Stinshoff.

The MIBKON business conference for the musical instrument industry was supported by the Berlin Senate for Economic Affairs, Energy and Operations with funds from the state initiative "Project Future", co-financed by the European Regional Development Fund (ERDF).



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

SOMM - Society Of Music Merchants e. V. - the leading association of the musical instrument and music equipment industry in Germany - represents the interests of more than 50 companies from the fields of manufacturing, distribution, trade and media from the musical instrument industry, representing around two thirds of 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 competitiveness of the industry in all market sectors, helping to shape the political and legal framework conditions in accordance with the requirements of the industry, defining market standards and providing services for members, promoting up-to-date further and advanced training in music and intensifying active music-making and music competence in society.

SOMM: Partner of the music industry

