

PRESS RELEASE

Verband der Musikinstrumenten-
und Musikequipmentbranche

New home: MI industry players meet in Berlin at SOMM DEALER DAYS

Berlin 24.08.2022 SOMM DEALER DAYS, currently the only B2B platform for the MI industry, has so far received 26 commitments from well-known European companies. The product range of the partners is diverse and offers a wide spectrum for both full-range dealers and specialists from the music trade. The focus of the event, which will take place on 29 + 30 October 2022 in Berlin, will be on new products, exclusive workshops (MIBKON), successful networking and a gala dinner.

Leading European minds and companies in the musical instrument and music equipment industry will come together again in Berlin at the end of October, in some cases for the first time, to discuss the future of the industry. Never before has the meeting of the market participants been linked with such high expectations, as the forced break caused by Corona was tantamount to a caesura and activities picked up at a subdued pace last year. Numerous industry events have been postponed, cancelled or cancelled altogether in the past two years. The SOMM DEALER DAYS therefore offer the only remaining opportunity to comprehensively revive business contacts in a B2B environment.

"We are delighted that we have received so many commitments from industry partners for this year's SOMM DEALER DAYS. The intensive discussions with all market participants show us that we have hit the zeitgeist with our event concept - even if the expectations of the industry partners and the music trade are extremely high in the process. Our goal is to offer the MI industry a new platform and home where business, community and education are in the foreground, but where networking and relaxed chatting are also possible. This is what all market participants have been missing in the past years," said Daniel Knöll, Managing Director of the industry association SOMM and organiser of the SOMM DEALER DAYS.

Folgende Partner haben bereits die Teilnahme (in alphabetischer Reihenfolge) bestätigt: **AUDIOWERK** e. Kfm, **Casio** Europe GmbH, **Conrad Mollenhauer** GmbH, **Cordial** GmbH Sound & Audio Equipment, **DAS** Audio GmbH, **FACE** bvba, **GEWA** music GmbH, **Hal Leonard** Europe BV, **inMusic** GmbH, **KAWAI** Europa GmbH, **König & Meyer** GmbH & Co. KG, **Lakewood** Guitars GmbH & Co. KG, **Mega Audio** Gesellschaft für professionelle Audiotechnik mbH, **Migma** eG, **Miyazawa** Flutes Europe GmbH, **MUSIK MEYER** GmbH, **Pearl** Music Europe BV, **Pro Arte** Fine Acoustics GmbH, **Reinhardt** GmbH, **Roland** **Meinl** Musikinstrumente GmbH & Co. KG, **SCHOTT** MUSIC GmbH & Co. KG, **Shure** Europe GmbH, **Sound Service** Musikanlagen-Vertriebsgesellschaft mbH, **Trius** GmbH & Co. KG, **Voggenreiter** Verlag GmbH, **Yamaha** Music Europe GmbH

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Kostenlose Registrierung und Anmeldung für Teilnehmende aus dem Musikfachhandel sowie der Zugriff auf das rabattierte Hotelzimmerkontingent sind noch bis zum 30.09.2022 unter www.somm-dealer-days.eu möglich.

About SOMM DEALER DAYS

The SOMM DEALER DAYS took place for the first time in 2021. The aim of the event is to bring together the industry and the music trade at the same time, in one place, under one roof. The concept of united in-house trade fairs offers the perfect platform to combine business and industry get-togethers. For specialist music and music supplies retailers, the event opens up the unique opportunity to visit Europe's top brands in one fell swoop, to experience them in person and to do business with them. The pure B2B event will be flanked by a congress with exclusive lectures and information specially designed for industry participants, as well as a first-class evening event for all exhibiting companies, trade visitors and guests.

SOMM  **DEALER DAYS**
Society Of Music Merchants e.V.

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

