

PRESS RELEASE

Verband der Musikinstrumenten-
und Musikequipmentbranche

Hardenbergstraße 9a
D-10623 Berlin
T: +49 30 8574748-0
F: +49 30 8574748-55
E: somm@somm.eu

w3.somm.eu

Press contact:

SOMM – Society Of Music Merchants e. V.
Daniel Knöll
T: +49 30 8574748-0
F: +49 30 8574748-55
E: d.knoell@somm.eu

SOMM DEALER DAYS take place on 28 and 29 October in Berlin

Berlin, 19.01.2023 The Society Of Music Merchants e. V. will once again host the SOMM DEALER DAYS in Berlin on 28 and 29 October. As in the past two years, the venue for the two-day B2B industry event of the musical instrument sector in Europe will be the Hotel Estrel. The industry association made the announcement today in Berlin.

For the third time, the choice of the organisers for the SOMM DEALER DAYS (SDD) falls on the music metropolis Berlin. "The city and the location offer by far the best and most interesting environment for our industry and our two-day industry event," said SOMM Managing Director Daniel Knöll about the choice of location. "The Berlin Senate supported us last year and we want to continue to invest in the expansion of the event on site and seek further collaborations to develop the event further."

Last year, the industry association was able to attract several internationally operating companies and market leaders as well as associations as partners and exhibitors for the event. Numerous music retailers visited the triad of product exhibition, industry conference and networking evening. The event is unique in Europe so far. The format of a pure B2B platform for companies from the music industry does not exist anywhere else.

"This year we will focus on expanding the SOMM DEALER DAYS and various product specials. To this end, the range of products will be revised and new areas will be opened up for partners and trade visitors, which will show the variety of musical instruments and their accessories even more clearly", Knöll continues. The aim of the adapted concept is to significantly increase the number of exhibiting companies, thus also increasing the range of products for the specialist music trade in other European countries. "There will be numerous specials exclusively for the music trade, which will expand the SDD spectrum and increase the attractiveness of the event for trade visitors."

Further details about the event and the start of advance sales for partners will be announced by the industry association in February.

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

The Society Of Music Merchants (SOMM) – the premier association of the musical instrument and equipment industry in Germany – represents the interests of 60 companies (D, NL, BE, UK) from the fields of music instrument production, distribution, retail and media, which in turn represent about two-thirds of the German MI market.



The association represents the cultural and economic interests of the musical instrument and equipment industry on a national and European level, with the aim of strengthening the industry's competitiveness across all market sectors; helping to shape government and legal policies in accordance with the industry's requirements; defining market standards and offering services to members; promoting advanced musical training that is in keeping with the times; and amplifying active music-making and musical skills in our society.

SOMM: Partner of the music industry

