

PRESS RELEASE

Premiere of the SOMM DEALER DAYS: a success across the board.

SOMM DEALER DAYS will also take place in 2022.

What the participants say about the launch event

Berlin, 01.11.2021 On 28 and 29 October, SOMM DEALER DAYS made its debut in Berlin: the first comprehensive meeting of the musical instrument and equipment (MI) industry since the pandemic. The 250 or so participants of the B2B-only 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.

Managing Director of SOMM, Daniel Knöll: "This was a great premiere for the SOMM DEALER DAYS. We would like to thank all exhibitors and visitors for their enthusiasm and the trust they have placed in us. Due to the great success, it is already a done deal: the next SOMM DEALER DAYS will probably take place in mid-October 2022."

The planned date for the next SOMM DEALER DAYS is 16 and 17 October 2022, with more information to follow.

First voices of the participants at the debut event

Music trade (trade visitors):

Heiko Bellon, Six + Four GmbH, Sulzbach: "I am really excited and believe that we have seen the beginning of an event that can become something big - I am firmly convinced of that."

Lilli Stock, Just Music GmbH, Berlin: "The enthusiasm and the atmosphere was unique."

Andreas Klier, Managing Director Musik Klier KG, Nuremberg: "I was very taken with it and would like to see much more active participation from the trade - It's worth coming here and being here!"

Angelika Danner, Musikinstrumente Karl Danner GmbH, Linz (A): "The fact that such a super industry get-together was possible at all after more than one and a half years - compliments to the organisers - it was superbly organised."

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und Musikequipmentbranche

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Manufacturers and distributors (exhibitors):

Andreas Schult, Casio Europe GmbH: "SOMM has made a good start and I hope it will continue.

Klaus Müller, Meinel Musikinstrumente GmbH & Co. KG: "I see the event and the type of event on a B2B basis as positive and necessary - especially at the present time, but also in principle."

Marcel Messner, GEWA music GmbH: "For us it was good to have personal customer contact again - after more than one and a half years. That was definitely something positive - that was also confirmed by the feedback we received."

Thomas Hübner, FACE bvba: "Holding an event like this was important for everyone. The concept of (separate, author's note) rooms was certainly due to the pandemic - I'm a clear fan of it, the whole thing takes place on one level."

Daniel Wieland, Shure Distribution GmbH: "An absolutely successful start. A great platform for us to talk to customers, to talk to partners. We are looking forward to next year, definitely!"

Further comments on the event can be found in the next SOMM industry information.

About SOMM 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 over 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 musical competence in society.