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Press Release

## Musical addition to the Nuremberg trade fair calendar: Musik-Messe 2023

The new Nuremberg trade fair Musik-Messe will be held for the first time from Friday, March 24 to Sunday, March 26, 2023 at the Nuremberg Exhibition Center and will accompany Freizeit Messe (March 22 to 26, 2023). The Musik-Messe focuses on the diversity and quality of musical instrument making and is aimed at musicians, from beginners to professionals. The organizer is the private Nuremberg trade fair organizer AFAG, with Christoph Endres, who is well networked in the industry as the head master of the Guild of Musical Instrument Makers, taking on the technical management.

**Nuremberg** – Around 100 exhibitors are expected at Musik-Messe Nuremberg from March 24 to 26, 2023, who will then present their offerings for professional and amateur musicians, including string and plucked instruments, woodwind and brass instruments, and keyboard instruments. "The Musik-Messe Nürnberg fills a gap in the market and finally offers musicians another opportunity to network on a large scale, exchange knowledge and try out new instruments live on site," says Christoph Endres, who is the technical director of the Musik-Messe Nürnberg.

At the Musik-Messe Nuremberg, small craft businesses, medium-sized industrial companies, suppliers of materials and tools, manufacturers of accessories, sheet music publishers and wholesalers present their offerings and address interested musicians. Music students, orchestra musicians and soloists but also specialized dealers from Germany and abroad will find instruments as well as advice at the highest level at the Nuremberg Musik-Messe. The visitors can play the instruments on the trade fair and inform themselves directly with the builder about the special

Veranstalter:



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Mitglied im Fachverband  
Messen und Ausstellungen

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Henning und Thilo Könicke

features. The Nuremberg Musik-Messe is thus the only platform in Germany that offers musicians a range of this breadth.

The music event will be rounded off by free concerts and craft demonstrations on the Central Stage. Well-known musicians will give concert performances there, instrument makers will make parts of musical instruments live and, for example, split tree trunks for guitar and violin making. In the Education Center, workshops with renowned instructors will be held over three days and are open to visitors.

The Nuremberg trade fair organizer AFAG Messen und Ausstellungen, in cooperation with the technical director Christoph Endres, is responsible for the professional organization of the Musik-Messe Nuremberg. The National Association of German Musical Instruments Manufacturers (BDMH) and the Bundesinnungsverband für das Musikinstrumenten-Handwerk have been won as cooperation partners. There is already support for the new Nuremberg Musik-Messe in the region as well as in the specialist trade, including from Andreas Klier, Managing Director of Musik Klier Nuremberg: "We are pleased that with the Nuremberg Musik-Messe we now have a stage for handcrafted instrument making and thus a platform where the art of craftsmanship receives its deserved appreciation."

The managing directors of AFAG Henning and Thilo Könicke see potential in the new event: "We are delighted to have musical new growth in our trade fair calendar. Many interested parties and supporters have already registered for the Nuremberg Musik-Messe. The industry is incredibly open, friendly and diverse, and we are happy that we will be able to organize a new meeting place for musicians from 2023."

### **A new team: Musik-Messe and Freizeit Messe**

The Musik-Messe Nuremberg takes place parallel to the Freizeit Messe Nuremberg. For Maik Heißer, project manager of both fairs, the music fair is in good hands next to the Freizeit Messe: "The offer of the Musik-Messe Nürnberg is aimed not only at professional musicians but also at hobby musicians and thus appeals to a wide audience. That's why the fair is in very good hands parallel to the Freizeit Messe and visitors can look forward to a wide range of offers for a nice, active, sporty and now also musical leisure time in March."

Musik-Messe Nürnberg and Freizeit Messe Nürnberg can be visited with one ticket. Also at the same time, the Whisk(e)y Fair Nuremberg THE VILLAGE is a guest in the exhibition center, which can be visited with an additional ticket.

**For current information:**

[www.musikmesse-nuernberg.de](http://www.musikmesse-nuernberg.de)

[www.freizeitmesse.de](http://www.freizeitmesse.de)

[www.whiskey-messe.de](http://www.whiskey-messe.de)

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