



PRESS RELEASE

Association of the Music Instrument and
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Edge through knowledge: Business Academy offers free further and advanced training program for professional visitors

Berlin 06.03.2017 The Business Academy inspired by SOMM offers an extensive further and advanced training program for all MI industry participants at the Musikmesse (April 5 to 8, 2017). The speeches and keynotes by renowned lecturers are free of cost for all professional visitors. Advance registration is not necessary.

With the Business Academy, the Musikmesse 2017, in cooperation with the industry association SOMM – Society Of Music Merchants e. V., offers for the second time in a row an extensive further and advanced training program specific for the professional visitors of the Musikmesse. Top-class speakers, lecturers, consultants and coaches from the Economy, Law, Science and Media impart their knowledge in a varied mixture of speeches, discussions and workshops. Current and industry-relevant topics like CITES or the Brexit and its consequences for the MI industry will be intensely handled, among others within the Business Academy.

"The Business Academy inspired by SOMM steps up to endow the professional visitors of the Musikmesse with strategic and technical know-how at the highest, yet understandable and practically applicable level and with regard to the industry", said Daniel Knöll, Managing Director of the SOMM. The Business Academy knows how to conciliate theory and practice and convey complex thematic connections straight to the point. This way, the program of the Business Academy empowers the visitors and participants to face the current challenges such as digitization, collaboration, dynamization, transformation, complexity and the prevailing market situation, and even more: to master them with aplomb.

All day long (11.00 a.m. to 5.00 p.m.), from Wednesday until Saturday, power seminars and workshops on different industry topics will be offered in the Business Area (Hall 11.1, A 41). Industry experts, digital natives, social media professionals and specialist attorneys will scrutinize core topics of the musical instrument and music equipment industry, and give talks on key topics for the industry and the trade.

Professional visitors can find detailed information on each workshop and the experts on the Musikmesse website at <http://www.musikmesse.com/business> or on the website of the [SOMM Akademie](http://www.somm-akademie.de).

**About SOMM e. V.**

The SOMM – Society Of Music Merchants e. V. – umbrella organization of the musical instruments and music equipment industry in Germany – represents the interests of about 60 companies from the areas of manufacturing, distribution, sales and media of the musical instrument industry, standing for about two thirds of the German MI market. The association represents the cultural and economic interests of the musical instrument and music equipment industry at national and European levels, with the aim of strengthening the industry's competitiveness across all market sectors, helping shape governmental and legal policies in accordance with the industry's requirements, defining market standards and offering services to members, promoting an uptodate advanced and continued training, as well as intensifying the active music making and musical skills in our society.

Background information Messe Frankfurt

With revenues of more than 640* million Euros and 2,364* employees, the Messe Frankfurt is one of the leading exhibition companies worldwide. The corporate group has a global network of 30 subsidiaries and 55 international distribution partners. This way, the Messe Frankfurt is present for its customers in 175 countries. Events "made by Messe Frankfurt" take place in about 50 sites around the world. In 2016, 138* fairs took place under the umbrella of the Messe Frankfurt, more than half of those abroad.

The exhibition grounds with an area of 592,127 square meters comprise ten halls. Further, the corporation operates two congress centers. The historical festival hall is one of the most popular locations for events of all kinds in Germany. The Messe Frankfurt is publicly owned; shareholders are the city of Frankfurt with 60 percent and the state of Hesse with 40 percent. More information: www.messefrankfurt.com

*Preliminary key figures 2016