

PRESS RELEASE

SOMM announces first speakers and topics for MIBKON. Sina Stinshoff will moderate the conference of the musical instrument industry.

Berlin 18.10.2022 MIBKON, part of this year's SOMM DEALER DAYS, once again offers a strong programme with outstanding speakers. On 29 and 30 October, the industry conference will present content tailored to the needs and interests of all participants. In Berlin, the focus will be on compliance, marketing/sales, market and competition in the form of keynote speeches, best practice and workshops. MIBKON will be moderated by Sina Stinshoff.

MIBKON will be opened attractively with a keynote speech by **Markus Nessler**, lawyer. He shines not only with trenchant ideas for companies, but also with his cheeky sayings. In his keynote speech "The new EU rules on brand management and sales management - those who do not use these opportunities should stop complaining", he will provide an up-to-date overview. Everything about the new EU regulations that affect all supply, service and procurement contracts. Many previously unresolved questions of day-to-day sales business have now been clarified. The good news is that brand manufacturers have at their disposal practical, EU-wide tools for brand management and sales control.

Wolfgang Brickwedde, Director ICR & expert for recruiting, discusses in his lecture, the most urgent of all current issues, the shortage of skilled workers. His impulse lecture shows how companies can remain successful in the "battle" for talent and keep up with the times. In his opinion, the internet also plays an important role in this area, because more and more companies will find their employees via social platforms such as Xing, LinkedIn and Co. in the future.

On Sunday, **Sebastian Jockusch**, Product Compliance Consultant (CEO Fox Compliance) will give an overview of relevant legal bases in his sixty-minute workshop. His topics are legal definitions as well as potential legal obligations in the field of musical instruments. The Product Compliance Consultant will also give all guests an outlook with practical tips.

Sina Stinshoff, freelance (event) presenter and reporter for RTL Punkt 12, Stylebook, immowelt, RE/MAX Germany, tink, Media Impact, Xingu, EPROFESSIONAL, BILD will guide the conference day and host the evening event. The GATHERING rounds off MIBKON and is an important component of the B2B event and part of the two-day programme. It acts as a link between the product exhibition and the conference and brings together all participants of the event.

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The MIBKON programme is available at <https://www.somm-dealer-days.eu/mibkon>.

The MIBKON business conference for the musical instrument industry is supported by the Berlin Senate for Economic Affairs, Energy and Operations with funds from the state initiative "Project Future", co-financed by the European Regional Development Fund (ERDF).



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regionale Entwicklung



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

