



# PRESS RELEASE

## **MIBKON in Berlin. Senate promotes the musical instrument industry with funds from the state initiative „Projekt Zukunft“**

*Berlin 12.10.2022* The Berlin Senate Department for Economic Affairs, Energy and Industry is expanding Berlin as a creative location. With funds from the state initiative "Project Future", co-financed by the European Regional Development Fund (ERDF), it is supporting the business conference of the musical instrument industry MIBKON. This will take place on 29 and 30 October as part of the SOMM DEALER DAYS in Berlin. SOMM - Society Of Music Merchants e. V. is using the funding to establish the industry event of the European association in Berlin.

The aim of the sponsorship is to support the music trade, which has been severely affected by the consequences of the Corona pandemic, as well as manufacturers, manufactures and distributors of musical instruments and music equipment in overcoming the crisis and to point out future perspectives.

"With MIBKON, we are making it clear that the challenges on the market affect everyone equally. Be it transformation, young talent or purchasing power. This creates a WE idea that will lead the industry sustainably into the future. Whether you are a seasoned manager, a businessman or woman, a marketing specialist or a young professional. This is where the support of the Berlin Senate comes in," Daniel Knöll summarises the conference.

With the state initiative "Project Future", the Senate Department for Economic Affairs, Energy and Enterprises underlines its commitment to companies in the creative industries in the capital. The state initiative "Project Future" is - based on the needs of the industries - the driver of digitalisation, digital transformation and the promotion of innovation and networking of the digital economy, the media and creative industries in Berlin within the framework of the Berlin-Brandenburg cluster. The project organises exchange with and among companies, realises innovative projects for the economy and society, promotes the visibility of the industries, builds platforms and initiates networks.

With MIBKON, SOMM aims to create an additional, permanent and sustainable offer for the musical instrument industry (MI) that combines business, further education and networking. At the conference, knowledgeable professionals give inspiring and enlightening keynote speeches and instructive workshops on current industry topics.

MIBKON and SOMM DEALER DAYS will be held in Berlin for the second time this year. The MI industry had previously met at the Frankfurt trade fair venue for decades. With a turnover of 1.3 billion euros and around 16,000 people employed

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in Germany, the industry - as the manufacturer of the tools of all music creators - is the backbone of the entire music industry and thus part of the cultural and creative industries. The two-day conference will take place in Berlin's ESTREL hotel and congress centre.



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#### 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

