

PRESS RELEASE

Verband der Musikinstrumenten-
und Musikequipmentbranche

MUSIC DEALER DAYS with strong line-up for #MIBKON: first speakers announced

Berlin, 04.02.2025 The **MUSIC DEALER DAYS by SOMM** will once again open its doors to the European music industry for two days starting on Thursday, 6 March. For the first time, trade visitors and industry partners can look forward to a new MDD experience at the central and easily accessible location of Bonn, including a strong line-up of the **#MIBKON industry congress**. Now in its fourth year, the young pop-up trade fair will once again feature strong exhibitors and a first-class programme for the MI sector.

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A total of seven keynote speeches and a workshop on various industry-specific topics will be presented over two consecutive days. The two-day conference will be led by experts who will present on current issues such as marketing, M&A and compliance - topics that are relevant to both the industry and the retail sector.

Marilyn Repp, an expert in innovation, retail technology and digital transformation in retail, will speak on Thursday in the #MIBKON opener '**From digital isolation to real life: Retail as the new meeting place of the future**', she will show why bricks and mortar stores are making a comeback as social meeting places - and how specialist music retailers are inspiring younger generations with 'community instead of crisis'. Find out how authentic experiences, shared values and new retail concepts are making stores the stage for GenZ! Marilyn Repp is a keynote speaker, moderator and industry thought leader. Her articles, columns and Future of Shopping podcast focus on retail trends and innovation. Her focus is on shaping the future of retail, encouraging new approaches and making technological developments tangible. To this end, it always presents good examples from the industry.

Alexander Funke and Jochen Köhler of Parthon Advisors - experts in mid-market transactions - will provide insights into successful M&A strategies. In their presentation '**Growth opportunities through strategic acquisitions? Possible company sale in the future?**', they will show how companies can best prepare for an acquisition or a sale, which steps are crucial in the M&A process and how the company value is determined. As the MI sector is at a turning point, strategic acquisitions can be a key lever for increasing revenues and profits, but early planning for a business sale is also essential. This impulse is aimed in particular at manufacturers, distributors and specialist retailers who want to actively shape their future - even without prior knowledge of mergers and acquisitions.

In his keynote, industry expert **Nik Gledic** will explain why true customer understanding is the key to long-term success. Instead of sales pressure and

numbers, the focus is on authentic communication: those who really know their customers build trust and sustainably increase sales. In this keynote, '**Stop Selling - Start Understanding People**', attendees will learn how to intuitively respond to customer needs, engage in personalised conversations and build long-term relationships. Practical, actionable and inspiring - for retailers who want to stand out from the crowd. After all, the musical instrument industry has long been about more than just products - it's about people.

Other confirmed speakers: **Claire Müller**, project manager (KULTURPASS); **Julius Dittmann**, skateboarder and entrepreneur (TITUS); **Frank Rehme**, retail expert, coach, speaker and author; **Sebastian Jockusch**, father, founder and compliance consultant.

Exciting ideas and information about the MUSIC DEALER DAYS and the #MIBKON programme can be found on the event website <https://www.somm-dealer-days.eu/en/mibkon-2025>.

About MUSIC DEALER DAYS by SOMM

MUSIC DEALER DAYS by SOMM (formerly SOMM DEALER DAYS) will take place for the first time in 2021. The aim of the event is to bring the industry and music retailers together at the same time, in the same place and under the same roof. The concept of combining the in-house shows of various manufacturers and distributors offers the perfect platform to combine business and industry get-togethers. For music and music supply retailers, the event offers a unique opportunity to visit, meet and do business with Europe's top brands all in one place. The B2B-only event will be accompanied by a dedicated congress with exclusive presentations and information, as well as a first-class evening event for all exhibitors, trade visitors and guests.

MUSIC |||| DEALER DAYS
by SOMM – Society Of Music Merchants e.V.

About SOMM - Society Of Music Merchants e. V.:

SOMM - Society Of Music Merchants e. V., the umbrella organisation of the musical instrument and music equipment industry based in Germany (Berlin), represents the interests of almost 750 European companies and organisations from the manufacturing, distribution, retail, publishing and media sectors of the music industry.

SOMM campaigns nationally and Europe-wide for the cultural and economic interests of the musical instrument and music equipment industry. The aim is to strengthen the competitiveness of the industry in all market areas, to help shape the political and legal framework in line with the industry, to define market standards and to provide services for its members.



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