

PRESS RELEASE

SOMM DEALER DAYS will become the B2B industry meeting place for the entire musical instrument sector - organiser opens the doors to all MI industry partners and specialist dealers from Europe

Berlin 30.06.2022 The next SOMM DEALER DAYS (SDD) will once again take place in Berlin on 29 and 30 October. The concept of the combined in-house trade fairs of leading manufacturers and distributors of musical instruments and equipment is entering its second edition. What is new is that this year, for the first time, all players in the MI industry from Germany and Europe are invited to take part in the two-day event. From now on, SOMM will intensify its approach to non-members and open a new chapter for the industry event.

In its implementation, the organiser will focus on a strict B2B orientation and remain true to its course. The triad of product exhibition (MI-Pop-up), gala networking evening and business congress (MIBKON) will remain the cornerstone of the united in-house fairs. Other building blocks will be added: the members' meeting of the Society Of Music Merchants, a meeting of the European musical instrument associations and a meeting of Young MI Professionals as part of SOMM DEALER DAYS.

"It is important that our industry does not lose touch in Europe. What is taking place again on the international stage must also be our top priority. The industry thrives on networking, personal meetings and an exchange of experiences. It will only remain sustainable and fit for the future if an intensive dialogue is guaranteed at all levels and takes place again. SOMM makes its contribution with the SOMM DEALER DAYS and offers an appropriate platform. We must all succeed in shaping the transformation of the industry into the future ourselves and, above all, in bringing all those involved together across generations," says Daniel Knöll, Managing Director of the association.

Overall, the MI pop-up areas of the product exhibition will be arranged more compactly and centrally, so that even shorter distances can be offered for all partners. In addition, the spectrum of exhibitors will be expanded and the range of lectures at the conference will be increased.

The SOMM DEALER DAYS took place for the first time in 2021. The aim of the event is to bring together the industry and the music trade at the same time, in one place, under one roof. The concept of united in-house trade fairs offers the perfect platform to combine business and industry get-togethers. For specialist music and music supplies retailers, the event opens up the unique opportunity to visit Europe's top brands in one fell swoop, to experience them in person and to do business with them. The pure B2B event is flanked by a congress with exclusive

Verband der Musikinstrumenten-
und Musikequipmentbranche

Hardenbergstraße 9a
D-10623 Berlin
T: +49 30 8574748-0
F: +49 30 8574748-55
E: somm@somm.eu

w3.somm.eu

Press contact:

SOMM – Society Of Music Merchants e. V.
Martin Nies
T: +49 30 8574748-15
F: +49 30 8574748-55
E: m.nies@somm.eu

lectures and information especially for the industry participants, as well as a first-class evening event for all exhibiting companies, trade visitors and guests.

SOMM DEALER DAYS

Society Of Music Merchants e.V.

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

