



Massimo Bianchedi
General Manager of
CremonaFiere Spa

Hello and welcome all,
My name is Massimo Bianchedi, and I am the General Manager of CremonaFiere S.P.A.

In these years during which we have studied, promoted, and finally materialized Mondomusica New York, we invested 1,365,000 dollars into the project.

It has definitely been a difficult challenge, but our goals have always been very clear: to offer manufacturers and distributors of musical instruments of superior craftsmanship the opportunity to come into direct contact not only with the most qualified international staff, but especially with a huge potential market.

Today in the United States K-12 enrollment includes 53 million children and teenagers. In 2012, however, only a few more than 911.000, or 1,74%, bought a musical instrument, among which 378.000 have purchased a string instrument, adding up to a value of 112 million dollars. This retail value grows each year by more than 5 % .

Think about this, there are more than 51 million young people who we could potentially bring to the string instrument community. How could we boost the market? Realistically, we estimate that at least 500,000 more children could be involved. Young people who are starting to play a string instrument today are prospective future buyers of high-end instruments. It is this potential that the market should aim to be able to expand and allow vendors to find new customers.

Mondomusica New York was born with exactly this dual purpose: to put the most qualified vendors in contact with one another, and to enlarge the market in such a way that the entire industry can benefit mutually. But how to achieve these ambitious goals?

Firstly, through very careful work in the selection of exhibitors, the program of events, and our communications strategy.

These activities, already at the highest level in 2013, have been even further strengthened for the next edition of Mondomusica New York.

From the point of view of our exhibitors, this year we will again present the very best in contemporary, international violin-making. There will be more than 1,500 instruments on display! As of today, Americans comprise 50% of exhibitors, while the remaining come from 8 countries in Europe and Asia.

The exhibition will include the most highly qualified and best makers of string instruments in the world. Trust us, because over the years we have proved definitely in practice that we are able to create, through Mondomusica, the ideal environment for developing new business. Our task is bringing together the right people, creating new opportunities and creating connections.

We are able to attract the right audience at Mondomusica because we are very attentive to the communication process, and we have perfected the tools that allow us to attract our potential visitors in the right way.

In addition to a database that includes the names of more than 67,000 professionals around the

world, including: instrument makers, musicians, dealers and buyers, arts and cultural organizations, and schools and conservatories, we can also attest to the constant activity of our new PR and Media Relations agency based in New York who works daily to engage professionals, press, and all organizations related to violin-making, music and culture.

Further, we have implemented a comprehensive advertising plan that includes more than 10 major actors in the world of print media and the web, so that we can reach all our targets. In addition to this is the continuous activity of the major social networks.

Even this roadshow is, obviously, a tool to implement our network of contacts connected to the world of music and making string instruments.

Another essential tool for creating added value for the Manifestation is certainly the program of events.

To call our seminar events secondary is without a doubt a huge understatement, because as you will see, this year we have the pleasure and honor of hosting prominent figures in the field who will discuss innovative topics of great interest.

We chose these topics and involved these speakers to provide additional motivation and incentives for our target audience to attend, and to attract people interested.

Beginning on the first day, we will host a completely new seminar with Sam Zygmuntowicz, one of the most renowned international luthiers, and a member of our Advisory Board, who will hold a seminar on the relationship between musician and instrument maker at the time of the commission: an extremely important issue for each and every luthier and professional musician.

We will then have a seminar with Isaac Salchow, founder of the French Bow Research Institute, who will give a lecture on the arches of Eugene Sartory.

The next day we will host a seminar on one of the hottest topics for luthiers and musicians: how to deal with issues related to the international carriage of musical instruments and the materials for their construction. We will be hosting a panel organized by two real gurus on this theme: Collin Gallahue and Yung Chin.

Saturday will be another very exciting and full day: in the morning we will have the pleasure of hosting two speakers prominent in the field of medicine for professional musicians: John Chong, President of the Performing Arts Medicine Association and Shmuel Tatz, inventor of the art of Body Tuning for the treatment of disorders related to musical practice.

In the afternoon, Philip Kass, one of the leading international experts on ancient instruments, will give a lecture on the origin of the violin. Finally, we will host the children of Opus118 - Harlem School of Music for a concert. The young people, all from underprivileged neighborhoods of New York, will play the instrument that CremonaFiere donates every year for the promotion and development of music programs in New York schools.

This is an investment in the future, because it is only with the continued spread of musical culture that we can continue to give a new impetus to the international market of instruments.

I will not rest until I have made you all feel welcome to New York April 10th to 12th for the second edition of Mondomusica!

Thank you for your attention.