

Speech of the managing directors of Hohner Musikinstrumente GmbH & Co. KG, Mr. Arthur Chuang and Mr. Klaus Stetter

Ladies and Gentlemen,

Welcome everyone here to celebrate the Hohner's 150th anniversary with us.

Today, not only the town of Trossingen is celebrating, but also lots of our international guests are with us. Thank you all for coming a long way to Trossingen.

Nowadays, the air traveling has become so bothersome because of the tightened security check at the airports. And I believe that lots of you have more or less some unpleasant experience at the airport, especially for those frequent travelers. But after 5 ~ 6 years now, there are reports about some interesting observations at the airport security check.

One thing is that the people's socks are actually not too bad. No holes, clean, not stinks,...

And what really catches our eye is that there are surprising numbers of people traveling with the harmonica. And you know what? 96% of them are Hohner. Well, the number of harmonicas is probably less than the number of lighters before the security check, but afterwards there is no more lighter.and you know why.

But this tells us that there are much more people like to play music than you can imagine and indeed there is a basic desire for playing music in all of us. And that's what exactly Hohner has been working hard to fulfil such people's dream to play music.

Hohner starts with harmonicas from 150 years ago. In 1903, Hohner accordion joined the product portfolio, and then melodicas, recorders, clavinetts, guitars, etc. Today, there have been more than 1 billion of harmonicas produced by Hohner and loved by its owner. Millions of accordions and other Hohner instruments are played around the globe. By the way, there is one Hohner harmonica being played in the space. And by far this is the only human musical instrument has ever been played in the space.

With all the famous Hohner instruments, Hohner has been deeply involved with the developments of all types of the modern music around the world, such as blues, jazz, rock n roll, hip-hop, not to mention the classic and the folks music worldwide. There are tons of top musicians speaking for this, from Beatles, Mick Jagger to Stevie Wonder and Prince, from Bob Dylan to Steven Tyler. Even more, Hohner has been working into generations to promote music education to our children.

And this is exactly the strong commitment of us at Hohner, to enhance the people's enjoyment of playing music. This commitment and spirit of Hohner will continue for the next 150 years.

In these two days, you are going to experience in this Musikstadt - Trossingen, various combinations of the music and instruments that Hohner is deeply rooted with and contributed to.

Following are the highlights:

The rich history of Hohner you can experience at special exhibitions in the old factory buildings at the Hohner Area. Of course you'll find the space adventure there, but there will be much more surprising and fascinating details.

During the day there will be all kind of music on the stages, from children theatre, accordion orchestras to the musicians of the middle age market. But you also can participate and make music, e.g. at drum circles, sessions or even harmonica crash courses at the conservatory. Or you take advantage of trying our instruments at the big presentation in the Musikhochschule.

In the evening you'll have the opportunity to visit concerts of all music styles Hohner is standing for.

In the tent you can enjoy again Mickael Vigneau, German folk music with the Feldberger and Rock'n Roll with Dr Quincy and his Lemonshakers.

In the Kesselhaus and the old Hohner Building B you can listen to Blues, Jazz, Swing celebrated by famous artists like Manfred Leuchter, Matthias Anton, Steve Baker or the band Piaccordia which you just saw. The Drumbassadors will entertain you with hot rhythms and BB&the Bluesshacks will guide you through the night.

For all friends of classical music there is the unique chance to listen in one concert to three famous music groups, the duo Nebl&Nebl, Kathrin Gass accompanied by Hans-Günther Kölz and the Hohner Orchester 1927.

That's already a big program, but we'll even go one step further.

We'll try to gain the world record of being the biggest harmonica orchestra of the world.

On Sunday afternoon, in front of the city hall, we are going to show you, how easy it is to play the harmonica, so join us on Sunday and let's break the world record together!

We sincerely invite you to enjoy music with Hohner, and wish all of you a joyful weekend.

Thank you.