Haupttonart 幸艺实业

About US

Company Introduction

- Haupttonart Industrial Co., Ltd. was established in Hong Kong in 1977, and established the first world-renowned stringed instrument sales and repair specialized store in Hong Kong, acting as an agent for importing and distributing global famous-brand musical instruments.

- Since 1980, Haupttonart is the first company in Hong Kong export Chinese violins and spare parts to Japan, Europe and Taiwan. Over the years, it has established import and export trade cooperation with more than 100 countries and regions overseas.

- One of the company's current business segments is the sole distributor of Hawaii's top Ukulele brand Kamaka and Kanileʻa for China (including Hong Kong and Macau), and promotes Hawaiian culture.

HAUPTTONART SINCE 1977
INDUSTRIAL CO., LTD.

Hawaii Product

Hawaii Products

For the past three years, our company, Haupttonart, has made frequent trips to Hawaii. We had paid visits to the few world renown ukulele makers in Hawaii. With the hope of bringing this unique Hawaiian's cultural musical instrument to the general public of China.

ANY ARTICLE LEFT UNTIL
90 DAYS
WILL BE SOLD TO COVER
THE COSTS OF REPAIRS AND
STORAGE ($10/MONTH)

Best Hawaiian Ukulele

Since 2018, our company has become the sole distributor for Kamaka Ukulele and Kanile’ a Ukulele for the China and Hong Kong region successively.

2018 Music-China Expo

2019 Music-China Expo

2019 Music China Expo

Hawaii Kamaka Ukulele Mini Exhibition in China Music Show

2020 Hawaii Ukulele Exhibition

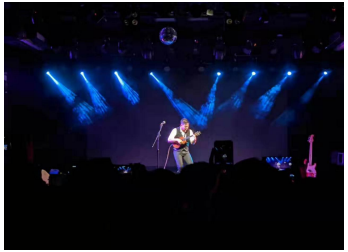
HAUPTTONART 幸艺音乐 SINCE 1977
INDUSTRIAL CO., LTD.

Hawaii Ukulele Cultural Exhibition in Historical Chinese Building

International Ukulele Show in Historical Chinese Building

100 Years Hawaii Kamaka Ukulele Sharing Seminar

Cultural Events



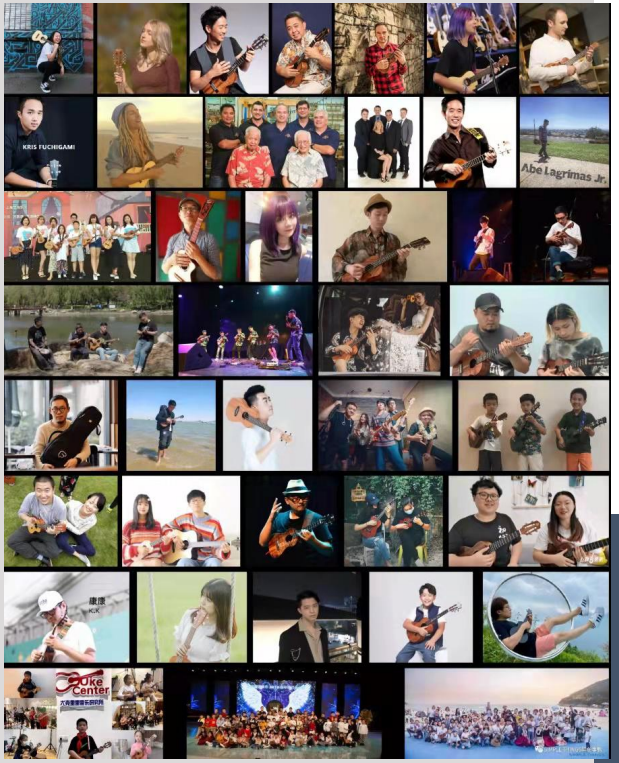
In 2019, we co-organized the first China tour concert for the world renown ukulele musician, Jake Shimabukuro, in five cities (Shanghai, Chengdu, Shenzhen, Guangzhou, Hangzhou)

The 2020 China Tour for Jake Shimabukuro was originally planned to be held in October. Unfortunately, it had to be rescheduled due to the pandemic.

This year we are organizing an online Ukulele competition in China. We are very honored to have invited Jake Shimabukuro and Herb Ohta, Jr. to be our judges. We are also very grateful to have Kamaka Ukulele and Kanile‘a Ukulele sponsor prizes for the competition.

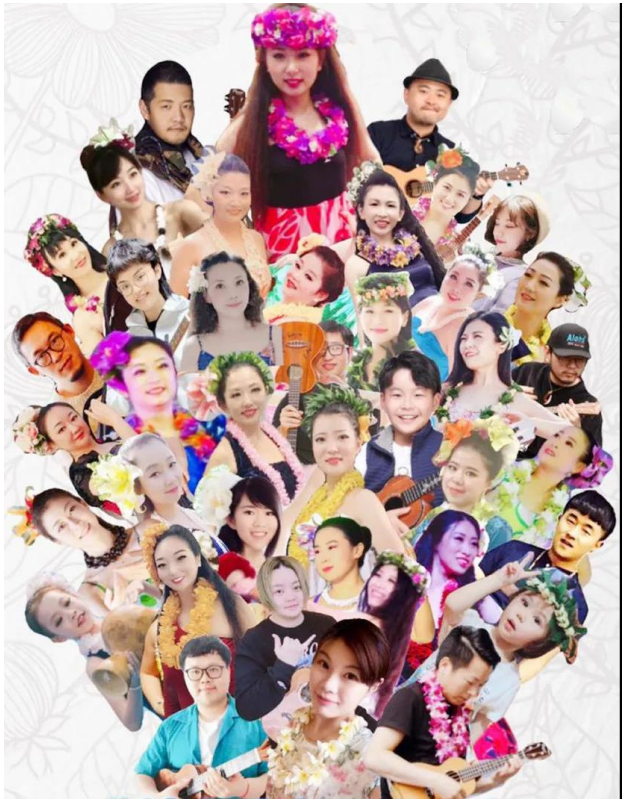
The inaugural Hangzhou Ukulele festival was held six years ago at West lake, Hangzhou China. The event was honored to be sponsored by the Hawaii Tourism Authority and Mrs Hawaii to showcast the proud Hawaiian ‘s culture to China.

The Voice of Love--Online International Ukulele Concert



Because of U--International Cloud Summer Concert

Various Hula Dance Events

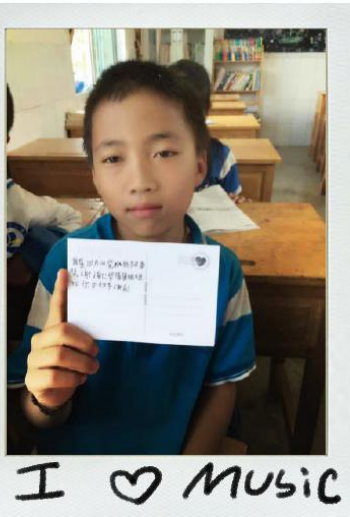


Over the years, we have held 200 events per year of various ukulele and hula experimental events to bring Hawaiian culture to China, so that more people can learn about the charm of Hawaiian culture.

Various Events

Public Benefit

We have sponsored batches of ukuleles to developing areas, passing on love through the power of music. The ukulele as a messenger to pass on love and warmth and the spirit of ALOHA to the kids and people we care



HAUPTTONART 幸艺音乐 SINCE 1977
INDUSTRIAL CO., LTD.

Sino-Hawaii
Communication

Bruce Shimabukuro Ukulele Workshop China Tour

Haupttonart is proud to be the China agent for renowned ukulele musician Mr Herb Ohta, Jr. We held several ukulele workshops for Herb Ohta, Jr in key cities of China, it provide a great chance for cultural exchange with local ukulele teachers.

Looking forward, we hope to bring China’s talented youth ukulele players to participate in the annual Hawaii Ukulele Festival, to have further cultural exchange activities. Deepen the understanding of the unique Hawaii culture for the youth of China.

Discussion with Kamaka Ukulele, Jake Shimbukuro, Herb Ohta, Jr to establish a ukulele grading exam in China or even globally is currently ongoing. Similar grading exam is being considered for Hula dance also.

The Development of Ukulele in China

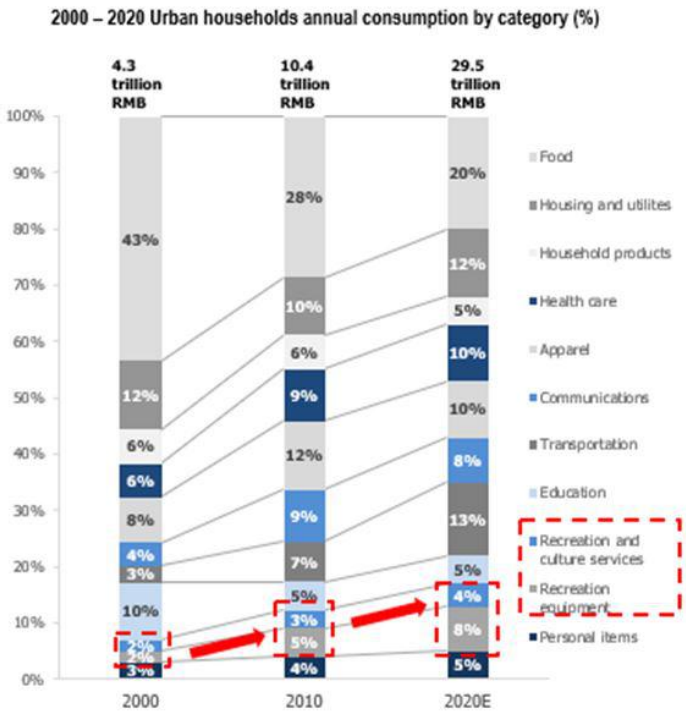
For the lovers by the lovers with Aloha spirite

Haupttonart

Ukulele Sales Volumn in China Market

According to Statista, a leading U.S. analyst firm, the Chinese market for stringed instruments is growing rapidly, with total sales expected to reach $957 million by 2023. Among them, the rapid development of small stringed instruments such as ukulele is the main factor to drive the growth in recent years, and the share of ukulele in the overall stringed instrument sales continues to grow at a compound annual growth rate of 12.3%

Analysis of The China Ukulele Market

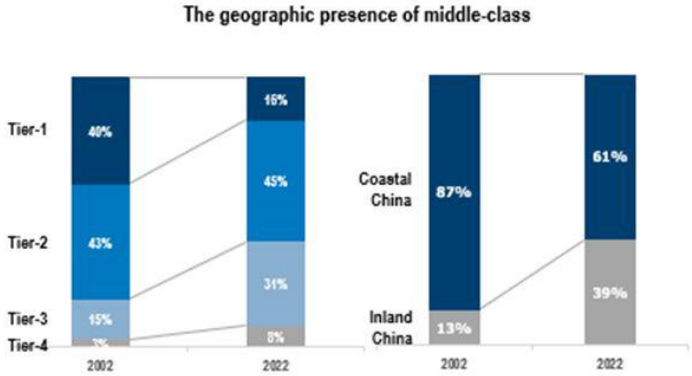


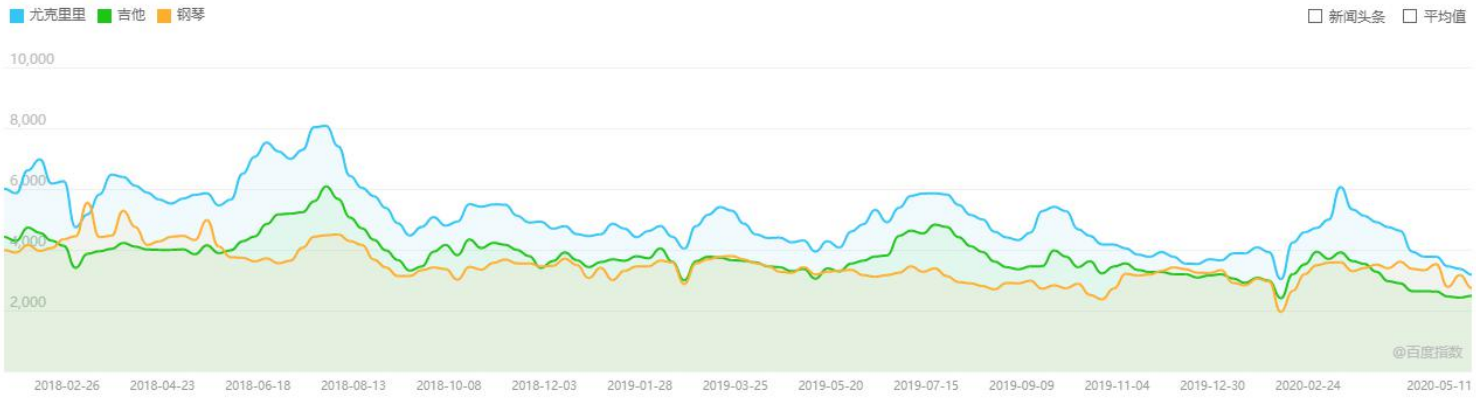
01. Trends in household expenditure ratios in China

National Bureau of Statistics analysis of China's total household spending is expected to reach 295 billion RMB in 2020, nearly seven times more than in 2000, with spending on cultural and leisure products category rising from 4% in 2000 to 12%, totaling 35.4 billion

02. Proportion and distribution of middle-class households

The distribution of the middle class will gradually penetrate inland and second- and third-tier cities from the first-tier coastal cities.





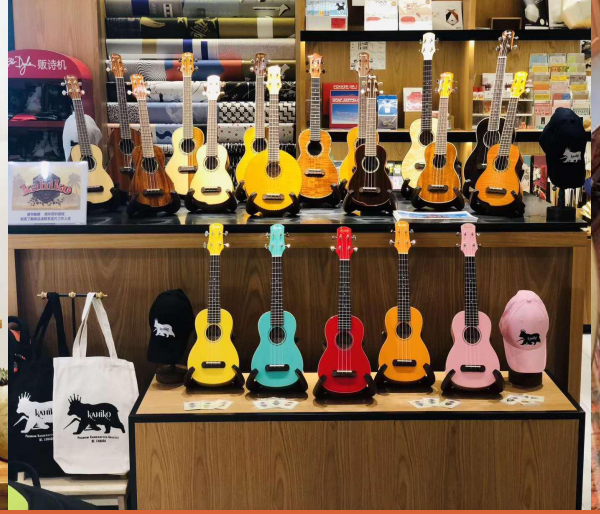
搜索指数概览

关键词	整体日均值	移动日均值
尤克里里	5,059	4,092
吉他	3,781	3,002
钢琴	3,491	2,776

资讯指数概览

关键词	日均值	同比	环比
尤克里里	5,023	489% ↑	17% ↑
吉他	41,288	-30% ↓	-35% ↓
钢琴	230,938	154% ↑	-

From the Baidu index, we can see that the search volume and hotness of ukulele is blowing up compared to the traditional musical instrument search major piano and guitar, and the search classification in all aspects is much higher than that of piano and guitar.



Collaboration

From various index and indicators, Hawaiian culture and Hawaiian products are gradually being known and understood by the people of China. We hope to introduce the fertile culture and products of Hawaii to China through the ukulele as a guide and lead, so that more people can know and understand

We have received raving reviews for Hawaiian coffee which our Hawaii client sent to us. The Hawaii food culture could have great potential in the China market.

Currently, there is no direct flight from Hawaii to any China city. Hopefully this flight route could reopen in the future. We believe this could increase opportunities for exchanges between the two cities.

Haupttonart Industrial
Add: Room1504, 885 Renmin Road, Huangpu District,
Shanghai, China, 200010
Email: haupttonart@163.com

幸艺音乐 SINCE 1977
HAUPTTONART
INDUSTRIAL CO., LTD.