

# SA musicians to set 2010 MIDEM alight



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'Country of Honour' South Africa will next year send a strong delegation of musicians to Cannes, France, stage of MIDEM (Marché International du Disque et de l'Édition Musicale) - the world's biggest music exhibition and conference - where over 9000 participants from 80 countries and 6800 companies will convene over 24-27 January 2010 to discuss, showcase, trade and exchange music.



SA has been chosen as the 'Country of Honour' at next year's MIDEM, and preparations have gathered momentum to ensure that the delegation takes advantage of the opportunity to put the country and the continent's issues in the spotlight.

## Listen and learn

But, while musicians promise to set Cannes alight with a scintillating opening night at the Martinez Hotel on 24 January, they have been reminded not to indulge themselves with parties, but to listen and learn.

"Don't go there to party, go there to learn and to know more and bring that knowledge back home to share with your fellow musicians," Oupa Lebogo, Creative Workers' Union of South Africa (CWUSA) secretary general, said yesterday, Tuesday, 8 December 2009, at the press briefing hosted at the Bassline, Newtown, Johannesburg.

The Parlotones, Lira, Ishmael, Woulter Kellerman, and many others attended the briefing and listened assiduously as Lebogo added, "We have to understand the challenges of intellectual property and copyright law we are facing in this country.

## "Interact and understand"

"So it is not only about performing but also about working hard as a collective to solve these problems. You are there to talk business. Interact and understand all issues regarding marketing, distribution and publishing and many more."

Details of the event, which include a two-day plenary session, press briefing, VIP diner and performances, were released yesterday by the Department of Arts and Culture (DAC). SA and Africa's issues are expected to be tabled and discussed at the conference under the eagle's eyes of music industry players from around the globe.

“Being named Country of Honour at the world's biggest music market gives us a unique opportunity to open-up new markets for South African music content on a global scale,” Glenn Masokoane, DAC director for cultural development, told reporters.

“We have reached the level where we can expose and channel our energy and talent to the world. I appeal to companies that will attend this event not to only licence our business products, but also sell our artists across,” Peter Tladi, Moshito chair and advisory committee member, said.

## Pavilion

SA will have a pavilion in the main exhibition area of the Palais des Festivals throughout the four-day music market, providing a base for a number of local music industry companies to significantly bolster SA's presence at MIDEM 2010 and further enhance opportunities for business with outside partners.

MIDEM executive director Dominique Leguerne said: “We are thrilled to have you as the Country of Honour.

“This is a golden opportunity to promote and showcase your country to the world in the presence of over 400 journalists reporting live and some 2000 reporters working from their offices to cover the event.

For more info, go to [www.midem.com](http://www.midem.com).

## ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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