Basic press text Reeperbahn Festival International 2019/2020

A lively international cultural exchange as mutual approach to understanding cultural diversity is one of the best possibilities to meet the challenges of our globalised society. Unfortunately, these days the exact opposite can frequently be observed in many places. In its role as central European platform for music and the music business and as an international cultural ambassador, Reeperbahn Festival not only arouses the spirit of discovery in music fans but also paves the way to international networking for small and medium-sized enterprises from Germany and Europe. For many years, every September a multitude of international artists as well as representatives of the music business have been pouring to Reeperbahn Festival to present themselves to their audiences or to potential business associates in this colourful Hamburg melting pot.

Reeperbahn Festival is carrying these ideas and its format to five new locations around the world, establishing spin-offs in Nashville, Beijing, New York, Accra and Los Angeles. Offering a public music programme and a special programme for professional visitors, they engage with fans and representatives of the music business and are intended to reflect the core of Reeperbahn Festival.

By way of these spin-offs, Reeperbahn Festival will provide German and European artists and representatives of small and medium-sized enterprises from the music industry with access to relevant areas of its international network. The linkage to relevant events of sector in the corresponding countries of destination ensures greatest possible attention as well as high networking efficiency and new contacts for all participants.

In a virtual, increasingly global music industry, artists as well as small and medium-sized companies, which are typical for the sector, often do not have the means to realise real-life visits in particular to transcontinental partners. Reeperbahn Festival with its new transcontinental offer provides an organisational as well as communicative umbrella for German and European artists and representatives of the music business fields of recording, publishing, distribution and management.

Apart from artists’ presentations, all spin-offs include panels, networking events and matchmaking sessions as well as customised individual meetings with the scenes and businesses of the markets in question.

The Federal Foreign Office supports this new music-sector related culture industry initiative abroad.
All events at a glance:

→ **18–19 May 2019, Beijing, China, Reeperbahn Festival @ WISE**

As the most populous country in the world, China has always been a crucial export factor for German trade goods. In cooperation with WISE Conference, focusing on the interfaces between culture and technology, the Reeperbahn Festival International Program aims at intensifying the mutual cultural exchange with China that was initiated in recent years by the Federal Foreign Office, the Initiative Musik and the Goethe Institute in the course of the project "Germany and China - Moving Ahead Together". Reeperbahn Festival will present two panels on the topics "The Musical Silk Road I – The Future of Streaming" and "The Musical Silk Road II – The hidden opportunities" as well as a public concert programme on two evenings featuring German, European and Chinese acts.

**The Musical Silk Road I – The Future of Streaming**

Including insights into the German music market by Detlef Schwarte, co-founder of Reeperbahn Festival

Speakers:
- Marit Posch, Label Manager, Monkeytown
- Gareth Davies, Head of International, Kontor
- Zou Xiaoma, KANJIAN Vice President & Copyright Director

Host:
- Carsten Winter, Professor, Hanover University of Music

**The Musical Silk Road II – The hidden opportunities**

Including insights into the Chinese music market by Zhang Fengyan, Associated Professor, Faculty of Music and Recording Art, Communication University of China

Speakers:
- Steve Mayall, CEO Music Ally
- Steinunn Arnadottir, Native Instruments
- Tony Li, Co-Founder ACRCloud
- Zhang Youdai, Independent Music Promoter, Radiohost

Host:
- Carsten Winter, Professor, Hanover University of Music

**Showcases**

Sat., 18 May: JUNGSTÖTTER (DE), WHITE+ (CN), MAVI PHOENIX (AT), DAVID BORING (CN)

Sun., 19 May: CHAGALL (UK), LOWSON (CN), CATNAPP (DE), THE HORMONES 荷尔蒙小姐 (CN)

Media partner WISE Conference: That’s Beijing (Print), Live Beijing Music (Online)
→ 17–20 June 2019, New York, USA, Reeperbahn Festival @ A2IM Indie Week
The Indie Week concerning the sector event A2IM is one of the most important international trade fairs of the US for Recorded Music. It focuses on linking independent labels and distributors from Germany and Europe with US representatives.

On 19 June, Reeperbahn Festival will present a public concert evening at Rockwood Music Hall, introducing the jury of this year’s ANCHOR – Reeperbahn Festival International Music Award. Moreover, networking events and a panel are planned in the course of the A2IM Indie Week.

→ 14–16 November 2019, Accra, Ghana, Reeperbahn Festival @ ACCES
Increasing digitalisation and extensive spread of smartphones has turned the music industry in Africa into a strongly growing market. In cooperation with ACCES – The Music in Africa Conference for Collaborations, Exchange and Showcases, the Reeperbahn Festival International Program will turn its attention towards the expansion of a music-industry related infrastructure geared at self-promotion of the African music market.

→ March 2020, Los Angeles, USA, Reeperbahn Festival @ MUSEXPO (part of the California Entertainment Week)
The MUSEXPO in Los Angeles is one of the leading music and media platforms in the US market and long-standing cooperation partner of Reeperbahn Festival. It is focused on linking of the European and German music industry with the US creative sector.

→ 11–14 May 2020, Nashville, USA
Nashville is one of the most important music cities in the United States. The thematic focus of MUSIC BIZ, organised by the Music Business Association, is digital utilisation of artistic works with the facilities of Big Data.
Short version Reeperbahn Festival International 2019/2020

The Reeperbahn Festival International Program is aimed at establishing an international network for small and medium-sized German and European enterprises and giving them access to the North American, African and Chinese music markets. For this purpose, Reeperbahn Festival will provide the organisational, communicative and programme infrastructure necessary to facilitate market entry and maintenance of international business relationships in selected destinations and markets. The initiative is supported by the German Federal Foreign Office and is based on existing international partnerships and cooperation of Reeperbahn Festival as major platform for the music industry in Europe. It is one of the measures implemented by the foreign cultural economic policy, indirectly encouraging cultural exchange at artistic level.

The following events are in preparation and include public concert evenings as well as programme items exclusively for professional visitors, such as panels, networking events, matchmaking, panel sessions and customised individual appointments, representing the core of Reeperbahn Festival:

→ 18–19 May 2019, Peking, China, Reeperbahn Festival @ WISE
→ 17–20 June 2019, New York, USA, Reeperbahn Festival @ A2IM Indie Week
→ 14–16 November 2019, Accra, Ghana, Reeperbahn Festival @ Acces
→ March 2020, Los Angeles, USA, Reeperbahn Festival @ MUSEXPO (part of the California Entertainment Week)
→ 11–14 May 2020, Nashville, USA