

Basic Press Text Reeperbahn Festival International 2021

Promoting international cultural exchange and enabling music industry participants to enter new and relevant cultural markets - this is the goal Reeperbahn Festival has been pursuing as a central European music platform since 2016.

In this role, Reeperbahn Festival sees itself as an international cultural ambassador not only set on awakening the music-loving public's sense of discovery, but also adamant on deepening the international connectivity of small and medium-sized companies based in Germany and Europe.

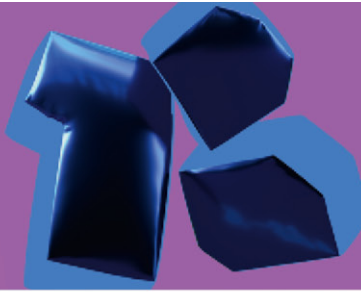
For years, a variety of international artists and music businesses have flocked to Reeperbahn Festival every September to acquaint new audiences or potential business partners at this colorful melting pot in Hamburg.

With the support of the Federal Foreign Office, Reeperbahn Festival continues to pursue this goal even under these challenging conditions and has for this purpose developed a hybrid concept consisting of face-to-face meetings and online formats, thus building a pandemic-appropriate bridge between Europe and destinations in North America, Africa and Asia, which delegations cannot currently visit.

With a total of four digital stations in Beijing, Nashville, Africa and New York from April until June, as well as two additionally planned face-to-face events for Los Angeles and Dar es Salaam this fall, the Reeperbahn Festival International Program is more extensive this year than it has ever been.

At the heart of these offshore cultural-economic activities lies an informative program of sessions including panels, keynotes and talks, songwriting camps, company visits, matchmakings and showcases, where European music businesses and their artists seeking entry into international cultural spaces can meet targeted potential partners, primarily from the three core sub-markets of recorded, publishing, distribution and live.

Reeperbahn Festival, by means of its spin-offs, thus provides the delegates with an organizational and communicative umbrella along with access to relevant territories of its international network, which the delegates would often struggle to achieve on their own. Through guidance to relevant industry events at each of the respective destinations, all participants are guaranteed the greatest possible amount of attention along with a high level of efficiency in networking and establishing new contacts.



An overview of the dates:

**→ 21 to 23 April 2021: Reeperbahn Festival Beijing
in cooperation with WISE**

As the most populous country, China has always been an extremely important export factor for German economic goods. Not surprisingly, the music market has also become increasingly important in recent years. In cooperation with its partner-event WISE, whose focus lies on the intersections between culture and technology, the Reeperbahn Festival International Program aims to deepen the collaborative cultural exchange with China.

**→ 10 to 12 May 2021: Reeperbahn Festival Nashville
in cooperation with Music Business Association (Music Biz)**

Nashville is one of the most important music cities in the USA. Music Biz, organized by the Music Business Association, explores the possibilities of digital utilization of artistic works through the aid of Big Data.

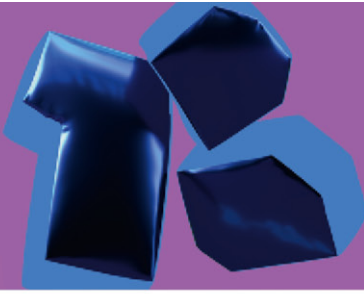
**→ 31 May to 3 June 2021: Reeperbahn Festival Pan-Africa
in cooperation with Music in Africa Foundation (MIAF)
and the Music in Africa Conference for Collaborations,
Exchange and Showcase (ACCES)**

Due to the increasing digitalization and the widespread use of smartphones, the music industry in Africa has become a rapidly expanding market. In cooperation with the Music in Africa Foundation (MIAF), the organizer of ACCES, this spring's Reeperbahn Festival Pan-Africa is explicitly aimed at being Pan-African, just like the typically held partner event ACCES would be with its varying locations across the continent.

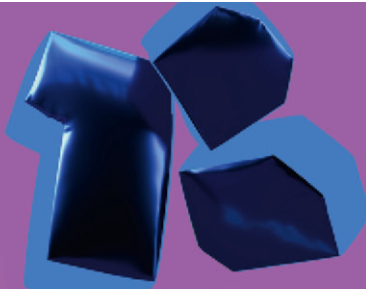
**→ 14 to 17 June 2021: Reeperbahn Festival New York
in cooperation with the American Association of
Independent Music (A2IM)**

A2IM Indie Week is one of the most important international independent music conferences in the USA. It aims to maximize the networking of independent labels and distributors from Germany and Europe with relevant US representatives.

REEPER BAHN FESTIVAL



Two additional events are planned this fall for Los Angeles (in cooperation with MUSEXPO) and for Dar es Salaam, Tanzania (in cooperation with Music in Africa Foundation (MIAF) and the Music in Africa Conference for Collaborations, Exchange and Showcase (ACCES)).



Short Text Reeperbahn Festival International 2021

Reeperbahn Festival International Program's objective is to assist small and medium-sized companies from Germany and Europe in entering the hard-to-reach North American, African and Chinese music markets. To this purpose, Reeperbahn Festival offers an organizational, communicative and programmatic infrastructure across selected destinations and markets which optimizes access to these markets and assists in the maintenance of international business relationships. Supported by the Federal Foreign Office, the initiative is based on existing international partnerships and collaborations of Reeperbahn Festival and is seen as the most important platform for the music industry in Europe.

Reeperbahn Festival International 2021 will be host to program items like public concerts, as well as features aimed at professionals, such as panels, networking events, matchmakings, panel sessions and tailored personal meetings, effectively reflecting its core idea across the following events:

→ **21 to 23 April 2021: Reeperbahn Festival Beijing** in cooperation with WISE

→ **10 to 12 May 2021: Reeperbahn Festival Nashville** in cooperation with Music Business Association (Music Biz)

→ **31 May to 3 June 2021: Reeperbahn Festival Pan-Africa** in cooperation with Music in Africa Foundation (MIAF) and the Music in Africa Conference for Collaborations, Exchange and Showcase (ACCES)

→ **14 to 17 June 2021: Reeperbahn Festival New York** in cooperation with A2IM

Planned for fall of 2021:

→ **Reeperbahn Festival Los Angeles** in cooperation with MUSEXPO

→ **Reeperbahn Festival Dar es Salaam, Tanzania** in cooperation with Music in Africa Foundation (MIAF) and the Music in Africa Conference for Collaborations, Exchange and Showcase (ACCES)