
29/06/2021

Press Releases

MIDEM AFRICA starts today!

By RX
[Events](#)



Paris, June 28 2021 – Alexandre Deniot, Director of Midem and head of the new initiative Midem Africa, officially opens this very first pan-African digital music event for artists and music professionals.

Free and open to all, Midem Africa will take place on the Midem Digital platform, from 28 June to 01

July.

Dedicated to the continent's most vibrant music markets, Midem Africa, runs across four days, mapping the African music industries. The itinerary includes a pan-African conference programme with unique keynotes and presentations alongside an exclusive business accelerator programme for DIY artists and execs.

What was his first experience of Africa, why is Midem now so interested in the continent, and what does it bring to the table? What bridges and networking opportunities exist between the African community and the rest of the world, what will these 4 days of online events look like and more? Alexandre Deniot answers all these questions in a 4-minute video. So tune in and hear what he has to say...

WATCH THE WELCOME SPEECH [HERE](#)

VIEW THE FULL MIDEM AFRICA PROGRAMME [HERE](#)

GET YOUR FREE REGISTRATION [HERE](#)

Midem Africa thanks its attending & partnering companies including:

20 fifty - 6060 Music Group - African Crossroads - African Tech Roundup – Africori - Afrobeat Network - Afrobytes - Afropicks - Alliance Française - Anyiko Public Relations - ANYA - Billboard - Boomplay - Bridges for Music - Cabo Verdean Music Society - Camille & Co - CD Baby – Chocolate City Music - CISAC - Dakar Music Expo - Downtown Music Publishing - Emextee - Empire - Fanbase Academy - France 24 - Freeme Digital - FUGA - Gbedu - Google - Hitlab - Horus Music – IDOL - IFPI - In One Entertainment - Institut Français - Jetblack Agency – KLOX - La Sunday Abidjan - Mavin Records -Merlin - Monda Life – MRC Data - MTV - Music in Africa - Nyege Nyege - Okay Africa – Organisation Internationale de la Francophonie - Pandora Media - Patreon - PRS for Music - Pulse – PopArabia - Sacem - Sheer Publishing - Smartist U - Songtrust - Sony Music Publishing – SoundCloud - Spotify - Spotlight Management & Consultancy - Streamit Africa - Supersun - Synchtank - Talent Africa Group - T-Effect - Telma - The Unit – The Orchard - Tik Tok - Universal Music Africa - Viacom - Visa for Music - VTH Season - Warner Music Group - WIN - Whitestone Solicitors and Consultancy - Women in Music – Youtube

To Editors :

About Midem – Home of the Global Music Community, Midem is the world's leading music business event, which unites, connects, serves and supports the global music ecosystem to exchange, create, play, forge relationships and shape the future of the industry. With a rich 4-day programme of conferences, competitions, networking events and live performances, music makers, cutting-edge technology companies, brands and talent come together to enrich the passionate relationship between people and music, transform audience engagement and form new business connections. About Midem Digital – The Midem digital platform aims to bring the global music community together online to stimulate discussion, share solutions, and achieve a better understanding of what is ahead for our industry in the post-COVID era. It allows participants to seize new business opportunities and network with relevant business partners on a global scale, thanks to international forums and masterclasses by music tech entrepreneurs and artists, as well as conferences with key players in the international music community.

MIDEM AFRICA PRESS CONTACTS:

Philippe LE GALL, Press Manager: +33 1 79 71 96 48 >
philippe.legall@reedmidem.com

Edith YAHIAOUI, Press Officer: +33 1 79 71 94 34 >
edith.yahiaoui@reedmidem.com