



**SOUTH AFRICAN
MUSIC WEEK**
Setting the Stage

16th – 18th November 2022

INTERNATIONAL TRADE PROGRAMME

SPOTLIGHT ON SOUTHERN AFRICA

BRIDGING THE DIGITAL DIVIDE

The Covid19 pandemic has undoubtedly had a devastating effect on the global economy and the Music industry has also not been spared. Billions have been lost due to cancelled concerts, festivals, shows and other related industry events. The way we work, do business, shop and even entertain, has to change.

Everyone has to creatively find alternative ways of reaching their (buying) audience or face losing them. In January 2021, SAMW hosted the first ever, HYBRID event exclusively designed as a trade expo, music conference, festival, B2B for industry professionals, trend setters, influences, business and musicians.

With the support of local government, SAMW is the largest music tech and media conference in Southern Africa. We are proud to provide the platform for musicians from the African Diaspora to showcase their finest on our stage. With more than 40 delegates and 80 artists from 16 countries, SAMW sets the stage for success. Participants has direct access to the trailblazers shaping the entertainment industry; from new media, Business to Business (B2B), industry awards, sound recording, broadcast, live touring, film and technology.

With government and private sector in one arena, 16 visiting countries, hosting more than 160 B2B and one on-one dedicated meetings, SAMW offers sustainable and profitable outcomes for cross-border trade. South African Music Week hereby extends an exclusive invitation to the DIPLOMATIC REGIONAL DELEGATION of each of our participating Southern African countries



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



GAUTENG PROVINCE
SPORT, ARTS, CULTURE AND RECREATION
PROVINCIAL GOVERNMENT



INTERNATIONAL MARKET PLACE

ARTIST SHOWCASE



SAMW provides a springboard for all aspiring musicians from the entire Southern African Region Here, the stage is literally set for all 16 countries to showcase their finest and most promising talent to a global audience - in real time and streamed live. This includes: stage setup estimated live venue capacity 200 to 800

Cost value (\$5,000.00 USD)



MUSIC CONFERENCE (panel presents)

Lights, camera and action as industry professionals, artists, influencers, business and private sector engage, exchange and empower each other and the watching online - audience. Featuring market specialists & industry professionals from the incoming countries. Delegates from **Southern Africa** will be featured on various panels throughout the conference where appropriate. Participating delegates from will have the opportunity to propose their own panel.

Cost value (\$5,000.00 USD)



BUSINESS 2 BUSINESS

Participate in a series of pre-arranged one-on-one, curated B2B trade meetings between Provincial officials and SAMW delegates, or other participating countries and sectors (I.e., Meet the A&R Reps, Meet the Booking Agents) International Marketplace (IMP) is by appointment only at SAMW

Cost value \$5,000.00 USD)



INTERNATIONAL MARKET PLACE



TECH TRADE EXPO

The perfect arena for trendsetters and tech-savvy genius to exchange ideas on how digital technology has impacted the industry. Here you will find the tools needed to build careers that are not just profitable, but sustainable. Two-day technology trade expo with technology providers, innovators and evangelists looking to set the pace in our advanced world of technology

Cost value (\$10,000.00 USD)



VIP NETWORKING HOSPITALITY

Southern African countries VIP Networking Reception attended to by Southern African countries dignitaries, artists and the industry

Cost value (\$5,000.00 USD)

MARKET EXPORT DIRECTORY

SAMW will produce a comprehensive in-depth digital market intelligence report directory on the Southern African music market that will be available prior to the event. SAMW will also publish a comparable report on the Southern African country's music markets- which will be made available to these country's delegates.

Cost value (\$5,000.00 USD)



INTERNATIONAL MARKET PLACE



MARKETING AND ADVERTISING

- § Spotlight on countries dedicated online event page
- § Access to online directory for registered SAMW delegates.
- § Exposure of artist and bios on SAMW website
- § Showcase ads in Access guide or Conference Program
- § 10' video clips to be featured during conference
- § Social Media, PR and marketing campaign to highlight artists & delegates from Southern Africa

Cost value (\$10,000.00 USD)

MUSIC SUMMIT REGISTRATIONS INCLUDE ACCESS TO:

Conference panelists | Festival showcase | B2B networking | Tech expo | Industry awards | Access to Delegate directory

COST OF PACKAGE:\$45 000USD

For further information please contact

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