

## Africa's music business under discussion

The music business in Africa will be discussed at the annual Africa Music Business Summit (AMBS), organised as part of the line-up of events in celebration of the 6th All Africa Music Awards, AFRIMA, November 22, 2019, in Lagos, Nigeria.



Discussions will be centered around the topic, *Music Business in Africa: Connecting Borderless Talents*. A cross-section of leading minds from around the world will connect and interact on global musical issues and trends in the music and culture industry, while creating a platform for engaging and networking in an atmosphere where the potential present in the African music industry and ways to harness its socio-economic gains, is critically analysed.

The panel includes: Sipho Dlamini, managing director at Universal Music, South Africa; Sarah Boulos, chairperson, Society for the Performing Arts, Nigeria; Dr Obi Okwudili Casmir, President of Performing Musicians Association of Nigeria (PMAN); Seidu Idrissu, West Africa Agents, Sheer Publishing Africa, Ghana; Adebisi A. Adedeji, deputy director, Development Finance, Central Bank of Nigeria (CBN); Udochi Muogilim, Lead Partner, PwC; Yoel Kenan, chief executive officer, Africon, South Africa; and Eric Bally, associate producer of the biggest touring company in Europe, YUMA Production.

African music artiste who will be joining the panelists to share their experience from the music perspective include: Salatiel, Ace Producer/Founder of Alpha Beta Records and 6th AFRIMA Nominee from Cameroon; DJ Moh Green, International DJ/ Producer and 6th AFRIMA Nominee from Algeria, and Kanvee Adams, renowned music artiste and 6th AFRIMA Nominee from Liberia.

Dr Obi Okwudili Casmir, popularly known as Voombastic Uncle P, National President, (PMAN), who expressed his expectations at the summit, said, “I feel honoured to be a guest panelist at the Africa Music Business Summit of the 6th AFRIMA. I will be speaking on the topic, *Music Business as relates to the GDP of Nigeria*. I will shed light on how music business can be of great benefit to our nation. I've been a professional in the music industry with over 25 years of experience. I welcome the rest of the world to join us in Lagos, Nigeria. Come and feel African culture.”

Also sharing his excitement, Sipho Dlamini, managing director, Universal Music Group, South Africa added, “In relation to the theme of the summit, I will shed light on current distribution opportunities in Africa and what the future may look like. As a professional with over 20 years of experience in the music business, from Europe, to the Middle East and Africa, I hope to share some insight that will bring value to your career and your role within the business”.

Participants will get the opportunity to engage in robust conversations on the economic viability and corporate benefits of the African music and arts industry. Participants will include music artiste/songwriters, music producers, record label owners, owners of publishing/entertainment companies, associations of music professionals, policymakers in the art and culture sector, lawyers, journalists, students and many more.

The [6th AFRIMA](#), tagged *Feel Africa*, is in partnership with the African Union Commission and is committed to the stimulation of conversations among Africans and between Africa and the rest of the world about the potentials of the cultural and creative economy for real enterprise on the continent; contributing significantly to social cohesion and continental integration; as well as sustainable economic growth and development in Africa, by lending its voice to promotion of education and campaign against extreme poverty and preventable diseases. The 6th AFRIMA is sponsored by the Pan African Bank, Ecobank and Africa's Telecom Giant, MTN.

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