



This is WOMEX

"The most important international professional market of world music of every kind. This international fair brings together professionals from the worlds of folk, roots, ethnic and traditional music and also includes concerts, conferences and documentary films. It contributes to networking as an effective means of promoting music and culture of all kinds across frontiers." **UNESCO Global Alliance for Cultural Diversity**

"WOMEX, the biggest world music trade fair on the planet" **The Australian**

"World music fans and professionals must etch one event permanently into their diaries: the WOMEX conference, exhibition and festival! [...] It was my first time attending this world music expo in Sevilla, and I am totally addicted now! In addition to meeting hundreds of bookers, labels, cultural promotion agencies and musicians, the highlight is catching 45 [49!] bands from around the world live in concert."

Madanmohan Rao, World Music Editor at Rave Magazine & RJ, India

WOMEX 08 Round-up

In 14 editions WOMEX has grown to...

- Over 2800 delegates and 1425 companies from more than 90 countries.
- Over 1000 concert and festival bookers, arguably the highest concentration of potential bookers in the same place at the same time anywhere on the planet.
- Over 750 labels, publishers and distributors.
- Over 850 managers and 450 producers.
- Over 310 national and international journalists, including 170 radio broadcasters.
- A bustling Trade Fair with 320 stands and over 650 exhibiting companies, including numerous umbrella stands of countries, regions, networks and other joint-venture structures.
- 49 Showcase acts with over 300 artists from 40 countries on 5 stages.
- Nearly 50 speakers in over two dozen Conference and Mentoring Sessions, Master Classes and the Daily News Forum.
- The festive Opening event, highlighting flamenco at its very best with concerts of Miguel Poveda and Ultra High Flamenco and a DJ set by Los Rumberos.
- The 10th annual WOMEX Award, this year honouring Hungary's Muzsikás and Finland's Sibelius Academy, Folk Music Department.
- The WOMEX Top Label Award in recognition of label excellence, compiled in association with the World Music Charts Europe, this year awarded to Cumbancha.
- The WOMEX World Music Film Market with 13 film screenings, in cooperation with the International Music + Media Centre IMZ, Vienna.
- Numerous Networking Meetings, Presentations, Artists Press Conferences and Receptions.
- The Radio WOMEX broadcasting studio for live interviews and performances, this year in cooperation with NRK from Norway, NPS from The Netherlands and WDR from Germany.
- The WOMEX TV Studio in Trade Fair Hall 1, WOMEX TV & Webcast, in cooperation with Mondomix, France.
- virtualWOMEX – the professional future of world music online.



WOMEX 09 Copenhagen, 28 October – 1 November

WOMEX is pleased to announce its next location – Copenhagen, Denmark, for a three-year residence from 2009 – 2011. After a total of four years in Sevilla, Spain, WOMEX heads north to this hospitable Scandinavian capital. WOMEX is partnering with key Danish players from the fields of music, events and tourism, all with extensive experience in both culture and production...www.womex.com/realwomex/news/copenhagen.html

Fourteen WOMEX editions have affirmed the value of networking across borders, be they musical, political, cultural or commercial. Since 1994 WOMEX has been **travelling all across Europe** from Berlin (1994), via Brussels (1995), Marseille (1997), Stockholm (1998), Berlin (1999 + 2000), Rotterdam (2001), Essen (2002 + 2004), Newcastle (2005) to Sevilla (2003 + 2006 – 2008).

*"It was fabulous, meeting all Europe and everyone else in one place. I made over 70 contacts within three exciting days and got **lots of inspiration in musical, human and social regards.**"*

Sabine Schebrak, Cultureworks, Austria

WOMEX: The Event

WOMEX runs the last October weekend of every year. **Starting on a Wednesday afternoon** from 15:00 with early-bird registration, stand set-up, and then the **WOMEX Opening** night with the first Showcase/s.

On Thursday, Friday and Saturday come the principal days with the full Conference, Film Market, Trade Fair and Showcase programmes. **Sunday hosts the WOMEX Awards ceremony and the remaining Trade Fair day** until 14:00. It's the last opportunity to make contacts and wind down with a leisurely lunch and a final good-bye.

Trade Fair: Open from Thursday morning 9:00 and closing on Sunday 14:00, the Trade Fair is the nerve centre of WOMEX. Our equal-stands-for-all rule and keep-the-volume-down policy help create the unique WOMEX ambience so different from any other music fairs.

"WOMEX was such a transforming and inspiring experience for me... a defining moment of solidarity and strength for music producers and promoters!" **Skinder Hundal, Sampad South Asian Arts, UK**

Conference: The Conference is the think-tank of music producers, makers and shakers and the delegates' chance to grab the attention of fellow participants. Informative, educational, even controversial speakers are selected to present their topics. In 2008 two new features were added: Master Classes and Mentoring Sessions. The Master Classes cover first and foremost practical issues. The Mentoring Sessions offer free, private consultations with experienced colleagues from a wide variety of fields.

Film Market: The self-contained Film Market for music documentaries, DVDs and video clips is organised in cooperation with the International Music + Media Centre IMZ, Vienna, and presents a series of exciting new films on music themes.



Showcases: And then comes the music. All night. Every night. The Showcases continue our policy of presenting the widest possible range of global music stars, secrets and discoveries, with or without a record contract. WOMEX presents more than three dozen exciting official Showcases on four stages plus an extra offWOMEX Stage.

"Thank you so much for everything you did to make WOMEX such a fantastic festival and promotion center for world music. [...] The impact of this showcase is great: we have got very warm response, good media interviews, and several contracts have been well on the way, with a tour of an estimated minimum of 20 concerts for 2009 – 2010." **Dr. Risheng Wang, Philmultic Management & Productions, Canada, on his WOMEX 08 Daycase**

WOMEX is *"A highly respected world music conference and trade show [...]. World music icons such as Cesaria Evora, Mariza and Tinariwen launched their international careers there."* **Grammy – The Recording Academy in your Community**

Awards: The prestigious WOMEX Awards honour quality, creativity and success in global music on the international level. The WOMEX Top Label Award is the latest addition, honouring world music labels who have charted most in Europe.

Radio WOMEX Studio: Introduced in 2006, a fully equipped radio studio where broadcasters the world over can interview Conference speakers and artists – many of whom perform live right in the studio. WOMEX delegates are invited, making the studio one more way for artists and the professional community to meet.

WOMEX TV Studio: Since 2007 WOMEX features a TV Studio run by Mondomix. It is open to WOMEXicans who will be able to watch live interviews of artists and professionals conducted by our team of journalists.

"This conference is a place not only to network, make deals but you can discover a ton of great music from all over the world...[...] Everyone at WOMEX is super friendly. There is no pretense, no attitude and everyone there absolutely hands down loves the music and culture....I had a tremendous learning experience, ate some amazing food, toasted and drank great wine, some great musical discoveries and made new friends. What else could you want." **Fiona Bloom, The Bloom Effect, USA**

WOMEX *"pulls together the global World Music Community to talk business, share wares and generally party late into the night while everyone tries to catch-up with the last twelve month's news."* **Brian Heywood, Dunstable Gazette, UK**