

DESTINATION COPENHAGEN > WOMEX has new partners for 2009 – 2011, the WorldMusicFair Copenhagen. Forged by the Roskilde Festival, Copenhagen Jazz Festival, and tourist organisation Wonderful Copenhagen, with additional partners in the events producers Welcome, the Danish Center for Culture and Development, Global CPH and World Music Denmark.

**WORLD
MUSIC FAIR
COPENHAGEN**



© Wonderful Copenhagen

Copenhagen is a historic and compact city with everything close at hand. Local transport is extensive and affordable. And WOMEX day and night venues are on the same metro line that leads right into the heart of the city with most hotels, restaurants, sights and shops within walking distance. It's also a thriving musical centre with its own local and regional artists as well as its many venues catering to world music, jazz, rock, DJs and more.

WOMEX DAYS ARE AT BELLA CENTER > The site of WOMEX 09 days is Bella Center, located between the city centre and the airport. It will be home to the Conferences, Trade Fair, Daytime Showcases and much more.

BELLA CENTER · Center Boulevard 5 · 2300 Copenhagen S · Denmark
www.bellacenter.dk · Metro: M1

WOMEX NIGHTS – NIGHTTIME SHOWCASES > Won't be far from Bella Center. Details to be announced – check www.womex.com.

TRAVEL & ACCOMMODATION > Copenhagen is easy to reach by all means of transport. Your main airport destination is Copenhagen Airport www.cph.dk, but you could check out the Malmö Airport www.lfv.se/en/Malmo-Airport in Southern Sweden as well. Visit www.womex.com/realwomex/travel-and-accommodation to book your hotel or contact our partner Welcome. Their office is open from Monday to Friday, 9:00 – 16:30. Jørgen Boesen · boesen@welcomehome.dk · Tel: +45 702 580 20

REGISTRATION & STAND BOOKING RATES

Your WOMEX 09 Copenhagen registration includes a free virtualWOMEX membership for one year. Register online now at <https://www.womex.com/registration/womex09>.

Deadlines are for receipt of payment!	Smart Rate > 19 Jun	Guide Rate > 4 Sep	Late Rate > 9 Oct	Walk-Up Rate from 28 Oct
Company or Individual (1 person)	€ 230,-	€ 275,-	€ 305,-	€ 330,-
Company (3 people)	€ 535,-	€ 645,-	€ 710,-	€ 775,-
Company - Additional (from 4th person onwards)	€ 180,-	€ 215,-	€ 235,-	€ 260,-
Media (only with press credentials)	€ 160,-	€ 195,-	€ 210,-	€ 230,-
Trade Fair Stand (people not included)	€ 785,-	€ 785,-	€ 785,-	€ 785,-

Note: Prices net, 25% VAT to be added

Stands at Bella Center are all in a single hall and measure 2 x 3 m² with walls, a table, seats, full power supply and signage. Stands are on a first come, first served basis – so be sure to book yours now: <https://www.womex.com/registration/womex09>. Find more information at www.womex.com/realwomex/register.

WOMEX 09 DEADLINES

- Fri 19 Jun** > for Smart Rate registrations
- Fri 28 Aug** > for booking advertisements in the WOMEX Guide
- Fri 4 Sep** > for Guide Rate registrations – last chance to get into the WOMEX Guide
> for delivery of WOMEX Guide adverts
- Fri 9 Oct** > for Late Rate registrations
> for booking WOMEX Bag inserts
- Fri 23 Oct** > for delivery of WOMEX Bag inserts
- From **Wed 28 Oct** > Walk-Up Rate on door only

The deadline for Showcase, Conference Session and Film Screening proposals was Friday, 17 April.

WOMEX 09 DAYS

- Wed 28 Oct – from 15:00** > Early-bird registration, Trade Fair stand set-up, Opening night with first Showcase/s
- Thu 29 Oct – from 9:00** > Registration, Trade Fair, Conference and Film Market, Showcases, offWOMEX
- Fri 30 Oct – from 10:00** > Registration, Trade Fair, Conference and Film Market, Showcases, offWOMEX
- Sat 31 Oct – from 10:00** > Registration, Trade Fair, Conference and Film Market, Showcases, offWOMEX
- Sun 1 Nov – from 10:00 – 14:00** > Trade Fair, WOMEX Awards ceremony

WOMEX 08 featured...

- » Over 2,800 delegates and 1,425 companies from 90 countries.
 - » Over 1,000 concert and festival bookers.
 - » Over 750 labels, publishers and distributors.
 - » Over 850 managers and 450 producers.
 - » Over 310 national and international journalists and broadcasters.
 - » A bustling Trade Fair with 320 stands and over 650 exhibiting companies.
 - » 49 Showcase acts with 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.
 - » Two WOMEX Awards honouring Hungary's Muzsikás and Finland's Sibelius Academy, Folk Music Department.
 - » The WOMEX Top Label Award honouring 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.
 - » The WOMEX TV Studio, WOMEX TV & Webcast, in cooperation with Mondomix, Paris.
 - » virtualWOMEX – the professional future of world music online.
- Last updated: 6 May 2009, all details subject to change.

"... for some concert promoters, music heard at WOMEX turns into a substantial part of the next seasons bookings. CD's change hands nearly as fast as business cards." **The New York Times**

09 WOMEX
THE WORLD MUSIC EXPO

- Trade Fair
- Artist Showcases
- Conference
- Networking
- Film Market
- Awards
- virtualWOMEX



Copenhagen | Denmark | 28 Oct – 1 Nov 09
www.womex.com

Your WOMEX 09 registration includes a ONE-YEAR-MEMBERSHIP for virtualWOMEX



Bergmannstr. 102
10961 Berlin · Germany
Tel: +49 30 318 614 30
Fax: +49 30 318 614 10
womex@womex.com
www.womex.com



"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

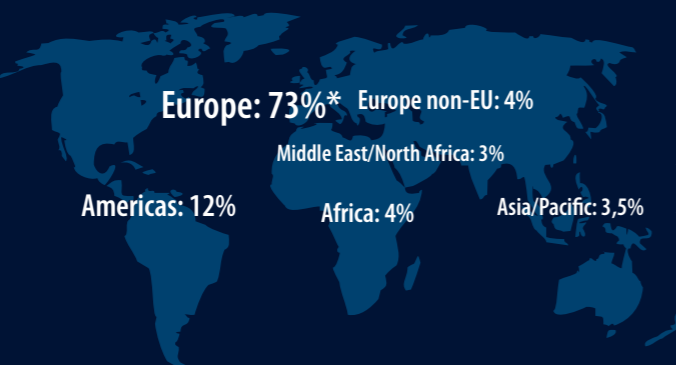


"WOMEX, the biggest world music trade fair on the planet" **The Australian**

In 14 years, WOMEX grew from 200 to 2800 delegates, making it the most anticipated, productive and successful event of the world music year.

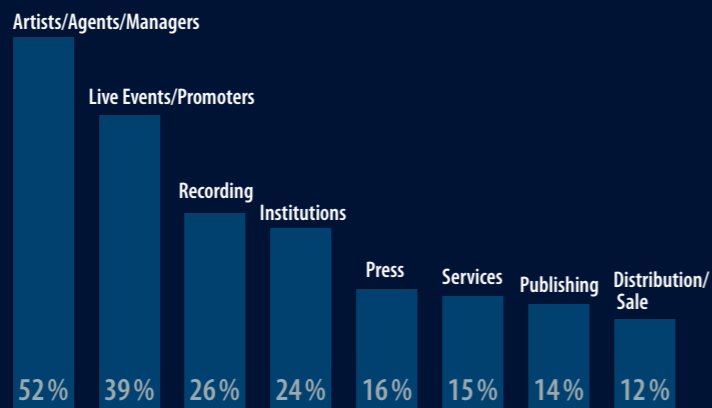
„World music fans and professionals must etch one event permanently into their diaries: the WOMEX conference, exhibition and festival! [...] It was my first time attending... and I am totally addicted now! In addition to meeting hundreds of bookers, labels, cultural promotion agencies and musicians,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

ORIGIN OF DELEGATES



* Delegates based in Europe, both European and international

DELEGATES' ACTIVITIES



Please note: Multiple choice of activities was possible.

Statistics: WOMEX 08

OPENING > The Wednesday night kick-off sets the pace and standard for the days to come. Each year we seek an outstanding programme of regional music specialities, new projects or exclusive performances.

CONFERENCE > Seminars, mentoring, training, information – and all fully fascinating. Keep up with changes, trends and innovations. Colleagues and special guests offer can't-miss sessions that help delegates navigate the uncharted new waters of the music industry.

NETWORKING MEETINGS & SPECIAL PRESENTATIONS > Here delegates control the agenda and set the priorities. Numerous associations have flourished from WOMEX Networking Meetings: the Brazilian Independent Music Association, the North American World Music Coalition, and more. > Plus individuals and companies book presentation and reception rooms for high-profile gatherings.

"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**

TRADE FAIR > Open from Thursday through to Sunday, the ever-expanding Trade Fair is the nerve centre of WOMEX. This is where the international world music community meets to do business: artists, festivals, labels, distributors, regional umbrella stands, music companies and more.

SHOWCASES > With official Showcases, offWOMEX, the Opening and Award Showcase, nearly 60 acts from anywhere and everywhere are highlighted. The latest, the greatest and the up-and-coming, all at a single event. Nighttime Showcases are held under one roof in a spectacular venue (details to be announced).

"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... well on the way, with a tour for 2009-2010 and an estimated minimum of 20 concerts." **WOMEX 08 Daycase artist Liu Fang, Dr. Risheng Wang, China/Canada**



FILM MARKET > Showcasing the film and TV market for world music, the screenings are selected by the International Music + Media Centre IMZ, Vienna. Plus WOMEX World Music Films on Tour is your chance to book the best of recent films for your own event.

AWARDS > The prestigious 11th annual WOMEX Awards honour quality, creativity and impact in global music on an international level. > The WOMEX Top Label Award goes to the chart-topping label voted by Europe's best world music DJs (World Music Charts Europe).

WOMEX GUIDE > Our survey confirmed that the WOMEX Guide is one of the top-3 assets of the WOMEX experience: the must-have resource of the world music community, consulted the entire year round (advertisers take note!). It offers vital contact information on all delegates, scintillating essays, listings of all Showcase artists and Conference speakers. > The audio-counterpart of the Guide is the WOMEXIMIZER CD featuring a compilation of many of each year's Showcase artists.

ADVERTISEMENTS > Reach the international world music community with advertisements in the prized WOMEX Guide, inserts in – or your logo on – the WOMEX Bag, WOMEX Bag Name Tag, logos on the Lanyard or Wristband... or present your banner on www.womex.com. Sponsorship opportunities available for maximum visibility before, during and after WOMEX.

virtualWOMEX > Register for WOMEX 09 and get a free one-year-membership for virtualWOMEX, the Internet marketplace for world music. Contact all WOMEX delegates through virtualWOMEX, access and post your own music news, featured artists, tours, events, business information and more.

PARTNERSHIPS, OFFSPRING & SERVICES > WOMEX has worldwide partnerships with trade fairs, conferences, festivals, music media, governments, NGOs and other networks. Consult WOMEX to help conceptualise, develop, target, and market your own project.

Photos:
 Page 1: George DuBose 1 · Edvard Molnar 2 · Pere Masramon 3

Page 4, from left to right: Edvard Molnar 1, 6, 10, 11, 13 · Alex Amengual 2, 3, 5, 8
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