



Final Press Release

Sunday, 30 October 2011
Copenhagen, Denmark

WOMEX Closes in Copenhagen: Three Successful Years

The 17th edition of WOMEX – and the third and final one in Copenhagen – closed on Sunday, 30 October 2011, after five days of prolific encounters, vital exchange and cracking good music. With 2250 delegates from 98 countries, WOMEX confirmed its status as the most important international professional market for world music.

Against the current trend of the market, the WOMEX Trade Fair expanded again, noting a plus of 8% for the exhibiting companies. India, the Caribbean and Cape Verde made their first appearance among the umbrella stands, while South Africa and Argentina were experiencing a successful comeback on the exhibition floor. In total, 700 companies and organisations from 68 countries and all sectors of the music industry exhibited their services and activities in good spirits at 270 stands in Forum Copenhagen.

WOMEX received a record number of Showcase proposals this year – over 750 – more than ever before in WOMEX history. 60 acts from 52 countries – including 36 Jury-selected acts – performed at the WOMEX Showcase Festival, featuring 5 nighttime stages at the striking Koncerthuset plus a 6th stage at the daytime venue Forum Copenhagen for the more intimate WOMEX Daycases. The ever popular Nordic Club offered delegates a final opportunity to discover the music of the current home region in broad variety before WOMEX moves on to the next location in 2012. The offWOMEX programme spotlighted music from the Netherlands and Mexico for the first time, plus further Showcases from Spain and Québec. Another first this year, a special night presented by the ACP Music Festivals Network completed the Showcase Festival, featuring artists from Africa, the Caribbean and the Pacific regions.

An impressive WOMEX Opening concert programme on Wednesday evening, 26 October – leading the audience through the past, present and future of Hungary's music – marked the start of WOMEX 11 in Copenhagen, raising the bar for the days and nights to come. As well as featuring five Hungarian acts exploring varied traditions, the show also included a number of versatile soloists brought together for this special performance. The Opening was organised by Hangvető, in cooperation with the Palace of Arts, Budapest, and Forum.

For the third year in a row, Danish Broadcasting (DR), in cooperation with NRK (Norway), BBC (UK), SR (Sweden) and NOS (The Netherlands), recorded and broadcasted the WOMEX Opening and large parts of the Showcase Festival and has made the recordings available to European Broadcasting Union (EBU) member and associated stations all over the world.

Around 40 peers and special guests from 21 countries and all sectors of the music industry shared their experiences and expertise – from how-to to why, from live via digital to recorded, and from



roots to visions – at 20 Conference Sessions to help delegates remain ahead of the game. With shrinking budgets everywhere, funding was a prevailing subject at this year's Conference – debating how different approaches and effective reasoning can boost fundraising results.

A new 'jazz & world' feature, dedicated to the many jazz professionals who attend WOMEX every year, was added to this year's programme. It included a Conference Session examining the common grounds and prospects of the scenes and a Networking Meeting, both presented by Europe Jazz Network; plus performances by top jazz artists, such as Hugh Masekela and Ibrahim Maalouf.

The second International Publisher Matchmaking, aiming to connect interested business partners, attracted more participants from more countries this year than at its successful debut edition in 2010. Festivals, agents, managers and institutions from South America, Eastern Europe and Canada presented themselves at the Speed-Dating providing valuable networking opportunities for those looking for location-specific business contacts. Delegates requiring individual advice were served by the well-frequented Mentoring Sessions: private 15-minute consultations with one of seven industry experts from various fields and occupations.

Numerous world music networks from all over the globe held meetings at WOMEX: European Forum of Worldwide Music Festivals, European Broadcasting Union's World Music Workshop, Jazz & World, Eastern European, North American, Women of the World and Global Music Education network members came together at WOMEX to discuss ongoing matters with their colleagues. For the first time, WOMEX welcomed the International Music Managers' Forum on board, whose members chipped in their knowledge at a special management workshop.

Officially part of WOMEX for the 10th year, the IMZ Film Screenings, programmed by the International Music + Media Centre, Austria, delivered insight into a variety of musical styles and their origins – and formed the meeting point for all those involved in audio-visual media at WOMEX.

WOMEX Copenhagen closed its doors on Sunday, 30 October, with the celebratory Award Ceremony – including three WOMEX Awards plus the Roskilde Festival World Music Award – honouring meritorious colleagues from the global community.

The WOMEX 11 Artist Award was presented to Hugh Masekela from South Africa, the eternal horn hero, fiery denouncer of apartheid and Afro-jazz pioneer, who has had a long and remarkable career across continents and is still going strong at the age of 72.

Francis Falceto from France received the WOMEX 11 Professional Award for bringing Ethiopian music to the forefront of world music consciousness. "In addition to the CD series that now numbers 27 volumes, he has organized concerts and tours, an annual festival in Addis Ababa, published the book 'Abyssinie Swing', created a documentary film of the same name and brought Western musicians intrigued by the music to Ethiopia," outlined writer and producer Joe Boyd in his honorific speech at the Award Ceremony.



The WOMEX 11 Label Award went to world *village* for the second consecutive year and to the sister label Le Chant du Monde, both owned by label, producer and distributor harmonia mundi based in France/USA/UK/Spain. Created as a joint project with the World Music Charts Europe (WMCE), the selection for the WOMEX Label Award is made using the monthly charts of 47 radio broadcasters from 24 countries.

For the third year, the Roskilde Festival presented the World Music Award (RFWMA) at WOMEX. The winner of this year's Award – worth 30,000 euros – is El Mastaba Center for Egyptian Folk Music, whose mission is to support development through education in traditional as well as contemporary local music forms in order to ensure a cultural stepping stone in the developing countries with particular regard to children and youth. (For more information contact Peter Hvalkof at PeterH@roskilde-festival.dk)

WOMEX 11 was the final edition of three in Copenhagen. WOMEX's local partner for the past years was World Music Fair Copenhagen, an organisation created by several key cultural players from Denmark to host WOMEX from 2009 to 2011: first and foremost Roskilde Festival, Copenhagen Jazz Festival and Wonderful Copenhagen. The other principal members comprise the Danish Center for Culture and Development (CKU/DCCD), Global Copenhagen and World Music Denmark in cooperation with Welcome Meeting Management.

After the initial year at Bella Center, WOMEX moved its daytime activities to Forum Copenhagen – thereby placing the event right in the heart of the Danish capital. DR's Koncerthuset, a stunning recent Jean Nouvel building, accommodated the Nighttime Showcase Festival during all three years.

WOMEX in Copenhagen would not have been possible without funding from the main sponsors: City of Copenhagen, the Capital Region of Denmark, and Kunstrådet, the Danish Arts Council.

WOMEX gives heartfelt thanks to all production staff, volunteers, broadcasters, professionals, enthusiasts and fans; along with our production partners at World Music Fair Copenhagen, our financial supporters as well as Bella Center/Forum Copenhagen and Koncerthuset.

WOMEX 11 was a production of WOMEX – the World Music Expo, in cooperation with World Music Fair Copenhagen.

The next edition of WOMEX will be held in Thessaloniki, Greece, one week earlier than usual from Wednesday, 17 to Sunday, 21 October 2012.



WOMEX 11 at a Glance:

- 2250 delegates and 1250 companies from 98 countries.
- 700 concert and festival bookers.
- 500 labels, publishers and distributors.
- 600 managers and 250 producers.
- 300 national and international journalists, including 130 radio broadcasters.
- A bustling Trade Fair with 270 stands and 700 exhibiting companies from 68 countries, including numerous umbrella stands of countries, regions, networks and other joint-venture structures.
- 60 Showcase acts with 320 artists from 52 countries on 6 stages.
- 40 speakers from 21 countries in 20 Conference Sessions, plus the second International Publisher Matchmaking, Mentoring Sessions and Speed-Dating.
- A new 'jazz & world' focus at WOMEX.
- A special, exclusive event for the festive Opening Concert – Hungarian Heartbeats – organised by Hangvető, Palace of the Arts, Budapest, and Forum.
- Three WOMEX Awards honouring the artist Hugh Masekela from South Africa; Francis Falceto, France, originator and curator of the *Éthiopiques* series of CDs; and the label of the year, world *village* / Le Chant du Monde / harmonia mundi based in France/USA/UK/Spain.
- The Roskilde Festival World Music Award presented to the El Mastaba Center for Egyptian Folk Music, Egypt, during the WOMEX Award Ceremony.
- The WOMEX World Music Film Market with 13 Film Screenings, in cooperation with IMZ, the International Music + Media Centre, Austria.
- Numerous Networking Meetings, Presentations, Receptions and the WOMEX Networking Breakfast on Sunday morning.
- The WOMEX Radio Studio for live interviews and performances, organised by NRK from Norway.
- virtualWOMEX – the professional future of world music online.