

MEX19 to bring music industry bigwigs together for one empowering event

MUSIC EXCHANGE (#MEX19), South Africa's only entertainment-economy-focused conference, returns to Cape Town for the ninth time from September 13 to 15 at the Radisson Red Hotel at the V&A Waterfront.

Music Exchange was honoured and recognised by the Western Cape Government for its contribution to Arts and Culture in March 2019; and this year's conference will have an overarching theme of "rights".

With MUSIC EXCHANGE now well-and-truly established and respected – thanks to the support from some of the world's biggest names in production, song writing, composition, management, PR, digital strategy and live performance – MEX19 is excited to announce more of the same in the build up to its biggest weekend yet.

Martin Myers, founder and convenor of the conference, remarked: "This year MEX is delighted to have the key decision makers of some of the most important music bodies in South Africa attending."

The COO of RISA, Nhlanhla Paul Sibisi, remarked, after last year's event, "I have attended many workshops and master classes before covering a range of topics, but MEX18 was a real eye-opener, in terms of how it was well organised and the selection of speakers.

Each speaker covered the topic eloquently and with passion. I walked out of MEX18 feeling empowered, even though I have been in the music industry for more than 20 years. It presented each attendee with a range of business opportunities, all of which can be exploited almost immediately."

SAMRO will be in attendance at MEX19, as well as the CEO of Africori, Yoel Kenan, Active Music Publishers CEO John Fishlock, KFM Station Manager Steve Werner, along with advocate Barry Varkel, amongst others.

Artists include Chad Saaiman, RJ Benjamin and MEX chairperson, the legend Spho Mabuse. Booking agents and promoters Lesley Wells, Craig Parks and Lauren Parks will also be sharing their knowledge, along with community radio specialist Selwyn Bartlett. MEX19 will also welcome back longstanding partners Paul Bothner Music to the fold.

Digital monetisation and understanding your rights, be it legal (including what a proper legal contract looks like and how to navigate the small claims court), or rights in the digital economy, all will be unpacked, demystified and opportunities explored at MEX19.

With more speakers and events to be announced over the coming



Music Exchange 2019 will be taking place at the Radisson Red Hotel

weeks, in the build-up to MEX19, visit www.facebook.com/musicexchangeasa to get breaking announcements, as they happen.

Whether you're an established or ambitious young artist, publicist, producer, DJ, manager, venue owner, record label, agency or corporate brand looking to gain invaluable insight and learning's every delegate can actively apply and benefit from, MEX19 is the creative hub responsible for bringing it all together.

Limited delegate tickets for MEX19 are available now through www.quicket.co.za. Full conference tickets, for all days, cost R500, including lunch on the Saturday and Sunday. For booking details, and more information, visit www.musicexchange.co.za.