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PRESS RELEASE

**MIDEM GOES TO RIO:  
DEBUT LATIN AMERICAN FORUM, 26 & 27 NOVEMBER 2018**



**Paris, 27 September 2018** – **Midem**, the home of the global music community, will launch its inaugural Latin American Forum in Rio de Janeiro this November.

**The Midem Latin American Forum** - in association with **SEBRAE** and its innovative, tech-based project **Estrombo** designed to support the musical creative economy - will welcome top Latin artists and key industry executives from or working with the market to a one and a half day intensive conference lineup. Part of Midem's High Potential Markets Programme, the event will focus on how to develop the pan-Latin American music ecosystem in an already buzzing global music hub.

The Forum aims to strengthen existing connections between the professional Latin music communities across the continent, nurturing the growth of a more unified Latin music market. By encouraging international networking, the conference hopes to accelerate the internationalisation of the region's music and the discovery of fresh talent. As Midem CEO, Alexandre Deniot, explains, "The last few years have been incredible for Latin artists, with talent from the region exploding globally. Having welcomed Daddy Yankee to Midem in 2017 at the very height of the "Despacito" phenomenon, we're thrilled to support the internationalisation of Latin music further through dynamic Midem initiatives."

The conference plans to unite the Latin and wider global industry in cultivating the mobility of booming Latin artists throughout the continent and beyond. It's hoped that by developing knowledge sharing and professional training in the region, a sustainable local/regional music infrastructure promoting international business in Latin America can be strengthened for long term growth in the market.

## Forum Content

Topics explored during the conference will include:

- Crossover and the internationalisation of Latin music - breaking beyond the mainstream
- Unifying the pan-Latin music market
- Protecting creation and authors' rights
- The State of the Latin Startup Nation
- Case Study: Developing artists globally

The programme will also include plenty of networking, with a breakfast, lunch and cocktails, for local and international delegates to take the conversation further, create new connections with future partners and strengthen those they already have with a view to expanding business across the region. Given the wealth of vibrant Latin talent, there will, of course, also be exciting live content with two nights of unmissable concerts from Brazilian & Latin American artists.

Alexandre Deniot says, "Midem has long been showcasing the music of Latin America. Having welcomed some of the region's most hyped talent to our stages over the years, from Celia Cruz to Gilberto Gil, Molotov, Anitta, Visitante, Compay Segundo, Elvis Crespo and Maná, we're looking forward to contributing to the forging of even stronger relationships between this thriving market and the rest of the world's music community."

## Midem's High Potential Markets Programme

The Programme was established to help global music professionals by encouraging business development and fresh talent discovery. It aims to foster bilateral exchanges between national and international music executives across all sectors, working to facilitate the structuring and professionalisation of the high-potential markets.

The inaugural Latin American Forum follows the success of the Programme's 2018 events, when the focus was Sub-Saharan Africa. A packed out four-day 'African Forum' during Midem and 4 events across Africa in Johannesburg, Lagos, Abidjan and Brazzaville, to meet local artists and industry players, garnered widespread support, paving the way for this year's event in Rio de Janeiro. Alexandre Deniot comments, "We're excited to launch the second instalment of the High Potential Markets Programme. We know this is just a first step to truly exploring global opportunity in the Latin market, but it will be an exhilarating start."

## The Practical Details

**The Midem Latin American Forum takes place on 26 & 27 November 2018 at CRAB (Centro SEBRAE de Referencia do Artesanato Brasileiro), Rio de Janeiro, Brazil.**

**Attendance is by invitation only.**

**Event partners include ApexBrasil and Governo do Rio de Janeiro.**

Look out for further announcements detailing key regional players speaking at the Forum and the full programme schedule coming soon.

***About Midem*** – Home of the Global Music Community, Midem is the world's leading music event which brings together, connects, serves and supports the global music community to exchange, create, play, forge relationships and shape the future of music. With a rich 4-day programme of conferences, competitions, networking events and live performances, music makers, cutting-edge technology companies, brands & talent come together to enrich the passionate relationship between people & music, transform audience engagement and form new business connections.

Midem is part of **Reed MIDEM**, a global leader in the organisation of international professional markets in music, television and digital content industries (MIPTV, MIPDOC, MIPCOM, MIPJUNIOR, MIP China and MIP Cancun) and real estate sectors (MIPIM, MIPIM PropTech and MAPIC).

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**About Sebrae** - Sebrae (Brazilian Micro and Small Business Support Service) is a non-profit private entity with the mission of promoting the sustainable and expert competitive development of small businesses in Brazil. Their aim is to foster entrepreneurship, providing guidance to help small businesses to grow and generate more employment, supporting the growth of the Brazilian economy. 8,5 million small business = 99% of total Brazilian business

Sebrae has a network of almost 700 onsite service centers throughout the country, counting on more than five thousand small business experts and a large pool of external consultants, working towards transferring knowledge and know-how to those who own or intend to start a company. [www.sebrae.com.br](http://www.sebrae.com.br)

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