



## **PROFESSIONAL CONFERENCE**

Dates: 4<sup>th</sup> and 5<sup>th</sup> May 2015

Venue: Arts Santa Mònica (Les Rambles, 7)

### **THE KEYS TO ACCESSING INTERNATIONAL MARKETS**

**Promotional and contracting strategies to access to BENELUX's market (Belgium, The Netherlands and Luxembourg).**

#### **Objective**

To inform Catalan companies as to the current reality of the music markets of Belgium, The Netherlands and Luxembourg and to provide an overall insight based on the experience of a wide range of professionals representing festivals, concert venues, associations, management companies and booking agencies.

To enable Catalan companies to make contact with their counterparts and offer them suitable artistic products to be programmed in Belgium, The Netherlands and Luxembourg, and to improve professional exchanges through networking.

#### **Target Audience:**

Professionals working in the Catalan Music Industry: management companies, concert hall and festival directors, public theatre programmers, bookers, agents and promoters.

#### **Programme Schedule**

##### **Monday May 4<sup>th</sup>**

3:30 pm – Arrival of Participants

4.00 pm – Official Welcome

**Mr. Jordi Sellas**, Generalitat de Catalunya's Culture Department (ICEC)

4:30 pm - 5:15 pm – **Session 1:**

**Festivals and strategic fairs as a way of accessing to Benelux's market**

Speakers:

**Jeroen Vereecke** (Glimps Festival, BE), **Patrick de Groote** (Sfinks Festival, BE), **Sonja Heimann** (World Music Forum, NL), **Bertus de Blaauw** (Festival Lowlands - Mojo Concerts, NL)

5:30 pm - 5:45 pm – Break

5:45 pm - 6:45 pm - **Session 2:**

## “The music venues in Benelux. What do programmers look for?”

Speakers:

**Agnes Salverda** (Paradiso Festival, NL), **Roger Bouwens** (Toernee Mondial, BE), **Francis de Souza**, (Souzaphone Productions, NL) **Giovanni Trono** (Luxembourg Export Office, LX).

6:45 pm - 7:00 pm - Break

7:00 pm - 8:00 pm – **Session 3:**

**“Booking and Management Agencies explain the requirements for operating in Benelux’s markets.”**

Speakers: **Dirk Seymus** (Linkwadraat BE), **Bartolo Hoffmann Pype** (Agency Ambos Mundos, BE), **Guido Declercq** (La Barraca, BE), **Thijs Vandewalle** (Via Lactea, BE), **Rob van den Bosch**, (Radar Agency, Earth Beat, NL).

All three sessions will be moderated by Mr. Xavier Cester, from ICEC (Generalitat de Catalunya’s Culture Department)

## Tuesday May 5<sup>th</sup>

### Speed-Meeting Sessions

9:45 am – Arrival of Participants

10:00 am to 12:30 pm – Speed-meetings involving all the participants.

With the support of:



Associació Professional  
de Representants, Promotors  
i Managers de Catalunya

