

MUSIC EXPORT CONFERENCE

5-6.10.2017
WARSAW >>>

Programme

5.10, Thursday

- 9.00 – 10.00 Registration and welcoming coffee
- 9.00 – 10.30 **Individual consultations with experts of granting programmes of the Ministry of Culture and National Heritage**
- Room no 2
- 10.00 – 10.30 **Conference opening**
- Welcoming by:
- **Paweł Lewandowski**, Deputy Minister of Culture and National Heritage of Poland
 - **Robert Zydel**, Director of Marketing Office, City of Warsaw
- 10.30 – 11.00 **Introduction: Polish music market and global trends**
- Global music market – **John Blewett**, Communications Director, IFPI
 - Polish music market and value of its export – **Marek Hojda**, Deputy Chairman, ZAIKS, **Bogusław Pluta**, Director ZPAV
- 11.00 – 12.20 **Record labels and its role in music export**
- Moderation:** Anna Ceynowa, MKiDN
- CNR RECORDS, HOLLAND, **Maarten Steinkamp**
 - CNR RECORDS, BELGIUM, **Tom De Meijer**
 - UNIVERSAL MUSIC, POLAND, **Jan Kubicki**
 - WARNER MUSIC, POLAND, **Piotr Kabaj**
 - SONY MUSIC ENTERTAINMENT, POLAND, **Maciej Kutak**
 - MYSTIC/PIAS, POLAND, **Tony Duckworth**
 - KAYAX, POLAND, **Olga Tuszewska**
 - PETS RECORDINGS, **Marysia Shephard**

- 12.20 – 13.20 **Lunch**
- 13.20 – 14.10 **Showcase yourself! Music Fairs and Showcase Festivals. Where it's worth to be?**
- Moderation:** Monika Klonowska, Warsaw Music Week
- MIDEM, **Cornelia Much**
 - WOMEX, **Christoph Borkovsky**
 - TALLIN MUSIC WEEK, **Helen Sildna**
 - ALL THAT MATTERS, SINGAPORE
- 14.10 – 14.50 **Music in video games and publishing. How to promote music internationally through audiovisual content?**
- Moderation:** Anna Ceynowa, MKiDN
- **Mariusz Szypura**, Telehorse
 - **Mikołaj Rybicki**, Percival Schuttenbach
 - **Włodzimierz Szadziński**, Sony ATV
- 13.20 – 15.00 **How to turn local repertoire into global and other way round? Practical aspects of songwriting and lyrics translation.**
- Lecture session*
- **Vince Degiorgio**, The Cymba Music Publishing Company
 - **Daniel Wyszogrodzki**, translator of Leonard Cohen, Bob Dylan, author and music journalist
- Room no 2*
- 14.50 – 15.20 **Program of the Ministry of Culture and National Heritage: Development of Creative Sectors. How to get funds for music export project?**
- Presentation of the programme and selected projects granted in 2017:*
- Moderation:** Anna Ceynowa, MKiDN
- MUSIC EXPORT POLAND, **Marek Hojda**, **Jan Młotkowski**, ZAIKS
 - MUSIC MANAGERS FORUM ACADEMY, **Magda Jensen**
 - SHARE NOW! NEW MEDIA IN MUSIC, **Sylwia Razwuajew**, **Kasia Wójcik**
- Meet the artist!**
- 15.20 – 15.45 **Fire Chat z C-Bool**
- Moderated discussion about international promotion strategy in dance music with Grzegorz Cebula aka C-Bool, who's hits are already well known in Russian speaking countries and are just about to enter playlists in western part of Europe.
- 15.45 – 16.15 **Coffee break**

Meet the artists!

16.15 – 16.45

Fire Chat with Paweł Sęk

Moderation: **Łukasz Napora**

Moderated interview with 3 GRAMMY nominee laureate. Music engineer and producer. Berkley College of Music alumni. Co-producer of music for Taylor Swift, Fun, Jay-Z, Kayne West and more.

Q&A

16.45 – 17.00

Alternative music export tools

Fire chat with Mateusz Mach

Opus – does blockchain and crypto money destroy streaming platforms as we know it? Will artists make real money on streaming?

17.00 – 17.40

Songwriting and international collaborations. How does it work?

Presentation of the result of the Sopot songwriting Camp 2016 and announcement of the Songwriting Camps to be organized with support of the Ministry of Culture and National Heritage in 2017

- **Sławek Berdowski**, Artistars
- **Jakub Kaczmarek**, Universal Music Polska
- **Thomas Karlsson**, Max Music Svandinavia
- **Vince Degiorgio**, The Cymba Music Publishing Company
- **Anna Laskowska**, Sony ATV

17.40 – 18.00

Transfer to a dinner venue

18.00 – 20.00

Networking dinner

Polish showcases: **Young Stadium Club & DAGADANA**

6.10, Friday

9.00 – 10.00

Registration and welcoming coffee

10.00 – 11.00

Radio song. The role of radio stations in international promotion of local talents.

Moderation: Anna Ceynowa, MKiDN

- **Piotr Metz**, „Trójka” Polish Radio
- **Adam Czerwiński**, Music Director, RMF FM
- **Robert Amirian**, NextPop

10.00 – 12.00 **WOMEX – how to maximize effectiveness of music fairs?**

How to prepare to music fairs? Smart planning of activities while on fairs and what to do next?

- **Tamara Kamińska**, Deputy Director, Katowice City of Gardens Office
- **Martyna Markowska**, Head of Programming, Katowice City of Gardens Office
- **Paweł Jurczak**, production of WOMEX

Workshop. Room no 2.

11.00 – 12.00 **Meet the artists!**
To go internationally or not to go internationally? That is the question!
Let's ask artists and managers.

Moderation: **Kasia Nowicka, Novika**

- **Małgosia Jamroży, Margaret**
- **Dagmara Gregorowicz, Dagadana**
- **Karol Mózgawa, Deas**
- **Marysia Shepheard (Catz 'N Dogz)**
- **Olga Tuszewska (Brodka), tbc**
- **Robert Amirian (m.in. BOKKA, BAASCH, KARI, FISMOLL)**

Direction Asia

12.00 – 13.00 **Big in Japan. How to enter second largest music market in the world?**

Moderation: Anna Ceynowa, MKiDN

- **Ichiro Noda**, Tune Japan
- **Noby Uno**, Head A&R AVEX, Japan
- **Greig Watts**, DWB, UK
- **Vincent Degiorgio**, The Cymba Music Publishing Company

13.00 – 14.00 **Lunch**

Direction Asia!

14.00 – 14.50 **Gateway to China – the fastest growing music market.**

Moderation: Anna Ceynowa, MKiDN

- **Jincan Zhang**, DDC Club
- **Tom De Meijer**, CNR Records
- **Eric de Fontenay**, MusicDish
- **Dagmara Gregorowicz**, Dagadana
- **David Pichilingi**, Sound City Festival

15.00 – 15.40 **How to export music from Poland? Polish showcase festivals.**

Moderation: Michał Hajduk, IAM

- WARSAW MUSIC WEEK, **Monika Klonowska**
- SPRING BREAK, **Tomek Waśko**
- SEAZONE, **Krzysztof Jancen**
- TAK BRZMI MIASTO, **Michał Wójcik**

15.40 – 16.00 **Amsterdam Dance Event**

Fire Chat with Gary Smith, programming manager and curator of ADE.

Moderation: **Jakub Kaczmarek**, Universal Music

The man behind programming and strategies of key music industry events, e.i. MIDEM, ADE, Rio Music Conference and many more. We will discuss ongoing changes on global music market and how it influences the opportunities and challenges for artists aiming at international career.

16.00 – 16.30 **Coffee break**

16.30 – 16.50 **How to build a music city? Presentation by Joey Hendrickson**, Columbus, USA

16.50 – 17.30 **How cities and local governments supports music sector?**

Katowice – UNESCO City of Music. Presentation by **Tamara Kamińska**, Katowice City of Gardens Office

Moderation: Anna Ceynowa, MKiDN

- **City of Warsaw**, Leszek Napiontek
- **Katowice UNESCO City of Music**, Tamara Kamińska
- **Kraków Music Scene**, Michał Wójcik
- **Music Club Commission**, Warsaw, Michał Borkiewicz

17.30 – 18.00 **Closing panel of the conference**