

9.30

Registration

Moderator **Timbuktu** opens the seminars.

10.00 – 10.50

THE LANGUAGE BARRIER

Language is one of the most important elements of urban music. What are the positive and the negative sides of the difference in European languages when it comes to exchange and dialogue?

- The universal language of music.
Speaker: **Roland Sandberg**, Swedish Music Information Centre (STIM/Svensk Musik)[SE]
- The language barrier – urban culture today and tomorrow
Speaker: **Marie Agnès Beau**, Global Urban Music consultant, BAM Services (UK)
- What impact do different languages have on intercultural dialogue and artistic exchange?
Speaker: **Papa Dee**, artist and journalist at Swedish national radio and TV [SE]

10.50 – 11.10

Coffee break

11.10 – 12.00

THE SCANDINAVIAN HIP HOP SCENE

Sweden, Norway, Denmark... do they know hip hop? Unknown to many, creative and inspiring to others. What is the Scandinavian urban scene and how is it expanding abroad?

- From Oslo to New York – working to expand Scandinavian music internationally
Speaker: **Tommy Tee**, Norwegian artist and producer (NO)
- Hip hop in Swedish and English – what is Swedish hip hop?
Speaker: **Mikael Wadström**, founder and Managing Director, Juju Records (SE)
- Media perspective: Is there enough room for all?
Speaker: **Ametist**, radio host at Swedish Radio Metropolis [SE]

12.00 – 13.30

Lunch

13.30 – 14.30

MAKE IT BLAST! – BREAKING THE BORDERS OF EUROPE

Urban music is highly consumed in Europe. How come American artists sell hundreds of thousands of albums all over Europe when so few European artists find success?

- Why do we embrace hip hop acts from the US, when we hardly know any acts from our neighbor countries?
Speaker: **J-RO**, artist from Tha Alkaholiks, now living and working in Europe (USA)

- How can we increase the exchange and cooperation to create a common market for European urban music? What are the obstacles?

Speaker: **Jean François Michel**, Secretary General & **Jean-Marc Leclerc**, European Music Office (BE)

- Recording the pan-European single "Diversidad"
Speaker: **Laurence Toutou**, Artistic Director Diversidad, 2e2 Entertainment (FR)
- Next generation music and sports digital distribution
Speaker: **Fred Armstrong**, football coach / artist consultant (USA/SE)

14.30 – 16.00

BRIDGING THE EUROPEAN MUSIC SCENES – EUROPEAN EXPERIENCES

What can we learn from each other?

- The French experience: Hip hop in local languages.
Speaker: **Ren Hook**, music producer and project manager BorderBlaster France (FR)
- The UK/US experience: Producing music internationally – how can we collaborate more?
Speaker: **Wayne Beckford**, producer signed to Convict US (UK/US/SE)
- The German experience: Breaking artists internationally. Publishing in today's markets.
Speaker: **Sophie Raml**, Managing Director, Enforcer Management, A&R Universal Music Publishing Germany (GE)
- The UK experience: Working internationally with local artists and vice versa.
Speaker: **Jamie Collinson**, Big Dada (UK)
- The Spanish experiences: Possibilities of breaking borders with lyrics in your native language?
Speaker: **Doshermanos**, Spanish artist and producer (ES)
- The French experience: Networking - How can we build bridges and increase collaborations?
Speaker: **Fernando Ladeiro-Marques**, Communication Manager, Festivals Printemps de Bourges (FR)

16.00 – 16.15

Coffee

16.15 – 17.00

DEBATE: HOW CAN WE BUILD A PLATFORM FOR URBAN MUSIC?

What support is there for urban music today when it comes to European exchange? How could this improve? What role should artists, labels, distributors, promoters, publishers, public institutions and media have?

Debate panel: Representatives of the European Music Office, Music Information Centers, artist, label, distributor, promoter, publisher, media.