

Ghana to host AFRIMA 2018

The African Union Commission (AUC) announced the programme of the 2018 All Africa Music Awards (Afrima). The fifth Afrima will be held in the Gold Coast City of Accra, Ghana from 21-24 November 2018.

In partnership with the AUC, Afrima seeks to reward Africa's music talents living on the continent or in the diaspora, it stimulates conversations among Africans and between Africa and the rest of the globe about the great potentials and values of the African musical and artistic heritage for the purpose of creating jobs, reducing poverty, calling the attention of world leaders to Africa and promoting the positive image of Africa to the world for global competitiveness.



Kicking off the back-to-back events programme is the Afrima welcome soiree, a reception in honour of arriving Afrima nominees and delegates, African Union officials, members of the International Committee of Afrima, media, and other invited guests.

This is followed by the Africa Music Business Summit (AMBS) on 22 November. To be held under the theme "African Music in a Global Village: Leveraging the Opportunities", the annual AMBS is a panel discussion platform to interrogate and strategise on the business of music in Africa while charting a synergistic way forward for development and economic empowerment for the music talents. It is a platform for business networking and interaction among music professionals, music executives, government officials and other stakeholders in the music, media and financial sectors of Africa while discussing the potentials present in the continent's music industry and ways to harness its socio-economic gains.



GHANA
2018

AFRIMA MUSIC VILLAGE

INDEPENDENCE SQUARE,
ACCRA, GHANA



THURSDAY
22ND
NOV.
2018

5:00
PM TILL
DAWN





AFRICA MUSIC BUSINESS SUMMIT

T H E M E

AFRICA MUSIC
IN A GLOBAL VILLAGE:
LEVERAGING THE **OPPORTUNITIES**

NOVEMBER
22ND
2018

**VENUE: KEMPINSKI HOTEL,
GOLD COAST CITY, ACCRA, GHANA**

8:30 - 4:30PM



Later in the day, at the Afrima Music Village, lovers and fans of African music are in for high octane performances by upcoming and A-list artists from across the continent in a festival-style music concert which holds at the 100,000-capacity Independence Square, Accra. The event will be broadcast live on dedicated satellite event channels.

In a bid to showcase the cultural and historical dynamism of the beautiful host city, invited guests will be treated to a tour of landmarks and sights of Accra on Friday, 23 November. This will be followed by the Nominee's Party.

The live broadcast main awards ceremony on Saturday, 24 November will have in attendance high profile guests from across the continent and the Diaspora. Scheduled for the Accra International Conference Centre, AICC, Ghana, the star-studded awards show will begin with the live-broadcast red carpet, where all the glam, glitz and high fashion of the Afrima-Ghana 2018 will be on display. The awards ceremony to be broadcast to 84 countries on 105 partner media channels will also feature a mixture of performances from some 2018 Afrima nominees, past award-winners, and special guest artists.

For more, visit: <https://www.bizcommunity.com>