

Africa Rising Music Conference showcases international talent

The Africa Rising Music Conference (ARMC) will bring select artists to South Africa for a two-day gathering at Hallmark Hotel in Johannesburg.



The ARMC ambassadors

The call for aspiring and excited attendees to register online to secure a place on event days is now open and accessible via Howler with selection by the end of March 2022. Public tickets are limited and registration is essential.

For this edition, the event is set to focus on building a bridge between African music and the European market. A majority of delegates coming from Germany and the Netherlands will be present, supported by The Dutch Music Export Office.



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Following a successful International Women's Day event held at the Joburg Theatre on 8 March, the ARMC is set to be a level up from any other local showcases. The focus territory for this year's edition will be on Dutch artists that will collaborate, engage and work with South African talent, while executives are guaranteed a top-level opportunity to connect.

Expected is a special all-female ambassador lineup:

- Tumi Mogapi (South Africa) chapter chair Women In Music South Africa
- Money Ba Doo (South Africa) artist/songwriter
- Anyiko Owoko (Kenya) Anyiko PR
- JAMIE (Germany) artist, producer, Afrohouse Beatport curator
- Katje Ruge (Germany) Katje Ruge Photography & Music
- Dieuwertje Heuvelings (Netherlands) - ADE BEATS / Dutch Music Export

AMRC publicist Bridgette Makhela said, “It’s exciting to see something of this magnitude take place in Johannesburg, we’re looking forward to an informative and industry game-changing conference.”



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The event will take place on 24 and 25 May. To register, go [here](#).

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