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Canada will be the focus of jazzahead! 2020

Trade fair with double anniversary – first ever partner country from outside Europe

The organizers of jazzahead!, the world's largest jazz trade fair, announce today that they are breaking new ground in the choice of next year's partner country. The focus will be on Canada, which becomes the first partner country from outside Europe.

„jazzahead! will be celebrating two anniversaries next year,“ says Sybille Kornitschky, jazzahead! project manager at Messe Bremen. „That's why we are determined to offer something very special, and at the same time further expand our function as a valued intermediary for the creation and maintaining of business contacts between Germany, Europe and the rest of the world.“

„jazzahead! has always had a strong European focus,“ comments Hans Peter Schneider, Managing Director of Messe Bremen. „But with more and more participants coming from countries outside Europe, we introduced the Overseas Night ten years ago. And it is logical that we should now be choosing a non-European partner country for the first time.“ The Artistic Directors of jazzahead!, Ulrich Beckerhoff and Peter Schulze remark: „For jazzahead! it is very obvious for us to want to choose Canada for this new departure. There is a very strong, impressive and self-confident jazz scene there. Canadian jazz is a unique and diverse expression of different influences.“

„The Canada Council for the Arts is thrilled that jazzahead! will feature Canada as the country of focus during the Frankfurt 2020 Guest of Honour year“, says Simon Brault, Director and CEO. „Canada has a long-history of excellence in jazz - and its contemporary musicians are taking the language of jazz to new heights. jazzahead! attendees should prepare to be inspired by Canada's jazz talent.“

Since 2006, jazzahead! has been gathering the global jazz scene together at Messe Bremen. In 2019 there were 3,408 registered trade participants, a new record. In 2020 jazzahead! will be 15 years old, and for the tenth time the event will be accompanied by a festival focused on the culture of the partner country. The dates for jazzahead! 2020 will be 23 to 26 April.

More information: www.jazzahead.de

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