

**More information:**

MESSE BREMEN · M3B GmbH
Frank Schümann, T +49 421 3505 - 453
schuemann@messe-bremen.de
www.messe-bremen.de

Official Opening Ceremony: Thursday 27 April at 1 p.m. / Trade fair opens at 10 a.m.

Trade fair: main topics + discussion forums

jazzahead! Trade fair from 27 to 30 April in Halls 6 and 7 of MESSE BREMEN

In a fortnight from today, the jazzahead! Trade Fair 2023, the biggest jazz industry gathering in the world, will start its 17th edition! Both the trade fair and the festival will start on Thursday, 27 April, and continue until noon on Sunday 30 April.

Once again, the jazz world will come together in Halls 6 and 7 of MESSE BREMEN to network, exchange ideas and discover new bands or projects. This year, the partner country is Germany.

The conference programme of the fair in 2023 will take three topics as its focus:

- sustainability in the live events industry
- diversity, inclusion and equality, both onstage and behind the scenes
- the challenge of achieving success in the music marketplace in an increasingly digital world.

In this context, there will be a presentation of the three-year, EU-funded "Better Live" programme, which aims to create social and environmental sustainability in the music event industry. Its mission is as follows: "For a bigger number of small events". jazzahead! is one of eleven European project partners. This topic will culminate in a hosted discussion involving the participation of Minister of State Claudia Roth, the Federal Commissioner for Culture and the Media for Germany, on Saturday afternoon. Her visit to jazzahead! this year marks the year of Germany as Partner Country.

From Thursday to Saturday there will be a number of industry-specific lectures, discussions and workshops. With regard to diversity, inclusion and equality, musicologist Dr. Harald Kisiedu, among others, will take a look at developments in jazz in his keynote address, "Diversity in Jazz: Are we there yet?" which will be given on the Friday. He will explore the question of what the reality of the current situation is, with particular reference to the German jazz scene. In a rapidly growing digital world, whose influence on the music industry only ever increases, new challenges and opportunities arise. On the Saturday, Mark Kovic from the UK will do a fact-based presentation of digital marketing in the new music industry. This will be accompanied by a lecture and discussion on the new "live concept", the growing importance of livestreams, the metaverse and even the role of artificial intelligence in the music sector.

Alongside these topics, the programme for professionals has other highlights to offer, including the lecture "Jazz Piano and Brain Health" by the JAM MUSIC LAB University on Friday, and an interview with Jason Miles on Saturday. Miles will talk about his last 50 years in the music business and his collaboration with Miles Davis. You can find out more about the professional programme and the exhibitors taking part this year on our website www.jazzahead.de/en.



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jazzahead! 2023 will open on the morning of 27 April; the official opening ceremony will take place between 1 p.m. and 2.15 p.m. and will feature two top German jazz musicians, trumpeter Till Brönner and bassist Dieter Ilg. Furthermore, Prof. Daniel Martin Feige will speak about the importance of jazz as a cultural asset. There will be some moments too when there are bound to be surprises: Romy Camerun and Marialy Pacheco will be performing special new music to accompany our farewell to the two artistic directors Uli Beckerhoff and Peter Schulze. There will also be a performance by representatives of the young German scene, Silvan Strauss Duo feat. Lisa Wulff: they will ceremoniously usher in the official arrival of the new Artistic Adviser Götz Bühler. "The opening is designed to mark the arrival of a new era for jazzahead! with a very special partner country year", says Sybille Kornitschky, who runs jazzahead! for MESSE BREMEN.

The theme of opening up musically is one of the central tasks for the future management duo. True to this year's motto "Building Bridges", jazzahead! already wants to build more bridges this year to other genres that feel connected to jazz. It is doing this, for example, with the designated "Work & Meet - Crossover" area at the fair, where it offers an open space for exchange and networking between (jazz) fans of different genres - from funk, electronica, hip hop and soul to contemporary classical music, folk, pop and metal.

Anyone who would still like to register as a professional participant or co-exhibitor at one of the available umbrella stands can do so until 13 April on our homepage jazzahead.tradefair. Registration at a later date is still possible on site, but there will be additional costs.

Finally, a note of caution from us about something which we find very concerning indeed: jazzahead!'s participants are repeatedly being contacted via email by companies who purport to offer lists of jazzahead! 2023 participants and their contact details, and asking a fee for this service. We would ask you not to respond to these requests. We have no connection whatsoever with these companies, and note that they are using the "jazzahead!" brand name in these mailings without either our prior knowledge or our consent.

Further information jazzahead.de/en/

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