

Business Delegation German Music Industry

Delegation Brochure

Organizer

FM Hamburg Music
Business e.V.



Deutsche Industrie- und Handels-
kammer für das südliche Afrika
Southern African-German Chamber
of Commerce and Industry

Cooperation Partners

The logo for IMEXSA (Independent Music Exporters South Africa) features the letters 'IMEXSA' in a bold, yellow, sans-serif font with a red outline, set against a background of horizontal stripes in red, white, and blue. Below the text, it says 'Independent Music Exporters South Africa' in a smaller font.



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Mit der Durchführung dieses Projekts im Rahmen des Bundesförderprogramms Mittelstand Global/ Markterschließungsprogramm beauftragt:

HM Hamburg Music Business e.V.

Das Markterschließungsprogramm für kleine und mittlere Unternehmen ist ein Förderprogramm des:



Bundesministerium
für Wirtschaft
und Klimaschutz



MITTELSTAND
GLOBAL
MARKTERSCHLIESSUNGS-
PROGRAMM FÜR KMU

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About the delegation

From February 5 to 9, 2024, Hamburg Music Business e.V. is hosting a business initiation trip to South Africa in collaboration with IMEXSA (Independent Music Exporters South Africa) and the Southern African-German Chamber of Commerce and Industry. This initiative, endorsed by the German Federal Ministry of Economic Affairs and Climate Action (BMWK), is part of a specialized program aimed at fostering market development for German small and medium-sized enterprises (SMEs) within the music industry.

The program brings together South African and German experts from the industry sector in an expert conference and individual B2B meetings and offers the opportunity to discuss and deepen international collaborations and partnerships.

The participating German companies are primarily from the following areas of the music market:

- Publishing
- Recorded Music and Distribution
- Live Entertainment
- Artist Management

The program promises a dynamic environment where participants can engage directly with South African business leaders, gain insights into the local market, and present their offerings to a targeted audience. This venture is about business development, but it's also a platform for cultural exchange and forging lasting international partnerships.

About the Federal Ministry of Economic Affairs and Climate Action's Foreign Market Entry Program

The Foreign Market Entry Program by the Federal Ministry of Economic Affairs and Climate Action (BMWK) aims to provide concrete support for small and medium-sized German companies entering or positioning themselves in new foreign markets. The program supports events and projects organized for companies within Germany's economic sectors.

Trade missions to selected target countries help companies gain an overview of the economic environment and legal framework. Furthermore, they provide companies with the opportunity to directly meet potential clients, business partners, and public institutions. Showcase events abroad allow German companies to present their products, services, and reference projects to an expert audience.

Delegation Participants



Benji Music

About the Company

The company Benjimusic has been in existence since January 2019. Benji Music is a music label, music publisher, and music production company. The music publishing arm is Benji Music Publishing, which takes care of the concerns of music authors. My main musical genre is music from Africa, such as Afrobeat, Amapiano, and traditional and modern African music. I support artists from Africa by enabling them to internationally release their own music. It is important to me that the artists are fairly compensated. I help African artists connect with each other to have a common creative output, and, among other things, I organize online songwriter camps. Furthermore, I offer music productions, including mixing and mastering. Benji Music collaborates with the digital music distribution platform Believe, through which we release his music.

Products & Services

I am seeking a global distribution structure for music. I can assist African artists in releasing their music worldwide. Additionally, I can provide a strong network in the field of music from Germany. Unfortunately, distribution channels in Africa are not yet sufficiently developed, and the collecting societies are also lacking. I would also like to educate people about their music rights in general. I am eager to contribute to the overall creative exchange among musicians.

Key Advantages

Throughout my 27-year career in the music industry, I have built a very extensive network. In my roles at music publishing and record companies, I have consistently forged contacts in Africa. South Africa, in my opinion, is one of the leading and most interesting music countries on the continent. Incidentally, a country that I believe is quite well-structured. Personally, I think that the various genres of music from South Africa deserve more attention worldwide, including in Germany.

Partnership Opportunities

I am primarily seeking to collaborate with artists, music authors, composers, music producers, and musicians. In the distant future, I aim to build an extensive musical catalog for my music publishing company, Benji Music Publishing. Therefore, I wish to connect and exchange ideas with these individuals. The same applies to my label, Benji Music.

More Information

Website: www.benjimusic.de Instagram: [instagram.com/benjimusic_rec](https://www.instagram.com/benjimusic_rec) [instagram.com/benjismusicpublishing](https://www.instagram.com/benjismusicpublishing)

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German Wahnsinn

About the Company

German Wahnsinn is a 360° audio agency with an associated recording studio complex and 7 studios in Hamburg St. Pauli. In addition, German Wahnsinn also runs a music label and a publishing company. Together with international bestselling author Cornelia Funke, German Wahnsinn founded the audio book label Atmende Bücher (Breathing Books), which produces and distributes audio books and radio plays for the international market. German Wahnsinn's creative achievements have already been honoured numerous times: Gold Records, Gold Cannes Lions as well as Latin Grammy nominations.

Products & Services

As Germany's most creative audio agency, the audio branding experts accompany brands and agencies in partnership through all phases of brand communication, from strategy development and consulting to conception, creation and production. In addition to uniquely sound audio consulting and all the services of classic sound and recording studios, the holistic range of services also includes the realization of immersive listening experiences in XR and the Metaverse.

German Wahnsinn provides further impetus with dynamic storytelling and the use of the latest technologies, including gaming engines and apps developed in-house, as well as software and tools for innovative audio creations.

Key Advantages

The 15-strong team around Eduardo García offers with a wide range of services in the audio and music industry making it a valuable partner for international creatives in need of audio and music-related services.

Partnership Opportunities

German Wahnsinn is looking for collaborations with composers, producers, publishers and labels to publish, sync and license music compositions and productions for moving content as well as licensing book content for the production and distribution of audio books worldwide.

More Information

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Neubau Music

About the Company

NEUBAU is a music management powerhouse, representing artists, songwriters and music producers in all aspects of their careers. We provide modern release services for artists, producers and labels alike, run our own independent publishing company and indie label Humming Records, including sync- and song-plugging services, and offer creative strategies for brands, creatives and other partners. We develop careers with a long-term vision, patience and international ambition. We believe in hard work and smart work, fairness and music that touches our soul. Our mission is to seek talent, awaken potential and support great music where we can.

Genre: Coming from a clear Indie-Rock/ Indiepop approach, NEUBAU represents Artist from mainly every genre these days from Rap, Pop, Indie, Electronic music.

Neubau Music was founded in 2018, runs offices in Hamburg and Berlin and grew to a total of 19 staff members (November 2023).

Products & Services

Label & Publishing Service; A&R; Songwriters Management; Artist & Producers Management; Song Plugging; Brand Management

Key Advantages

The advantages of promoting and marketing music in the digital age are manifold, reshaping the music industry into a more inclusive, dynamic, and interconnected ecosystem. Global reach, targeted marketing, cost-effective promotion, interactive fan engagement, and diversified revenue streams are key factors contributing to the success of artists in the contemporary landscape. Neubau Music tries to embrace technology by building tailor-made campaign and long term career strategies for artist, producers & songwriters and has built a music management powerhouse from Germany building careers world-wide.

Partnership Opportunities

We are interested in expanding our business, creating boundaries, finding partners in Southafrica (promo, marketing) such as artist, songwriters which might be interesting for the European market.

More Information

Website: www.nebaumusic.com www.hummingrecords.com Instagram: [instagram.com/nebaumusic/](https://www.instagram.com/nebaumusic/) [instagram.com/hummingrecords/](https://www.instagram.com/hummingrecords/)

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Piosenka+Plus

Piosenka Plus

About the Company

We specialize in the production of high-quality tribute shows spanning various genres such as pop, rock, and classical.

Products & Services

Our flagship products include the 'Adele London Tribute,' 'Ed Sheeran Tribute & Symphony,' 'A Symphonic Tribute to Metallica' available at www.metsymphony.com, and 'Nirvana Symphonic Tribute' showcased on www.n-symphonic.com. Feel free to explore more about us at www.piosenka-plus.com.

Key Advantages

Pop music enjoys immense popularity in South Africa, evident from the two highly anticipated Ed Sheeran shows in 2023. While there were substantial rumors surrounding an Adele concert, unfortunately, it did not materialize. Shifting to the rock music scene, Metallica boasts a significant fanbase in South Africa, having undertaken multiple successful tours in the region.

Partnership Opportunities

We are actively seeking a local promoter or organizer for our concerts in South-Africa. We are keen on establishing a long-term partnership to oversee all our future events.

More Information

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popup-records

About the Company

popup-records was founded in 2001 by Jan Köpke as a music label and promotion agency for the indie/alternative music scene. Over time and several seismic changes within the music industry later, popup-records' team of seven is one of Germany's most sought-after PR agencies and label services in the independent music market, designing tailor-made PR campaigns in all media areas for independent artists and partners like Cooking Vinyl, Nettwerk, V2, Concord, One Little Independent Records or The Orchard.

Products & Services

- Tailor-made cross media promotion campaigns (radio, online, print, TV) for established artists (indie, rock, alternative, singer songwriter, folk) and emerging artists alike in Germany, Austria and Switzerland
- Label services (digital and physical distribution) for GSA territory and worldwide
- Publishing administration (especially interesting for touring artists in Germany/Europe)

Key Advantages

popup-records is working on and building cross media promotion campaigns (radio, online, print, TV) in the GSA territory for artists from Europe, but also countries such as Australia, USA, Canada, Israel, Korea or South Africa, who oftentimes have made their first steps on the German market together with popup. The same applies to popup's artist roster on the label side, which has always been primarily international.

Partnership Opportunities

popup-records is seeking to connect with prospective partners, including labels, distribution companies, publishers, and managements, who are exploring opportunities to introduce their artists to the GSA market. Concurrently, we are eager to broaden our global network and gain insights into the South African music market, exploring potential export avenues.

More Information

Website: popup-records.de LinkedIn: [linkedin.com/company/popup-records](https://www.linkedin.com/company/popup-records) Instagram: [instagram.com/popuprecords](https://www.instagram.com/popuprecords)

Spotify: <https://open.spotify.com/playlist/1Z21pUvJyoh6XoFYa9hYpG?si=feb345ed21d84320>

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Schubert Music Publishing

About the Company

Schubert Music is a company spread out across 11 offices, covering 16 major territories with deep relationships to the societies, media & music companies. Additionally, Schubert Music has close partnerships with related companies operating in various sectors of music industry. Rooted in the area of publishing, Schubert Music broadens its field in the music industry over the years in the areas of label work, management, promotion, merchandise and since 2020 live music.

Products & Services

As a booking agency, Schubert Music Live is offering a spectrum of services in order to connect artists and musicians with performance opportunities. Newly specialized in Family Entertainment our aim is to reinvent the field of kids entertainment with one of our biggest export success stories, Heavysaurus.

Heavysaurus is a unique concept and the world's first children's metal band, packaged in a spectacular stage show with a real live band - in dinosaur costumes. Current countries: Finland, Germany, Austria, Switzerland, Mexico, Argentina. Countries to come: Italy, Spain, France, Poland, USA, UK, Japan, Korea.

Video: <https://youtu.be/hPww8f8y6H0> (German version) <https://youtu.be/J0KxDKGvEQs> (Spanish version)

Instagram: <https://www.instagram.com/heavysaurus/> (German version) <https://www.instagram.com/heavysaurios/> (Spanish version)

Key Advantages

South Africa is the most developed music market in Africa and offers great opportunities for the live music industry. We would like to build strong relationships and networks within South Africa live music business.

Partnership Opportunities

Partnership opportunities with concert halls, theaters, clubs, artists and bands, both established and emerging, Promotion and Marketing Agencies, Record Labels and Media Outlets

More Information

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Sounds of Subterranea

About the Company

I would like to shortly introduce myself. My name is Gregor and I run a label in Germany called Sounds of Subterranea. Sounds of Subterranea was formed in 1998 and grew out of my roots in punk. Always curious about new influences, I expanded the label to include new sounds and can now also work with artists from the fields of jazz, roots & hybrid, soul, neoclassic and noise.

In addition, I started a small distribution years ago. Because many small labels had no chance in the German / European market. At the moment I sell records from Iron Lung, La Vida Es Un Mus Discos, Feel it, Static Shock, Sorry State, Castle Face, Drunken Sailor, Finders Keepers, Bachelor, Taken by Surprise, Alien Snatch and around 160 other labels.

Products & Services

Label, Distro, Pressing, booking & promotion

Key Advantages

I have a perfectly developed network and specialize in small companies that don't yet have a foothold in the market.

Partnership Opportunities

Labels, Bands, Shops, Mailorder & other distributions

More Information

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umi music

About the Company

umi music is a fully equipped artist management agency based in Hamburg, Germany. With a year long label history (major and indie companies), owner Urs Middelhaue started his own company “umi music” as early as 2008. The management section prevailed after a short while already and by now, umi music is a full time artist management and consulting agency, working primarily rock and metal artists from both, North America and Europe, represented by a variety in labels, live agencies and other stake holding crafts. umi music also offers a digital release platform for catalogue releases.

Products & Services

- Management: If of mutual interest, artist management is the core business.
- Cooperations: Furthermore cooperations on artist (mgmt.)-level, (brand and band) cooperations could be an outcome.
- Consulting: Consultation of entering the European music market for rock and metal bands.
- Live: Bringing int'l rock and metal bands to South Africa.
- Distribution: Offering a digital distribution platform for catalogue releases.

Key Advantages

In globally operating businesses (internationally touring artists), Africa unfortunately too often is treated like the problematic step son, because the music industry's infrastructure appears not sustainable enough for some players. I would like to build bridges and to prove the opposite. Finding partners and founding coops (or simply building the bridges), I would love to connect with local players for either of my professional interests (recorded, live, synch), yet also offer to introduce the local players with my network, if wanted.

Partnership Opportunities

I am interested in working with rock music open people primarily. Yet also open for a generic exchange. Happy to network with live people, synch managers, artists + artist mgmts. Primarily rock music driven, but also generally curious on the market's dynamics (incl. consumption behavior) and open for offering my network also out of my box.

More Information

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up.booking

About the Company

We are a Germany based boutique agency providing booking, management and consulting for a roster of carefully selected international artists, from a variety of genres and backgrounds. For short distances and quick decisions, we run our very own label "up". Our booking Territory is Europe and Asia/ Asia-Pacific, with strong ties to the Indian music market. We offer full service tour booking and tour management. Through a vast network of music business professional, any Artist Management related business can be taken care of. Among the artists we have worked with are Rick Vito (US), Eamonn McCormack (IE), Prakash Sontakke (IN), Ben Walsh (AU), Vladimir Cetkar (MK), Gastone (DE), Christian Schimdhofers "Shatabditi Express" (AT), Tarq Bowen (GB). Our focus artists for 2024 are: The acclaimed Californian singer-songwriter Marcus Eaton, Latin Grammy award-winning Brazilian writer Ivan Santos & Trio, and the eclectic duo The Ohohoh's from Germany, fusing techno with western classical music. Our mission: Genuine Music for Genuine People!

Products & Services

We would like to introduce the following artists to the South African music market, Californian west coast singer-songwriter Marcus Eaton and the German duo The Ohohoh's (western classical music meets techno). Both artists are interested in performing live and recording and producing new material in South Africa with local partners. We also support intercultural exchange and collaboration, bilaterally and worldwide.

Key Advantages

We firmly believe that music is the true universal language that instantly connects everyone, regardless of their background and origin. Exchange and collaboration are crucial for artistic development and growth. Driven by this ethos, we relish discovering authentic artists, unveiling undiscovered music, and forging meaningful connections within the vast musical landscape. South Africa's dynamic cultural blend, shaped by a complex history, makes it a musical treasure trove. Eager to explore, our artists seek collaboration, blending traditional rhythms with contemporary beats. From apartheid-era anthems to township jazz. Celebrating the rich tapestry of South Africa's soundscapes.

Partnership Opportunities

Our focus lies in the live entertainment sector and its affiliated companies. Specifically, we are seeking South African Venues, Festivals and Booking & Promotion Agencies. Additionally, we have a keen interest in Music & Video Production, Recording Studios, Chamber/String Orchestras, Traditional Choirs, and opportunities for Artist Collaborations.

More Information

Website: www.upbooking.net www.marcuseaton.com www.theohohohs.de Facebook: facebook.com/up.booking.music

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About the Organizers

Hamburg Music Business e.V.

Hamburg Music is Germany's first regional music industry association and, with approximately 130 member companies, is one of the largest in Europe. It boasts extensive experience as an initiator of both national and international networks and projects. Leveraging expertise and valuable contacts with decision-makers in the public and private sectors in Germany and South Africa, Hamburg Music ensures the effective execution of projects under the BMWK Market Development Program.

IMEXSA

IMEXSA serves as the official export office for the South African music industry. With its expertise in international music business affairs and its close connections to the South African music industry network and government agencies, IMEXSA is adept at assisting music business professionals from other countries who are seeking access to the South African music market and wish to conduct business there. This includes collaborating with other export agencies to promote business and bilateral economic relations, as well as providing services to companies from other countries and within South Africa.

Southern African-German Chamber of Commerce and Industry

As a cooperating partner, the SAGCC will provide expert support and accompany the program. As the official representative of the German economy in South Africa, its aim is to strengthen bilateral trade and specifically to identify business opportunities in South Africa for German small and medium-sized enterprises (SMEs). Acting as a bridge between German and South African companies and organizations, the SAGCC offers a wide range of services and stands as a competent partner.

www.gtai.de/mep



