

Acces 2021 set to bring global music industry to Jozi

Acces, a pan-African music business event organised by the Music in Africa Foundation in a different African city annually, is bringing music industry professionals from across the globe - including musicians, label executives, publishers, promoters, managers and festival bookers - to Johannesburg for the fourth Music in Africa Conference for Collaborations.

Organised in partnership with Reeperbahn Festival, Acces will offer an exciting programme - including keynotes, panel discussions, live performances, exhibitions, workshops, awards and networking sessions. This year's edition of the conference takes place at Constitution Hill and Sci-Bono Discovery Centre from Thursday, 25 November to Saturday, 27 November.

The conference programme features a dynamic roster of global musicians and industry experts such as Master KG, Busiswa, Slikour, Msaki, Gigi Lamayne and Priddy Ugly, who are among more than 50 speakers and workshop facilitators confirmed for the music trade show. Other high-profile music industry players at Acces 2021 include event producer and journalist Rashid Lombard (South Africa), Nø Førmåt! founder and CEO Laurent Bizot (France), award-winning jazz musician Moreira Chonguica (Mozambique) and Vth Season co-founder Ninel Musson.



SA dates announced for Justin Bieber's world tour

15 Nov 2021



Showcases, workshops, exhibitions and more

Acces 2021 will kick off next week Thursday with the Music in Africa Honorary Award ceremony where South African legends Vusi Mahlasela and Thandiswa Mazwai will be awarded for their outstanding contribution to their home country's music industry and that of Africa as a whole. The pair will join previous award recipients Baaba Maal (2017), Eric Wainaina (2018), Ebo Taylor (2019) and Bibie Brew (2019).

Acces, in partnership with Reeperbahn Festival and Bassline Fest, will feature an eclectic line-up of **showcasing artists** from Africa and the diaspora. Confirmed artists include Sampa the Great (Zambia), Msaki (South Africa), Dendri Stambeli Movement (Tunisia), Wamwiduka Band (Tanzania), Tommy Wa (Nigeria), Moonga K (Zambia/South Africa) and Morena Leraba (Lesotho).

As with previous editions, Acces will offer highly interactive **workshops** targeting musicians, producers, sound engineers and independent music marketers. This year, the conference will offer four carefully designed workshops led by producers 37mph and Muzi, Ditto Music's Wendy Verwey Bekker, Akum Agency's Jess White and hip hop artist Gigi Lamayne.

The conference will also host a **curated exhibition** area at Sci-Bono Discovery Centre where innovators and service providers in the music industry will get to present their products and ideas throughout the duration of the music conference. This year sees the continuation of the Exhibitor Hubs - an innovative, tech-oriented space where companies and organisations will present their new products and services.



Bacardi Holiday Club returns in 2022

15 Nov 2021



The Acces 2021 will also programme a number of **Pitch Sessions** which are ideal opportunities that startups can use to present their ideas to an audience of potential partners, collaborators, clients and funders. Pitchers get 10 minutes to present their concepts, answer questions and get feedback from the audience members, many of whom are industry leaders on the lookout for the next big idea.

Acces is free to all Africans, however, [online](#) registration is mandatory.

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