

# Bakshi returns to MEX16

Music Exchange 2016 (MEX16), featuring influencers in the global music and entertainment economy, will take place at GrandWest Casino and entertainment world between Thursday 8 and Friday 9 September.

## Bakshi returns



MEX16 welcomes back Brandon Bakshi, Broadcast Music, INC (BMI) executive director of Writer/Publisher Relations for Europe & Asia, for a second year. He's responsible for the signing of the likes of Daft Punk, Pete Townshend, Queen, Sade, Afrojack, Deadmau5, One Direction, Shaggy, Avicci, as well as Ellie Goulding.

Bakshi has been a past speaker and moderator at the Winter Music Conference, Amsterdam Dance Event, as well as a Music Managers Forum. In this role, Bakshi oversees the outreach and relationship management among the international song writing and publishing community and, as with all of MEX16's guest speakers, both imported and local, he's prepared a presentation invested in equipping every delegate with information that has the ability to empower.

As part of the bigger MEX16 experience, Bakshi will marry together and mentor aspiring composers with some of Europe, the US and South Africa's most gifted wordsmiths, as part of songwriter's camp to be held at South Beach in Cape Town, from 4-10 September 2016. "It's going to be an intensively creative time," Bakshi confirms. "I have facilitated these kinds of creative retreats for the better of a decade, all over the world, so I am truly excited to see what comes out of our week-long commitment to creating something extraordinary through active collaboration and real investment."

"I think our initiative could work for both SAMRO (South African Music Rights Organisation) and BMI," Bakshi declares. "My first year at MEX15 was wonderful, so being invited back as well as investing in the writers camp is really thrilling. I hope to help amplify the talent South Africa's certainly able to export, given the type of invaluable guidance a conference the calibre of Music Exchange shares."

## Guest speakers

Sipho Mabuse, who's celebrating his golden anniversary this year, will be a keynote speaker at Mex16, alongside a whole host of local and international thought leadership, intellectual capital and raw talent. The event offers this opportunity to artists, bands, actors and anyone keen to amplify their intellectual capital.

Other guest speakers confirmed include: Arthur Goldstuck, Grant Davison, Kim Kallie Banner, Ernestine Deane, Mynie Grove, Mike Joubert, Warrick Percy, Moreira Chonguica, Bev Scott Brown, Tony Cedras, Miles Keylock, Alan Ray Scott, Ready D, Jarrod Aston, Gareth Duncan, Marvin Levendal Samm Marshall, Sophia Foster, Nick Matzukis, Siphokazi Jonas, Mornay Hoffmeester and Brian Mawdsley.

Over the two days, the annual symposium of the industry's finest strategists, marketers and musicians will share and engage in lectures and collaborative table talk breakout sessions, all geared to empower, edify and entertain.



## **Purchase tickets**

Limited tickets are now on sale through Computicket, Shoprite and Checkers outlets countrywide, online at [www.computicket.com](http://www.computicket.com), or by calling 0861 915 8000.

Tickets cost R200 for the full two-day event or attendees may book at the door.

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