

## Musical showcase line-up for Moshito announced

The Moshito Music Conference and Exhibition has confirmed a musical showcase line-up, delivering some of the country's established and emerging talent. Apart from dissecting pressing industry issues, the conference is also a platform that exposes great talent.

Included in the performance programme is the Native Rhythms Showcase featuring artists from the reputable record company, such as The Soil, Pu2ma, Indwe, Nazania, and Sol Phenduka. There's also a new breed of singer-songwriters exploiting the urban soul space, like Naima Mclean and Bongzi Mvuyana.



Native Rhythms has a reputation for working with artists with a strong indigenous quality to their music. Its track record speaks for itself. The Soil is a trio doing a capella music with a township soul twist. Pu2ma is reminiscent of legendary Miriam Makeba in her earthy approach to jazz.

Speaking on the importance of such a showcase within the conference, Native Rhythms head, Sipho Sithole said: "We are known for the distinct African sound that we bring and we participate a lot in international festival and markets. This is an opportunity for us to present our artists and the music that we have to international delegates who will be at the conference. We do this also to honour Moshito, which is the only music market dedicated to the development of the industry."

### A fertile ground for networking

Raphael Benza, who represents newcomer Bongzi Mvuyana added: "This exposes our artists to industry players ranging from media, record label moguls, PR and marketing experts. It's a fertile ground for networking and an opportunity for our artist to showcase their talent."

Naima Mclean, whose new single, Hero, features award-winning hip hop artist AKA, is looking forward to her performance. "Because I'm in the developmental stages of my career, it's important for people in the industry to know what my music is about. I'm hoping the conference will provide that platform," she explained.

There's a strong contingent of artists from Reunion Island's IOMMA conference that form part of the music exhibition. Their presence is as a result of the exchange programme established between Moshito and IOMMA conferences this year.

Moshito vice-chairman, Tholsi Pillay explained: "The Moshito-IOMMA relationship is based on the potential for mutual growth and a dedication and commitment to the development of the arts and culture industry through perpetual collaboration. We look forward to a long-term sustainable relationship based on this premise."

The musical showcases will take place at the Sandton Convention Centre.

#### Line-up

**September 21 (6.30pm to 11pm):**

- Methodical Rhythm
- Gabi and Trip
- 4 Plus Jazz Band
- Sigauque
- Mahotella Queens
- CMI Collective
- Tshepo Fela
- Bongzi Mvuyana
- Tiloun (Reunion Island)
- Naima Mclean

### **September 22 (12 noon to 1pm):**

- Steel Band
- Cappuccino
- Miss Ladiva

### **September 22 (5pm):**

- Yaelle Trueles

### **September 22 (6pm to 9pm):**

- Native Rhythms Showcase
- Pu2ma
- Indwe
- Nazania
- Sol Phenduka
- The Soil

Registration for the conference is now open, and can be accessed at the conferences official website, [www.Moshito.co.za](http://www.Moshito.co.za)

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