

# Moshito 2012 calls for papers, showcase submissions

Africa's premier music industry event, the [Moshito Music Conference and Exhibition](#), has called on conference papers and showcase submissions for the annual event which takes place 5-7 September 2012 in Newtown, Johannesburg, South Africa.



The music industry, both at a global and domestic level, is experiencing great transformation. Factors such as globalisation, mergers and acquisitions, competition from traditionally non-music companies, and technological innovation are forcing companies to re-think and re-align their business strategies.

## Call for conference papers

In this new environment companies are required - amongst other things - to create new revenue streams, tap into new markets, increase market share and cut down operational costs. They are also expected to cater to the ever-changing expectations and requirements of consumers who are increasingly better informed about their choices and are more demanding. This requires a constant attention to business strategies on the part of all operators of the music industry, who must seek to build defensible competitive and cooperative advantages.

As the premier music conference and exhibition in Africa, Moshito programmes its conference with invaluable insights, emanating from right here at home, across the continent and globe. To this end the annual conference programme offers credible business intelligence on pressing international and national issues, allowing members of the South African music industry to make informed business decisions.

Moshito is calling for experts in their fields to participate as part of the programme in the 9th Annual Moshito Conference & Exhibition. The conference will take in a range of themes including:

1. Socio-economic development (e.g. social security for artists, the rights and status of artists, performers, composers, policy development, SME development, skills development)
2. Industry challenges (e.g. licensing, piracy, copyright laws)

3. New markets (exploring a "how to" for our artists and products to energise national, continental, international, digital and performance circuits and linked events)
4. Technology (investigating the latest trends in technology available to operators in the music industry, honing in on how these can benefit artists, musicians and SMEs)
5. Live Music (establishing and/or enhancing performance circuits through festival and live venue circuits for the benefit of our artists)

Papers should be submitted to [content@moshito.co.za](mailto:content@moshito.co.za) by no later than 30 June 2012.

## **Call for showcase submissions**

Performance showcases, in addition to the daily conference and exhibition proceedings, form an integral part of the conference. The introduction of day-cases at Moshito 2012 will provide a stage for up and coming bands while professional evening showcases will take place at a number of venues in the Newtown area.

To seize this opportunity to perform in the presence of producers, festival programmers, record companies and many other industry executives, we hereby invite bands and musicians to submit the following materials:

- Biography and contact details
- A minimum of three songs on DVD/Video and CD
- Links to Youtube or other music sites
- Contact details for the band/musician/manager
- Two photographs

Submission must be sent to [showcases@moshito.co.za](mailto:showcases@moshito.co.za) and delivered or posted to the Moshito office: 10 Henry Nxumalo Street, Newtown, Johannesburg, 2001.

The Moshito Showcase Committee has the final say about which groups will form part of the official showcase. The deadline for all submissions is 30 June 2012.

For more, go to [www.moshito.co.za](http://www.moshito.co.za).

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