



22 November 2019

**CONVENERS MESSAGE FOR MUSIC EXCHANGE 2019
3 DAYS 13-15 SEPTEMBER 2019**

As Convener of the NPC of MUSIC EXCHANGE 2019, (#MEX19), now in its ninth year, we are delighted to share the news regarding the 2019 event.

The 9th annual Music Exchange (MEX) was held at the Radisson Red hotel in the V&A Waterfront. Management expressed a keen desire to have the event at the hotel, as the event is a natural fit with the group's philosophy and outlook

For the first time the conference extended to a full three days. starting on Friday 13 September, going through to the Sunday, 15 September 2019.

MEX – 2019/2020 REVIEW

Hot on the heels of a multitude of 2018 events, Music Exchange (MEX) had a productive start to 2019.

In March 2019 MEX board member and mentor Dr Trevor Jones was awarded a Lifetime Achievement award by the Western Cape Government, while Music Exchange was recognised, on the same night, for its contribution to Music in the Western Cape for the 2018/2019 year.

The awards ceremony took place in March, and in April 2019 Music Exchange was invited to present a three-day masterclass to the Arts Council in Malta.

Three speakers flew out to present masterclasses, covering a myriad of topics over three days, to Arts Council Malta at Fortress Builders, Valletta.

Music Exchange was then invited to attend the Malta Jazz Festival, in July, as a participant observer and to offer input in to the 2020 event. The 2019 jazz festival culminated with MEX securing the keynote speakers for MEX20.

We will be bringing the band Ozmosys (under the direction of Omar Hakim and his wife Rachel Z) to South Africa in 2020.

THE REPORT

The overall theme for the conference was one of rights. And this was the cornerstone of each presentation during the three days

36 speakers

23 topics, over 3 days

10 female speakers

The conference does not operate in isolation and was fully aware of the events of femicide and the outrage South Africans felt prior to the event.

Mex chairperson Sipho Mabuse stressed this point in his opening address and this point was stressed again by both City of Cape Town speakers JP Smith and Western Cape Government representative, Guy Redmann.

The 2019 MEX conference was dedicated to the late singer/songwriter Kathryn Swain, who tragically passed away, due to mental challenges, a few weeks prior to the event.

MEX is not paying lip-service to artists fears, and we will be holding a number of specific master classes regarding mental health in the lead up to Music Exchange #MEX20, which celebrates its 10th anniversary in 2020.

MEX was also delighted to have all the major rights agencies in South Africa at the conference for the duration of the three days.

Capasso

Samro

Sampra

RISA

Our keynote speakers brought across incredible gravitas in their chosen field within the music industry.

David Kramer, as keynote speaker, spoke about his journey to musicals and discussed shows such as District 6 The musical, as well as his other iconic plays, and drew attention to his current work, Danger in the Dark.

MEX was delighted to host Candice Pillay, who earlier in the month had spoken at the Music Imbizo, in Durban. Candice hails from Pietermaritzburg and is today an A-list songwriter and performer in LA, California, USA.

The opening night had a number of firsts:

Four showcase artists
Michelle Kleinsmith Band
Dj Boo
Dudu and Jules
Frank Paco

Each morning the conference opened with a short music performance.

We hosted:

Dylan Red
Alana Joy and Didi paid tribute, in song, to Kathryn Swain, on the final day of the conference.

The MEX team actively engaged the music schools CMI, Mitchell's Plain Music Academy and Pneumatix, under Winston Siljeur, who sent his entire class through for all three days.

The V&A Waterfront has an active music program and sent all of their artists to the conference. The program, that Craig Parks is working on, in conjunction with MEX, had all their artists from Outlying areas attending too.

City of Cape Town also invited over 25 emerging artists to attend the conference.

One thing is clear, the conference is not only pitched at emerging artists but also established artists.

A concern that needs to be addressed is that the music teachers are not attending, and this can only be at the detriment of the students as the business advice being handed out by CEO's of companies involved in the music industry.

This year's speakers covered the entire music landscape. From performance, to business heads of record companies, aggregators, radio station heads, agents, artists manager and major collecting agencies to lawyers - all talks focused on outcomes for attendees.

Three of the speakers appeared at the 2019 Standard Bank Joy of Jazz festival, namely RJ Benjamin, Sipho Mabuse, Moreira Chonguica.

Another highlight was the 'Reality TV' panel, hosted by RJ Benjamin. A number of home truths came home, and work needs to be done in this area to take away the misconceptions that some of these artists harbour.

What the team executed was to honour the commitment made in the 2018 report.



**MUSIC
EXCHANGE**

CONFERENCE

www.musicexchange.co.za

#MEX19

EMPOWERING THE ENTERTAINMENT ECONOMY

13 - 15 SEPT 2019

Radisson Red, V&A Waterfront



BETTER TOGETHER.



SAMRO



representing the recording industry of south africa



AFRICORI
MUSIC COUNCIL



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



THE MUSICAL INSTRUMENT SPECIALISTS



**Academy of
Sound Engineering**

BOOK VIA QUICKET.CO.ZA

Regarding master classes:

We held monthly master classes, in the lead up to #MEX19, to keep educating around the relevant current topics that artists need to know about.

This was all made possible with the help of our venue partner, Paul Bothner Music. And Radisson Red. Both businesses have had a long and mutually beneficial partnership with MEX.

The V&A Waterfront has an active music program supporter, and they put forward acts to showcase in front of all the speakers on the Friday evening.

Just Music was actively involved in the conference.

MEX continued building relationships with industry players that have longevity and we built proactive partnerships in 2019.

We had one international speaker and 36 South African speakers.

Our business-to-business focus was also a key driver in 2019, aimed at active industry professionals. This can be seen in the program as we hosted key industry bodies, SAMRO RISA, CAPASSO, SAMPRA, all delivering presentations on day one and day two of the conference.

We moved away from edutainment, and into focused master classes and workshops for delegates to engage in.

The dates and topics of events leading up to MEX19 and post MEX19 were as follows:

MUSIC MASTERCLASS

'MASKANDI'

WITH QADASI & MAQHINGA

16 FEB 2019



PAUL BOTHNERS, CLAREMONT

Cnr Central & Hawthorne Road, Claremont, Cape Town

10:30AM - 12:30PM

R50.00 online / R70.00 at the door
Online tickets available at www.quicket.co.za



MUSIC EXCHANGE MASTERCLASS

How to get your song played on radio

23 March 2019

Talk hosted by:

Jarrold Aston from Radio Monitor
Music Exchange
Paul Bothner Music
Western Cape Government



PAUL BOTHNER, PLUMSTEAD

Shop G7, Richmond Centre, Main Road, Plumstead, Cape Town

10:30AM - 12:30PM

R50.00 online / R70.00 at the door
Online tickets available at www.quicket.co.za



MUSIC EXCHANGE MASTERCLASS

RJ BENJAMIN

HOW TO
MAXIMIZE YOUR MUSIC
AS AN INDEPENDENT ARTIST



4 MAY 2019 / 12:00PM - 2:00PM

RADISSON RED HOTEL

Silo 6, Silo Square, V&A Waterfront, Cape Town

R50.00 online / R70.00 at the door

Online tickets available at www.quicket.co.za



An intimate evening with **RJ Benjamin**

featuring Chad Alexander



4 MAY 2019

RADISSON RED HOTEL 8PM

Silo 6, Silo Square, V&A Waterfront, Cape Town

R120.00 online / R150.00 at the door
Online tickets available at www.quicket.co.za



Music Exchange - Presents

Moreira Chonguica

MASTERCLASS:
"HOW TO UNDERSTAND YOUR
LEVERAGE AND BRANDING AS AN
ARTIST"



25 May 2019
10h30am-12pm Radisson Red
Hotel V&A Waterfront
R50 Quicket
R70 Door



Building on strategic partnerships in 2019

A number of event sponsors returned, and we had the corporate market sponsoring a number of key areas:

SAMRO

RISA

DEEZER

JUST MUSIC

RADISSON RED V AND A WATERFRONT

Academy of Sound Engineering (ASE), Cape Town

V&A Waterfront

Paul Bothner Music

Biz Community

Triple M Entertainment

Eastern Acoustics

Ovcorp Media

South Beach in Camps Bay

Quicket

We had one international speaker and 36 South African speakers at #MEX19.

To Recap, re: the history of Music Exchange:

Music Exchange (MEX), NPC is a non-profit organisation, founded in 2009. It is one of the leading South African music and entertainment conferences and networking events that culminates in an annual two-day international music conference.

We have monthly programs for music professionals.

The program provides creative workers with practical tools and insights into the workings of the music and entertainment business, in order that they are better equipped to make a success of their careers.

MEX, over the years, has attracted local and global entertainment industry thought leaders, all who have been instrumental in building and fostering value-add partnerships, job creation and economic development.

Over the past nine years delegates have met an array of international and South African Industry practitioners, including:

UK – Christian Wright, from Abbey Road Studios, London.

UK – Mark Murdoch of Mahogany in London.

FRANCE – Ben Oldfield – The Orchard, Paris.

UK – Brandon Bakshi – BMI.

USA – Mos Def – Internationally acclaimed hip-hop artist and actor.

GERMANY – Tim Renner – CEO of Universal Music, Germany Cultural Ambassador City of Berlin.

UK – Trevor Jones – Critically acclaimed movie composer, born in District 6, Cape Town.

USA – Charles Goldstuck – CEO Touchtunes, former CEO Sony/BMG.

AUSTRALIA – Stuart Rubin – Former marketing director at BMG Records.

AUSTRALIA – David Vodicka – Chairman Rubber Records and independent music lawyer.

USA – Bryan Michael Cox – Nine times Grammy award winner, songwriter and music producer.

USA – Ryan Haslim – Manager to Bryan Michael Cox, conference coordinator for the A3C festival, Atlanta.

Mozambique – Moreira Chonguica.

USA – Alicia Madison – New York songwriter.

Columbia – Marcela Arciniegas – Music producer and songwriter.

USA – Jann Klose – New York-based, Grammy-nominated pop singer and songwriter.

USA – Tony Grund – DJ and songwriter.

UK – Steve Stapley – Songwriter

USA – Candice Pillay – songwriter and recording artist

South African artists include:

Sipho "Hotstix" Mabuse
Jarrod Aston
RJ Benjamin
Chantal Stanfield
Chad Alexander
AKA
Vicky Sampson
Auriol Hays
Chad Saaiman
Siphokazi Jonas
Ebrahium Mallum
Jarrad Ricketts
Colin Sher
Karen Zoid
Ziyon
Amanda Black
Wandile Bambini
Carli Myers
Ameen Harron

Administration

MEX is a Non-Profit company, which is chaired by Sipho "Hotstix" Mabuse, with support and endorsement from Trevor Jones, Victoria Seale, RJ Benjamin, Jason Curtis, and John Fishlock.

Martin Myers is the event convener and founder.

A group of dedicated team members namely Bevan Trevor, Derek Geddes, Warren Kirkland, Roeshdien Jaz, Aki Khan, Esra Overberg helped stage the 2019 event.

Andre Gilbertson was involved in the media liaison and interviews.

Siphokazi Jonas works to involve the spoken word artists

#MEX19 RECAP

DAVID KRAMER DELIVERED MEX19 KEYNOTE ADDRESS

MUSIC EXCHANGE (#MEX19), South Africa's only entertainment-economy-focused conference, returns to Cape Town for the ninth time from 13 to 15 September 2019 at the impressive Radisson Red Hotel at the V & A Waterfront.

Stage and recording artist icon, David Kramer confirmed, and he delivered the keynote address at MEX19. Famous for his Broadway and West End exports, *Kat & The Kings*, *District 6* and his *Danger in the Dark* production which debuted at The Baxter in Cape Town on 11 October 2019, Kramer's delivery was extremely well received.

Music Exchange was also honoured and recognised by the Western Cape Government for its contribution to Arts and Culture in March; and this year's conference will have an overarching theme of "rights".

Starting on Friday 13 September, at 2pm, MEX19 officially opened with the Composers, Authors and Publishers Association (Capasso), before moving onto the South African Performance Rights Association (SAMPRA), as well as the South African Music Rights Organization (SAMRO) – all three major collecting agencies in the country – who shared the podium at the country's only annual conference that seeks to empower South Africa's entertainment economy.

Over two days, attending delegates experienced more than 19 talks and panels over the three-day emersion. All with the aim of empowering each with practical knowledge to apply to their careers.

Other highlights included:

- #MEX19 keynote speaker, **David Kramer**
- CEO of Just Music, **Charles Kuhn**, Head of A&R **Matthew Fink**
- **Lance Stehr**, Head of **Muthland Records**
- **Steve Werner**, Station Manager at **KFM**
- **Sotiris Moldovanos** at music streaming service, **Deezer**
- Music reality show panel, hosted by **RJ Benjamin**, along with:

Paxton Fielies - *Idols* 2017 Winner

Lize Mynhardt - *Idols* 2014 Second runner up

Robin Pieters - *TVSA* 2016 Round 5 contender

Sasha-Lee - *Idols* 2009 Joint winner

PJ Twins - *TVSA* 2019 Top 5 finalist, *SA Got Talent* runner up

Amy Tsjasink - *TVSA* 2019 Semi-finalist

Elwira Standili - *Idols* 2015 Top 8 Finalist

David Januari - *X-Factor SA* 2014 winning group 'Four'

With MUSIC EXCHANGE now well-and-truly established and respected – thanks to the incredible support from some of the world’s biggest names in production, song writing, composition, management, PR, digital strategy and live performance – MEX19 is excited to announce more of the same in the build up to its biggest weekend yet.

City of Cape Town’s Zahid Badroodien, Mayoral Committee Member for Community Services and Health, says, “As a host city and a proud sponsor of the Music Exchange conference, the City is really looking forward to welcoming the delegates and the participants to the world’s leading festival and event destination. Cape Town has a diverse musical offering and it’s the perfect place to host an event, which celebrates musical diversity. This event will also provide a platform to young up and coming artists through coaching clinics, as well as developmental workshops, and the City is always proud to support initiatives that provide opportunities to our residents.”

Martin Myers, founder and convenor of the conference, remarked, “This year MEX is delighted to have the key decision makers of some of the most important music bodies in South Africa attending”.

Artists include Chad Saaiman and MEX chairperson, the legend Sipho Mabuse. Booking agents and promoters Nikki Froneman, Jarrod Aston, Lesley Wells, Craig Parks and Lauren Parks will also be sharing their knowledge, along with community radio specialist Selwyn Bartlett. MEX19 will also welcome back longstanding partners Paul Bothner Music to the fold.

Digital monetisation and understanding your rights be it legal (including what a proper legal contract looks like and how to navigate the small claims court), or rights in the digital economy, all also will be unpacked, demystified and opportunities explored at MEX19.

With more speakers and events to be announced over the coming week, in the build-up to MEX19, follow us on [Facebook](#) to get breaking announcements, as they happen.

Whether you’re an established or ambitious young artist, publicist, producer, DJ, manager, venue owner, record label, agency or corporate brand looking to gain invaluable insight and learning’s every delegate can actively apply and benefit from, MEX19 is the creative hub responsible for bringing it all together.

Limited delegates tickets for #MEX19 were available through [Quicket](#). Full conference tickets, for all days, cost R500 included lunch on Saturday and Sunday.

MEX19 RECAP 2

Celebrated singer/songwriter Candice Pillay flew in from LA for MEX19 (Music Exchange 2019)

MUSIC EXCHANGE (#MEX19), South Africa's only entertainment-economy-focused conference, returned to Cape Town for the ninth time from 13 to 15 September 2019 at the impressive Radisson Red Hotel at the V & A Waterfront.

As part of what has become a highly anticipated Cape Town annual imbizo, MEX, well known and respected for delivering the very best and relevant players in the global music economy, has done it again in welcoming Candice Pillay at this year's gathering.

Born and raised in Pietermaritzburg, Pillay has come a long way from her humble KZN roots.

Working with iconic names in the music industry, Pillay has added her genius to tracks made famous by the likes of Dr Dre, Eminem, Kendrick Lamar, Snoop Dog, Rihanna, Christina Aguilera, Schoolboy Q, Timberland, Anderson. Paak, Tinie Tempah and Calvin Harris.

Today she is well installed and celebrated in Los Angeles, California, as a revered singer and seminal songwriter.

As one of #MEX19's Sunday keynote speakers, Pillay delivered an address that investors in the South African and bigger global music economy truly benefited from being in attendance.

Better news still for followers and fans of Pillay's lyrical and vocal prowess was that she's set to release her next album, along with tour dates in 2020, all while continuing to co-produce, write, and redefine artist development with many up and coming artists around the world.

"Securing the calibre of Candice Pillay is a coup for #MEX19, and the greater South African music community," #MEX19 convener, Martin Myers celebrates. "We are truly excited and humbled to have her share her journey and impart invaluable, real-life learning's with all MEX19 attendees."

Candice Pillay's discography includes:

Dr Dre

"Genocide" (ft. Dr Dre, Candice Pillay, Kendrick Lamar & Marsha Ambrosius)

"One Shot One Kill" (ft. Snoop Dogg, John Connor)

"Medicine Man" (ft. Dr Dre, Eminem, Candice Pillay & Anderson Paak)

"Intro" (Vocals)

School Boy Q

"Groovy Tony"

"Eddie Cane"

"Ride Out"

"Whatever You Want" (School Boy Q ft. Candice Pillay)

"By Any Means"

"Big Body"

Rihanna

"Cockiness (Love It)"

"American Oxygen"

Christina Aguilera

"Lotus"

"Make the World Move"

"Cease Fire"

"Circles"

"Best of Me"

"Shut Up"

"Light Up the Sky"

Tinie Tempa

"Don't Sell Out" (ft. Candice Pillay)

"Witch Doctor" (ft. Candice Pillay)

FarEast Movement

"F-VR" (ft. Candice Pillay)

Sevyn Streeter

"Consistent"

"Dumblonde"

"You Got Me"

"Eyes on Horizon"

"Remember Me"

"Tender Green Life"

"Love Blind"

"Yellow Canary"

"White Lightning"

"Waiting on You"

"Take Away"

"Carry On"

Attendance

Outstanding attendance! "We focused on master classes and workshops this year," convener, Martin Myers declares. "The room was full for all three days of the conference."

Candice Pillay, our international delegate, spoke more than once, while being fully engaged at the conference.

The conference was also streamed live on Facebook Live for the entire duration and we post the clips, once a month, in the lead up to MEX20 – for audiences to engage with.

David Kramer's keynote talk was posted in October 2019.
Chad Saaiman's talk will be posted in November 2019.



**Music Exchange (MEX) annual conference
Radisson Red, Cape Town
13 to 15 September 2019
#MEX19**

DAY 1

Friday, 13 September 2019

1:30pm	Doors open
1:45pm to 2:15pm	Brenda Sisane – International Jazz Day 2020 in Cape Town
2:15pm to 2:45pm	Wiseman Ngubo – CAPASSO – The importance of metadata
3pm to 4pm	Ntsietso Mokitimi-Makhofola – SAMPRA – Needle time rights – A legal and operational perspective
4pm to 4:45pm	Alderman JP Smith – City of Cape Town
5pm to 7:45pm	#MEX19 opening & networking Radisson Red rooftop and showcase
8pm to 9.30pm	Frank Paco – Performance



Day 2

Saturday, 14 September 2019

9:45am to 10am	MEX Welcome – Sipho Mabuse and Martin Myers
10am to 10:45am	Nhlanhla Sibisi – RISA – Protecting copyright in the digital environment
10:45am to 11:30am	Lance Stehr – MUTHALAND RECORDS – launch of CYPHA
11am to 11:45am	Karaboo Senna – Defining SAMRO
12:00pm to 12:25pm	Chad Saaiman – My life in music
12:30pm to 1:15pm	Charles Khun and Matthew Fink – Just Music – The state of independence
1:15pm to 2pm	Lunch
2pm to 2:30pm	Barry Varkel – Legal rights/contract and the small claims court
2:30pm to 3pm	Yoel Kenan – Africor – Aggregators and more
3pm to 3:30pm	Stephen Werner – KFM - What Cape Town's biggest radio station wants from you
3:30pm to 4pm	Selwyn Bartlett – Selcorp Media – Community radio
4:15pm to 5pm	Sot Moldovanos – Deezer – Best practice to get your song playlisted
5pm to 5:30pm	Manqoba Kubheka – SAMRO – 4IR, myth or reality in the SA Music industry?



Day 3

Sunday, 15 September 2019

10am to 10:15am	Welcome by Guy Redman Chief Director Department Cultural Affairs and Sport, Western Cape Government
10:15am to 11am	MEX19 Keynote – David Kramer
11:15 am to 12pm	MEX19 Keynote – Candice Pillay – Pietermaritzburg-to-LA, songwriting with the stars – hosted by RJ Benjamin
12:15pm to 1pm	John Fishlock – What the publisher doesn't tell you
1pm to 1:30pm	Lunch
1:30pm to 2:45pm	Panel Discussion - Reality is a friend of mine. Moderated by RJ Benjamin and featuring local reality TV stars from <i>The Voice SA</i> , <i>Idols SA</i> and <i>X Factor SA</i> : Paxton – <i>Idols SA</i> 2017 winner Lize Mynhardt – <i>Idols SA</i> 2014 Robin Pieters – <i>The Voice SA</i> 2016 Sasha-Lee – <i>Idols SA</i> 2009 Joint winner PJ Twins – <i>The Voice SA</i> 2019 and <i>SA's Got Talent</i> Amy Tjasink – <i>The Voice SA</i> 2019 Elwira Standili – <i>Idols SA</i> 2015 Top 8 finalist David Januari – <i>X Factor SA</i> 2014
3pm to 3:45pm	Panel discussion: Agents and management hosted by Jarrold Aston , along with Nikki Froneman , Craig Parks , Lesley Wells and Lauren Parks .
4pm to 5pm	Songwriting master class with Candice Pillay , hosted by RJ Benjamin
5:15pm	Close – Book for #MEX20

MEDIA COVERAGE

PRESS AND RADIO AND TV

Music Exchange received superb press support in 2019.

Our major media partner was Biz Community and Peoples Post.

A quick count: more than nine press articles, as well as four major radio interviews with Cape Talk, Worcester FM, Paarl FM and Bush Radio.

Select links below:

<http://www.702.co.za/articles/360081/martin-myers-and-sipho-mabuse-say-enough-is-enough>

<https://www.news24.com/SouthAfrica/Local/Peoples-Post/putting-money-where-the-music-is-20190902>

<https://www.capetownexperiencesmagazine.com/post/the-music-exchange-comes-to-cape-town>

<https://www.bizcommunity.com/Article/196/480/194240.html>

<http://www.nusoulhubradio.com/highly-revered-music-industry-professional-candice-pillay-to-attend-mex19/>

Biz Community ran editorial pieces prior to the conference.
Five articles were written, pre, during and post conference.

Robyn Cohen ran a feature on her platform.

Social media

Please see the attached [link](#) showing the detailed social media report.
MEX19 is active on social media platforms: Facebook, Twitter and Instagram.

Sponsors

Music Exchange would not be possible without the kind sponsorship and partnerships. #MEX19 is thankful for the following sponsors and partners:

SAMRO

Western Cape Government – DCAS

RISA

CITY OF CAPE TOWN

RADISSON RED – V and A Waterfront

Academy of Sound Engineering (ASE)

Paul Bothner Music

Biz Community

Triple M Entertainment

Eastern Acoustics

5D Design

Looking ahead to 2020, #MEX20, and more...

The Music Exchange dates are out, and booking is open, via [Quicket](#), for 2020.

#MEX20 will run from Saturday, 5th September, through to Sunday 6 September 2020.

Monthly masterclasses will continue, starting middle January 2020, once a month, on the first Saturday of each month.

If you know of speakers or topics, please feel free to [engage](#).

Testimonials from #MEX19

On behalf of Matthew Fink and myself, I would like to thank you very much for inviting us to participate at Music Exchange in Cape Town this year.

We both thoroughly enjoyed the conference, and we are pleased by the opportunity and platform of MEX to share information on Next and Just Music. Hopefully our presentation added some value for delegates. It was great to network and enjoy the quality of other presentations, speakers and live performances over the two days that we attended.

Congratulations to you and your team at MEX on an excellent event. I'm sure that we will be back next year.

Best regards,

Charles



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"This year's #MEX was the best I have ever attended. Pure class and an incredible networking opportunity for seasoned industry professionals and newcomers. Well done on a very well-produced event and I look forward to supporting this initiative for many years to come" - Jarrod Aston-Assenheim | Radiomonitor SA & AirCeleb

Kind Regards,

Jarrod Assenheim | Radiomonitor Africa
Johannesburg | Cape Town

Thank you for the opportunity to present.

I feel the conference was a great success. Well done!

Regards

Sot

Sotiris Moldovanos

Music Editor for Africa – Deezer

A brilliant event. It's fantastic to see a space where young and experienced talent can come together to share ideas, inspiration and best practice, and most of all – learn from each other. Looking forward to #Mex20 – the 10th anniversary edition “

Stephen Werner – Kfm Station Manager

Stephen Werner

Station Manager

Kfm 94.5

“I've been working in the music industry for 15 years in several different roles and find myself constantly learning how exactly this ecosystem works! #MEX19 proved how much I can still learn; and while conferences like this informs many start-ups and aspiring musicians, it benefits the entire industry! I've definitely come out the other end of #MEX19 a better agent as I've got a clearer understanding of all the moving parts. I'll be back!”

Kind regards,



Morgan Ross
General Manager: UMG Live Africa

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Rosebank, 2196

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W www.umglive.africa

Firstly, I would like to thank you and your team for hosting me this year at the #MEX19 MUSIC CONFERENCE. It was well organized had great speakers and the exchange of ideas was really valuable.

Wishing you more success next year!

All the best,

Lance Stehr - Muthaland - Ghetto Ruff

Just a word of thanks for the involvement and partnership at MEX'19.
Truly a blessing

Regards,

Carel van Heerden (B.COM RETAIL; MIACSA)
DIRECTOR



I just wanted to thank you for all your amazing work at MEX19... it was so thoroughly put together and totally beyond my expectations. The wealth of knowledge, the generosity of you, your team and your guests, the patience and kindness you extended to all your attendees and speakers, the professional and effective staff at Radisson Red... the vibe, the information, the encouragement and inspiration... all absolutely fantastic.

On a personal note, Kathryn Swain sang at my birthday party a few years ago - and it was really meaningful to have the opportunity to pay homage to her during the conference. It means a great deal... thank you so much for this.

Kind regards,

Jane Pitt
Owner
www.justrockart.com

As this was my first year of attending the MEX conference, I was delighted to be on the panel and to give insight with regards to Community Radio.
The programme was highly impressive, and I was enlightened by the choice of speakers at MEX19 which covered the full spectrum of the music and entertainment industry.

The venue was congruent for the purpose and I thoroughly enjoyed the networking both from a social and professional perspective.

Regards,
Selwyn Bartlett

If #MEX18 was an unprecedented success, then #MEX19 was nothing short of a genius achievement.

MEX curator Martin Myers is certainly a most impressive gentleman – as he single-handedly produced the definitive music conference in Southern Africa, which was simply top-class on every single level.

It contained just the right mix of presenters, who gave selflessly in terms of technical advice, expert knowledge, tech savviness and old-school big personality presentations. Plus, there was enthralling down-time consisting of live music acts, delicious food and strong alcohol.

I was given the privilege of presenting a legal advice slot and the audience proved to be very well-mannered, engaging and most keen to learn.
You rock Martin Myers!

Best regards,

B. Varkel

I have been coming to MEX for years (actually since its launch). MEX is always a great time to meet other industry peers but most importantly an opportunity to share thoughts and best practices with artists, writers and other professionals.

Martin Myers has created a great platform with a strong personal touch.

Best,
Yoel Kenan

Great Music Conference – Gets better with every year. Extremely informative for artists and industry professional alike.

Looking forward to the next one!

Kind Regards

Lauren Parks
Artist Management | Booking Agent | Consultant

Dear Martin and team,

Thank you for organizing and hosting a phenomenal Music Exchange. This was the 6th #MEX we've attended (incl. the inaugural event back in 2009), and this one was arguably the best!

Some specific feedback:

PROS

1. Intimate and specialist vibe - felt more like a series of small masterclasses than one big conference
2. Programming - excellent order of speakers, flow of conference; enjoyed the absence of breakout sessions or electives so that everyone got everything!
3. Diversity of voices (fields, expertise, ethnicity, geography)
4. Storytelling - powerful (Chad Saaiman, David Kramer, Candice Pillay)
5. Content - universally relevant (suitable for entry level, intermediate and advanced industry players...across various fields)
6. Networking - conference design made this very easy, especially with the extended Friday night rooftop session! Well done!
7. Showcase and concert! Well done!

CONS

1. Venue too small
2. No stage made it hard to see the speakers over delegates' heads
3. TV monitor too small for the presentations

All in all, a fantastic conference. Appreciate all you guys are doing to grow the SA music industry and economy.

Grace and peace,

JK (Jeremy Koeries) | Team Leader
Exilic Music

Cape Town, SA
www.exilic.co.za

It was a pleasure to participate in MEX19. Overall, I experienced a top-quality event, with good marketing, organisation, logistics and content that appealed to a broad range of artists at different career stages. On the whole, the event is most suited to emerging artists but there is certainly ample opportunity for mid-career artists to learn, particularly in the changing music industry landscape.

Radisson Red added a very professional and contemporary setting.

Nikki Froneman

MEX19 in Pictures

Showcase

Day 1

Day 2

Day 3

Music Exchange would not be possible without the help and assistance of:

RJ Benjamin
Sipho Mabuse
Trevor Jones
Andre Gilbertson
Pippa Hudson
Jeremy van Wyk
Lesley Wells
John Fishlock
Razia Myers
Derek Geddes
Warren Kirkland
Jason Curtis
JP Willson
Roeshdien Jaz
Siphokazi Jonas
Bevan Trevor
Nick Matzukis
Louis Neilson
Carel van Heerden
Jerome da Silva
Esra Overberg
HOTEL PEOPLE
Ruth Cooper
Leonie Andereya
Sue Levy
Angus Spurr

As well as ALL the speakers who give of their time and expertise.

If you are interested in getting involved, or partnering with Music Exchange, please feel free to contact:

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