

CONVENERS MESSAGE FOR

MUSIC EXCHANGE 2024

#MEX24

SATURDAY 30 NOVEMBER 2024
CAPE TOWN

As convener of the NPC of Music Exchange, now in its 14th year, we are delighted to share the news regarding our 2024 event.




PROTEA HOTEL®
FIRE & ICE!
MARRIOTT

 **Western Cape**
Government
FOR YOU

Quicket
EXPERIENCE AWESOME
 **BIZCOMMUNITY**

capetalk ^{567 AM}
lift **SA'S MOST**
flexible
airline

The 14th edition of Music Exchange (MEX) is a one-day conference jam-packed with stellar speakers.

MUSIC EXCHANGE FEEDBACK

The forum that MEX provides, serving as a catalyst in the entertainment world, bringing together both industry practitioners and the next generation of aspiring talent, is integral to the future well-being and prosperity of our entertainment world both nationally and internationally.

The scope and quality of the events succeed not only in keeping the finger on the pulse of the current industry, but also exploring and examining the legacy and lessons to be gained from experienced practitioners.

MEX has been consistent in aspiring to, and surpassing itself, in the quality, diversity and experience of its speakers since its inception fifteen years ago.

The commitment of the organisers in their vision and support of such a patently necessary and fundamentally important activity is extraordinary and crucial to the health and future of the entertainment economy.

Dr Trevor Jones



#MEX24



**DR. TREVOR
JONES**
FILM & TV
COMPOSER

CONFERENCE | 30 NOV | 9AM-4.30PM

MUSIC EXCHANGE 2024
#MEX24

THE NEW MUSIC ECONOMY
DEBUNKED
PROTEA FIRE AND ICE HOTEL
CHURCH STREET IN CAPE TOWN

Western Cape Government FIC 889 SAMRO BOTHINERS lift LIVE HOST **Frankie** albino Quicket TWF TWEEDSMITH PROTEA HOTEL FIRE & ICE





THE SIGNIFICANT NUMBERS

Three Mailchimp mailers were distributed to our database of over 1825 people. Each mailer averaged an impressive **open rate of over 32.5%**

MEX's convener, Martin Myers, hosts a weekly radio show on Cape Talk called the Business of Entertainment (BOE). Each episode's value averages R39 000, along with an audience of over 103 000 listeners per show, as monitored by Newsclip

Minister Mackenzie was a guest on two shows.

Thursday 12th September 2024 at 9 pm

Thursday 19th September 2024 at 9 pm



Tunde Baiyewu – Voice of Lighthouse Family from London
Diana Neille – Investigative journalist re: C.M.O's
Mahlatse Mashua – CEO of Roc Nation South Africa
Roddy Quin – Real Concerts Founder
Glen Gillis – Sea Monster CEO
Ivor Haarburger – Former Gallo Records CEO
Jon Savage – Podcast specialist
Karabo Senna – Head of Licencing at SAMRO
Greer Stevens – Wimbledon Tennis Champion
Ian F – Radio specialist & voiceovers
Patric van Blerk – Record Executive
Kevin Leo Smith – Co-founder of Phinda Game Reserve
Blue Labs Beats – Grammy-award-winning duo from London
Mike Van Graan – Playwright
Patrick Dudgeon – Production specialist for live events
Kwane Kwaten – Music Managers Forum CEO (London)
Guy Macleod – Entertainment Lawyer specialising in film
JP Willson – Event and production specialist
Iain Banner – A serial investor in the Business of Entertainment
Arthur Goldstuck – Author and technology expert
John Fishlock – Music Publisher
Karen Schofield Nel – Conductor and Choirs
Billy Monama – Celebrated guitarist
Brendan Ballantine – Production podcast and radio specialist
Laura Vincenti – Director of Investec Cape Town Art Fair



**Job creation – Cape Town
Youth Focus (One day)**

Filming & Pics – D Palvie, Casey Barclay, S Shifmann – 3

OTB staff – Abdul Burton, + 4 – 5

Door staff – Sibongile Mtegha, Patience P Mtegha, and Karen Noah – 3

Design for all posters – Dane Torde and C Barclay – 2

Press releases – J Curtis – 1

Branding and design – Bevan Chetty and Casey Barclay – 2

MEX production team – Ross Rayners, Casey Barclay, M Myers – 3

Marketing – M Myers, L Wells, C Barclay, B Kanemeyer, E Courie, B Mare, T van Staden, Ross Rayners, B Currin, M Oudejans, and T Levin – 11

Ticketing staff

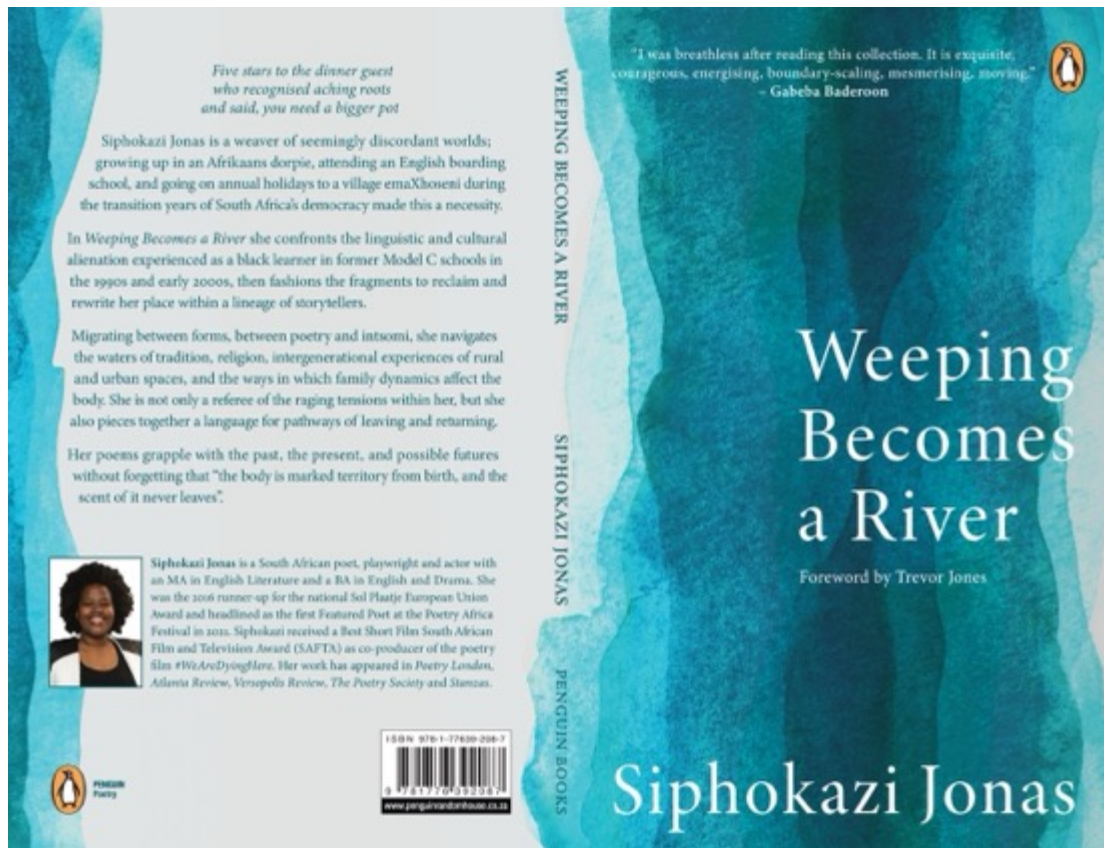
Quicket – J Bosenberg, and Karen Noah – 2

Travel agency – D Northgrave, and M Cookson – 2

Video edits and uploading – D Palvie, Casey Barclay and Ian F – 3

Total – 37 people (excludes off-site)





STRATEGIC OUTCOMES:

1. Cape Talk MEX Show Thursday at 9 pm and rebroadcast Sunday at 9 pm.
2. **Siphokazi Jonas has a book published with Penguin Random House.**
3. Biz Community - MEX portal launched
4. Collaboration with Jazzathon – ongoing
5. Ayoba – MTN-powered, zero-rated app – 1M+ followers - Dedicated MEX platform.
6. Lift Airlines partnership.
7. Marc Marot is the strategic advisor to MEX going forward.
8. The MEX WhatsApp community was established to push relevant contacts to artists and to share information.
9. Dylan Red secured a 12-month contract to perform on an MSC cruise ship in South East Asia.
10. Charlie Void -mentorship and guidance with new music releases.
11. Music Makers United was introduced at MEX by keynote speaker Diana Neille.



Lesley Wells Entertainment (Pty) Ltd

P O Box 2127

CAPE TOWN

8000

Tel: +27837028139

E: Lesleywellsentertainment@gmail.com

4 February 2025

To whom it may concern
2024 – MEX report

Music Exchange 2024 (MEX) was more than just a conference – it once again showed itself to be a vital platform for South Africa's entertainment community to connect, learn and grow.

For the past 14 years, this gathering has brought together artists, producers, managers, thought leaders and industry experts, fostering collaboration, mentorship and knowledge-sharing that has strengthened the entire ecosystem.

Over the years, the MEX conference has to set out to equip entertainment practitioners (musicians, artists, poets, writers etc etc) with business skills, marketing strategies and industry insights, (that are not taught in a classroom), helping them build sustainable careers and giving them the tools to thrive. Beyond the professional development, MEX consistently cultivates a sense of community, empowering creatives to support each other, network and drive the local entertainment industry forward.

The unwavering passion and commitment of Martin Myers and his organising team to the essential initiative is extraordinary.

MEX is a crucial pillar in the health and future of the South African entertainment industry and deserves all the available support from government and cultural institutions.

Yours truly,

A handwritten signature in grey ink, appearing to read 'L Wells'.

LESLEY WELLS
+27837028139

#MEX24 PREVIEW

The 14th edition of Music Exchange is a one-day conference jam-packed with stellar speakers.

The conference welcome is by **award-winning Siphokazi Jonas**, who has just published her debut book by Penguin Random House, "Weeping Becomes a River".

We then have our esteemed thought leader, **investigative journalist and film writer/director/producer, Diana Neille**, who will attend and deliver the keynote address at this year's Music Exchange Conference (#MEX24) being held on 30th November, from 9 am to 4:30 pm in Cape Town.

Her highly anticipated keynote – **A Reporter's Notes on Intermediary Impunity: *Can the South African Music Industry be Reformed?*** – will be one no one invested in the entertainment business should miss.

The multi-talented Columbia University Masters graduate will discuss the dark underbelly of the South African music industry, how intermediaries have crippled the sector for decades, and what changes could and should put music makers (singers, musicians, songwriters, composers, independent producers and publishers) at the core of the business, where they belong.

Diana Neille is an award-winning South African investigative journalist, filmmaker and documentarian known for her in-depth work on issues of corporate and political corruption, social justice, and coverage of the local music sector.

Her recent work on systemic corruption in the South African music industry garnered recognition at the INMA Global Media Awards.

Following Diana is **Paris Toon from the USA -from Local to Global**

Paris Toon is the Billboard charting award-winning entrepreneur and the **musical enigma behind Mother's Favourite Child**.

He is an extraordinary business entrepreneur, songwriter and producer who never seems to stray for a moment from his forward-driven vision of success in the music world and beyond.

Paris started as a hip-hop producer and has done production and remix work for many platinum-selling projects. He has worked with George Benson, Carl Cox, Robin S., CeCe Peniston, Adina Howard, Atlantic Records, Warner Bros, Island Def Jam, Gucci, Christian Lou Boutin and many more.

After Paris, we have Glenn Gillis

Glenn is the co-founder and CEO of Sea Monster and the chairperson of Games for Change Africa. Glenn is a seasoned entrepreneur with 25 years of experience as a senior executive and consultant in the creative industries. He is an expert on technology's role in storytelling and a thought leader on how impact games and immersive technologies (AR & VR) can be used to build brands and drive effective learning outcomes in Africa and beyond.

Glenn will speak about **Games, the evolution of engagement**

Lance Stehr is next, talking about The importance of Diversification while dealing with your passion

One of South Africa's most prominent independent record labels, Ghetto Ruff, was established in the late 1980s when Lance Stehr (current managing director) formed Cape Town-based hip-hop pioneers Prophets Of Da City (POC). Their fusion of African and American ideas was crucial in crafting the sound of SA hip-hop.

Stehr expanded and grew the label into the premier kwaito label in the country. R&B star Ishmael was born out of POC, and in 1996 helped Ghetto Ruff Records discover and nurtured numerous Kwaito stars, resulting in hundreds of awards.

Ghetto Ruff has since maintained its standards of understanding current trends and talent selection. Many artists under Ghetto Ruff have been nominated for awards, gained international exposure and progressed in their music, business and production careers.

The label has been home to talents such as Malik, Jozi, Zola, Bongani Fassie, Bricks, Pitch Black Afro, RJ Benjamin, Ishmael, Gumshev, Da L.E.S, Young Uz, Ruff X and more.

Muthaland Entertainment, the sister company of Ghetto Ruff, is perhaps one of the most successful recording stables in South Africa, having paved the way for many artists who went from nothing to stars.

Jon Savage speaks about Podcasting: The Bitcoin of Media Influence

This is to talk about how podcasting is disrupting the mainstream media and creating a decentralised economy for podcasting and content creators-tracking global and African trends and showcasing opportunities

Director of INBROADCASTING

Founder of the AFRICAN PODCAST NETWORK and AMPD STUDIOS

Content Strategist for HAVE YOU HEARD

He is so passionate about what he does that he mostly cannot remember which part is work and which part is play.

Brendan "Spike" Ballantine will speak about – Leveraging Audio Production for Success in Podcasting

Brendan, the founder of dbo Media, amplifies podcasting's strengths by developing creative concepts that help shape an engaging narrative.

We combine that with high technical and sound design excellence for a memorable listening experience.

Barry Mare is closing the day, talking to **What does radio want?**

Barry is a content producer for Cape Talk and 702 and will give great insights about what you can do to get into broadcasting.

About MEX

At our core, MEX is a veritable teacher, delivering critically needed skills to the entertainment economy. It serves the greater good of all stakeholders by promoting and fostering prosperity and sustainability within the Arts sector and beyond.

A vibrant, world-class South African music industry is premised on successful homegrown talent intent on attaining global reach and international acclaim.

At #MEX24, we ensure the successful sharing of experiences and knowledge of keynote speakers with creatives participating in panel discussions, workshops, and showcases. After all, we can all do with inspiration and global best practices to apply immediately in our professional lives.

We bring together the finest local and international Thought Leaders to address a range of topical and relevant issues the industry faces today. Think podcasts, radio, collecting agencies, PR, marketing, and monetising the entertainment economy – now and into the future.

The power of the network

It's time to scrub up, head out and socialise. Wouldn't it be refreshing to escape social media for a day or two and relish real-life conversations with fellow creatives?

Great music. Great content. Great people.

At only R150 for full access to all #MEX24 has to offer, the value and the calibre of content, and those delivering it, is unmatched.

Music Exchange 2024 (#MEX24) Conference – 30th November 2024 - Protea Fire and Ice Hotel in Church Street in Cape Town.

Tickets are on sale now at Quicket: <http://bit.ly/3CfjDzV>



CONFERENCE | 30 NOV | 9AM-4.30PM

MUSIC EXCHANGE 2024
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THE NEW MUSIC ECONOMY DEBUNKED
PROTEA FIRE AND ICE HOTEL
CHURCH STREET IN CAPE TOWN

MEX24 PROGRAMME

MORNING

- 9-9:30 AM** REGISTRATION & REFRESHMENTS
- 9:30 AM** **SIPHOKAZI JONAS:** WELCOME TO #MEX24
WEEPING BECOMES A RIVER
- 9:45 AM** **DIANA NEILLE:** CAN THE SOUTH AFRICAN
MUSIC INDUSTRY BE REFORMED?
- 10:15 AM** Q&A WITH **MARTIN MYERS & DIANA NELLIE**
- 11 -11:15 AM** COMFORT BREAK
- 11:15 -12 PM** **PARIS TOON** GUEST SPEAKER FROM THE **USA:**
FROM LOCAL TO GLOBAL

AFTERNOON

- 12-1PM** **GLENN GILLIS:** GAMES: THE EVOLUTION OF ENGAGEMENT
- 1-1:30 PM** LUNCH BREAK
- 1:30 -2:15 PM** **LANCE STEHR:** THE IMPORTANCE OF DIVERSIFICATION
WHILE DEALING WITH YOUR PASSION
- 2:30-3:15 PM** **JON SAVAGE:** PODCASTING: THE BITCOIN OF MEDIA
INFLUENCE
- 3:15- 4 PM** **BRENDAN "SPIKE" BALLANTINE:** LEVERAGING AUDIO
PRODUCTION FOR SUCCESS IN PODCASTING
- 4-4:30 PM** **BARRY MARE:** WHAT DOES RADIO WANT?
- 4:30-5 PM** QUESTIONS & WHAT'S NEXT?

MUSIC EXCHANGE #MEX24 TICKETS: QUICKET.CO.ZA **BOOK NOW!**



We held 11 masterclasses in the lead-up to #MEX24 to keep educating about the current topics that artists need to know about.

4th Feb - Elim Hall in Caledon Street, Cape Town

23rd April - Music Sector Policy, two days*

22nd May - Music Policy 2 days virtual meetings*

1 June - Artscape Youth Series workshop at Artscape

8 June - Artscape Youth Series workshop at Artscape

15 June - Speaker at Podcast festival JHB - online*

27th July - MusicEX in JHB speaker*

4 Sept - Management speaker and panel at Fame Week in CT

26TH Sept - Music Lab at Betha House -CT

5th Oct - Intellectual Property talk - Durban*

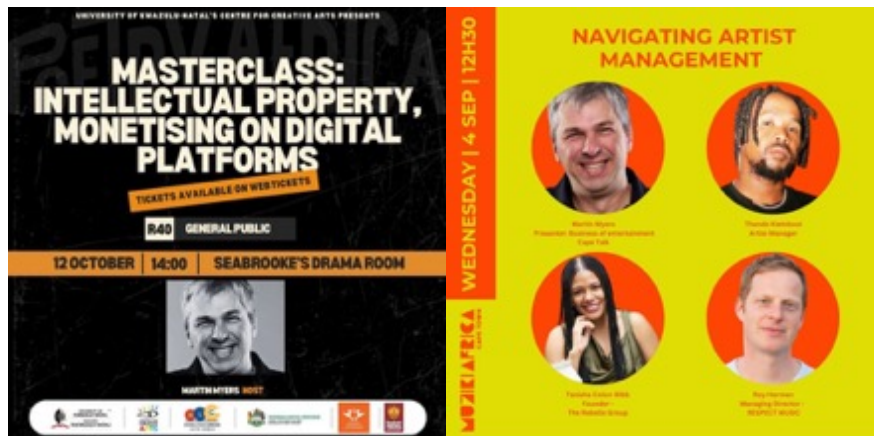
20TH Nov - Clanwilliam - Intellectual Property*

22nd Nov - Stand foundation at Artscape Intellectual Property

23rd Nov - Stand foundation at Artscape Intellectual Property

25th Nov - Stanford Intellectual Property*

*Highlighted workshops are out of Cape Town



Our business-to-business focus was a key driver in 2024, aimed at active industry professionals.

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

BUILDING ON STRATEGIC PARTNERSHIPS IN 2024

Several event sponsors returned, and we had the corporate market sponsoring several key areas:

Cape Talk
Academy of Sound Engineering (ASE), Cape Town
AYOBA
Travel with Flair
V&A Waterfront
Paul Bothner Music
Biz Community
Triple M Entertainment
Quicket
Matters Media
Star Trackers

ATTENDANCE

Outstanding attendance! "We focused on master classes and workshops this year," convener Martin Myers declares. "In Cape Town, the room was packed for the conference day, with over 70 delegates in attendance.

The conference was also recorded for MEX to roll out key talks throughout 2025.

MEDIA COVERAGE

PRESS & RADIO

Music Exchange received superb press support in 2024.

Our significant media partners were Biz Community and CAPE TALK.

Newsclip audited the AVE.

MEX24 is active on social media platforms, with a concerted focus on Facebook, Twitter and Instagram

Twitter / X

Over **9 581** followers

Instagram

: Over **1 872** followers

Facebook page and group

7 200 on the page and **1 500** on the group.



Music Exchange

7K likes · 7.3K followers



Message

Liked

Search

The Business of Entertainment Turns One!

17 May 2024, Cape Town – *The Business of Entertainment* on CapeTalk, hosted by Martin Myers every Thursday at 9 pm, has enjoyed a stellar year since the show's launch in May 2023.

With no less than 52 episodes aired, all focusing on global inspirational leaders in *The Business of Entertainment*, the show continues to attract a growing audience on-air and online.

Hosted by Music Exchange founder Martin Myers, this weekly half-hour reveal delivers bespoke and exclusive insights into the minds and careers of award-winning creatives, with a strong focus on the business side of the creative industry.

Each episode offers listeners a candid, focused conversation between Myers and his carefully selected guest on *The Business of Entertainment*, be it music- books-, philanthropy-, film-, mental health- or sports-focused, at its core, anything to do with the leisure rand and how it is expended, post creation.

Myers says, "The conversations are always focused on being entertaining and inspirational, peppered with true stories, first-person accounts and invaluable tips from the people who've made a successful living from their craft.

"We bring key executives and trailblazers onto the station to delve into every aspect of their entertainment business reality."

Highlighted guests include:

Dr Trevor Jones, the global film composer, also graciously gifted the show with its opening and closing music.

Marc Marot - The former managing director of Island Records and serial entrepreneur.

Jason Grishkoff - Founder of SubmitHub.

Suzanne Ackerman - Founder of Feed the Nation.

Siphokazi Jonas - An award-winning spoken word artist, producer, author, activist, and actor.

Wouter Kellerman - two-time Grammy Award winner.

Robert Plummer - Penguin Random House.

Michael Yormark - President of Roc Nation Sports International

John Fishlock - Music Publisher.

Laura Vincenti - Director Investec Art Fair

"We ultimately unpack what it takes to make a living in this space," adds Myers.

CapeTalk station manager Tessa van Staden says, "CapeTalk is passionate about supporting creatives.

"Artists, musicians, sculptors, performers, directors and authors hold a mirror to society to reflect who and what we are," she adds. "They play one of the most challenging and vital functions, often without the necessary backing or resources.

"This segment always shares practical tips for those starting in the industry. *The Business of Entertainment* inspires our audience while championing those who have paved a way in the sector," Van Staden concludes.

The guests over the last year have been outstanding, starting with Dr Trevor Jones and have included:

- Marc Marot
- Siphokazi Jonas
- Jeremy Loops
- Michael Yormark
- Jason Curtis
- Jarrod Aston
- Jason Grishkoff
- John Fishlock
- Wouter Kellerman
- Duncan Cruickshank
- Lesley Wells
- John Fishlock

-
- Nick Dall
 - Roy Harman
 - Robert Plummer
 - Sipho Hotstix Mabuse
 - Ryan Vrede
 - Billy Monama
 - Ian Martin
 - Dr Rachel Adams
 - Dr Stephen van der Merwe, and
 - Shakatak, among many more.

Special thanks to producers Barry Mare, Brett Kannemeyer, and Casey Barclay, who designs the weekly poster for each guest. A mention, too, to Tessa van Staden, who saw the vision and ran with the show from the outset.

We encourage you to tune into *The Business of Entertainment* every Thursday at 9 pm. Cape Talk loads all shows on its website and podcast page.

For more information, visit www.capetalk.co.za. You can also follow Cape Talk on Facebook, X or Instagram.

For more information, contact Martin Myers at martmyers@gmail.com or 083 448 4475.





Now to AYوبا

On 11 May 2021, Music Exchange ([MEX](#)) was privileged and equally proud to announce a fundamental partnership with one of the continent's richest entertainment economy-focused platforms, [ayoba](#).

Today, 4 April 2023, shy of two years since MEX joined the ayoba fold, we proudly celebrate the zero-rated app's momentous million subscriber milestone.

This landmark achievement is even more remarkable because when MEX first began delivering weekly content to the then The Daily Plug channel in May 2021, ayoba had an already impressive subscriber base of just over 800,000 loyal followers. In September of 2022, MEX took over The Daily Plug, and ayoba rebranded the channel to the aptly named Music Exchange.

MEX is proud to remain a committed content partner to ayoba in raising the bar in delivering entertainment-economy content written to empower, entertain and push the needle in fostering this critically important sector of the continent's economy.



Music Exchange

1M followers



 SHARE

**MEX - Nothing sounds quite like
Mango's Groove**

Vision | Ambition



Ambition 2025

100M MAU



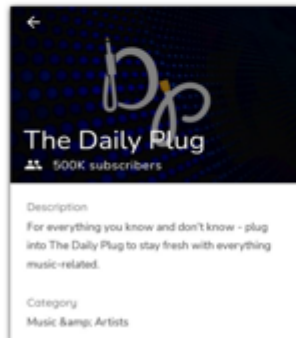
Partnership with
MTN
Territories

ayoba.me

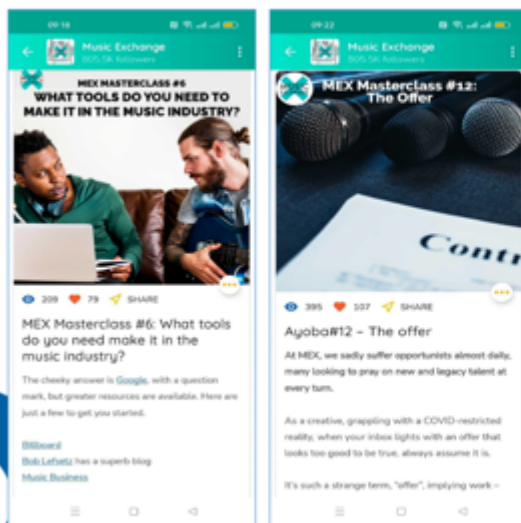


Where we started - The Partnership

- The Daily Plug provides opportunities for Artists to showcase their new releases, press statements and other behind the scenes happenings to the followers. From new releases, music business to anything music-related from around the world, the channel was the plug.
- Ayoba and Music Exchange formed a partnership to bring the business side of music and the voices that have been in the music industry.
- The partnership has created an empowering space for musicians, creatives and anyone who aspire to take their music to the next level.



Music Exchange Highlights



Music Exchange has brought a vast variety of diverse content that allows users to learn, listen and enjoy powerful conversation

- music education
- the business part of music
- listening to legends sharing their experience in the music industry
- Introduced podcasts to the App and users with music giants sharing their wisdom.
- Masterclass series that highlights the nitty gritty of the music industry that upcoming and seasoned artists need to know.

SPONSORS

Music Exchange would not be possible without the kind sponsorship and partnerships. #MEX24 is thankful for the following sponsors and partners:

Western Cape Government – DCAS
AYOBA
Lift airlines
Academy of Sound Engineering (ASE)
Paul Bothner Music
Biz Community
Triple M Entertainment
Matters Media

ADMINISTRATION

MEX is a Non-Profit company, which is chaired by Sipho “Hotstix” Mabuse, with support and endorsement from Trevor Jones, Victoria Seale, Marc Marot, Jason Curtis, Lesley Wells, Siphokazi Jonas, Neil Johnson.

Martin Myers is the event convener and founder.

A group of dedicated team members, namely Abdul Burton, Bevan Trevor, Jason Curtis, Rowan Roberts, Brian Currin, Marcel Oudejans, Craig Joshua, Ross Rayners, and Casey Barclay, helped stage the #MEX 24 event.

Siphokazi Jonas works to involve spoken word artists.

DELEGATES FEEDBACK

Good afternoon, Mr. Myers,

Here is my feedback:

Having attended MEX for the last five consecutive years, there is no doubt that it is the pinnacle of what a music business conference should be.

I’m amazed year after year at the shared knowledge and walk out more empowered than I was stepping in.

No matter your level, you will walk out learning something new in the music industry, and that is precisely what Music Exchange is for.

Hat off to the team, and my wish is that there will be more emphasis on how essential MEX is, along with its potential to become one of the leading international music conferences.

Jason Benson
jbmusic.augmented@gmail.com

Thank you, Martin – my feedback on MEX24

Firstly, arriving at the MEX conference was breathtaking for an unprepared visitor, seeing such a weighty line-up of industry leaders. It was immediately apparent that this conference carries weight, not only with performers and artists – but with the professionals that build the industry.

The relaxed atmosphere made it easy to network and converse – without a feeling of “stiffness” that one might experience at similar events. MEX is a space where interested parties seem free to talk, ask burning questions and share their collective experiences. This sort of space is invaluable.

It was a genuine privilege to speak at #MEX24; any performing artist in this country would do well attending the next one – and every one after that.

Thanks for having me at the conference, Mart – I can’t wait for #MEX25

Barry Mare

Diana Neille
Journalist | Filmmaker
76 1st Ave, Auckland Park
Johannesburg

diana.neille@gmail.com

TO: The Western Cape Government

RE: Letter of support for Music Exchange

February 4, 2025

To whom it may concern,

I am writing to express my support for Music Exchange, a conference and ideas forum headed by Martin Myers and administered by him and his family.

As a speaker at MEX24, I found that the forum serves as a catalyst in the entertainment world for important conversations about the state of the South African creative sector and its potential, bringing together both industry practitioners and the next generation of aspiring talent. Opportunities for engagement of this nature are integral to the future well-being and prosperity and improvement of the entertainment world, both nationally and internationally.

The scope and quality of the events succeed not only in keeping a finger on the pulse of the contemporary industry, but also explore and examine the legacy and lessons to be gained from experienced practitioners.

Mr Myer's commitment to this vision is necessary for the health and future of the entertainment economy.

I hope you will continue to support MEX as it grows and contributes to the music sector.

Sincerely,



Diana Neille

TO RECAP, RE: THE HISTORY OF MUSIC EXCHANGE:

Music Exchange, 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 to better equip them to make their careers successful.

Over the years, Music Exchange has attracted local and global entertainment industry thought leaders who have built and fostered value-added partnerships, job creation, and economic development.

Over the past 14 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 of 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 Chongucia

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 have included:

Sipho "Hotstix" Mabuse

Cameron Ward

Berry (*Idol's* winner)

Jarrood Aston

RJ Benjamin

Chantal Stanfield
Chad Alexander
AKA
Vicky Sampson
Auriol Hays
Chad Saaiman
Siphokazi Jonas
Ebrahim Mallum
Jarrad Ricketts
Colin Sher
Karen Zoid
Ziyon
Amanda Black
Wandile Bambini
Carli Myers
Ameen Harron

LOOKING AHEAD TO 2025, #MEX25, AND MORE...

Monthly masterclasses will continue once a month starting in March 2025. We will be travelling to George on 15th March 2025.

GLM ACADEMY &
JOIN BANDS NOT GANGS
PRESENTS

**MUSIC
BUSINESS
BASICS**

By Founder of Music
Exchange, Music Manager &
Radio Presenter 567 AM
CapeTalk

**BOOK
NOW!
R100**

Venue:
George Museum,
George

MORE INFO
Jasmene: 071 004 4582
Nikita: 062 063 4661

**MUSIC
EXCHANGE** #MEX25

**SATURDAY
15 MARCH
2025
9 AM**

**MARTIN
MYERS**
SPECIAL GUEST
SPEAKER

The poster features a photograph of Martin Myers, a man with grey hair wearing a dark blue shirt, speaking into a microphone. The background is a vibrant mix of yellow, green, and blue geometric shapes.



If you know of speakers or topics, please feel free to engage and recommend.

WITH THANKS TO:

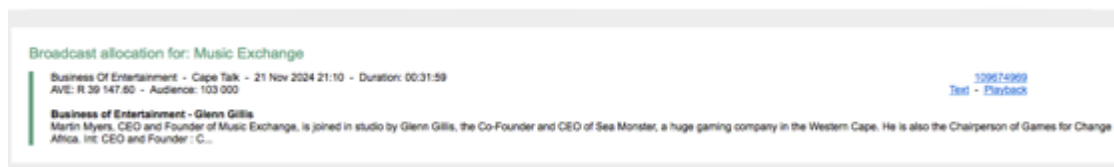
Razia Myers
Casey Barclay
Craig Parks
Dane Torde
Marcel Oudejans
Abdul Burton
Edries Burton
Trevor Jones
Marc Marot
Lesley Wells
Rowan Roberts
Jason Curtis
Brian Currin
JP Willson
Daniel Palvie
Craig Joshua
Siphokazi Jonas
Bevan Trevor
Nick Matzukis
Carel van Heerden
Jerome da Silva

Evan Courie
Terry Levin
Dwayne Northgrave
Craig Stein
Haydn Henning
James Bossenberg
Simon Shiffman

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

FOOTNOTE:

Newsclip AVE re: Cape Talk and Audience



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

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Thank You for Making **MUSIC EXCH▶NGE** 2024 Unforgettable!

We look forward to seeing you again at
MEX25 for more innovation, collaboration,
and celebration of music.

