

**Press release**  
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**Inviting Journalists to attend ACCES, one of Africa's biggest Music Conferences in Tanzania, from November 9–11, 2023**

**Live music showcases by leading artists from across Africa, over 40 speakers including African music industry stalwarts, capacity-building workshops, exhibitions, networking and visits to music industry hubs in Dar es Salaam – Music In Africa Conference for Collaborations, Exchange and Showcases (ACCES) promises an immersive opportunity for music enthusiasts.**

The sixth iteration of the annual pan-African music conference ACCES will take place in Dar es Salaam from November 9–11, 2023. It is organized by the Music In Africa Foundation, a non-profit pan-African organization, founded in partnership with Siemens Stiftung and Goethe-Institut. Over the years, the conference has grown to become a trade show not only for the African music industry but also for stakeholders from around the globe (US, France, Ireland etc.). ACCES offers a platform to exchange ideas, discover new talent and create business links. For the second year in a row, it returns to Dar es Salaam to promote a sustainable model to create more opportunities for local music professionals. ACCES allows participants to strengthen existing partnerships, forge new ones and catalyze robust engagement for upcoming artists, performers, and entrepreneurs from the music field.

A special feature of the conference will be on “singeli”, the upbeat Tanzanian electro sound that has gained massive popularity worldwide. Leading singeli artists Balaa MC and Kadilida will perform followed by a dedicated interactive panel discussion on the genre. Joining the two Tanzanians on the line-up are Sho Madiozi (South Africa), Marioo (Tanzania), Siti Muharam and The Unguja All Stars (Tanzania), Ngwaka Son Systéme (DRC), Nour Harkati (Tunisia), Zolani Mahola & The Feminine Force (South Africa), Alostmen (Ghana), Feli Nandi (Zimbabwe), Leo Mkanyia (Tanzania), Kasiva Mutua (Kenya), Madalitso Band (Malawi) and Damian Soul (Tanzania).

One of the program highlights includes a keynote interview with South African musician and entrepreneur Sho Madiozi, Voice of America's radio host Heather Maxwell and Tanzanian bongo flava artist and producer Marioo. Complete list of performers and speakers: <https://www.musicinafrica.net/acces>

“We have curated an incredible conference schedule for ACCES 2023,” says Music In Africa Foundation's Executive Director Eddie Hatitye. “Attendees can expect an inclusive event where we will celebrate African music and broaden opportunities by connecting promising artists and supporting music entrepreneurs to develop new business models. 10 years after its inception, Music In Africa has 40,000 profiled musicians and cultural organizations in its database, which is utilized by close to 300,000 arts practitioners monthly. It has brought the most marginalized voices from the continent to the fore. With gender equality projects and interactive sessions, the conference will open new avenues to make diversity a tangible experience.”

The Music In Africa's Gender@Work program is at the heart of the conference. The all-African women initiative is aimed at upskilling and increasing the participation of female professionals in the continent's music industry. The

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program provides training, networking, and lobbying opportunities for both professional and aspiring female music practitioners – supporting women working in the music industry with capacity development programs.

Dr. Nina Smidt, Managing Director and Spokesperson of the Board of Directors at Siemens Stiftung says: “Music is a social and economic leveler, a growth economy that connects artists, people and societies across languages, countries, and continents, creating boundless opportunities to celebrate talent and generate income. The ACCES conference links young talents with the who’s who of the African music industry and encourages women and other marginalized voices from the African continent. With the conference, we aim to address the Sustainable Development Goals like ‘Gender Equality’ and ‘Reduce Inequalities’ and pave the way for a more dynamic and inclusive African music sector.”

Earlier this year, African Music Days was celebrated in Munich, Germany, to mark the 10th anniversary of Music In Africa Foundation as well as the 60th anniversary of the African Union with a special and diverse music program. The cultural event, that brought together talented musicians from Africa, was organized by Muffatwerk Munich in cooperation with Goethe-Institut, Siemens Stiftung and Music In Africa Foundation.

We invite expressions of interest from journalists willing to travel to Tanzania to attend the conference. If you are interested, please get in touch with Jens Cording, Project Leader Arts & Culture at Siemens Stiftung, by October 25, 2023. Learn more about the conference here: <https://www.musicinafrica.net/acces>

### **About ACCESS**

ACCES is a pan-African trade show for music industry players to exchange ideas, discover new talent and create business linkages. ACCES is held in a different African city every year, attracting active music industry players from across the globe. ACCES is organised by the Music In Africa Foundation, a pan-African non-profit organisation, in partnership with Siemens Stiftung, Goethe-Institut, the Tanzanian Ministry of Culture, Arts and Sports, the National Arts Council of Tanzania (BASATA) and Alliance Française.

### **Siemens Stiftung**

As a non-profit foundation, Siemens Stiftung is committed to sustainable social development. We focus on three topic areas: Access to Essential Services, Connected Societies, and Climate & Sustainability. Adopting a proactive approach, we shape the transformations required to tackle these challenges. By working with partners from the fields of Education, Social Entrepreneurship, and Arts & Culture, we strengthen collective learning and locally based, sustainable structures. Our projects and networks focus on Africa, Europe, and Latin America.

[siemens-stiftung.org/en](https://www.siemens-stiftung.org/en)

