



On April 10-12 2019 the first-ever Asian and 8th global edition of Music Cities Convention was held in Chengdu, China and hosted alongside Incenter Culture, Chengdu Musical Fun, Chengdu Music Industry Promotion Office, Chengdu Culture, Radio And TV, Press And Publication Bureau and Sichuan Federation of Industry and Commerce.

48 speakers and 500+ delegates met in Chengdu to debate about the challenges, opportunities as well as present and future best practices on the topic of music cities.

This edition's theme was "Districts to Countries: Envisioning Global Music Cities" and featured two full days of talks and presentations, as well as two evening receptions, one signing ceremony and an additional tourism day, where our delegates got to meet Chengdu's pandas.



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# DISTRICTS TO COUNTRIES: ENVISIONING GLOBAL MUSIC CITIES

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**The 8th global Music Cities Convention started on April 10th with a VIP opening reception held at Grand Hyatt Hotel. Attendees were welcomed to the city by the Deputy Mayor of Chengdu, and then embarked on a journey discovering Chengdu's culture and heritage through traditional songs, dances and food.**

On April 11th, 500+ delegates met at the Grand Hyatt for the first day of the Convention. The event kicked off with an official welcome by Shain Shapiro and Martin Elbourne, Co-Founders of Music Cities Convention, and Luo Qiang, Mayor of Chengdu.

The day then continued with various talks and presentations. Some of the topics covered included the role of music in society, music tourism, the Chinese recorded music industry, classical music and tourism, music as a cultural necessity and music hubs.

Day 1 ended with an evening reception at Grand Hyatt's Level 12 French Garden, where attendees had the chance to network whilst enjoying live music, food and drinks.

The second main convention day was held at Eastern Suburb Memory, a former industrial site now converted into a music hub.

Panels on music education, the Chinese music landscape and music for economic development alternated with presentations from music cities representatives and on topics such as the night-time economy, music and mental health, music tourism, film music and investment in the music industry.

The Convention ended with a traditional hotpot meal and a visit to Jinli Street, an old, narrow street encapsulating all of Chengdu's charm and lively atmosphere.

The Convention was rounded off on April 13th with an additional tourism & networking day which allowed guests to visit the city's most iconic landmarks, such as the Giant Panda Breeding Base and Jiezi and Andren ancient towns.



**THE MUSIC CITIES CONVENTION IN CHENGDU WAS A REVELATION. IT WAS INSPIRATIONAL TO SEE SO MANY CITIES AROUND THE WORLD WITH AN ABSOLUTE BELIEF IN THE POWER OF MUSIC TO MAKE A DIFFERENCE TO THEIR CITIZENS IN A HOST OF WAYS — IN THEIR ECONOMIES AND IN HEALTH, WELLBEING AND EDUCATION.**

Lord Clement-Jones, Chair of The Music in Society Inquiry & Co-Chair of the All-Party Parliamentary Group on Artificial Intelligence, the House of Lords, UK Parliament (UK)

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## AT MUSIC CITIES CONVENTION CHENGDU WE HAD:

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# PRESENTATIONS & PANELS

## BUILDING A MUSIC CITY BETWEEN TRADITION AND INNOVATION: THE CASE OF BOLOGNA, ITALY

**Marilena Pillati**, Deputy Mayor, City of Bologna (Italy)

## CHENGDU: CHINA'S NEXT MUSIC CITY

**Duoyang Namu**, General Director, Chengdu Culture, Radio and TV, Press and Publication Bureau (China)

## INTERKULTUR & THE WORLD CHOIR GAMES

**Dr. Christoph Wirtz**, Secretary-General, INTERKULTUR (Germany)

## ACKNOWLEDGING THE POWER OF MUSIC IN OUR SOCIETIES

**Lord Clement Jones**, Chair of The House of Lords Music In Society Inquiry (UK)

## CHINESE MARKET FOR RECORDED MUSIC

**Fan Guobin**, General Manager of China Recording Group (China)

## INTEGRATING MUSIC WITHIN TOURISM PROMOTION

**Claudia Pinna**, Senior Tourism Data Analyst & City Tourism Marketing Manager, City of Genoa (Italy)

## CHINESE DIGITAL MUSIC INDUSTRY REPORT

**Nelly Jin**, Director of iResearch Academy, & Partner of iResearch Consulting (China)

## MUSIC AS CULTURAL NECESSITY

**Lorenzo Tazzieri**, President of AICU and Composer & Alberto Macri, Project Manager & Advisor, AICU (Italy)

## TIANFU & THE SICHUAN CONSERVATORY OF MUSIC

**Prof. Sun Hongbin**, Vice President, Sichuan Conservatory of Music (China)

## PROMOTING THE OPERA AND CLASSICAL MUSIC

**GLOBALLY Alejandro Abrante González**,

General Manager of Auditorio De Tenerife and Director of International Development of Teatro Comunale Di Bologna (Spain/Italy)

## ENGAGING YOUNG PEOPLE IN MUSIC

**Pierce Freelon**, Professor, Director, Musician, Emmy-Award Winning Producer and Former Candidate for Mayor of Durham, NC (USA)

## MUSIC FOR COGNITIVE HEALTH

**Julia Jones**, CEO, Found in Music (UK)

## NIGHT-TIME ECONOMY & NIGHT MAYORS

**Merlijn Poolman**, Night Mayor of Groningen & Festival Organiser (Netherlands)

## DEVELOPING & GROWING MUSIC TOURISM:

**MISSISSIPPI, USA Craig Ray**, Director, Visit Mississippi & **Kamel King**, Bureau Manager for Music & Culture, Visit Mississippi (USA)

## EXPORTING TRADITIONAL CHINESE MUSIC INTO WESTERN MARKETS

**Mindy Meng Wang**, Composer and Guzhen Performing Artist (China/Australia)

## THE FILM MUSIC BUSINESS AS A TOOL FOR CITIES

**Richard Bellis**, Emmy Award-Winning Composer, Board Director of ASCAP & Author (USA)

## MUSIC INDUSTRY INVESTMENT IN CHINA

**Tang Xiaoming**, Founding Partner, We Capital (China)



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#### **MY MUSIC CITY #1: BEIJING, CHINA, ASIA**

**Yin Long**, CEO, Midi Music (China)

#### **MY MUSIC CITY #2: SARAWAK, MALAYSIA, ASIA**

**Sharzede Askor**, CEO, Sarawak Tourism Board & Giacherie Tipik, President & Founder, Catsound.co (Malaysia)

#### **MY MUSIC CITY #3:**

##### **NASHVILLE, USA, NORTH AMERICA**

**Sharon Hurt**, Councilmember at Large, City of Nashville & Organiser of the Jefferson Street Jazz & Blues Festival (USA)

#### **MY MUSIC CITY #4: ALASKA, USA, NORTH AMERICA**

**Yngvil Vatn Guttu**, Exec Director, Northern Culture Exchange, Founding Director, Spenard Jazzfest and Co-founder, AKIMI – Alaskan Independent Musician's Initiative (Norway/USA)

#### **MY MUSIC CITY #5: KINGSTON, JAMAICA, CARIBBEAN**

**Gillian McDaniel**, Acting Principal Director of Culture and Creative Industries Policy, Ministry of Culture, Gender, Entertainment & Sport (Jamaica)

#### **MY MUSIC CITY #6: MELBOURNE, AUSTRALIA, AUSTRALASIA**

**Kate Ben-Tovim**, Associate Director of Arts Centre Melbourne's Asia Pacific Triennial of Performing Arts (Asia TOPA) & Creative Director of Turning World (Australia)

#### **MY MUSIC CITY #7: SEOUL, SOUTH KOREA, ASIA**

**Dr. Lee, Dong-Yeun**, Professor at Korea National University of Arts, MP of Seoul Arena Project and Global Music City Seoul, General Director of Platform Changdong61 and Co-organizer of DMZ Peace Train Music Festival (South Korea)

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## **PANELS:**

**PANEL #1: Developing World Class Music Hubs**

**PANEL #2: Music Education: Opportunities, Recognition & Choice**

**PANEL #3: Chinese Music Landscape: An Industry Perspective**

**PANEL #4: Music as a Tool For Economic Development**



**CHENGDU WAS FOR ME A PLEASANT SURPRISE — IT WAS A LARGE CITY YET PARADOXICALLY INTIMATE AND IN PLACES, UNSPOILT. I MADE GOOD CONTACTS AND WOULD DEFINITELY ATTEND ANOTHER SOUND DIPLOMACY CONFERENCE.**

**Gillian McDaniel**, Acting Principal Director of Culture and Creative Industries Policy, Ministry Of Culture, Gender, Entertainment & Sport (Jamaica)



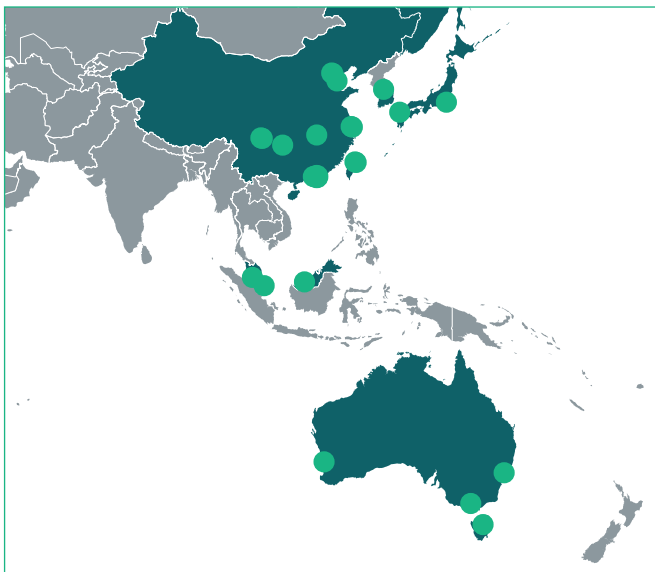
## CITIES AND COUNTRIES REPRESENTED



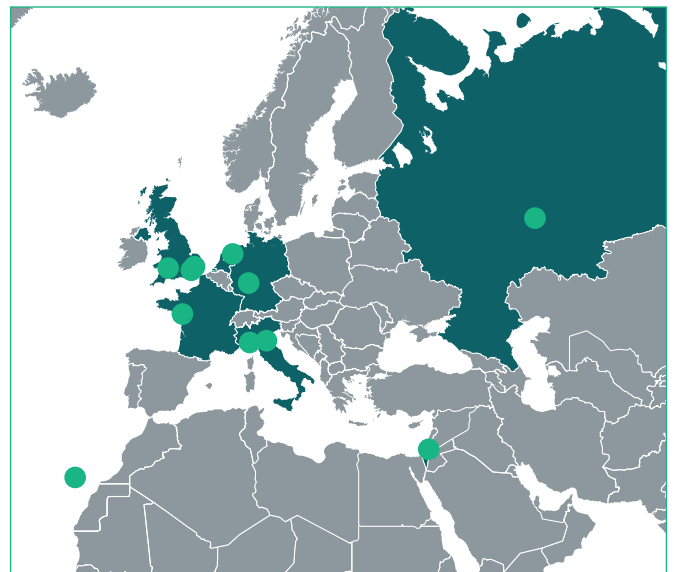
WHAT I LIKED TO SEE IN THE CASES FEATURED IN CHENGDU MUSIC CITIES CONVENTION IS THAT EACH HUB HAS ITS OWN CHARACTERISTICS, BUT THEY ALL MAKE MUSIC A VALUE FOR BUILDING THEIR FUTURE.

Dani Ribas, Head of Research, Data and Studies, Sim São Paulo (Brazil)

## Asia & Australia in focus



## Europe in Focus



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# SPEAKERS

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**Aaron Bethune**, Music Industry Consultant (Canada)  
**Alberto Macrì**, Project Manager & Advisor, AICU (Italy)

**Alejandro Abrante González**,  
General Manager of Auditorio De Tenerife and  
Director of International Development of Teatro  
Comunale Di Bologna (Spain/Italy)

**Ariel Blum**, Co-Founder, GRID Series (Australia)

**Bonnie Dalton**, General Manager,  
Victorian Music Development Office (Australia)

**Chloé Nataf**, Head of Cultural Entrepreneurship  
Programs, Trempolino & Coordinator,  
European Music Incubator (France)

**Dr. Christoph Wirtz**, Secretary-General,  
INTERKULTUR (Germany)

**Claudia Pinna**, Senior Tourism Data Analyst & City  
Tourism Marketing Manager, City of Genoa (Italy)

**Craig Ray**, Director, Visit Mississippi (USA)

**Dani Ribas**, Head of Research, Data and Studies,  
SIM São Paulo (Brazil)

**Denise Stanley-Chard**, Founder, CLOCK Your Skills (UK)

**Dennis Madsen**, Manager of Urban &  
Long-Range Planning, City of Huntsville (USA)

**Duoyang Namu**, Director General, Chengdu Culture,  
Radio and TV, Press and Publication Bureau (China)

**Fan Guobin**, General Manager,  
China Recording Group (China)

**Gavin Tjong**, General Manager, West China,  
Cushman & Wakefield (China)

**Giacherie Tipik**, President & Founder,  
CatSound.co (Malaysia)

**Gillian McDaniel**, Acting Principal Director, Culture and  
Creative Industries Policy Division, Ministry of Culture  
Gender Entertainment & Sport (Jamaica)

**Hong QiA**, Musician & Executive Secretary of the  
Music Industry Promotion Committee for the Chinese  
Audiovisual and Digital Publishing Association (China)

**Huw Thomas**, Leader, Cardiff Council (UK)

**Isabella Pek**, Founder, SEAMEX (Malaysia)

**Iris Huting Byrd**, Director of Project Management,  
World Choir Games & Deputy Director,  
INTERKULTUR China (China)

**Jess Scully**, Councillor, City of Sydney &  
Curator (Australia)

**Jesse Elliott**, Director, The Music District  
Fort Collins (USA)

**Joyce Lai**, Founder, CityFM 102.6 (China)

**Julia Jones**, CEO, Found In Music (UK)

**Kamel King**, Music Bureau Manager, Visit Mississippi (USA)

**Kate Ben-Tovim**, Associate Director, Asia TOPA &  
Creative Director, Turning World (Australia)

**Lacie Carpenter**, Musician, Orchestra Director &  
Former World Champion Fiddler (USA)

**Prof. Lee Dong Yeoun**, Professor at Korea National  
University Of Arts, MP of Seoul Arena Project and  
Global Music City Seoul, General Director of Platform  
Changdong61 and Co-organizer of DMZ Peace Train  
Music Festival (South Korea)

**Lisa Gedgaudas**, Manager, Create Denver, Denver Arts  
& Venues, City and County of Denver (USA)

**Lorenzo Tazzieri**, President, AICU & Composer (Italy)

**Marilena Pillati**, Deputy Mayor, City of Bologna (Italy)

**Martin Elbourne**, Co-Founder of Music Cities  
Convention, Co-founder of The Great Escape Festival  
& Head Booker at Glastonbury (UK)

**Merlijn Poolman**, Night Mayor,  
City of Groningen (Netherlands)

**Dr. Michael Seman**, Director of Creative Industries  
Research and Policy, University of Colorado Denver  
College of Arts & Media (USA)

**Mindy Meng Wang**, Composer and Guzheng  
Performing Artist (China/Australia)

**Nelly Jin**, Director, iResearch Academy &  
Partner, iResearch Consulting (China)

**Pierce Freelon**, Professor, Director, Musician,  
Emmy-Award Winning Producer & Former Candidate  
for Mayor of Durham, North Carolina (USA)

**Richard Bellis**, Emmy Award-Winning Composer,  
Board Director of ASCAP & Author (USA)

**Sharon Hurt**, Councilmember at Large, City of Nashville  
& Organiser, Jefferson Street Jazz & Blues Festival (USA)

**Sharzede Datu Hj Salleh Askor**,  
CEO, Sarawak Tourism Board (Malaysia)

**Professor Sun Hongbin**, Vice-President &  
Graduate Student Supervisor of Sichuan Conservatory  
of Music (China)

**Tang Xiaoming**, Founding Partner,  
WeCapital (China)

**Lord Tim Clement Jones**, Chair of the Music in Society  
Inquiry & Co-Chair of the All-Party Parliamentary Group  
on Artificial Intelligence, The House of Lords,  
UK Parliament (UK)

**Yi Jiayang**, General Manager of Strategist Department,  
TAIHE Music Group & Lyricist (Taiwan/China)

**Yin Long**, CEO, Midi Music Media (China)

**Yngvil Vatn Guttu**, Executive Director, Northern Culture  
Exchange, Founding Director, Spenard Jazz Fest &  
Co-Founder, AKIMI (Norway/USA)

**Zhang Wei**, Founder & Chairman,  
Big Picture Universal Group Limited (China)

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## PARTNERS

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### EVENT HOSTS



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### ORGANISING COMMITTEE PARTNERS



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### KEY SPONSOR



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### ASSISTING PARTNERS

Chengdu Music Industry Promotion Office  
Chengdu Culture, Radio And TV,  
Press And Publication Bureau  
Sichuan Federation of Industry and Commerce

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# CHENGDU 2019 SELECTED ATTENDEES

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**ARATA WATANABE,**

Producer, Avex  
entertainment Inc. (Japan)

**AYAKA MATSUO,**

Content Industry Promotion  
Section, Fukuoka City  
Government (Japan)

**BENJAMIN WIESNER,**

Head of Music,  
Box Hill Institute (Australia)

**BING NI,**

Head of International,  
Taihe Music Group (China)

**CHANG LIU,** COO,

After Day Music (China)

**CHARLIE TSENG,**

General Manager,  
Avex Taiwan (Taiwan)

**CHELSEA GOUGH,** Head of

Finance & Administration,  
Native Tongue Music  
Publishing (Australia)

**CHEN CHENG,**

Deputy Director of Branding,  
Fangsuo Commune (China)

**CHERRY LV,** Director,

Senior Analyst, iResearch  
Consulting Group (China)

**CHUANNAN SHEN,** Music

Editor, MagicWe (China)

**CLARA ZHANG,**

Analyst, iResearch  
Consulting Group (China)

**CYNTHIA MINOR,** Partner

& Executive Producer,  
McDowell Minor Law (USA)

**FARANGES ABDULLAEVA,**

PhD candidate, Capital  
University of Economics and  
Business (China)

**HIROE IMAMURA,**

Content Industry Promotion  
Section, Fukuoka City  
Government (Japan)

**HIRONOBU HORI,** Director,

Content Industry Promotion  
Section, Fukuoka City  
Government (Japan)

**JAMES HUANG,**

Regional Director China,  
Brand USA (China)

**JEFF SYRACUSE,**

Associate Director, Customer  
Relations, BMI (USA)

**JIALI LUO,** Arts Manager

Southwest China, British  
Council (China)

**JINGJING ZHANG,** Manager,

Paradise Records (China)

**JU HE,** Regional Director,  
INTERKULTUR China (China)

**KAREN ESPENANT,**

AdminCreator and Producer,  
Hummingbird Productions  
(USA)

**KAZUO OKADA,**

Director, Gangit (Japan)

**KAZUTAKA TSUKAMOTO,**

Cultural Facility Section,  
Fukuoka City Government  
(Japan)

**KEI WAKABAYASHI,**

Contents Director & Editor,  
Blkswn Publishers (Japan)

**KENJIRO FUKAMACHI,**

CEO, FreeStyle (Japan)

**KIKUMI TAKAYAMA,**

AP, FreeStyle (Japan)

**KIM SEONG-JAE,**

Cultural Policy Division,  
Seoul Metropolitan  
Government (South Korea)

**KIRSTY RIVERS,**

Senior Manager,  
Partnership Programs,  
Music Works (Australia)

**LOVIE HURT,**

Court Officer,  
Metro Nashville (USA)

**MANAV MEHTA,**

Assistant, GRID Series (China)

**MASAHICO TAN,**

Corporate Executive,  
Avex Entertainment (Japan)

**MATHEW SPISBAH,**

Curator, Liquid  
Architecture (Australia)

**MATTHEW VOIGT,**

Head of Audio &  
Composition,  
Box Hill Institute (Australia)

**MAYA TAHARA,**

Communication Space  
Business Unit,  
Tanseisha Co. (Japan)

**MENG CHENG,** Artist

Management Director,  
After Day Music (China)

**MOLLY YIN,** Planning

Director, MagicWe (China)

**MUHAMMADKHUJA**

**DAVLYATOV,**  
Manager Liaison  
Department, WTCF (China)

**RAN TAO,**

Assistant to General Director,  
INTERKULTUR (China)

**REBECCA YANG,**

International Relations  
Officer, City of Sydney  
(Australia)

**ROBERT FARNSWORTH,**

CEO and Creative Director,  
Hummingbird Productions,  
Inc. (USA)

**RUI WANG,** CEO,

Afterday Music (China)

**SACHIKO SHIMADA,**

Producer, Avex  
Entertainment (Japan)

**SAMMY SHIRRA-MOORE,**

Festival Director,  
Music Matters Live Branded  
(Singapore)

**SASCHA STANGE,**

Deputy Director Liaison  
Department, WTCF (China)

**SAWON YOU,**

General Manager, K.Arts  
Creative (South Korea)

**SCOTT DARLOW,**

Recording artist,  
Darlow (Australia)

**SEIJI TODA,** CEO,

S.O.L.I.D Sound Lab (Japan)

**SHELLEY MCCUAIG,**

Executive Producer,  
MONA FOMA/Music at  
MONA (Australia)

**SHINGO MIYAZAKI,**

Chief, Content Industry  
Promotion Section, Fukuoka  
City Government (Japan)

**SHIRO SASAKI,**

General Producer,  
Avex Asia (Japan)

**SHUHAN YANG,**

Marketing & Communication  
Director, After Day Music  
(China)

**SHUNTA ISHIGAMI,**

Editor, TBK (Japan)

**SHUSAKU HIROTA,**

Director, Henge (Japan)

**SIOBHAN KRANZ,**

Head of Partnerships  
& Campaign Strategy,  
Mushroom (Australia)

**SOHEI KAKIUCHI,**

Producer, Henge (Japan)

**SOPHIE WEE,**

Communications Manager,  
Gig Life Pro (Singapore)

**SUSAN LI,**

Content Director,  
MagicWe (China)

**TAKAHIRO ARAMAKI,**

Director, Cultural Facility  
Section, Fukuoka City  
Government (Japan)

**TAKEYA INO,**

Corporate Executive,  
Avex Entertainment (Japan)

**THORNTON CLINE,**

CEO, Clinetel Music (USA)

**TRAVIS LIU,**

CEO, MagicWe (China)

**XIAO LIN,**

Deputy Managing Director,  
Tsinghua Holdings Habitat  
Development Group (China)

**XIN ZHANG,**

General Manager,  
Morning House (China)

**XU QING,** Manager, Teatro

Comunale di Bologna (Italy)

**YOHEI KAWADA,**

Editor, Freelance (Japan)

**YOUNG KWAN SUH,**

Director, Cultural Policy  
Division, Seoul Metropolitan  
Government (China)

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# CONTACT US

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Please feel free to get in touch with us regarding any Music Cities Events inquiries.

## General Information

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