

## AFRIMA features at 2017 Moshito Music Conference and Exhibition

The 2017 Moshito Music Conference and Exhibition will be held at the New Music Factory in Johannesburg from 6-9 September 2017.

This year's event will also feature the All Africa Music Awards (AFRIMA) as AFRIMA associate producer Aderenle Niyi will be delivering an address at the Scooping that Award: The Art of Hustle session on 8 September.

Niyi will be sharing her experiences and expertise alongside other music award organisers, producers, and music executives during the session. The session is curated to bring together music executives, producers, and musicians to engage the public on the factors that differentiate the winners from the rest.





Aderenle Nyi





Siphosiphiso Sithole

## **A musical get-together**

In an official statement, Moshito Music Conference and Exhibition chairperson Siphosiphiso Sithole explained that the event brings together music industry roleplayers from over 16 international markets to collaborate and have conversations on the structure and systems in the industry in Africa.

The 2017 Moshito Music Conference and Exhibition has gathered music industry experts for all its sessions and sessions. The Scooping that Award: The Art of Hustle session, in particular, will look at the various music awards and what it takes for an artist to make the cut.

The 2017 Moshito will have 70 panellists aimed at navigating discourses during the sessions and workshops. The overall aim of the conference is to connect business and music while promoting culture and economic growth.

## **Celebrating music with music**

The event will open with a gala night and concert, which will be followed by a two-day conference and exhibition. There will

also be the Rhythm of the Ancients Concert at the Soweto Theatre and other music showcases throughout the conference.

The musical performances will be headlined by the faces of the 2017 Moshito Conference and Exhibition; Dizu Plaatjees and Candy Mokwena. Dizu Plaatjees is a percussionist and former founder of Amampondo and head of the Ibuyambo ensemble. Candy Mokwena is a house music singer and performer. Plaatjees and Mokwena both celebrate African culture and folklore in their music.

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