

# IMX

INTERNATIONAL MUSIC EXPO

# 2023

10 - 16 APRIL

**IMX**

INTERNATIONAL MUSIC EXPO

1 0 - 1 6 A P R I L

Conference  
Exhibition  
Showcases

**THE MUSIC INDUSTRY'S DIGITAL EVENT**

# IMX

INTERNATIONAL MUSIC EXPO

1 0 - 1 6 A P R I L

supported by



centre  
national  
de la musique



国家对外文化贸易基地（上海）  
NATIONAL BASE FOR INTERNATIONAL CULTURAL TRADE (SHANGHAI)  
国家版权贸易基地（上海）  
NATIONAL BASE FOR COPYRIGHT TRADE (SHANGHAI)

organized by



Alex Warnke, CEO, **PRO Agency GmbH**, Alexandre Deniot, Director,  
and Managing Director, **Split Works**; Bo Ding, Vice President, **Netease**  
Founder, **ClicknClear**, Chaz Jenkins, Chief Commercial Officer, **Charlton**  
Head of Content Cooperation and Copyright Management, **Migu**  
**SHFT**; Deyue Dai, Executive Director, **Shanghai Memory National Ch**  
Dylan Pellett, General Manager, **Independent Music New Zealand (IM**  
Tenn Dickie, Export Music Producer, **Sounds Australia**; Haibiao Lin, Found  
(MCSO); Haze, Host, **Hit FM**, Hazel Savage, and Co-founder, **Musi**  
Playgroup; MORE  
Director, **NewTHAN** **2,000** **600** **ORGANIZATIONS**  
Intellectual Property **200** **50** **20** **MUSIC INDUSTRY**  
Beauty; Josh O **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
Deputy Director, General, **China Video Copyright Association**  
**Cotton Game**, **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
International **200** **50** **20** **MUSIC INDUSTRY**  
Meeja Neer **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
Jbara, CEO, **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
Kreis, CEO and **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
Founder, Of Cou **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
**UK Wind** **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
Which, Co **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
Lyricist; Shu Xie, Pa **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
**Associatio** **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
Tongda **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
**Shanghai** **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
President, **120** **40** **AND** **COUNTRIES** **MARKET REPORTS**  
**ByteDance**, **YEHAIAHAN**, Artist; Yohei Shibata, Head of Intern  
**AKB48** China; Yu Chen, Music Producer, **Enlight Media**; Yu Yang, C  
Yuqing Ren, Founder, **JZ**  
Zhenwu Li, Founder, **Star Entertain**

**2.6M**  
ONLINE VIEWS



# PARTICIPANTS

19%	United Kingdom	2%	Canada
12%	China	2%	Singapore
11%	United States	1%	Bulgaria
9%	Italy	1%	Chile
6%	Germany	1%	Belgium
5%	France	1%	Estonia
3%	Spain	1%	Austria
3%	Australia	1%	Ukraine
3%	Netherlands	1%	Sweden
2%	Thailand	14%	<i>Other</i>

# IMX

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## ZERO COST

All registrations are free of charge

## LOCALIZED

All profiles are available at zero cost in both Chinese and English

## LIFETIME ACCESS

All access for registered users at zero cost for life

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# SHARED FUTURE

## OPENING CEREMONY

10 April  
2023

## COUNTRY PROFILES

11-12 April  
2023

Music, Culture and Traditions

Showcase your country at the third International Music Expo a 4 or 8 hours exclusive documentary under the theme of Music, Culture and Traditions: Past, Present and Future, which will be streamed online as part of the third International Music Expo during a dedicated Country Profile Day at IMX.

## CONFERENCE, EXPO, SHOWCASES

13-15 April  
2023

Encourage, Explore and Pursue Innovation

Global business and cultural expo for professionals, creators and consumers from the creative and tech industries, which brings together, back-to-back, three elements: the IMX Conferences, the IMX Showcases, and IMX Expo. The three elements combine to emphasize the central theme of innovation and encouraging, exploring and pursuing innovation.

## CLOSING CEREMONY

16 April  
2023



## OPENING CEREMONY

10 April  
2023

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11-12 April  
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# 2023

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## **CONGRATULATORY VIDEO MESSAGE**

- ▶ EU Delegation to China
- ▶ Consul Generals of the EU Member States

## **CULTURAL DIVERSITY VIDEO CONTENT**

- ▶ Culture Diversity across the EU Member Countries

**INVITATION**



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## Congratulatory Message





Danny Pearson  
Minister for Creative Industries | State Government of Victoria

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INTERNATIONAL MUSIC EXPO

NORTHERNEXPO (NOR) 音乐演出现场

KANJIAN.COM  
星际发行  
国际中文传媒集团 (上海)  
国际视听传媒集团 (上海)

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MELBOURNE COMPILATION (AUS) 音乐公司

KANJIAN.COM  
星际发行  
国际中文传媒集团 (上海)  
国际视听传媒集团 (上海)



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# Cultural Diversity

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## **WE WILL COMMUNICATE**

- ▶ Date/time slots for streaming of your content
- ▶ Information on participants from your country (expo and showcases)
- ▶ Detailed report on views of your content (incl. screenshots and links to VoD)
- ▶ Summary report on IMX 2023



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## Registration of Interest

The following form is open to representatives of consulates, embassies, and government organization representatives of the EU member countries, including the EU Delegation to China.

**Please complete your registration by  
23 December, 2022**

**[CHINAIMX.COM/EU](https://chinaimx.com/eu)**



## **CONGRATULATORY VIDEO MESSAGE**

- ▶ 30-60 seconds

## **CULTURAL DIVERSITY VIDEO CONTENT**

- ▶ 2-4 hours of content showcasing traditional and/or popular music, notable artists or businesses, etc

# THANK YOU

**Tinko Georgiev**

VP, International Business at Kanjian  
International Government Relations at IMX

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**[CHINAIMX.COM/EU](http://CHINAIMX.COM/EU)**



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