



**44th MIDEM, 24-27 January 2010, Palais des Festivals, Cannes, France
MidemNet, 23-27 January 2010**

Press Release

**SOUTH AFRICA TAKES CENTRE STAGE AS
COUNTRY OF HONOUR AT MIDEM 2010**

Paris, 25 June 2009 – MIDEM, the world's music market, today announces that South Africa will be the Country of Honour for its 2010 edition. The country focus is organised in partnership with the South African Department of Arts and Culture and will inaugurate a year of events promoting South African culture worldwide, culminating in its hosting of the 2010 FIFA World Cup in June and July 2010. The 44th MIDEM will be held from 24 – 27 January, in the Palais des Festivals, Cannes.

The South African music industry will be highlighted throughout the duration of MIDEM. Beginning proceedings, the country's top talent will perform live at the Opening Showcase Party, co-hosted by South Africa. The South African delegation will grow significantly in size at MIDEM 2010 and an enlarged country Pavilion will stage numerous events in the heart of the exhibition hall. In addition, a country-focussed conference will bring together leading industry executives and officials. Several matchmaking events organised between the South African delegation and many other international pavilions will facilitate networking and business opportunities for professionals.

"Being Country of Honour at MIDEM 2010 will be a unique occasion for South Africa to promote its artists and industry to the international music community and to showcase some of our leading talent during the concerts," says Mr Paul Mashatile, Deputy Minister of Arts and Culture.

"We are delighted to have this opportunity to highlight the vibrant South African music industry and support the country's rich music culture at MIDEM 2010," comments Dominique Leguern, MIDEM Director.

Find the latest news about MIDEM at: <http://www.midem.com>

Note to Editors:

ABOUT REED MIDEM:

Founded in 1963, Reed MIDEM is a leading organiser of professional, international tradeshows. Reed MIDEM events have established themselves as key dates in professional diaries. The company hosts MIPTV, MIPDOC, MIPCOM, and MIPJUNIOR for the television and digital content industries, MIDEM for music professionals, MIPIM, MIPIM Asia, MIPIM HORIZONS and MAPIC for the property and retail real estate sectors.

Reed MIDEM is a division of Reed Exhibitions, the world's leading events organiser. Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 500 events serves 47 industry sectors. In 2007 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices.

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