

TUESDAY 6TH JUNE

- 18H00 • MIDEEM OFFICIAL PROGRAMME: KEYNOTES
by **Martine Reicherts**, Director-General, DG Education, Youth, Sport and Culture (EAC), European Commission

WEDNESDAY 7TH JUNE

- 10H00 • BREAKFAST
Welcome by Michel Magnier, Director, Culture and Creativity, DG EAC, European Commission
- 10H30 • INTRODUCTORY SPEECH by **Christian Ehler**, Member of the European Parliament
- 11H00 • PANEL 1: “EU FUNDING FOR MUSIC”
MODERATOR: Karel Bartak, Head of Unit, Creative Europe: Culture, Education, Audiovisual and Culture Executive Agency (EACEA), European Commission
Barbara Gessler, Head of Unit, Creative Europe, DG EAC, European Commission
Nicholas Payne, Director of Opera Europa
Olivier Tura, Director, Trempolino
Michal Brenner, Platform Manager, Meetfactory
- 14H30 • TOWARDS A “EUROPEAN AGENDA FOR MUSIC”
by **Stef Coninx**, Chairman of the EAM steering group, European Music Council
- 15H00 • PANEL 2: “THE IMPORTANCE OF LIVE MUSIC – A EUROPEAN PERSPECTIVE”
INTRODUCTION: Barbara Gessler, Head of Unit, Creative Europe, DG EAC, European Commission
MODERATOR: Fabien Miclet, Coordinator, Liveurope
Helen Sildna, Founder and CEO of Tallinn Music Week
Jordi Puy, COO and co-founder of Sounddiplomacy
Vanessa Reed, Chief executive, PRS for Music Foundation
Karsten Schölermann, President, “LiveKomm” Clubnetwork, Germany

THURSDAY 8TH JUNE

- 10H00 • BREAKFAST
Welcome by Michel Magnier, Director, Culture and Creativity, DG EAC, European Commission
- 10H30 • MUSICAL DIVERSITY IN EUROPE – CHALLENGES AND OPPORTUNITIES, AN INDEPENDENT VIEWPOINT by **Sophie Goossens**, Avocat au barreau de Paris, Registered European lawyer in England and Wales

- 11H00 • PANEL 3: “PROMOTING EUROPEAN MUSIC DIVERSITY ONLINE”
INTRODUCTION: **Susanne Hollmann**, Deputy Head of Unit, Cultural policy, DG EAC, European Commission
MODERATOR: **Dr Florian Drücke**, Managing Director, Bundesverband Musikindustrie e.V.
Marine Elgrichi, Head of public policy Europe, Spotify
Jean-Baptiste Gourdin, Chef de service, Adjoint au Directeur Général, Direction générale des médias et des industries culturelles (DGMIC), Ministère de la Culture, France
Yvan Boudillet, Entertainment Lead, StartupSesame, and President, TheLynk
Katia Clot, Deputy Director, Europavox
Márton Naray, Director, Czech music office
- 12H00 • DISCOVER THE NEW EUROPEAN PLAYLISTS, curated by the European Music Export Exchange (EMEE), presentation by **Corinne Sadki**, Institutional relations & special projects, Bureau export (France)
- 12H15 • PRESS BRIEFING
- 12H30 • LUNCH COCKTAIL / REFRESHMENTS
- 15H00 • MEET THE 8 STARTUPS DISRUPTING MUSIC RECOMMENDATION AND DATA IN EUROPE
Discover the projects selected by Startup Sesame for the Music Moves Europe initiative:
Music Recommendation: Musimap (Belgium), TrackRecord AI by Pinyal (Germany), Radioooo (France), Requestify (Norway), Soundsgood (France)
Music Data: Blokur (UK), Viberate (Slovenia), Warm (Denmark)
Moderator: **Yvan Boudillet**, Entertainment Lead, StartupSesame, and President, TheLynk

FRIDAY 9TH JUNE

- 10H00 • BREAKFAST
Welcome by Michel Magnier, Director, Culture and Creativity, DG EAC European Commission
- 10H30 • FOLLOW THE PITCH: “MAPPING OF THE CREATIVE VALUE CHAINS - A STUDY ON THE ECONOMY OF CULTURE IN THE DIGITAL AGE”
by Isabelle de Voldere, Expert, Idea Consult