



For Immediate Release

South African music gets cherished every day by music lovers across the globe - once a year, the exciting South African Music Week ups the ante. The purpose of SAMW is to encourage doting, celebration and focus on extraordinary talent and a sound brew from a country that has taken the world by storm. Indeed, since the days of soulful Mbube by Solomon Linda and funky vibes of Kwela music by Spokes Mashiyane - South Africa has been the toast of the music world through efforts of, among others - Hugh Masekela, Miriam Makeba, Ladysmith Black Mambazo and lately, DJ Black Coffee and Master KG.

Chief Executive Officer of the South African Music Week, Michael Moeti, says: "Our partnership with the Canadian Music week places SAMW in a strategic position as a channel through which Southern African music could further and collectively penetrate global music markets. Moreover, SAMW is the largest tech-savvy music and media conference in Southern Africa, with career-advancing opportunities, including bursaries, internships, and mentorship. This empowering annual music economy trade expo is also a B2B platform for industry professionals, trendsetters, influences, businesses and musicians."

This year, to be honoured with awards at the SAMW are DJ Black Coffee, TKZEE, Master KG, Makhadzi, Jonathan Butler, Jimmy Dludlu, Zola 7, Yvonne Chaka Chaka, and Lorraine Klassen.

SAMW CONVERGES IN SOWETO



The 2nd installment of South African Music Week (SAMW) is at and in partnership with the Soweto Theatre as it celebrates its 10th Anniversary from the 16th to the 18th of November 2022. With the spotlight put on 16 SADC countries, the theme for this year is – TUNE IN AND BE IN TUNE. That serves as an invitation to our fellow Africans to TUNE IN to the Global Creative Digital World that has taken off over a couple of years of global lockdown because of the pandemic.

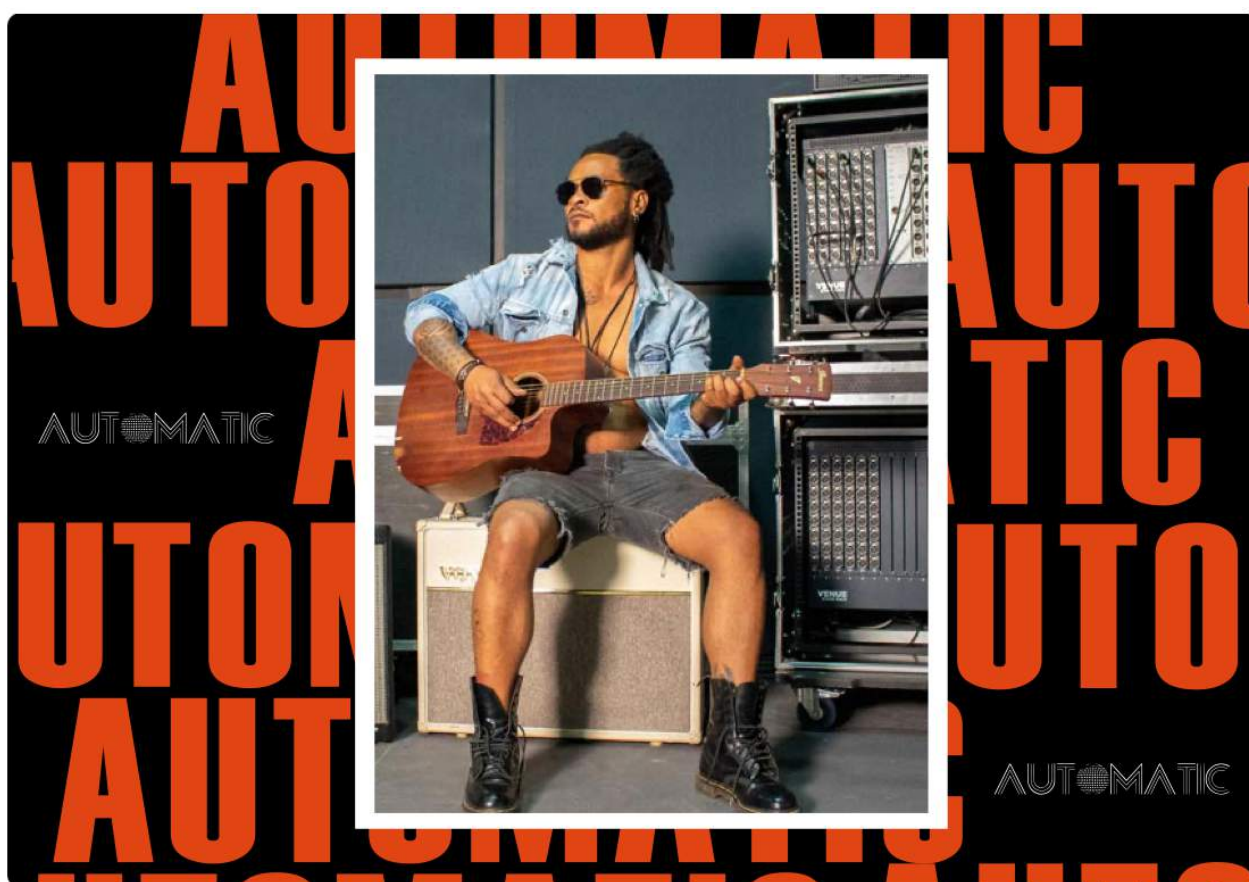
Moeti adds: "At SAWM, we encourage effective utilization of music and platforms in the music business for collaboration to achieve better SADC and broader African socio-cultural development, social cohesion and economic prosperity for citizens. For such reasons, the SA Music Week brand is spreading its wings as Africa Music Week (AMW) and The DRC Music Week launch in Kinshasa in May 2023. Then in June 2023, we take a delegation to Canada for the Canadian Music Week."

A third Southern African Music Market Access Guide will get launched at SA Music Week. It is an essential guiding tool that unlocks the expansive music landscape in the SADC and is a platform for the potential export of South African musicians. Therefore, the guide is handy for those looking to work with South African suppliers and artists. Overall, the Music Market Access Guide provides an overview of successful Southern African artists. Included, in addition, are interviews with prominent role players in SA music publishing, recorded music and the live music sector. The first edition of the guide got launched at Canadian Music Week.

SAMW INTRODUCES AUTOMATIC

Furthermore, the SAMW is a leading event that caters for various interest groups in the music sector - the conference is home to aspiring youth in music, entrepreneurs, technologists and leading role players in the music economy. Thus an emerging artist spotlight at the 2022 SAMW falls on Automatic. Check his EPK, latest single and video:

<https://anonslum.github.io/automatic.github.io> <https://anonslum.github.io/autoepk.github.io>



The Soweto Pimville- born lad, an eccentric multi-talented musician, tattoo artist and fashionista, gets his inspiration from such stars as TKZee and American rock bands. Such include Black Sabbath and Metallica. Automatic is churning out a fresh hybrid sound that is so fresh and 'lekker' that he leaves music lovers enthralled and begging for more. Those lucky to have witnessed his live stage performance at events like Oppikoppi and Sawubona Music Jam in Soweto tend to compare him to American rock star Lenny Kravitz. Of course, his brand of rock boasts township slang and reggae music accents.

Automatic says: "I'm just doing my thing blending and mixing the world into a township sound everyone can vibe to."

Live performances and some surprise action by international artists will make up the action-packed three days of the SAMW2022 event. One of the webinars not to miss is titled "Business of Music" - Everything You Must Know About Breaking Into or becoming an International Act. Free registration to the conference could get made at <https://www.samw.co.za>

The South African Music Week is made possible with the support of the National Department of Sports Arts and Culture, Gauteng Department of Sports, Arts, Culture & Recreation and BrandSA. - ENDS.

MEDIA ENQUIRIES

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