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NORWEGIAN FOCUS AT EUROSONIC NOORDERSLAG 2010

The European Music Conference and Showcase Festival brings Norwegian music to the forefront

Taking place from 14-16 January 2010, the next edition of EuroSonic Noorderslag will focus on Norway. The event, consisting of a three day conference and showcase festival attended by 2,500 music professionals and over 250 bands & acts performing, will feature performances by Norwegian artists and will dedicate conference topics towards doing business with Norway. The Norwegian focus will be officially presented at the Øya Festival in Oslo on 14th of August and is supported by NRK P3 and Music Export Norway.

Norway's music scene has seen a significant increase in international interest during the last couple of years. Recent successes include rock chick Ida Maria, who has achieved excellent chart positions in the UK, and the charismatic rap duo Madcon, who have climbed the American Billboard chart with their hit single 'Beggin''. Norway offers a wide variety of acts with totally different sounds, ranging from the electronic playgrounds of Casiokids and Lindstrøm to the hard hitting metal from the likes of Mayhem and Immortal. Not to mention Datarock's catchy disco rock and the innovative sound of ten-piece band Jaga Jazzist.

"From the early days of EuroSonic, Norway has been delivering great talent and a good number of business people to work with. Our cooperation with Radio NRK, Music Export Norway and the festivals has been extremely fruitful and resulted in several successful acts from Norway participating in the European Talent Exchange Program (ETEP). Reasons enough to look forward to the focus on Norway," says creative director of EuroSonic Noorderslag Peter Smidt.

www.eurosonic-noorderslag.nl

MUSIC EXPORT NORWAY

NRK P3

Note to editors: From the 1st of July 2008 onwards EuroSonic, Noorderslag Festival and Noorderslag Seminar will be named EuroSonic Noorderslag.

The conference is organised by Buma Cultuur, by appointment of The Noorderslag Foundation.

More information:

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