



MUSICMATTERS

THE ASIA PACIFIC MUSIC FORUM 3-5 JUNE 2008, GRAND HYATT, HONG KONG

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Headline: Music stalwarts to gather at Music Matters in Hong Kong

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MUMBAI: The third annual Music Matters forum will take place in Hong Kong from 3 to 5 June. Some of the international music industry stalwarts are speaking in the forum.

U2 Manager and Principle Management CEO Paul McGuinness, concert promoter Harvey Goldsmith, Nettwerk Music Group CEO and manager of Avril Lavigne Terry McBride, Linkin Park Manager Rob McDermott and "Guitar Hero" creator Charles Huang are set to talk at the event before an expected 600 high-profile attendees.

Attendees will include top record label executives, concert promoters, mobile industry leaders, handset manufacturers, advertisers, managers, digital media leaders and musical acts from around the world.

Music Matters president and branded co-founder and executive director Jasper Donat said, "It's a truly global speaker lineup. This is now a global event based in Asia, focusing on Asia."

Added Nettwerk Music CEO Terry McBride, "Right now, Asia is the most important marketplace if you want to have a worldwide career. It's a complete paradigm shift."

Aside from touring, games and new business models, there will be discussions about the ways in which the telecommunications industry is working hand-in-hand with the music industry to create new business models for the future. There will also be discussion about how consumers will benefit from it all.

"This is where major deals get done and if the past two years are anything to go by, this is where some cool ideas will get developed. It's wonderful for us to welcome so many global names" says Donat.

