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## PRESS RELEASE

# FRENCH VIBES

at midem 2011

## “FRENCH VIBES” AT MIDEM 2011 FOCUS ON FRANCE

**Paris, 19 October 2010** – The spotlight will be on France at the 45th edition of [MIDEM](#) with a series of “French Vibes” events specially created to promote the French music industry.

“French Vibes” at MIDEM, in partnership with French copyright collection companies [SACEM](#), [SCPP](#) and [SPPF](#), and in association with promotional body [Bureau Export](#), will enable French artists and their labels to develop international business in all areas including digital partnerships, licensing, publishing, distribution, brands, tours and synchros.

*“In this time of significant transformation for the music industry, I am delighted that MIDEM is placing the spotlight on France in 2011,”* said Dominique Leguern, Director of MIDEM. *“Thanks to French Vibes, MIDEM participants will see the richness and quality of current French artistic production, and witness the local industry’s energy in all areas, including technology. The event will also highlight the strong interest in and potential of the French music scene on an international level.”*

For two days, “French Vibes” will feature concerts by French artists or those signed in France from both the major and independent labels who are heading for an international career. There will also be case studies on artists who have succeeded outside France; a networking lunch; and matchmaking sessions between professionals from the French music industry and international executives from priority export countries such as the USA, UK, Germany and Japan.

“French Vibes” will run from 23-24 January as part of MIDEM, the world’s foremost music industry gathering.

SACEM: société des auteurs, compositeurs et éditeurs de musique

SCPP: société civile des producteurs phonographiques

SPPF: société civile des producteurs de phonogrammes en France

Note to editors

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For further information about Reed MIDEM visit [www.reedmidem.com](http://www.reedmidem.com)

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