

# WINGS CHAMBER

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★ THANE

★ MARCH 2018

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## Oriens Aviation marks strong year with Pilatus PC-12 sales

Oriens Aviation, the exclusive British Isles sales distributor for the PC-12 added to Pilatus Aircraft's excellent year in 2017, bringing five new aircraft into service with new customers; selling its original demonstrator (G-RABB) and securing its first new-build delivery position for 2018.

Oriens delivered an aircraft to a private owner in Oxford in March; one to Leeds-based entrepreneur Neil Armstrong in June, coinciding with the Goodwood Festival of Speed and a third to Chris Makin, owner of newly named Leeds East Airport, in December. Ravenair is this aircraft's operator and management company, operating under EASA PART-NCO Lease Operations.

"Since securing the PC-12 distributorship in March 2015 we are pleased to have played a part in raising product awareness of this ultra-versatile, best-selling, single-engined turboprop, amongst business users and private individuals," said CEO and owner Edwin Brenninkmeyer, who has personally logged over 4,000 hours' flying time, undertaking over 150 demo flights last year.

"The interest in the PC-12 continues to grow. Its versatility, exclusivity, affordability, comfortable and generous cabin makes it unmatched in its class," added Oriens Sales

Director Craig Lammiman. He believes it will not be long before the aircraft is operating on commercial charter IFR under an UK AOC.

Accordingly, Oriens Aviation is ready to facilitate the process for entities seeking to get PC-12s on an AOC. "As part of our responsibility for sales in the region and our closeness to European PC-12 customers, we are well placed to play a facilitating and advisory role for UK based commercial operators, or European PC-12 operators, and assist any owners who may choose to put their aircraft under aircraft management and gain revenue from charter," Edwin Brenninkmeyer added.

### Complementary MRO facility supports operators

Furthermore, Oriens has reinforced its commitment to the aircraft by setting up a dedicated Pilatus Service Centre, following its recent acquisition of Avalon Aero's London Biggin Hill MRO. The business, newly renamed Oriens Maintenance Services Ltd, will be formally introduced to customers, suppliers and industry guests, supported by representatives from Pilatus, this week.

### About the Pilatus PC-12

The Pilatus PC-12 can fly up to eight passengers in a luxury pressurized cabin, for up to 1,800 miles, at 320 mph and at 30,000 feet. The PC-12 features a generous cargo door and can operate from small airfields of 800 m, from gravel strips and grass, combining to make it one of the most versatile and practical aircraft. It can carry more payload than most for half the money.

With a price tag of USD 5 million, it can be a business aircraft / an air ambulance (able to convert inside an hour) a cargo aircraft and everything in between. It also holds the best residual value in its class, retaining 80% of its value after 10 years. The PC-12 has operated in the Arctic Circle, the African Plains and is a regular stable with Australia's time crucial Flying Doctors. Its reputable single engine Pratt & Whitney Canada PT6 turbine is a legendary workhorse





### Oriens Aviation inaugurates Oriens Maintenance Services New Authorised Pilatus Service Centre at London Biggin Hill Airport

Oriens Aviation, the exclusive British Isles Pilatus Centre, formally inaugurated its new MRO facility, Oriens Maintenance Services, at London Biggin Hill Airport on 15 February to an audience of 130 guests, including senior representatives from Pilatus Aircraft, plus three PC-12 NGs on show.

Founder and CEO of Oriens Aviation Edwin Brenninkmeyer highlighted his company is proud to be at the forefront of the single-engine turboprop (SET) revolution, one of the brightest spots in the business aviation industry today.

“Avalon Aero's facility at London Biggin Hill Airport became available for purchase at exactly the right time to facilitate Oriens' expansion,” he said. “It reinforces our company's commitment to the world's best-selling single-engined turboprop, complementing our sales activity with AOC and pilot training advisory, MRO and warranty work.”

“Looking to the future is why we have chosen London Biggin Hill as our location,” declared Edwin. “It is the closest business aviation airport to London with full IFR facilities, customs and extended opening hours,

the lowest aeronautical fees for the abundance of services provided. Furthermore, Biggin Hill is specifically targeting *new* business aviation activity. It can only be hugely advantageous for us to be based at a thriving, expanding business aviation hub - right where all the action is.”

Edwin has been based at London Biggin Hill Airport initially with a consultancy business since 2010, but his relationship with the airport goes back 24 years to when he was first based there - as a private pilot flying a Rockwell Commander.

Speaking at the launch event, Andy Patsalides, Marketing Manager at London Biggin Hill Airport, said: “The PC-12 has become a game-changer for air charter following the EASA regulation update last year. Pilatus customers make an insightful choice with this speedy and economic aircraft. We are delighted that Oriens Aviation has chosen to bring their sales, customer support and maintenance services under one roof here at London Biggin Hill. As the only dedicated business aviation airport within the capital, we are firmly established as the preferred base for many MRO operators and other aviation businesses in the UK.”



### LCI EXPANDS CHC PARTNERSHIP WITH SECOND H175

Lease Corporation International (LCI), the aviation division of the Libra Group, has today announced that it is expanding its partnership with CHC through the placement of a second Airbus Helicopters H175 aircraft with the operator.

The helicopter is due to enter service in December 2018 and will be supporting CHC's operations in the UK.

This will be LCI's second aircraft placement with CHC in recent months, and follows the delivery of the lessor's first H175 in December 2017, which was immediately placed in service with the operator.

Karl Fessenden, President and Chief Executive Officer of CHC, said, “LCI Helicopters is a valuable partner for us as we continue to introduce the H175 in the UK. We are happy to enter a second lease for this aircraft type with them.”

The Airbus Helicopters H175 is a new generation 7.8 tonne, 16 passenger aircraft, in the super- medium category, whose primary mission is to support off-shore oil and gas activities.

It is configured with the reliable and proven Pratt & Whitney PT-6 engines, a Helionix avionics suite with 4-axis autopilot, and fully certified to the latest FAR/JAR 29 certification standards.

LCI's fleet, which comprises approximately US\$750 million of assets in service and on order, is focused on the latest technology medium and super medium helicopters manufactured by the leading helicopter OEMs, including Leonardo, Airbus and Sikorsky.





## European Business Aviation Association Announces CEO Departure

*EBAA and Brandon Mitchener Have Agreed to Part Ways; Association to Maintain Operational Continuity While Conducting Search for New Leader of the Secretariat*

BRUSSELS The European Business Aviation Association today announced that Brandon Mitchener, Chief Executive Officer, has departed the Association. A search for a new leader of the Secretariat will be conducted.

EBAA has a robust organisational structure to ensure the successful realisation of key events and initiatives such as its Annual General Meeting and the launch of a bold communication strategy this March. Additionally, preparations for the [European Business Aviation Conference and Exhibition](#) (EBACE) in May, together with co-organiser the National Business Aviation Association (NBAA), will continue uninterrupted. Chairman of the Board of Governors Juergen Wiese will be actively supported by Board Members Marwan Khalek, Graham Williamson, Robert Smith and Maxime Bouchard in the leading and supervising of the Secretariat, reinforced by EBAA's very capable Senior Management team, until a new leader of

the Secretariat joins the Association. Chairman Juergen Wiese said: "EBAA has built a strong foundation for future growth, with a range of exciting projects and opportunities ahead of us. On behalf of our Members, the Board, Secretariat and I will continue our strong advocacy of Business Aviation in Europe and will continue to move our Association forward as we have done for the past 41 years."

About EBAA:

Representing more than 650 aircraft operators, ground services, business airports and the wider ecosystem around Business Aviation, the European Business Aviation Association (EBAA) exists to enable responsible, sustainable growth for Business Aviation, enhancing connectivity and creating opportunities. EBAA was founded in 1977 to defend the interests of Business Aviation and provides value to its members and society by promoting best practices in safety and environmental sustainability, efficient and proportionate rule-making and increased connectivity within Europe. For more information, visit [www.ebaa.org](http://www.ebaa.org).

## PCMA HIRES TONYA ALMOND AS VP OF KNOWLEDGE AND EXPERIENCE DESIGN

Professional Convention Management Association (PCMA) has appointed Tonya Almond as its Vice President of Knowledge and Experience Design.

Almond will lead the events and education teams and will engage with its global audience to help PCMA evolve its education content and event experiences. She reports to Joyce Winnecke, PCMA's Chief Content Officer.

Almond has extensive knowledge of the association. She first served on the Greater Midwest Chapter Board and more recently has served on the PCMA Board of Directors. Since 2014, Tonya has served on several of PCMA's committees including the Annual Meeting Program Committee, the Nominating Committee, Annual Giving Taskforce and the Foundation Dinner Taskforce (now Visionary Awards).

Almond has more than 22 years of experience leading meetings, sponsorships and education. She joins PCMA from her position as Vice President of Meetings and Continuing Education at the American Academy of Pediatric Dentistry (AAPD). Before the AAPD, she was previously Director, Meetings and Events Services at the American Academy of Physical Medicine and Rehabilitation (AAPMR).

"Tonya's position will enhance the impact we are making every day by unleashing the potential of an integrated approach to education and experience," said Sherrif Karamat, CAE, PCMA President and CEO. "She will be listening and engaging with our participants capturing that moment when a look between participants lights a spark and connections are made then, take that moment and use it to amplify all that we do."

The PCMA Board of Directors unanimously approved Kirsten Olean, CMP, CAE, Director of Meetings - American Society for Microbiology, to fill Almond's vacated seat on the board.

"Kirsten previously served on our board between January 2015 - January 2018, and was a critical contributor to our visioning undertaking," said Karamat. "She will be a valued leadership voice as we execute our vision throughout 2018."

Olean will serve through the end of Almond's term, which expires 10 January 2019 following our Convening Leaders event."





## NARA EXPERTS HEADLINE BUSINESS AIRCRAFT CONFERENCE

"Our member organizations, which handle some 60 percent of the multi-billion dollar pre-owned business jet transaction market, are the go-to experts in business aircraft sales and purchasing," said NARA Chairman Brian Proctor. "So attendees at NBAA's conference will get the benefit of their knowledge, analytical expertise and wise counsel."

Conference co-chair Frank Polk, of NARA member McAfee & Taft, invites attendees to network with recognized leaders in business aviation and participate in interactive sessions on key topics that impact business aircraft financing and transactions.

The agenda will feature speakers who are experts in aviation finance, aircraft utilization options, regulatory topics, tax planning, and risk management. With business aviation having a global footprint, the conference also provides strategies for managing complex international aircraft transactions.

NARA members and their role in the conference include: Rolland Vincent, of JETNET iQ, who will present the latest survey data on market sentiment and discuss Where is the Business Aircraft

Market Headed? Amanda Applegate, from Aerlex, will participate in a session entitled Aircraft Transactions: What Can Go Wrong?

Frank Polk, of McAfee & Taft, will moderate a panel on International Registry: Focus on Litigation. Mike Hoggan, of TVPX, and Keith Swirsky, from GKG Law, together will present Tax Reform Update for Business Aviation.

Jim Simpson, of First Republic Bank, and Alex Overstrom, with PNC Aviation Finance, will participate on the Aircraft Financing Panel.

Several representatives from aircraft manufacturers will conduct a panel discussion entitled Perspectives from OEM General Counsels covering common issues they encounter in transactions. Participants include Aaron Abold, Embraer; Jim Marks, Dassault Falcon Jet. Corp.; Blake Meyen, Textron Aviation; and Francois Ouellette, Bombardier.

Sponsors for the NBAA conference include a number of NARA-affiliated companies: McAfee & Taft, AIC Title Service, TVPX, Aviation Management Systems, Inc. and Cutter Aviation. NARA Chairman Brian

Proctor is president and CEO of the Mente Group LLC.

All NARA members follow a strict NARA Code of Ethics, and the Broker/Dealer members must pass a rigorous certification process to assure the highest standards when buying and selling previously owned aircraft. Ultimately, they are recognized as NARA Certified Aircraft Brokers and Dealers. NARA Products and Services Members represent a variety of aviation services that operate with the highest professional standards in the industry.

NARA, a professional trade association, formed more than 25 years ago, is comprised of selected aircraft sales and brokerage businesses that are NARA Certified and aircraft product/services companies that adhere to the highest professional standards. Promoting the growth and public understanding of the aircraft resale industry, NARA's members abide by an elite 14-point Code of Ethics that provides standards of business conduct regarding aircraft transactions. For more information about NARA, its members and its code of ethics, visit the NARA website at [www.NARAaircraft.com](http://www.NARAaircraft.com).

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## 2017 MOST SUCCESSFUL YEAR TO DATE FOR DUBAI BUSINESS EVENTS

Dubai won a record 212 bids and proposals, representing a 61% increase from 2016

2017 wins result in an economic impact of approximately AED 715 million

**Dubai, United Arab Emirates.** Dubai Business Events (DBE) secured a total of 212 bids throughout 2017, representing its most successful year to date, the city's official convention bureau announced today. As a result of secured bids and proposals in 2017, Dubai is set to welcome an additional 95,000 delegates, delivering an economic impact of approximately AED 715 million.

Dubai submitted a total of 354 bids throughout 2017, and among the wins were those for bids submitted before 2017. At the end of the year, 104 bid submissions were still awaiting decision. The bids and proposals secured in 2017 mark an increase of 64% over 2016 when a total of 129 bids were won, further cementing the Emirate's leading position as a global business events destination. This success also comes as DBE celebrates its 15<sup>th</sup> anniversary as Dubai's official convention bureau. Since its establishment in 2003, DBE has been pivotal in shaping the city's world-class business events offering.

**Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing, said:** “The exponential increase in bids won in 2017 is a direct reflection of Dubai's rapid growth as a leading business hub. 2017's success in attracting international business events builds on the steady growth the city has experienced,

**establishing Dubai as a destination of choice for business events from around the globe. These successes have been made possible due to the close collaboration with our stakeholders and partners, who play a crucial role in realising Dubai's strategic objectives. International and regional business events not only contribute to the growth in overall visitor numbers to Dubai, they also play an important role in the development of our knowledge economy.”**

Key bid wins from 2017 include the Baby Care Annual Incentive, with an expected attendance of 1,500 delegates, as well as the Amway Russia Annual Incentive, which will bring 2,700 employees to Dubai; both business events are set to take place in 2018.

Other notable wins in 2017 include:

**The International Society for Photogrammetry and Remote Sensing Geospatial Week**, which will attract around 1,500 delegates from global markets, and is set to take place in this city in 2019,

**The 71<sup>st</sup> edition of the International Astronautical Congress** with an expected attendance of 5,000 delegates in 2020,

**The Congress of the International Association for Child and Adolescent Psychiatry and Allied Professions**, which will see 1,500 attendees gather in Dubai in 2022. Dubai is currently preparing to host key industry events in 2018, including: the Institute of Internal Auditors Congress, and the World Cardiology Congress. This year, Dubai is also host city for the 57<sup>th</sup> edition of the ICCA Congress, a leading conference industry event, taking place from 11-14 November. It will see meeting industry

professionals from all over the world gather in Dubai to discuss key challenges and opportunities within the business events industry.

**Steen Jakobsen, Director of Dubai Business Events, said:** “Propelled by our successes to date, we are looking forward to hosting a number of significant events in the city over the next few years. The strength of Dubai as a business events destination and knowledge hub is proven year-on-year, and our performance in 2017 has raised the bar. Our strategy is aligned with Dubai Tourism's Vision 2020 to attract 20 million visitors to the emirate, per year, by the year 2020 and our goal is to build on this momentum to transport the city's reputation to new heights.”

The US-based Forever Living Incentive Trip, which welcomed 12,000 visitors from over 100 countries worldwide, was the largest incentive programme to take place in Dubai in 2017. To further contribute to the vision and its sustainability for years to come, DBE, in collaboration with its Dubai Association Centre partners, launched the first-ever Dubai Association Conference in 2017. The two-day conference, hosted in December, offered a unique platform for the growth and development of associations in Dubai and the region.

**DBE also focused on in-bound study missions in 2017 that were designed to showcase the destination's dynamic offering and world-class business event capabilities. The convention bureau hosted 9 international study-missions, bringing in more than 300 hosted buyers and over 20 international trade media from key markets across Europe, Asia and North America. The itineraries featured immersive experiences that showcases the depth and breadth of hotels and event venues in the city. Attendees also experienced Dubai's ever-growing leisure offering with visits to popular attractions such as Dubai Opera and La Perle. In addition to the international study missions, DBE hosted a total of 31 site inspections for 68 clients and buyers in 2017**



CANADA

## ONTARIO TAKING ACTION ON INDIGENOUS HEALTH CARE

### Partnership Between Province and Indigenous Communities Key to Efforts

Ontario and Indigenous partners are working together to improve access to care and increase the involvement of Indigenous communities in developing and delivering their health services. This includes direct funding for communities to enhance access to care, funding for services as well as training opportunities, and identifying opportunities for greater First Nations control over the design and delivery of health care services in the future.

Dr. Eric Hoskins, Minister of Health and Long-Term Care, spoke at the First Nations Health Transformation Summit today to provide an update on the province's engagement with Indigenous partners since the launch of [Ontario's First Nations Health Action Plan](#) and [The Journey Together: Ontario's Commitment to Reconciliation with Indigenous Peoples](#), and to announce a number of new initiatives, including:

- **Home care:** Providing funding directly to each of the 133 First Nations communities in Ontario to strengthen access to culturally appropriate home and community care services, including at-

home nursing visits, help with bathing and preparing meals, or transportation for people with mobility challenges. Ontario is also expanding access to home and community care services at nearly 25 delivery sites across the province to help Indigenous people living in urban areas connect more easily to the services they need.

- **Primary care:** Creating 16 new or expanded Indigenous-governed and community-driven interprofessional primary care teams across Ontario. These will provide culturally safe primary health care services and programs to over 70,000 Indigenous people -- including individuals and families living in remote and fly-in communities. These teams can include traditional healers, nurse practitioners, dietitians and mental health counsellors. The province is also partnering with the Northern Ontario School of Medicine and Matawa First Nations Management on a new Remote First Nations Family Medicine Residency Program to recruit and train up to four family doctors annually to work in remote First Nations communities.
- **Palliative care:** Training up to 1,000 health care workers living and

working in First Nations communities, or for Indigenous health care organizations, who are providing palliative care. This training will help First Nations and urban Indigenous people get the care they need and allow them to stay at home or in the community for as long as possible if that is their wish.

- **Mental health and wellness:** Funding 34 Indigenous-led mental health and wellness programs across the province that include traditional healing, to provide enhanced, culturally appropriate supports for Indigenous youth, adults, families and communities. These programs include funding over 100 new mental health workers that will serve more than 69 First Nations communities, as well as urban Indigenous communities in cities such as Toronto, Kenora, Thunder Bay, Barrie, Midland, Sudbury, Ottawa and London.
- **Healing and Treatment Centres:** Funding to establish or expand 10 Indigenous-led Healing and Treatment Centres across Ontario, which will offer over 50 new culturally safe treatment beds for Indigenous people. Available services will include substance use disorder services, holistic mental health counselling and cultural supports.



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# CANADA

Ontario also recently signed a Charter of Relationship Principles with Nishnawbe Aski Nation and Canada, and is working with other Political Territorial Organizations and First Nations partners on similar relationship documents. These will express Ontario's commitment to collaborate with partners in creating new health systems for First Nations communities that will be led, planned and delivered by First Nations themselves. Investing in the health and wellness of Indigenous communities is one of many steps on Ontario's journey of healing and reconciliation with Indigenous peoples. It reflects the government's commitment to work with Indigenous partners, creating a better future for everyone in the province.

#### QUICK FACTS

In 2015, the Chiefs of Ontario and the Government of Ontario signed a historic [Political Accord](#) to guide the relationship between First Nations and the province. The Accord creates a formal bilateral relationship framed by the recognition of the treaty relationship.

Ontario funding to establish or expand Indigenous-led Healing and Treatment Centres across the province is a joint initiative between the Ministry of Health and Long-Term Care and the Ministry of Community and Social Services.

#### [Ontario's First Nations Health Action Plan](#)

is investing up to \$222 million over three years (2016-17 to 2018-19) and \$104.5 million annually thereafter to ensure that Indigenous people have access to more culturally appropriate care and improved outcomes.

[The Journey Together: Ontario's Commitment to Reconciliation with Indigenous Peoples](#) outlines the province's response to the Truth and Reconciliation Commission of Canada's Calls to Action

#### [Proceeds from Ontario Green Bond to Help Fight Climate Change](#)

#### **Province Raises \$1 Billion for Eco-Friendly Infrastructure Projects**

Ontario has successfully issued the largest green bond in Canadian history, raising \$1 billion for infrastructure projects in communities across the province that will help reduce greenhouse gas emissions and fight climate change.

Proceeds from the bond will support seven projects:

Eglinton Crosstown Light Rail Transit (LRT) in Toronto: \$407 million

GO Transit Whitby Rail Maintenance Facility: \$300 million

York Viva Bus Rapid Transit in York Region: \$80 million

Hurontario LRT in Mississauga and Brampton: \$10 million

Joseph Brant Hospital Redevelopment Project Phase 1 in Burlington: \$145 million

Seneca College King Campus Expansion in King City: \$50 million

Finch West LRT in Toronto: \$4 million.

These projects will improve the quality of life for people across the province while supporting the objectives of Ontario's [Climate Change Action Plan](#), and help Ontario meet its target to reduce greenhouse gas pollution of 15 per cent below 1990 levels by 2020, 37 per cent by 2030 and 80 per cent by 2050.

Building eco-friendly infrastructure is part of Ontario's plan to create fairness and opportunity during this period of rapid economic change. The plan includes a higher minimum wage and better working conditions, free tuition for hundreds of thousands of students, easier access to affordable child care, and free prescription drugs for everyone under 25 through the biggest expansion of medicare in a

generation.

#### QUICK FACTS

In 2014, Ontario became the first province in Canada to develop and sell green bonds, encouraging investment in environmentally friendly projects and attracting new investors.

On January 25, 2018, Ontario successfully priced a \$1-billion bond with a maturity date of February 5, 2025.

Ontario is the largest issuer of Canadian dollar green bonds with four outstanding green issues totalling \$3.05 billion.

Ontario's Green Bond program supports the largest infrastructure investment in hospitals, schools, public transit, roads and bridges in the province's history. To learn more about what's happening in your community, go to [Ontario.ca/BuildON](#)

#### ADDITIONAL RESOURCES

[The results of Ontario's first green bonds issue](#) [The results of Ontario's second green bonds issue](#) [The results of Ontario's third green bonds issue](#) [Ontario's Green Bonds](#).

#### QUOTES

"Ontario is proud to be a leader in environmental sustainability, as the first province in Canada to develop and issue Green Bonds. Promoting the largest Canadian green bond in the marketplace will raise \$1 billion to fund and create more jobs, spur economic growth and combat climate change."

*Charles Sousa, Minister of Finance*

"The proceeds from green bonds are helping Ontario expand people's transportation choices, manage congestion, and build a modern, sustainable transportation network to ensure our province continues to grow and to prosper now and in the future."

*Kathryn McGarry, Minister of Transportation*

## MIDEM LAUNCHES HIGH-POTENTIAL MARKETS PROGRAMME WITH FIRST AFRICAN FORUM IN ASSOCIATION WITH TRACE

Paris, **Midem**, home to the global music community, today announces the launch of its **High-Potential Markets Programme** designed to assist music professionals from around the world by encouraging business development and the discovery of new talent.

The new initiative aims to foster bilateral exchanges between international and national music executives and sectors in order to facilitate the structuring and professionalization of the high-potential markets.

In 2018, the new Programme will focus on the African music industry with a four-day '**African Forum**' during Midem (June 5-8 in Cannes). The forum will be preceded by a series of industry meetings across four African countries, to support the structuring of the African music industry, stimulate discussions between African and international music stakeholders, develop sustainable business models for African labels and artists in order to boost African music on a local and international scale.

*"Africa has incredible wealth in terms of musical talent and diversity of musical styles but the continent currently represents just 2% of the world music market,"* comments Alexandre Deniot, Director of Midem. *"As the home of the global music community, Midem is committed to supporting the development of the international music sector and that includes providing African artists and music companies with a platform to reach more fans and generate new revenues. We look forward to welcoming them to Midem in 2018 and beyond."*

The African Forum is organised by Midem in association with **TRACE**, the leading pan-African music media network.

*"By partnering with Midem on the African Forum, we bring together Midem's power as an international music business acceleration platform, with our expertise in afro urban music, along with our local knowledge and excellent relationship with our subscribers in Africa, at the service of promoting African talent and providing creative solutions to improve its local and international development,"* notes Olivier Laouchez,



Yemi Alade, confirmed to speak at Midem 2018

The African Forum, running throughout Midem, will host high-level discussions involving African and international music industry leaders, politicians and official institutions. In addition, it will provide a platform to promote African musical creativity, a Midem Night dedicated to African music and opportunities to share knowledge and professional training.

*"It is such an exciting time to be an artist and especially in Africa, where there are so many talented and creative musicians who are breaking boundaries and whose music travels throughout the world,"* says Yemi Alade, Nigerian Afropop megastar, whose single 'Johnny' has set a new record for over 85 million views on YouTube, making it the most-watched video from a African artist. *"However there are still many challenges and, to take it to the next level, we need to come together and work on strengthening and structuring of our music business in Africa. I'm very pleased to be part of the Midem African Forum and hope that sharing my experience as an artist will highlight the immense opportunities for African artists, not only in the continent, but globally,"* adds the multi-award winning artist and fashion designer. Alongside the African Forum in June, Midem

is organising **local meetings in the Ivory Coast, Nigeria, South Africa and Republic of the Congo**. Taking place from April 4 to April 12, this series of one-day events will bring together African and international music professionals for meetings, conference debates, workshops and live showcases. Attendees will include labels, mobile operators, rights collection companies, streaming platforms, music publishers, artists, media, politicians, influencers and professional associations and institutions.

According to mobile telephony data, Sub-Saharan Africa currently accounts for one tenth of the world's mobile telephone subscriber base and the market is growing faster than any other region in the world. Estimates are the Sub-Saharan smartphone users will number 498 million in 2020 compared to 300 million in 2016.\*

*"The convergence of the massive take-up of mobile telephony in many African countries, combined with the growth a young generation that is passionate about music, offers huge potential to structure and develop the African music scene both at home and internationally. Artists have a unique opportunity to reach new fans who are listening to music on mobile devices, while work needs to continue to protect those artists' rights and generate a fair share of revenues. The High-Potential Markets Programme is a long-term initiative to support the growth and international reach of national and regional music ecosystems. We hope that the African Forum will help grow Africa's share of the world music market and provide the global platform that African music deserves,"* adds Midem's Alexandre Deniot

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