

WOMEX World Music Expo in Cardiff - Promoting Irish Music Internationally

Wednesday 23rd October, 2013 Ireland is strongly represented this year at WOMEX, the World Music Expo, with two showcasing bands, a DJ showcase, two films and a delegation of over 30 Irish musicians, promoters, agents and festival producers. This year's mission to WOMEX is an initiative of the Culture Ireland programme of the Department of Arts, Heritage and the Gaeltacht in partnership with the Arts Council of Ireland and the Arts Council of Northern Ireland.

WOMEX takes place in Cardiff from Wednesday 23rd to Sunday 27th October, 2013.

We Banjo 3 and Kan will be in the spotlight on the Horizons stage at WOMEX, performing to an audience comprised largely of international bookers. The Horizons partnership including Culture Ireland programme and the Arts Council was developed to share showcasing and networking opportunities for Ireland, England, Northern Ireland, Scotland and Wales and includes a dedicated Horizons stage for each of the partners, as well as a shared section of the trade fair.

Jimmy Deenihan, TD, Minister for Arts, Heritage and the Gaeltacht, said: *"I am very happy to see this level of partnership and co-operation between our countries. WOMEX is an opportunity for Irish artists and agents to generate international bookings and create new opportunities for employment"*.

WOMEX has become the most important international professional market for world music of every kind including folk, roots, ethnic and traditional music. The annual five-day event comprises a trade fair, showcase festival and conference programme, with over 2,800 music industry delegates attending from across the globe.

This year Irish film will also feature at WOMEX. Two films by acclaimed documentary film-maker, **Myles O'Reilly** – *The Greatest Busk on Grafton Street* and *Encounter at the Cello Biennale* - will be screened at WOMEX, while Irish-based DJ and radio producer **DJ iZem** has been selected to showcase at the WOMEX DJ Summit.

In a new initiative this year, a customised Horizons app has been specially developed so that delegates and audiences have information on the bands showcasing on the Horizons stage at their fingertips. The app can be downloaded for iOS from the Apple store and for Android from Google Play: <http://www.horizonsatwomex.com/app>

Link to Brochure: http://www.cultureireland.ie/downloads/WOMEX_2013.pdf

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Department of Arts, Heritage and the Gaeltacht, supporting the Gathering Ireland 2013. Go to www.thegatheringireland.com and Be Part of it!