

# Amsterdam Dance Event announces ADE Pro 2020

Special focus on Chinese developments and resilience

**Amsterdam Dance Event (ADE), the global leading conference and showcase festival for electronic music, reveals its full ADE Pro online conference programme, featuring, among others, James Blake, Femi Kuti, Neneh Cherry, Robert Hood and Prof. Dr. Samantha Warren. ADE celebrates its 25th edition with the likes of international leading music companies like Bandcamp, Beatport, Hipgnosis, Sony Playstation, SoundCloud, Ultra Records, UTA, VEVO, WME and many more.**

**For past several years, China has an own dedicated sub conference in the ADE framework. This year, an official ADE Pro panel features several representatives from the Chinese electronic music industry. This panel has a focus on the recovery and resilience of the Chinese market after the Covid19 meltdown that took place in the beginning of the year.**

For the entire program check [www.amsterdam-dance-event.nl](http://www.amsterdam-dance-event.nl)

## **China: cultural roots, electronic and visually appealing**

In a panel entirely focused on China, ADE discusses where opportunities lie and what the Chinese music industry learned from Covid19. Furthermore, representatives of Brotherhood Music (BHM), Kanjian Music and Mai Ai Culture Communication talk about the country's current situation, collaboration within the industry, latest technology and international partnerships.

## **Chinese speakers ADE Pro 2020**

During the first week of October, BHM organised the first edition of CEA Festival. It was scheduled for April and featured an international line-up. Paul Neuteboom, CEO BHM: "We had to cancel our plans, but we immediately started thinking about possibilities as well." At their two-day festival the company showed what the future of Chinese festivals might look like. More room for local talent and Chinese influences without this leading to a decline in quality. "You can see more and more Chinese artist not just doing what works in the west, but look at what we have in China."

Kanjian Music is one of the largest independent music distributors in China. They operate in between the major Chinese networks and distribute music for a growing number of dance labels. Kanjian Music co-founder Zou Xiaoman: "Eighty percent of Chinese young people now indicate that they listen to electronic music and hip hop. When we started our business eight years ago, only five percent of our offering was electronic. It is now thirty percent."

Mai Ai Culture Communication, the third party in the panel discussion, has a wide range of services, brands and activities. They are the promotor behind one of China's oldest dance festivals; Intro, and manage well-known electronic music artists and producer, DJ Yuan. Recently, Mai Ai works with ground-breaking hologram technology to provide a rich experience both online and live. Wang Siwen, VP Global Partnerships from Mai Ai. "We make a DJ set or mini concert visually more attractive by using new techniques. Chinese digital streaming platforms are picking up these sets well."

## **What's more**

Other topics include; New Opportunities for Artists, Labels and the Live Industry, How Music Marketing Needs to Adapt in a Pandemic, Gender Equality in the Music Industry, Music in Video Games and Synching and Sampling. The conference program includes Pulitzer Prize winner Ian Urbina and his recently launched music project featuring Steve Rachmad and Vince Watson, as well as the astounding wave of musical creativity currently exploding across the African continent.

### **About C-Sharp**

China's presence during this years' ADE is made possible by the Sino-Dutch company C# (C-Sharp). This company was established to develop collaborative projects between the Chinese and international electronic music industry. The company was founded by Martin van de Velde and Michiel Roosjen who have been promoting the Chinese electronic music industry at ADE for many years.

### **About ADE**

The Amsterdam Dance Event (ADE), an initiative of Buma, has grown into the world's largest and most influential club-based festival and conference for electronic music. The event continues to grow and develop each year, with last year's edition featuring over 2,500 artists and 600 speakers in almost 200 venues. The five-day event attracts visitors from over 146 countries and features every conceivable aspect of electronic music culture, with dedicated conference programming, an extensive arts & culture program, live music and DJ/artist performances, all spread across the city of Amsterdam. More information about ADE can be found [here](#).

The 2020 edition takes place online from October 21st - 25th and tickets unlock all conference talks, as well as providing a one-year subscription to ADE's newly launched social business networking platform.

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#### *Quote:*

*"While the industry attempts to adapt to a challenging new chapter in its long and rich history, ADE is convinced that this is the time to be optimistic, positive and constructive, without losing sight of the current realities. To this end, our conference program is dominated by emerging opportunities, solid, business-based reasons to be optimistic, strategies for coping with the psychology of a crisis, and constructive engagement with the challenges ahead."*

*Say Meindert Kennis and Jan-Willem van de Ven, ADE Co-Directors.*

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Note for editors - not for publication:

Photos are available [here](#).

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