



## **African Music Week - Accra Launch Program Line-up**

### **Program Line-up**

**5pm - 6pm: Arrival of Guests** – Open House, open networking, & stakeholder engagements with DJ Music and selected music business stands open.

**6pm: Welcome Address by Mr Yofi Grant**, CEO of Ghana Investment & Promotion Centre.

**6.15pm: Introduction to African Music Week in Accra, emphasising its goals and significance.**  
- Mr Julz Ossom Founder & President of African Music Week

**6.30pm: KeyNote Address by Mr. Ruddy Kwakye** Founder & CEO The Rave Group - **Music Tourism in Ghana: Leveraging it to Build a Sustainable Music Industry**

**7.00pm: Message from Mr Bessa Simmons, MUSIGA President** - The role of MUSIGA in supporting the music tourism ecosystem - benefits and opportunities for the Ghanaian artist.

Performance by Bessa Simmons & Band

**7:30pm: Panel Discussion** - Exploring the potential of music tourism in Ghana

- Strategies to integrate music tourism into broader tourism initiatives.
- Case studies of successful music tourism destinations globally and lessons for Ghana.
- Policy recommendations to support sustainable growth.

### **Panelists**

- Benjamin Anane-Nsiah - Deputy Chief Executive Officer Ghana Tourism Authority
- Bola Ray - CEO EIB Network
- Khadijat El-Alawa - CEO The Continent Live / Head of Music & Talent , Afrofuture, CMG
- Edem - Artist & Founder VRMG
- Eve - Moderator

**8.00pm: Message from Mr Rex Omar, Chairman of GHAMRO** - The role of CMOs and other music organizations in supporting the framework of a lucrative Music Tourism industry in Ghana.

**8.10pm: Special Message from Honourable Mark Okraku-Mantey, Deputy Minister for Tourism Arts and Culture**

**8.15pm: Official Launch and new logo unveil + Closing Remarks/Vote of Thanks** - Mr Julz Ossom Founder & President of African Music Week & Verus.

**8.30pm:** Refreshments and Showcase hosted by Eve

- **Drupz - 10mins**
- **Bugatti Bonsu (Canada) - 10mins**
- **Byno Ayoni - 10mins**
- **Feli Nuna - 10mins**
- **Bessa Simons - 30mins**