

The CNM at ESNS24 (Groningen, January 17-20, 2024) Support for "Made in France" artists, international development a strategic priority for CNM

ESNS 2024 promises a strong French presence in both the artistic programme and the debates. The Centre national de la musique (CNM), whose support for export and international development is a strategic priority, will be on-site alongside those who will also be representing France. On the programme: support for "Made in France" artists, support for the partner programme "ESNS Exchange", and participation in conferences on key issues at European level, such as artificial intelligence.

A strong presence of "made in France" artists in Groningen

17 "Made in France" artists are scheduled for ESNS 2024. They will perform exclusive showcases for international professionals. ESNS is a valuable opportunity to showcase the musical diversity of the French scene, from Uzi Freyja's hip-hop to UTO's electro-pop, and above all to export it! With this in mind, CNM is proud to be a partner in the European program ESNS Exchange - an initiative encouraging the programming of European emerging talent, bringing together in Groningen 130 festivals from across the world, as well as public radio networks like UER (including Radio France) and European export offices (including the EMEE network).

Through its actions, CNM supports the dynamism of the French music industry. On the morning of Thursday January 18, its team will be organising a special moment to introduce "Made in France" artists to a selection of international programmers. Zaho de Sagazan will be attending, following up her

nominations at the Victoires de la Musique in France (French Grammys) with a nomination at the Music Moves Europe Awards (European Union prize which rewards emerging talents in the European contemporary music scene). She will also perform in concert on Thursday January 18 at 8pm (Wart, Disparate, Warner Chappell - Stadsschouwburg).

French expertise at the forefront of debate

In addition to the artistic programming, the French teams will also have a strong presence in the debates during the festival, with more than a dozen speakers. Jean-Philippe Thiellay, President of CNM, will be speaking at two conferences on music in Europe and artificial intelligence: Thursday January 18 at 3pm "EU support to music – From EU Prize for Music to Music Moves Europe and beyond" (Oosterpoort - Kleine zaal) and Friday January 19 at 1.30pm "How the EU is addressing the AI question" (Oosterpoort - Grijze zaal).

The creation of a new direction for CNM

ESNS 2024 is an opportunity to emphasize the importance of CNM's international mission, which has established, since January 1st, a Directorate of European Affairs and International Development (DAEDI) led by Corinne Sadki, formerly an advisor in charge of Europe and gender equality, and previously Director of Communication and Development at Bureau Export, with extensive experience in labels. DAEDI's mission is to amplify CNM's historical international actions (advice, international operations, showcases, financial assistance) and foster synergies between national and European levels in music export. The French music industry has always been successful in export; for example, in 2022, there were 62 new albums and tracks by 107 artists certified gold, platinum, or diamond (a significant increase of +38% compared to 2021). CNM is committed to sustaining and intensifying its support for the international development of French professionals and artists abroad.

The Centre national de la musique (CNM), a public institution under the Ministry of Culture, aims to ensure the diversity and freedom of musical creation. Through financial and non-financial support programs, it assists authors, composers, artists, and professionals accompanying them, enabling them to reach audiences worldwide, embracing all aesthetics and economic models.

ESNS is a flagship event for the international development of the industry, held annually in Groningen since 1986. This year, the festival features 350 emerging European artists, attracting over 40,000 visitors, including 4,000 industry professionals, and 400 international festivals. The conference segment hosts over 150 round tables, interviews, conferences, addressing topics crucial for the transformation of the music sector.

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