

transmitCHINA 2010: Mainland China's Only International Music Industry Conference



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transmitCHINA, a three-day music, technology and media conference will be held from June 2-4, 2010 in Shanghai. The only event of its kind in Mainland China, transmitCHINA looks to be among the most impactful music industry events of the year in Asia, offering groundbreaking opportunities for global industry leaders to connect.

The conference was announced today by local youth-marketing agency Split Works, who have teamed up with the Fan Tan Group - a Victoria, British Columbia-based agency - to co-host transmitCHINA 2010.

"transmitCHINA is quite simply the most important cross-cultural meeting of minds for Chinese music professionals looking to build relationships with their international counterparts, and for those international music professionals looking to understand China's unique market," says Archie Hamilton, Managing Director of Split Works.

Featuring key players in the global music industry, transmitCHINA is a think tank conducted on Chinese soil enabling some of the keenest minds locally and internationally to listen, discuss and solve problems associated with China's developing music industry.

Now in its third-year, the conference will include roundtable discussions, keynote speeches, B2B Focus Groups, showcases, and receptions with a focus on connecting international music, technology and media professionals to leaders, thinkers and creators in China. The event will be held at River South Art Centre, a unique warehouse-cum-art-gallery nestled along Shanghai's Suzhou Creek.

Source: http://www.mi2n.com/press.php3?press_nb=130000