

ITALY

AT 23) WOMEX

WORLDWIDE | MUSIC | EXPO



madeinitaly.gov.it

Italian Pavillion



ITCA 
ITALIAN TRADE AGENCY

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DIRECTOR Giovanni Bifulco
TRADE ANALYST Margarita Sánchez

For the 2023 edition of WOMEX, ITA - Italian Trade Agency set out to coordinate and finance the Italian collective participation "ITALY AT WOMEX" for the first time, collaborating with some of the most important associations and companies in the local music industry: Assomusica, Italia Music Export, Puglia Sounds, Emilia-Romagna Music Commission with ATER Fondazione, Italian World Beat and Italian World Music Network.

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Discover the full list of
participants on the online
database →



Professionals

Dueville

AIDA MUSIC

aidamusic.net | info@lucabassanese.it

LABEL

Bari

A.R.T.I.

AGENZIA REGIONALE PER LA TECNOLOGIA
E L'INNOVAZIONE

arti.puglia.it | p.daddabbo@arti.puglia.it

PUBLIC INSTITUTION

Bari

INTERCULTURAL CENTER

ABUSUAN - FESTIVAL BARI IN JAZZ

bariinjazz.it | amministrazione@abusuan.it

CULTURAL AND ENTERTAINMENT ACTIVITIES

Picinisco

APS CALAMUS

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TRADITIONAL MUSIC

Bari

MUSIC ASSOCIATION

BANDITA

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BAND

Bari

BASS CULTURE SRL

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Lecce

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PERFORMING ARTIST

BAND

CULTURAL ASSOCIATION

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BOOKING

LABEL

MANAGEMENT

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BOOKING

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DJANGO MUSIC

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BOOKING

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ESTRAGON

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VENUE

FESTIVAL

Catania

MUSIC ASSOCIATION

ETNEA

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BOOKING

Pozzuoli

FAST FORWARD SRL

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PROMOTER

Torre del Greco

FESTIVAL ETHNOS

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FESTIVAL

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FESTIVALLE

VALLE DEI TEMPLI, SICILY

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FESTIVAL

BAND

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Torino

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PROMOTER

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Bagni

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SUPPORT FOR ARTISTIC PERFORMANCES

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BOOKING

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BOOKING

Partners



Ministry of Foreign Affairs
and International Cooperation



madeinitaly.gov.it

ITA - Italian Trade Agency

is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

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DIRECTOR Giovanni Bifulco

TRADE ANALYST Margarita Sánchez



Assomusica

is the association of Italian producers and organizers of live music shows since 1996. Assomusica is the main interlocutor of institutions and the Italian representative of the sector for the European Union.

assomusica.org

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Fulvio De Rosa - Vice President
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Rita Zappador - Board Director on internationalization matters
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Italia Music Export

is the first official Italian music export office supported by Italia Music Lab Foundation. The office aims to promote Italian music worldwide, boost music export revenues, and support local music companies going global.

italiamusicexport.com

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Emilia-Romagna Music Commission

promotes and supports the regional music industry and the development of its artists and emerging artists. Activities are carried out abroad through its Music Export office, a function run in close collaboration with ATER Fondazione.

musiccommission.emiliaromagnacultura.it

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Italian World Beat

represents and promotes abroad artists, festivals, agencies and cultural associations, operating through active participation in the major music fairs worldwide. Since 2021 it has been the organizer of an annual Showcase Festival named MusiConnect Italy.

musicconnect-italy.com

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Italian World Music Network

A new network with 20 Italian world and folk music festivals that have been taking place for years in all regions whose main objective is the enhancement of traditional music and culture and the promotion of young artists.

italiaworldmusic.it

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Erasmus Treglia - member of board

Giuseppe Marasco - member of board

Gigi Di Luca - member of board

Giuseppe De Trizio - member of board

italiaworldmusic@gmail.com



UNIONE EUROPEA



Puglia Sounds

is a project of the Puglia Region in support of Puglia's professionals and artists in the music sector. Puglia Sounds was born in 2010 from the desire to affirm that music is a productive sector that generates value and employment.

pugliasounds.it

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Photo by Vito D'Andrea

Italian Showcase

About

Loccisano - De Carolis duo

Two virtuoso guitarists, Francesco Loccisano and Marcello De Carolis, came to their collaboration through their shared fascination for the chitarra battente, a traditional Southern Italian instrument with baroque roots. Usually referred to in translation as 'strumming guitar', the chitarra battente primarily evolved as an accompanying instrument providing the rhythm for communal dances like tarantella and pizzica. It took the duo some time to work out how to expand the possibilities of the instrument, its sturdy build seemed to discourage more complex melodies and solos, but perseverance furthered and they developed a method they eventually published online, instigating an interest that brought forth their first album, Venti. Developmental difficulties now no longer detectable, the duo's dynamic interplay on a repertoire of original compositions skilfully showcases the new-found potential of this venerable instrument to captivate new audiences.

Showcase Info

27 October 2023
13.00 – 14.00

Daycase Stage, Palexco

Booking and label



ITALYSONA

Contacts

loccisanodecarolis.com



Italian Samurai

About

Magali Berardo

In 2023, Italian music professional Magali Berardo was selected as one of the five judges – also known as "Samurai" – who are in charge of choosing the showcases scheduled for the evening at WOMEX, during which artists from all over the world are able to perform. Founder of Musicalista, the leading booking agency for world music in Italy representing artists like Bombino, Fatoumata Diawara, Bab L'Bluz and many others, she is the second Italian female music expert to hold this prestigious position. Over the years, Magali oversaw the growth of her agency which is now a strategic hub for Italian artists abroad and international artists in Italy, especially for African music. Besides managing her agency, she also works as a consultant collaborating with important national cultural institutions and initiatives.

"I've been attending WOMEX since 2004 and there I discovered so much amazing music and culture and met an incredible community of people that contributed to improve my work and develop my company's network. I am extremely delighted to serve as a Samurai for this upcoming edition."

- Magali Berardo