



# PRE VFM

## WEDNESDAY, NOVEMBER 20TH

### PRE VFM PARTY

- ⌚ 09:00 PM : PRE-VFM PARTY

# DAY 2

## THURSDAY, NOVEMBER 21ST

### ANIMATIONS & NETWORKING

- 📍 **MOHAMMED V THEATER ESPLANADE**
- ⌚ ALL AFTERNOON : NETWORKING UNDER THE VISA FOR MUSIC TENT
- ⌚ 02:30 PM : CARNIVAL PERFORMANCE BY "LANIMOU FAN MIKA"
- ⌚ 03:15 PM : CARNIVAL PERFORMANCE "EXPLOSION V"
- ⌚ 04:00 PM : HIP-HOP DANCE DEMONSTRATIONS AND PERFORMANCES BY ARTISTS FROM THE "HIP-HOP ACADEMY" COLLECTIVE

### CONFERENCES

- 📍 **MOHAMMED VI MUSEUM (AUDITORIUM)**
- ⌚ 10:00 AM : ACCESS TO CULTURE IN THE FIELD OF MUSIC: CAPACITY DEVELOPMENT IN MUSIC AND NEW PROFESSIONS
- ⌚ 12:00 PM : VALORIZATION OF TRADITIONAL AFRICAN MUSICAL INSTRUMENTS: HERITAGE, CREATIVE CHALLENGES, AND SOCIO-ECONOMIC DEVELOPMENT

### MASTERCLASSES

- 📍 **MOHAMMED VI MUSEUM (AUDITORIUM)**
- ⌚ 02:30 PM : SPOTIFY FOR ARTISTS: DISCOVERING A PATH
- 📍 **FRENCH INSTITUTE OF MOROCCO (GERARD PHILIPPE HALL)**
- ⌚ 02:30 PM : FROM STUDIO TO STAGE

### SIDE EVENTS

- 📍 **HIBA FOUNDATION (CAFÉ LA SCÈNE)**
- ⌚ 02:30 PM : MASTERING CONTEMPORARY MUSIC AND AFROBEAT / TRAINING SESSION
- ⌚ 03:15 PM : MASTERING CONTEMPORARY MUSIC AND AFROBEAT / TRAINING SESSION

# DAY 3

## FRIDAY, NOVEMBER 22ND

### ANIMATIONS & NETWORKING

- 📍 **MOHAMMED V THEATER ESPLANADE**
- ⌚ ALL AFTERNOON : NETWORKING UNDER THE VISA FOR MUSIC TENT
- ⌚ 02:30 PM : CARNIVAL PERFORMANCE BY "LANIMOU FAN MIKA"
- ⌚ 03:15 PM : CARNIVAL PERFORMANCE "EXPLOSION V"
- ⌚ 04:00 PM : HIP-HOP DANCE DEMONSTRATIONS AND PERFORMANCES BY ARTISTS FROM THE "HIP-HOP ACADEMY" COLLECTIVE

### CONFERENCES

- 📍 **MOHAMMED VI MUSEUM (AUDITORIUM)**
- ⌚ 10:00 AM : MUSIC FESTIVALS IN AFRICA AND THE MENA REGION: TERRITORIAL ATTRACTIVENESS AND SOCIO-ECONOMIC IMPACT. WHAT ARE THE CHALLENGES?
- ⌚ 12:00 PM : INCLUSION AND DIVERSITY IN THE MUSIC INDUSTRY: THE CENTRAL ROLE OF WOMEN IN EMPOWERMENT AND COMMUNITY DEVELOPMENT.

### MASTERCLASSES

- 📍 **MOHAMMED VI MUSEUM (AUDITORIUM)**
- ⌚ 02:30 PM : SPOTIFY FOR ARTISTS: EXPLORING A STREAMING PLATFORM
- 📍 **FRENCH INSTITUTE OF MOROCCO (GERARD PHILIPPE HALL)**
- ⌚ 11:00 AM : RESTRUCTURING A FESTIVAL: THE CASE OF THE INTERNATIONAL FESTIVAL OF DOUGGA IN TUNISIA
- ⌚ 02:30 PM : VERLATOURL / IMMERSION

### SIDE EVENTS

- 📍 **ONOMO TERMINUS (CHELLAH HALL)**
- ⌚ 10:00 AM : BUSINESS INCUBATION PROGRAM IN THE CULTURAL AND CREATIVE INDUSTRIES (PICC) INFORMATION SESSION
- 📍 **HIBA FOUNDATION (CAFÉ LA SCÈNE)**
- ⌚ 01:30 PM : ACCESS TO THE GERMAN MUSIC MARKET: INSIGHTS AND EXPERIENCES / ROUND TABLE

# DAY 4

## SATURDAY, NOVEMBER 23RD

### ANIMATIONS & NETWORKING

- 📍 **MOHAMMED V THEATER ESPLANADE**
- ⌚ ALL AFTERNOON : NETWORKING UNDER THE VISA FOR MUSIC TENT
- ⌚ 03:00 PM : CARNIVAL PERFORMANCE BY "LANIMOU FAN MIKA"
- ⌚ 04:00 PM : CARNIVAL PERFORMANCE "EXPLOSION V"

### CONFERENCES

- 📍 **MOHAMMED VI MUSEUM (AUDITORIUM)**
- ⌚ 10:00 AM : EXPLORING THE MEDITERRANEAN MUSIC INDUSTRY, MUSIC TRADE AND TALENT DIVERSITY ACROSS THE REGION.
- ⌚ 12:00 PM : INTRA-AFRICAN MOBILITY OF ARTISTS AND MUSIC PROFESSIONALS: CURRENT STATE, PRACTICES, AND SOLUTIONS.

### MASTERCLASSES

- 📍 **MOHAMMED VI MUSEUM (AUDITORIUM)**
- ⌚ 02:30 PM : DISCOVERING THE WORLD OF COPYRIGHT: INTRODUCTION TO THE CLIP TOOL
- 📍 **FRENCH INSTITUTE OF MOROCCO (GERARD PHILIPPE HALL)**
- ⌚ 02:30 PM : MUSIC PUBLISHING EXPLAINED FOR MUSICIANS AND THEIR REPRESENTATIVES

# DAY 1

## WEDNESDAY, NOVEMBER 20TH

### PARADE & ARTISTIC ENTERTAINMENT

#### VFM URBAN PARADE

- 📍 **BD BEN ABDELLAH (STARTING POINT MOHAMMED VI MUSEUM)**
- ⌚ 4PM : VFM URBAN PARADE
- 📍 **MOHAMMED V THEATER ESPLANADE**
- ⌚ 4:30PM : ARTISTIC ANIMATIONS & PHOTOCALL

### SHOWCASES LIVE STAGES

#### MOHAMMED V THEATER STAGE

- ⌚ 05:00 PM : OPENING SPEECH AND TRIBUTE CEREMONY
- ⌚ 06:00 PM : TASUTA II -IMIAL (MOROCCO)
- ⌚ 07:00 PM : FERRO GAITA (CAPE VERDE)
- ⌚ 08:00 PM : VALERIE EKOUME (CAMEROON - FRANCE)

### SHOWCASES AFTER STAGE

#### CHELLAH STAGE

- ⌚ 11:00 PM : RJ KANIERRA (DR CONGO)
- ⌚ 12:00 AM : OMARY (MOROCCO)
- ⌚ 01:00 AM : DJ MONILE (MOROCCO - SPAIN)

### WORKSHOPS

- 📍 **HIBA FOUNDATION (HIBA LAB) & VFM STAGES**
- ⌚ 10:00 AM : EMPOWERING SKILLS IN MUSIC TECHNICAL PROFESSIONS
- ⌚ 03:00 PM : EMPOWERING SKILLS IN MUSIC TECHNICAL PROFESSIONS
- 📍 **FRENCH INSTITUTE OF MOROCCO (GERARD PHILIPPE HALL)**
- ⌚ 10:00 AM : FROM THE LOCAL STAGE TO INTERNATIONAL FESTIVALS: ACCESSING GLOBAL OPPORTUNITIES FOR EMERGING ARTISTS

### SHOWCASES LIVE STAGES

- 📍 **MOHAMMED V THEATER STAGE**
- ⌚ 06:15 PM : KARYNA GOMES (GUINEA-BISSEAU)
- ⌚ 07:30 PM : AICHA TRAORÉ (IVORY COAST)
- ⌚ 08:45 PM : ENZO FAVATA - THE CROSSING (ITALY)
- ⌚ 10:00 PM : NOMFUSI (SOUTH AFRICA)
- 📍 **RENAISSANCE STAGE**
- ⌚ 05:30 PM : ESINAM AND SIBUSILE XABA (SOUTH AFRICA)
- ⌚ 06:30 PM : SYNA AWEL (ALGERIA - FRANCE)
- ⌚ 07:45 PM : ASSIA BRASS BAND (BENIN)
- ⌚ 09:00 PM : TOTO ST (ANGOLA)
- ⌚ 10:15 PM : SAHAD (SENEGAL)
- 📍 **BAHNINI STAGE**
- ⌚ 06:45 PM : THE TWO (MAURITIUS - SWITZERLAND)
- ⌚ 08:00 PM : O C'EST NOUS (FRANCE - MADAGASCAR)
- ⌚ 09:15 PM : NOON (UAE)
- ⌚ 10:30 PM : TIPIK DES SEYCHELLES (SEYCHELLES)

### EXPOSTAND

- 📍 **MOHAMMED V THEATER (1ST & 2ND FLOOR)**
- ⌚ 10:00 AM TO 05:00 PM : VFM TRADE SHOW

### EXHIBITION

- 📍 **MOHAMMED V THEATER (3RD FLOOR)**
- ⌚ 10:00 AM TO 05:00 PM : THE AFRICAN INSTRUMENT LIBRARY EXHIBITION

### SPEED MEETINGS

- ⌚ 03:00 PM TO 05:00 PM ONE-ON-ONE MEETINGS

### SHOWCASES AFTER STAGE

- 📍 **CHELLAH STAGE :**
- ⌚ 11:00 PM : TRANSE GNAWA EXPRESS (MOROCCO - FRANCE)
- ⌚ 12:00 AM : KIMIYAN LAW (AUSTRIA-DR CONGO)
- ⌚ 01:00 AM : DJ SMIEMO (MOROCCO)

### WORKSHOPS

- 📍 **HIBA FOUNDATION (HIBA LAB) & VFM STAGES**
- ⌚ 10:00 AM : EMPOWERING SKILLS IN MUSIC TECHNICAL PROFESSIONS
- ⌚ 03:00 PM : EMPOWERING SKILLS IN MUSIC TECHNICAL PROFESSIONS
- 📍 **FRENCH INSTITUTE OF MOROCCO (FAB LAB)**
- ⌚ 10:00 AM : INTRODUCTION TO INTERACTIVE MUSIC AND MUSIC CREATION FOR VIDEO GAMES

### SHOWCASES LIVE STAGES

- 📍 **MOHAMMED V THEATER STAGE**
- ⌚ 05:00 PM : GUITAR KANUN DUET (AUSTRIA - GREECE)
- ⌚ 06:15 PM : SARAH & ISMAEL (MOROCCO)
- ⌚ 07:30 PM : OULED EL BLEL (FRANCE - MOROCCO)
- ⌚ 08:45 PM : HEL SINKI - COTONOU ENSEMBLE (FINLAND - BENIN)
- ⌚ 10:00 PM : JULIAN BELBACHIR (AUSTRALIA - MOROCCO)
- 📍 **RENAISSANCE STAGE**
- ⌚ 05:30 PM : ODAME SIRLEAF / JD DONZO / STAR HAITI (LIBERIA)
- ⌚ 06:30 PM : SONIA NOOR (MOROCCO)
- ⌚ 07:45 PM : DIDIER AWADI (SENEGAL)
- ⌚ 09:00 PM : BENNY ADAM ( QUEBEC (CA) - MOROCCO)
- ⌚ 10:15 PM : TCHUBI (MOROCCO)
- 📍 **BAHNINI STAGE**
- ⌚ 06:45 PM : LA CENDEJAS (SPAIN)
- ⌚ 08:00 PM : SWING ORIGINAL MONKS (ECUADOR)
- ⌚ 09:15 PM : AYOM (SPAIN - PORTUGAL)
- ⌚ 10:30 PM : RICCIE ORACH (DOMINICAN REPUBLIC)

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### EXHIBITION

- 📍 **MOHAMMED V THEATER (3RD FLOOR)**
- ⌚ 10:00 AM TO 05:00 PM : THE AFRICAN INSTRUMENT LIBRARY EXHIBITION

### SPEED MEETINGS

- ⌚ 03:00 PM TO 05:00 PM ONE-ON-ONE MEETINGS

### SHOWCASES AFTER STAGE

- 📍 **CHELLAH STAGE :**
- ⌚ 11:00 PM : BENBBOO (TUNISIA)
- ⌚ 12:00 AM : MARIA MALASANGRE (BRAZIL)
- ⌚ 01:00 AM : D33PSOUL (MOROCCO)

### WORKSHOPS

- 📍 **FRENCH INSTITUTE OF RABAT (FAB LAB)**
- ⌚ 10:00 AM : INTRODUCTION TO INTERACTIVE MUSIC AND MUSIC CREATION FOR VIDEO GAMES
- 📍 **ONOMO TERMINUS (CHELLAH HALL)**
- ⌚ 10:00 AM : BUSINESS INCUBATION PROGRAM IN THE CULTURAL AND CREATIVE INDUSTRIES (PICC): OPTIMIZING YOUR APPLICATION TO THE EUROPEAN UNION: STRATEGIES AND BEST PRACTICES
- ⌚ 01:00 : BUSINESS INCUBATION PROGRAM IN THE CULTURAL AND CREATIVE INDUSTRIES (PICC): OPTIMIZING YOUR APPLICATION TO THE EUROPEAN UNION: STRATEGIES AND BEST PRACTICES
- 📍 **GOETHE INSTITUTE OF MOROCCO**
- ⌚ 10:00 AM : INTRODUCTION TO THE WORLD OF DJING

### SHOWCASES LIVE STAGES

- 📍 **MOHAMMED V THEATER STAGE**
- ⌚ 05:00 PM : SUONNO D'AJERE (ITALY)
- ⌚ 06:15 PM : ARKAI (USA)
- ⌚ 07:30 PM : ALBAITIL ASHWAI (JORDAN)
- ⌚ 08:45 PM : MONEKA ARABIC JAZZ (IRAQ - CANADA)
- ⌚ 10:00 PM : URBAN FOLKLORE (MOROCCO)
- 📍 **RENAISSANCE STAGE**
- ⌚ 05:30 PM : LOYIK AFANA (CAMEROON)
- ⌚ 06:30 PM : JEANNE CÔTÉ (QUEBEC - CA) / KAWTAR SADIK (MOROCCO)
- ⌚ 07:45 PM : DAREEN (EGYPT)
- ⌚ 09:00 PM : BAB EL WEST (FRANCE - MOROCCO)
- ⌚ 10:15PM : ZAR ELECTRIK (FRANCE - MOROCCO)
- 📍 **BAHNINI STAGE**
- ⌚ 06:45 PM : BIA FERREIRA (BRAZIL)
- ⌚ 08:00 PM : XIDO (SOUTH KOREA)
- ⌚ 09:15 PM : CARMEN Y MARIA (SPAIN)
- ⌚ 10:30 PM : RITA L'OJJIA (MOROCCO)

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### EXHIBITION

- 📍 **MOHAMMED V THEATER (3RD FLOOR)**
- ⌚ 10:00 AM TO 05:00 PM : THE AFRICAN INSTRUMENT LIBRARY EXHIBITION

### SHOWCASES AFTER STAGE

- 📍 **CHELLAH STAGE :**
- ⌚ 11:00 PM : VERLATOURL (FRANCE)
- ⌚ 12:00 AM : DJ CHANNEL (SENEGAL)
- ⌚ 01:00 AM : DJ ZURÜCKBLEIBEN BITTE (AUSTRALIA - GERMANY)

