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## 5500 visitors third edition Buma Rotterdam Beats

*International praise for network conference and showcase festival*

**With 5500 visitors in three days, Buma Rotterdam Beats, the international business platform and showcase festival, underlines the ambition to become the most important network conference for Urban Bass and Beats. In three days, these 5500 visitors came to see big artists and upcoming talent from around the world perform at eight different locations all over Rotterdam.**

The conference attracted over 600 delegates from eleven different countries seeking professional advice and new contacts, trends and talent. Over 80 acts performed in eight different locations. Acts ranging from up-and-coming electronic Soul talent Syron from London to 2 Chainz from the US, and from an array of Dutch talent at the free outdoor stage to the exclusive album release of Rotterdam's most popular rapper, Hef.

Other highlights during the third edition of Buma Rotterdam Beats were the Shady Records Beats Pitch where the VP of A&R, Riggs Morales, was looking for beats for the new Eminem album and Shaggy sharing his 20 years of experience as a Jamaican Pop star in the mainstream world and partying with the other festival visitors till the early hours.

'I am very impressed with what I've seen here, nowhere else in the world is there a conference like this,' said Morales, who, during a very special Q&A, unveiled how he signed 50 Cent to Eminem's label, one of the most lucrative record deals of all time. Also the Dutch State Awards gala, the traditional Buma Rotterdam Beats kick-off, was a great success. The big winners were Boaz v/d Beats, who produced beats for Nouveau Riche, and Fresku (best album, best artist) who also gave exclusive presentations on their careers during the conference.

'It is extremely important that Jamaican music culture gets the attention it deserves which is why we came down with a whole delegation,' said Shaggy who traveled to Rotterdam with the Jamaican minister of tourism and entertainment, Damion Crawford. The influence of Jamaican music on Hip Hop, Grime and Dubstep was one of the main themes of the third edition of Buma Rotterdam Beats.

*Buma Rotterdam Beats took place on 15, 16 & 17 November and is organized by the Buma Rotterdam Beats Foundation, an initiative of Buma and supported by Sena. For more information: [www.beats.nl](http://www.beats.nl).*

This event is part of the yearly agenda of Rotterdam Festivals. For a complete overview visit [www.rotterdamfestivals.nl](http://www.rotterdamfestivals.nl).

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High resolution photo material can be found [here](#).