



Press release

Hilversum, June 24

Amsterdam Dance Event launches ADE Beats

International conference for hip-hop, bass and beats follows the success of Rotterdam Beats

During this year's edition of Amsterdam Dance Event (ADE), taking place October 14-18, ADE and Beats NL Foundation will organise ADE Beats, an international conference and showcase program for hip-hop, bass and beats. This event follows the success of Rotterdam Beats.

After five well-received editions in Rotterdam, the international showcase and business platform for hip-hop, bass and beats continues at the biggest conference for electronic music in the world. Amsterdam Dance Event, a Buma initiative, has been a partner event of Rotterdam Beats from the start. When continuing the event in Rotterdam proved impossible for organisational reasons, the decision was made to intensify this partnership.

ADE Beats (former Rotterdam Beats) is an annual initiative to promote hip-hop, bass and beats in Europe. In the previous five years artists and speakers included Hudson Mohawke, Shaggy, Mr. Probz, Future, Action Bronson, DJ Moortje and 2 Chainz and companies like Interscope, Top Dawg Entertainment, XXL, OkayPlayer, Boiler Room, BBC1 Radio, Dirty Dutch, The Fader and many others.

"I am very impressed with what I've seen here," said Riggs Morales, who worked closely with Eminem, 50 Cent and Action Bronson as VP of A&R and attended the event twice as keynote speaker. *"Nowhere else in the world is there a conference like this."* Joe Muggs, editor-in-chief of Boiler Room, called Beats *"the real eye-opener in the European festival calendar."*

The ADE Beats team is developing a pilot conference and showcase program for the next edition of Amsterdam Dance Event. In 2016 ADE Beats will become a full part of ADE's conference and festival program.

"Hip-hop, bass and beats are a crucial part of electronic music," says general manager Richard Zijlma of Amsterdam Dance Event. *"We are looking forward to work together with the Beats team to give these genres an even stronger position within our program."*

Project manager Aldo Bruining calls ADE Beats a logical next step for the networking event. *"We are looking back at five fruitful years in Rotterdam, with dedicated partners and fantastic relationships. It is great to now be able to continue developing this event in cooperation with such an experienced and successful partner as Amsterdam Dance Event."*

With the addition of ADE Beats, ADE expands further on its multi-faceted conference program. The business program of Amsterdam Dance Event focuses on specific markets, themes and

audiences with dedicated components like ADE Pro, ADE Green, ADE University, ADE Hard Dance Event and ADE Beats that are being organised at various locations in the city.

For more information about ADE: www.a-d-e.nl

The Amsterdam Dance Event is organized by the Amsterdam Dance Event Foundation, an initiative of Buma. Official Partner ADE: Samsung

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