

Key acts and speakers announced for Focus On Italy at ESNS

ESNS announces the best-emerging and new acts from Italy in light of its Focus on Italy in 2025. Also, new Italian Focus panels and speakers for the ESNS Conference are announced today. Delegate Passes and Festival Tickets are available now at [ESNS.nl](https://www.esns.nl)

ESNS (Eurosonic Noorderslag), **the key exchange for emerging European music**, announces the Italian showcase acts and conference speakers for the annual four-day showcase festival and music conference in light of its **Focus on Italy**.

Focus on Italy artists announced

Every year, ESNS highlights the best-emerging acts from a European country, showcasing the diversity of musical talent across Europe.

Focus on Italy showcases the latest music acts from Italy on the ESNS stage and puts them in front of an audience of industry professionals, media and music lovers.

ESNS selected sixteen emerging acts from Italy to showcase their talent at Eurosonic: **Bassolino** (it), **BigMama** (it), **COMRAD** (it), **Daniela Pes** (it, MME Awards Nominee), **Ele A** (ch/it, RSI Rete3), **España Circo Este** (it), **Evita Polidoro** (it), **Indian Wells** (it), **James Jonathan Clancy** (it), **Justin Adams & Mauro Durante** (it), **Kharfi** (it), **Kyoto** (it), **LA NIÑA** (it), **okgiorgio** (it, RAI radio 2), **Post Nebbia** (it), and **R.Y.F.** (it).

The entire ESNS line-up immediately joins the [European Talent Exchange](#) program, increasing their chances of getting booked at major European festivals after showcasing at ESNS.

ESNS has proven essential in kickstarting the international careers of European artists and has grown to be the key event where music fans and industry delegates tune in to hear it first.

Focus on Italy at ESNS Conference

The ESNS Conference provides a platform for influential voices in the music industry, featuring numerous program highlights that spotlight Italy. ESNS25 Delegates can explore the Italian music market and network with industry professionals from Italy at ESNS25.

Italy is well-known for its rich cultural heritage and passionate music scene. The panel discussion '**Everything You Need To Know About the Italian Music Market**' shares all the secrets of breaking into this unique market.

Nur Al Habash (Italia Music Export), **Alessandro Ceccarelli** (Tridentmusic srl / Bpmconcerti srl), **Cristina Fina** (Puglia Sounds / Medimex), **Chiara Gallerani** (Italia Music Export), **Gianluca Giusti** (ATER Fondazione / Emilia-Romagna Music Commission), **Federico Rasetti** (KeepOn Live), and **Francesca Trainini** (Peer Southern Productions / IMPALA) will guide ESNS Delegates through key insights, streaming habits, radio airplay, and the role of local festivals. From understanding the local trends to navigating the industry's distinct challenges, this session offers a comprehensive guide to a booming and exciting market.

The panel discussion ‘**Growing Internationally in Your Native Language. Is the English era over?**’ explores how artists such as Måneskin, Stromae, and Rosalía achieved massive international success without abandoning their native languages.

Clementine Bunel (Wasserman Music), **Daniele Citriniti** (The Goodness Factory), **Alexandre Davidson** (Nada booking & management), and **Vanessa Hurst** (MusixMatch) dive into the stories, strategies, and challenges of artists who’ve successfully expanded their reach while staying true to their linguistic roots. Stay tuned; more exciting speakers for this programme will be announced in the coming weeks.

In the post-pandemic period, live music prices have exploded, making it impossible for those without adequate financial means to attend concerts and festivals. Panellists in ‘**The Rising Costs of Live Music: Is the Live Concert Becoming an Elite Experience?**’ rethink the words inclusion, diversity and sustainability from an economic perspective and try to understand the implications. Featuring **Veronica Clarizio** (SEI Festival / Cool Club), **Katia Giampaolo** (Estragon), **Damir Ivic** (Soundwall), and **Erica Romero** (Live DMA / Rocknrolla Producciones).

Additionally, Ypsigrock Festival’s co-founder and head booker **Gianfranco Raimondo** is confirmed to speak at ESNS Conference in 2025.

Discover the [festival line-up](#) and [conference programme](#) at [ESNS.nl](#)
More showcasing acts, panels and speakers will be announced in the coming weeks.

ESNS25 has its Focus on Italy

Focus on Italy at ESNS25 will be supported by the Italian Trade Agency, Italian Cultural Institute Amsterdam, Italia Music Export, Emilia-Romagna Music Commission-Ater Fondazione, Puglia Sounds/Medimex International Festival & Music Conference-Puglia Culture, Linecheck Music Meeting and Festival, ESNS, and EBU partner RAI Radio2.

Italian festivals supporting Focus on Italy and participating in the European Talent Exchange programme are Apolide Festival, Arezzo Wave, Linecheck Music Meeting & Festival, Poplar Festival, SEI Festival, and Ypsigrock Festival.

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FOCUS ON
ITALY
ESNS

ESNS25 Delegate Passes

Join ESNS as a Delegate in January and meet with tastemakers from the European music industry, including representatives from companies like Spotify, Universal Music, Google/YouTube, Live Nation, UTA, See Tickets, MIDiA Research, Pollstar, IQ, and over a hundred European festivals and live music venues.

Delegate Passes for ESNS25 are now available at a Late rate at [ESNS.nl](https://esns.nl)

[Purchase a Delegate Pass](#)

ESNS Delegate Passes include:

- Fast-lane access to 250+ showcases
- Full access to the ESNS Conference
- Networking lounges and hospitality options
- Access the ESNS Delegates Database
- Access ESNS Analytics for up-to-date artist data

Festival tickets for Eurosonic and Noorderslag are available at [ESNS.nl](https://esns.nl)

About ESNS

ESNS (Eurosonic Noorderslag) is an independent platform that puts European music talent in the global spotlight. ESNS offers European artists career-defining opportunities to break through and become tomorrow's headliners.

Every January, Groningen (NL) transforms into the beating heart of the European music industry when ESNS hosts its showcase festival and music conference. Only the freshest European acts are invited to perform for passionate new fans and industry pros, helping them pave the way to the stages of major European music festivals.

ESNS works year-round to promote and support emerging talent. Through initiatives such as the European Talent Exchange, ESNS is committed to fostering a sustainable, diverse, and inclusive music sector where music is enjoyed by everyone.

To celebrate the rich and diverse European pop culture, ESNS presents several prestigious awards, including the Music Moves Europe Awards, the European Festival Awards, and the Popprijs. ESNS is also involved in essential initiatives, including Yourope, the European Broadcasting Union (EBU), Keychange, Take a Stand, and Green Deal Circular Festivals. Together, they strive for an innovative and impactful music sector.

ESNS has an impressive track record. Many European artists played their first international show in Groningen or were discovered through ESNS by their label, talent agency, or a large summer festival. ESNS alumni include AURORA, Stromae, Christine and the Queens, Buraka Som Sistema, Fontaines D.C., Sigrid, Marina Satti & Fonés, Altin Gün, Priya Ragu, The Haunted Youth, The XX, Robyn, Tramhaus, Sam Smith, Hozier, Alyona Alyona, Viagra Boys, Zaho de Sagazan, freekind., Kaleo, Chalk, Fat Dog, and many more.

Founded in 1986, ESNS will celebrate its 40th anniversary in 2026.

ESNS 2025 will take place from January 15-18, 2025, in Groningen, the Netherlands.

Press accreditation

Press accreditation is necessary to attend the festival. The [ESNS Press Centre](#) provides all the information on obtaining accreditation.

More information, contact & downloads

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