

The International Music Exposition "Womex" (World Music Expo), the most important organization of its kind, on an international level, will take place in Thessaloniki, from 17 until 21 October 2012.

Womex is considered a benchmark by world music experts from all over the planet. The exposition was held for the first time in Berlin in 1994. Since then, it has been held in Essen, Brussels, Stockholm, Rotterdam, Newcastle, Seville, Marseille and Copenhagen (the latest three organizations). This is the first time that it is taking place on Greek territory, the first time in Southeastern Europe and Thessaloniki was chosen as the Greek city where the exposition will be hosted.

It is also the first time in the history of Womex internationally that there is created a special stage, the CLUB GLOBALKAN, which will be available for local creative powers and musicians from the neighborhood of Southeastern Europe. CLUB GLOBALKAN is meant to constitute a new institution which will be maintained in Thessaloniki in the following years.

The public which Womex 12 Thessaloniki is targeted at, whether it regards professionals or spectators, is a heterogeneous, alternative public who loves music, is interested in the local color and the characteristics of every city hosting the exposition.

Through Womex 12 thousands of visitors will have the opportunity to get to know the city, the musicians, the artists, the monuments, the tastes, the people of the city. These 5 days in October will be a celebration of world music and creativity, where we will all be present!

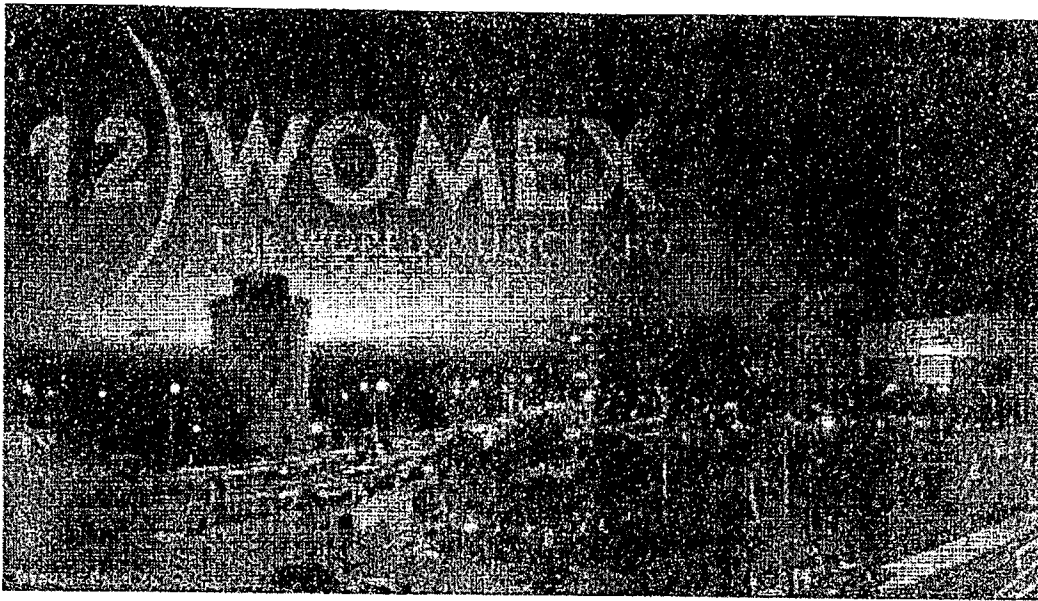
If Womex is a benchmark for world music friends and professionals internationally, Thessaloniki is the benchmark for everything it has to offer to its visitors, it is an ideal tourist and cultural destination.

2.500 institutions from 98 countries all over the world, 300 journalists of Greek and international mass media, 300 artists and thousands of visitors who will have the opportunity to get to know Thessaloniki, Greek music and the Greek culture, are expected to participate in WOMEX 12 Thessaloniki.

It is addressed to:

- **Professionals of the music business:** artists, record and publishing companies, concert and festival organizers, journalists, agencies, even state stands.
- **Music fans, not only of world music,** from Thessaloniki, Greece, Southeastern Europe and from all around the world!

Local professionals from the music business, song writers and artists will for the first time have the opportunity to get to know acknowledged musicians, production and management companies etc. from various countries of the world, without having to travel abroad.



Photograph: Giannis Psathas

Womex 12 Thessaloniki is divided into **two parts**: During the day it is addressed at **professionals who are interested in the commercial part of world music**. In the evenings, the gates open for the public and **music fans** have the chance of visiting about **60 concerts on six different stages**.

WOMEX 12 Thessaloniki will take place in the **facilities of the International Exhibition of Thessaloniki** and is the result of the cooperation and systematic effort, between the Ministry of Culture and Tourism, the Municipality of Thessaloniki – Deputy Municipality for Culture and Tourism, HELEXPO S.A. and the production company “**GAIALIVE**” in cooperation with Piranha Womex. This year’s 18th organization of the biggest thematic exposition worldwide on world music takes place **under the auspices of the honorable President of Democracy Mr. Karolos Papoulias**. **Womex 12 Thessaloniki** is taking place within the scope of the events of the program of the Ministry of Culture and Tourism “**Crossroad of Cultures**”, which in 2012 focuses on the regions of Southeastern Europe.

Finally, the organization **Womex 12 Thessaloniki** will be connected to other major events in the city, such as the celebration of “**100 years since the liberation**” of Thessaloniki and the European **Youth Capital 2014**. It is integrated in the program of the 47th “**Dimitrion**” and other **events of the Municipality of Thessaloniki in general**, such as the Festival “**World Music**” (Thessaloniki Port, 6-8 June), the 30th **World Conference of the International Society for Music Education** (15-20 July), the **International Philharmonics Festival** (12 October) etc.

For information please visit www.womex.gr and in English www.womex.com.

For photos please visit the following link:

<http://www.flickr.com/photos/womex/sets/72157627766118057/>

To watch the Womex video, please visit:

http://www.womex.com/realwomex/2012/videos/womex_film.html

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