

2021 Ongea! Eastern Africa Music Summit to be held online for free

The 2021 Ongea! Eastern Africa Music Summit will be held online for free via www.ongea.biz from 22-24 February.

“Due to the potential health and financial risks of the Covid-19 pandemic, we had decided to cancel the 2021 edition,” said founder Mike Strano, who is also an event producer at Phat! Productions. “However, like many other music markets around the world, Ongea! has also gone online to continue serving the creative industry of Eastern Africa – especially during this crisis.



The banner for the 6th Annual Ongea! Eastern Africa Music Summit features a dark blue background with a circular logo on the left. The logo lists participating countries: COMOROS, DJIBOUTI, ERITREA, ETHIOPIA, KENYA, MADAGASCAR, MAURITIUS, UGANDA, TANZANIA, SOUTH SUDAN, RWANDA, SEYCHELLES, SOMALIA, BURUNDI, and MAYOTTE REUNION. The central text reads: "6TH ANNUAL ONGEA! THE EASTERN AFRICA MUSIC SUMMIT. Developing an Industry that is Professional, Transparent and Profitable for All! #ONGEA2021 WWW.ONGEA.BIZ". To the right, it states: "MONDAY - WEDNESDAY 22ND - 24TH FEBRUARY 2021 12.00PM - 09.00PM EAT (GMT+3)", "100% ONLINE VIA WWW.ONGEA.BIZ", and "FAST FORWARD INTO THE FUTURE". Below the banner, a row of partner logos is displayed, categorized by role: Radio Partner (TRACE), Digital Partners (LYRICFIND, mdundo), and Webinar Partners (Safaricom, BEYOND 20 YEARS, AMBASSADE DE FRANCE AU KENYA ET EN SOMALIE, THIS IS AFRICA). Other partners include PHAT! PRODUCTIONS, Africa Digital Leadership, and ERM GROUP.

“Ironically, the theme of the last Ongea!, during February 2020, was 'disrupt to thrive',” he continues. “Little did we know that, just a month later, our creative industry was to experience the biggest disruption ever!

“With Covid-19 being an accelerator of technology adoption, by consumers and industries globally. Ongea! 2021 is about ‘what next?’ as we fast forward into the future.”

Going fully online shall enable Ongea! to reach a wider audience throughout Eastern Africa and the world, including international industry experts, who are increasingly interested in the creativity emerging from the motherland.

“To date, Ongea! 2021 has speakers, performers and delegates from over 26 countries, including Australia, Benin, Brazil, Burundi, Canada, China, Democratic Republic of Congo, Denmark, England, France, Germany, Ivory Coast, Kenya, Malawi, Mauritius, Namibia, Nigeria, Rwanda, Singapore, South Africa, Sudan, Tanzania, The Netherlands, Uganda, United Arab Emirates and the United States of America,” says Courtney Keter of Phat! Productions. “And, after the pandemic, Ongea! shall be transformed into a hybrid event, with participants having the choice to join physically or virtually.”

“ <https://t.co/Blz4yKoMds>

Log-in to Register for the full Schedule of 9 Industry Panels (Webinars) and 21 Showcase Performances, at your Convenience, here: <https://t.co/SW54klMqt#ONGEA2021> [pic.twitter.com/X2ZnwGmaQo](https://t.co/X2ZnwGmaQo)— ONGEA! Africa (@ONGEAEASummit) [February 15, 2021](#) ”

ONGEA! 2021 line-up:

Monday 22nd February 2021

- 12.00pm-1.30pm EAT (GMT+3): So, we were Disrupted! What next? Comparing local & international Recovery Plans for the Creative Industry.
- 1.30pm-2.00pm EAT (GMT+3): Showcase Performances.
- 2.00pm-3.30pm EAT (GMT+3): The New Normal? Online Education for Creatives. Discussing the Transformation of Education in the Creative Industry.
- 3.30pm-4.00pm EAT (GMT+3): Showcase Performances.
- 4.00pm-5.30pm EAT (GMT+3): Be Present Everywhere. The ultimate Speed Networking session with local & international Delegates from the 3 Days.
- 5.30pm-9.00pm EAT (GMT+3): Showcase Performances.

Tuesday 23rd February 2021

- 12.00pm-1.30pm EAT (GMT+3): Taxation – a Blessing or a Curse? Unpacking the Benefits and Costs of Digital Service Tax, and other Taxes.
- 1.30pm-2.00pm EAT (GMT+3): Showcase Performances.
- 2.00pm-3.30pm EAT (GMT+3): Royalties in Focus. COVID-19 showed the Importance of Royalties as a Revenue stream and amplified the Challenges in Eastern Africa with Collection & Distribution.
- 3.30pm-4.00pm EAT (GMT+3): Showcase Performances.
- 4.00pm-5.30pm EAT (GMT+3): No Shows? Where's the Money? The importance of alternative Revenue streams – a Global perspective. Webinar is Empowered by Safaricom.
- 5.30pm-9.00pm EAT (GMT+3): Showcase Performances.

Wednesday 24th February 2021

- 12.00pm-1.30pm EAT (GMT+3): The growth of Activism in Africa. The Movers & Shakers of 2020 and 2021. Webinar is Presented by This Is Africa.
- 1.30pm-2.00pm EAT (GMT+3): Showcase Performances.
- 2.00pm-3.30pm EAT (GMT+3): Access to Credit for Creatives. New opportunities Emerging in 2021.
- 3.30pm-4.00pm EAT (GMT+3): Showcase Performances.
- 4.00pm-5.30pm EAT (GMT+3): Global Opportunities for Eastern African Music. Panelists from Asia, Europe, North America and South America share their Views. Webinar is Empowered by the French Embassy to Kenya.
- 5.30pm-9.00pm EAT (GMT+3): Showcase Performances.

Entry is free, register via www.ongea.biz.