



MOST Music builds bridges between the music markets of Europe

A feminist a cappella trio from Serbia, the success story of a young Bosnian manager, the partnership of a Belgian and a Croatian festival – they are all part of the MOST Music magic, a programme dedicated to boost the music market of the Balkans. MOST opens its third and final round with three calls: musicians, festivals, clubs and industry professionals can all apply until the beginning of September. Spread the word!

MOST means **bridge** in various Slavic languages and it **refers to the bridge of personal relationships that make the music industry go around**. The project's main aim is to showcase the beauty of Balkan music and see its many sides: the traditional and the contemporary, the experimental and exciting, the fresh and upcoming. Read on if you want to know more about the opportunities!

In this round, applications can be submitted for three pillars:

- **Balkan Music Export** supports world music artists and bands with opportunities such as guaranteed showcasing and performing opportunities, a mentorship and training course;
- **Festival and Club Exchange** supports festivals and cultural institutions who have world, global, or traditional music in their programming with mutual visits, learning best practices and international networking opportunities;
- **Management Training** welcomes young music industry professionals who have a special pull towards traditional or world music to take part in in-person training programmes, a paid traineeship plus networking opportunities.

MOST has **helped jumpstart the careers** of musicians and professionals from all over the Balkans: from festivals exchanging artists to well-known musicians reaching new audiences, we've seen many ideas come to life in front of our eyes. Some of our favourites include **the beloved sevdah band, Divanhana** producing a new hit album, **NAKED performing their funk and free jazz** at the biggest world music expo, **WOMEX**



and **Rodjenice** charming the audience with their a cappella **at the Budapest Ritmo Showcase.**

The project is supported by the **Creative Europe Programme**, the European Union's framework programme for the cultural sector. MOST Music was launched in late 2019 and will run until 2024 with an unprecedented budget of 4 million Euros. The festival's partners include **EXIT Festival**, the largest Festival organiser in North Macedonia, **Password Production**, the **Centre for Fine Arts, Brussels (BOZAR)**, **Piranha Arts**, **organiser of WOMEX**, **Songlines**, the definitive magazine for world music and the European Music Council. Among the experts and trainers you can find various industry professionals: **Simon Broughton**, the Editor in Chief of Songlines, **Chris Eckman**, co-founder of Glitterbeat Records and **Hilda Sandgren**, founder of MTA Production.

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