

"MOST is a fantastic initiative – one of the strongest right now – in terms of performance, training, presence, mentoring, artist development, raising the pride and the profile of Balkan music creativity and enterprise. And enhancing the legacy."

Ben Mandelson

WOMEX Founding Director, Piranha Arts

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BALKAN:MOST

SHOWCASE AND CONFERENCE
IN COOPERATION WITH WOMEX
7-9 SEPTEMBER 2023

BALKAN:MOST, the grand finale of MOST aimed to show the true colors of the Balkans and create a strong bridge all over Europe.

We invited 24 MOST bands along with six headliners - among them Manu Chao - to perform on the beautiful stages of Veszprém, Hungary. We hosted many MOST participants and all together 300 professionals on the showcase and the 3-day conference.

The event was supported by MOST and Veszprém-Balaton 2023 European Capital of Culture.



THIS IS MOST



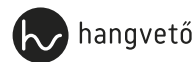
THE BRIDGE FOR BALKAN MUSIC



WHAT IS MOST

A bridge connecting the music industry of the Balkans with European markets, MOST forges personal bonds, promotes Balkan music and creates a community of professionals within and outside of the peninsula.

Started in 2017 and coordinated by Budapest-based Hangvető, co-funded by the European Union, MOST drew up a model for comprehensive regional development. Closing a remarkable 4-year journey with unforeseen success, MOST can boast 300 alumni, an even larger pool of professionals who aligned with the project's mission, and a lasting impact that will continue to draw attention to the Balkans.



MOST MADE THE BALKAN MORE VISIBLE

80+ Showcases in **10+** countries

40+ Videoclips produced

10+ MOST panels and discussions

3 MOST CDs

1 Balkan World Music Guide

MOST MADE THE BALKAN MORE CONNECTED

70+ Music experts involved from

20 countries

20+ Traineeships in **10** countries

9 Training sessions in **4** countries

50+ Exchanges among festivals and clubs

MOST PILLARS

MOST was built on four main pillars: four segments of the music industry with specific needs and possibilities.

BALKAN MUSIC EXPORT

For bands & managers

32 bands received mentoring, trainings, showcase and portfolio support

MANAGEMENT TRAINING

For young managers, bookers & promoters

79 managers received trainings, traineeship and networking opportunities

FESTIVAL AND CLUB EXCHANGE

For festival organisers and club owners

57 festivals or clubs received support for exchanging artists and knowledge

URBAN PROJECT HUB

For creative minds, urban activists

24 participants received mentoring and training, 12 urban projects were implemented