



## Wallifornia MusicTech 2019

### Liege Welcomes the Cream of the Crop of the International Music Industry

The third edition of the [Wallifornia MusicTech](#) (WMT) will take place from the 26th of June to the 4th of July. Based in Liege (Belgium), the event aims to shine a light on the world of music-tech by bringing together industry professionals to discuss its future, as well as bringing new trends to the public.

The Wallifornia MusicTech is the only start-up acceleration partner of the [Universal Music Group Accelerator Network](#) in the Benelux region, as well as the only one to bring together over 500 music industry professionals (agents, artists, labels, promoters, journalists...) This year the theme of the WMT is "Under Pressure".

Belgium has always been known as the land of music and festivals. But there is also a lot to be said about its start-ups and innovators, with our country being an international hub for this specific domain. According to [Gerome Vanherf](#), the founder of the Wallifornia MusicTech, : "Our goal is to establish the Wallifornia MusicTech and Belgium as pillars of this domain in Europe for professionals of the industry".

The Wallifornia MusicTech will take place at the heart of Urban Music Festival Les Ardentes (100.000 attendees). Part of the event will cater exclusively to industry professionals while another section will be open to the public and festival goers.



### Where start-up, hackers and gamers meet

For professionals, several activities will be organized: keynotes, networking sessions, insightful panels and interactive experiences among others. [For start-ups](#), an

acceleration program will be organized by a leading investment fund in its field, [LeanSquare](#), in the heart of Liege, as well as a pitch competition where start-ups will be able to pitch their project to over 100 industry VC's. Finally, a 24h hackathon will be put together for over 100 hackers, where anyone involved in the industry is invited to take part, from engineers to artists. This event will be organized by a world leader in music industry events, SXSW's hackathon coordinator.

Over 75 international music-tech startups will get the chance to present their project to the 100 000+ festival goers of Les Ardentes in our Wallifornia Park, a dedicated zone for music-tech and innovation. We will also set up a gaming zone within the festival with various competitions taking place (Guitar Hero, Just Dance, Fifa...).

**Our Guest stars for this year include: Tom Barman, John Acquaviva and Grandmaster Flash!**



[Our panels this year](#) will dive into innovation at gigs and festivals, Meta Data analysis, music education and recent trends in MusicTech (Blockchain, AI, VR...) We are happy to announce a star-studded line-up for this event with Tom Barman, acclaimed belgian artist, film director, and leader of the indie rock band dEUS; Grandmaster Flash, artist, DJ, producer and essentially the founding father of Hip-hop, creator of the genre through highly innovative mixing techniques as a DJ and the invention of sampling as we know it today; or John Acquaviva, Canadian Dj/producer and co-founder of the highly successful techno label Plus8 and [Plus Eight Equity](#).

For more information on the next edition of the Wallifornia MusicTech you can find everything you need to know on [our website](#).

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## Accreditation

You wish to cover the event or any specific theme within music-tech? You can send an email to [Clement@walliforniamusictech.com](mailto:Clement@walliforniamusictech.com) with you project, and we will be happy to help.

More information: <http://walliforniamusictech.com>

