



Ségou, Mali

CALL FOR APPLICATIONS SHOWCASES OF THE 2023 SICCAO

From 20 to 22 October 2023, will be held in Ségou, the 1st edition of the West African Cultural and Creative Industries Expo (SICCAO).

SICCAO is an international platform for the exhibition and promotion of West African cultural and creative industries. It consists in creating a framework for exchange, sharing and meeting between professionals of the West African creative sector in order to stimulate exchanges and collaboration between actors, practitioners, cultural organizations, thus creating the opportunity to present the best practices and innovations of the moment that can contribute to boost the West African creative sector. It also contributes to the enhancement of West African cultural contents.

The objective of the SICCAO is to exhibit about thirty West African cultural and creative organizations during 3 days. The SICCAO is also a space for reflection, exchange and conference on the best practices in terms of CCI in the sub-region. Also, during the expo, professionals, cultural actors and artists will meet within the framework of speed-meeting (B to B) in order to better know each other and create from there fruitful partnership relationships.

During the 1st edition of the SICCAO, music showcases will be organized with emerging artists from West Africa who will be selected following a call for applications.

Twelve (12) groups/artists will perform at these showcases over the three (3) day period, representing four (4) groups per day.

The showcases are open to emerging music talents from West Africa.

Applications must include the following:

- A letter addressed to the General Coordination of the SICCAO;
- A presentation of the artist/group (two pages maximum);

- A link to download/listen to and view at least two recent live performances by the artist/group;
- A press book;
- A technical rider

The showcases of the SICCAO will be opened to the professionals and to the presenters in Ségou for the SICCAO. They will take place at the **Centre Culturel Kôrè** on the **Mangala Camara Stage**.

A maximum of 20 minutes will be given to each artist/group.

Applications will open on April 27, 2023 and close on May 31, 2023.
Applications are received at the following addresses:

info@fondationfestivalsurleniger.org

info.reseaukya@gmail.com

mdoumbia_2000@yahoo.fr

cotecourt1@gmail.com

