

Ghana to host 5th AFRIMA

The 5th All Africa Music Awards (AFRIMA) will be hosted by Ghana in 2018 in Accra from 21-24 November 2018, in partnership with the African Union Commission (AUC) and the International Committee of AFRIMA.



Matlou Tsotetsi, director, Brand Communication, presenting the certificate of AFRIMA Host Country to Ghana Minister Catherine Afeku, Ministry of Tourism, Arts & Culture.

The host country rights acceptance was conducted at a media announcement held in September, following the official unveiling of the 5th AFRIMA Host Country by the African Union on September 6, 2018 at the African Union Commission Headquarters, Addis Ababa, Ethiopia.

In partnership with the African Union, the All Africa Music Awards is the biggest music event on the continent and the awards ceremony will be broadcast live to 84 countries across the globe.

Speaking at the event where she received the Hosting Right Certificate and the 23.9 carat gold-plated AFRIMA Trophy on behalf of the government and people of Ghana, the Minister of Tourism, Arts and Culture, Catherine Afeku, expressed her delight at the opportunity given to Ghana to host the biggest music event in Africa.

“We want the people of this beautiful country to see this as a call to duty; a call to every creative artiste in Ghana, from the North to the south, to the east and the west. We, the good people of Ghana, would have to show the rest of Africa and the world that we are up to this task and well prepared to deliver a world-class music event in Africa.

“The narrative of Africa must change and it will change through music. We can use music as a conduit for peace and send a strong signal to the rest of the world that Africa has its challenges but we have overcome most of them. Our young people are talented, intelligent and they are ambassadors of hope to the next generation,” Afeku concluded.

“

AFRIMA is a major communication tool to promote African heritage through its

talents and arts.

”

In his address, the president/executive producer of AFRIMA, Mike Dada, spoke on the objective of AFRIMA as a major communication tool to promote the African heritage through its talents and arts.

Mike Dada explained the values of AFRIMA with an acronym; FACE IT, which stands for Fairness, Accountability, Creativity, Excellence, Integrity and Transparency...

"We use the power of superstars to communicate the beauty, glamour and positive side of the Africa continent to the rest of the world. AFRIMA not only provides opportunities to the nominees but the host country as well, in showcasing the unique artistic, tourism and economic potentials of her culturally dynamic and beautiful cities".

The event was also attended by music superstars from Ghana, including 5th AFRIMA nominees and past winners such as, Domino (an award winning reggae and dancehall artiste); Stonebwoy (2014 winner and 5 AFRIMA nominee for the category of Best Artiste/Duo/Group in African Ragga, Reggae & Dancehall); Kuami Eugene, (5th AFRIMA nominee for Most Promising Artiste in Africa, and Best Artiste/Duo/Group in African Pop); King Promise (5th AFRIMA nominee for Best Male Artiste in Western Africa and Most Promising Artiste in Africa); female rapper and singer Feli Nuna; Afro-dancehall artiste, Epixode; award-winning Jazz Artiste, Steve Bedi and a host of others.

The awards from November 21 to 24, will have main awards program spanning four days of activities: AFRIMA Welcome Soiree; Africa Music Business Summit; AFRIMA Music Village; Media Interviews/Meet Greet; and a tour of the notable sites and landmarks in Ghana.

For more, visit: <https://www.bizcommunity.com>