



**EUROSONIC
NOORDERSLAG**

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JANUARY 2012

**GRONINGEN
THE NETHERLANDS**

The European Music Conference and Showcase Festival

PRESS RELEASE: City of Groningen and Eurosonic Noorderslag have launched a matchmaking program for music and music related companies at Reeperbahn Festival Campus

Hilversum, September 23 2011

In the framework of the North Sea Region project Creative City Challenge (CCC), the city of Groningen and Eurosonic Noorderslag will create a matchmaking event for music content owners and music related creative industry companies, web developers and media companies at Eurosonic Noorderslag 2012. The European North Sea Region project Creative City Challenge (CCC) has the ambition to elaborate on the potential of being Cities of Talent.

The project CCC focuses on the promotion of creative industries in its partner regions. Music-related creative industries are seen as key-branches of the creative sector. The project analyses challenges and barriers creatives are confronted with and seeks for transnational solutions to overcome them. It is the project's aim to assist to create competitive urban and regional economies in the North Sea region. Project partners from ten cities around the North Sea contribute to the project.

This matchmaking event will take place at Eurosonic Noorderslag in January 2012 and aims to continue at Reeperbahn Festival Campus 2012. It will provide an intensive program of matchmaking, best practices and lectures for companies from all CCC partner cities and regions.