

**SNOWBOOMS  
REFRESH  
GRUM**

**AT JAZZAHEAD!  
2022**

2

**Belgium Booms** is a collaboration between VI.BE and Wallonie-Bruxelles Musiques, with the support of Sabam for Culture and Visit Brussels. As Belgium Booms, we have been supporting Belgian artists and their entourage in developing a sustainable international career since 2009.

Through targeted actions, we bring Belgian music to the attention of foreign professionals - both at home and abroad - and we focus on a qualitative expansion of networks and international collaborations. That is why we coordinate, facilitate, support and promote the presence of Belgian artists (and their entourage) at important foreign - mainly European - showcase festivals, conferences and music fairs.

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**Belgium Booms'** activities include organising networking events and speed meetings for music professionals and supporting Belgian acts at showcase festivals via PR campaigns, dedicated communications, online and offline promotion and word-of-mouth publicity.

**Belgium Booms** does not select artists itself, but supports acts selected by partner festivals and conferences.



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# Overview of Belgian organisations present at Jazzahead! 2022

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# Artists & Agencies

#01



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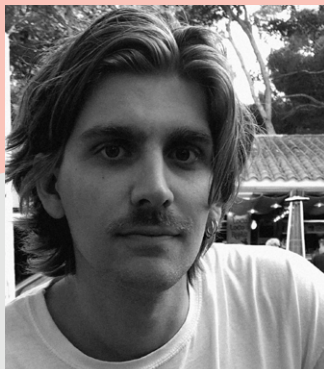
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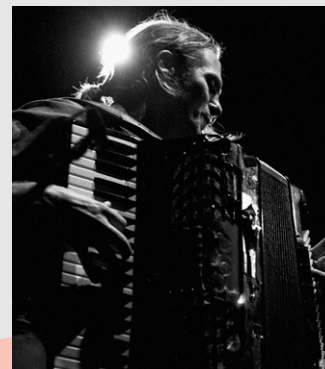
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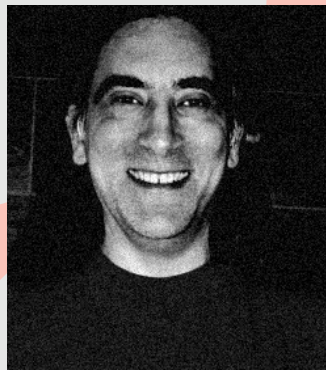


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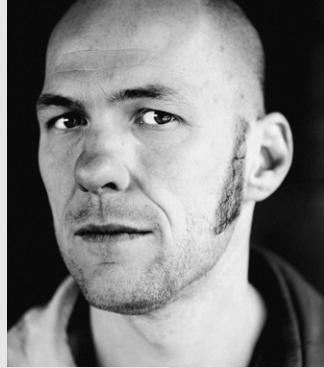


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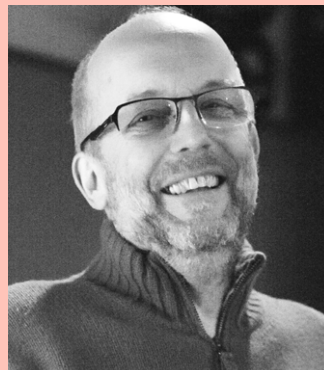


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Drop by our stand  
next door at  
number 5D42!



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© Gaëtan Streel



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Drop by our stand  
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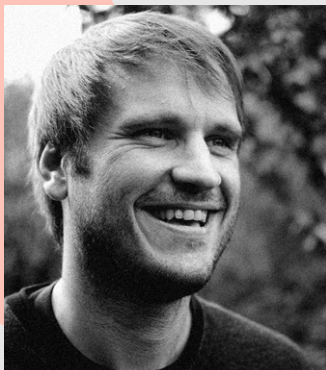
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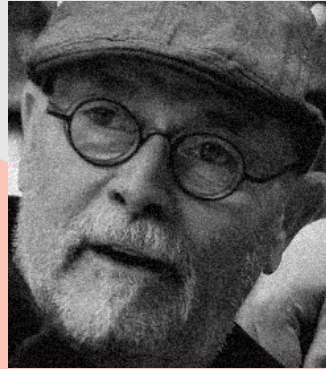




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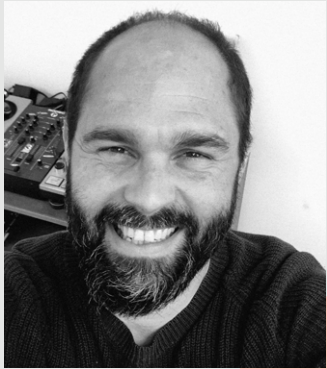


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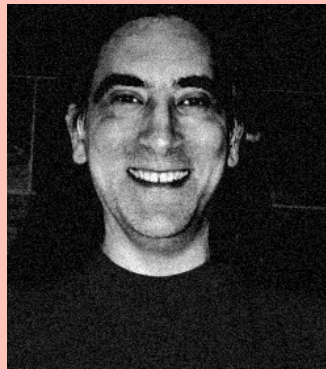
# Labels

#02

35



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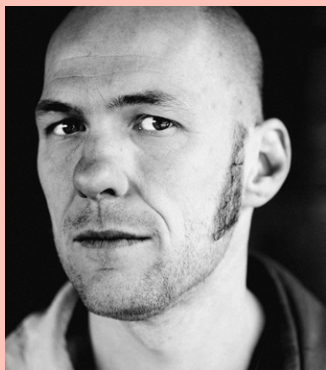
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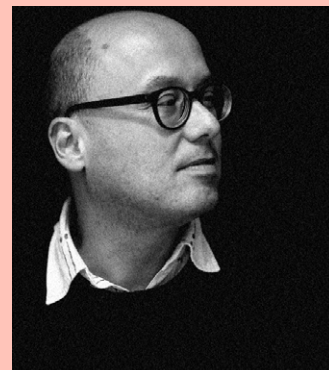
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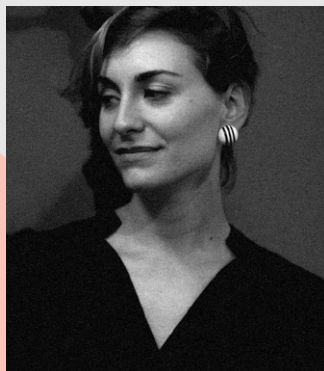
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# Venues & Festivals

#03

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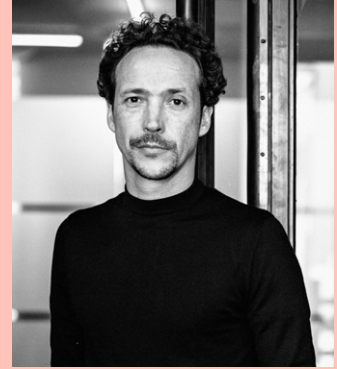
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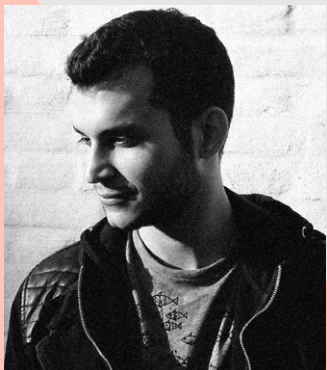


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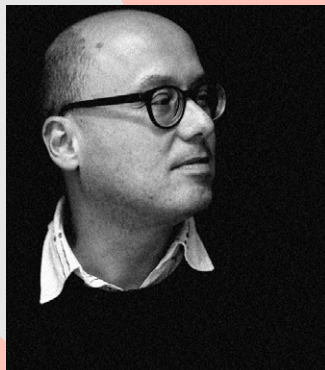
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## VI.BE

is the central contact point for artists and the music industry in Flanders and Brussels - from beginner to professional, from local to international, regardless of genre. VI.BE bridges the gap between genres and levels, supports talents and puts them on the map, beyond national borders.

## WBM



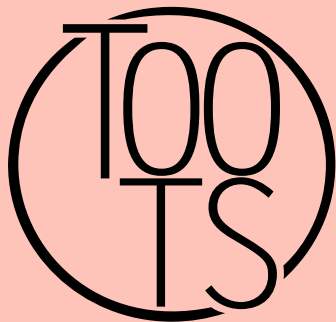
is a public service agency specialized in supporting exports for the Wallonia-and-Brussels music sector.

50

Fueled by **TOOTS beer**, a proud and optimistic beer, named after our world-renowned Belgian jazz artist: TOOTS Thielemans! TOOTS is a spicy and easily digestible beer created by Koenraad Goddeau and Robert Putman.

Toots is brewed by master brewer Marc Knops in the artisanal brewery 'Varenbroek'.

Interested? Visit at **toots.be**



**Curious to try it?**

Join us for our drink!  
See you at **4 PM**  
on the **29th of April**  
at our Belgium Booms  
stand (5D32).

51

**BELGIUM  
BOOMS**

**WBM**

Wallonie **Musiques**  
Bruxelles

**VI.BE**

with the support of



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2022

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