

TRACE

PRESS RELEASE  
LAGOS, NOVEMBER 9<sup>TH</sup> 2017

## TRACE PARTICIPATES AT AFRIMA 2017 IN LAGOS, NIGERIA FROM NOVEMBER 10 TILL 12

**TRACE, the leading media group in music and entertainment in Africa is supporting AFRIMA 2017 in Lagos, Nigeria from on November 10, 11 and 12.**

Since 2014, AFRIMA celebrates and awards in Lagos, the most talented African contemporary musicians. This year offers an exciting program that will start on Thursday, November 10th with a Roundtable titled “Africa Music Business: The digital takeover, shaping the future of African Music” with speaker Samo Onyemelukwe, Managing Director of TRACE Naija. The Roundtable will occur from 9h30 AM to 4 PM at the Eko Hotels & Suites at Victoria Island, Lagos (Nigeria).

The AFRIMA Music Village will end the day with a music festival that awaits over 20 000 festival goers and some of the biggest names in African music that will perform on stage. The festivities will end on Sunday 12 November with the big award ceremony.

Some of this year nominees are: Angolan artist and Diva Nsoki, Tanzania R&B musician Ali Kiba, Nigerian AfroPop artists such as Davido, Runtown and Seyi Shay, as well as the Moroccan-American French Montana, the Cameroonian Daphné and Eddy Kenzo from Uganda.

**Olivier Laouchez, CEO, Chairman, and co-founder at TRACE declares, “AFRIMA recognise, promote and preserve Africa’s rich music culture and legacy. We believe in this impactful event that honors African talents and we will do our entire best to help the organisers to reach their vision.”**

Follow all AFRIMA 2017 news on [TRACE Naija’s](#) social networks ([Instagram](#), [Twitter](#), [Facebook](#)).  
For all reservations and informations about AFRIMA, go to [www.afrima.org](http://www.afrima.org)

### ABOUT TRACE

Launched in 2003, TRACE is a multimedia group and brand dedicated to afro-urban entertainment. With a presence in 160 countries, Trace offers engaging and innovative TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

[www.trace.company](http://www.trace.company)

### ABOUT AFRIMA

All Africa Music Awards, AFRIMA, partners with the African Union to promote the distinct rich African music worldwide, engaging millions of fans by propelling African music to glorious pinnacles beyond the borders of Africa. AFRIMA’s motto is ‘For hope, For Celebration’.

[www.afrima.org](http://www.afrima.org)

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