



# ONGEA! 2022 – The 7<sup>th</sup> annual Eastern Africa Music Summit

## FOR IMMEDIATE RELEASE

Tuesday 27<sup>th</sup> September, 2022

For the full **Schedule** of nine informative 90-minute **Industry Panels** (Webinars), virtual Exhibition Booths, entertaining 30-minute **Showcase Performances**, plus engaging 60-minute **Networking Sessions** after each Panel, at your Convenience wherever you are in the World, just Register FREE here: <https://bit.ly/3Rgxc4B>

### Wednesday 28<sup>th</sup> September 2022

#### **10.00am – 11.30am (GMT+3): *The Role of Music Export Offices in the New Normal.***

**Moderator:** Mr. David Muriithi - Managing Director, Creative Enterprise Centre, Kenya.  
<http://about.me/davidmuriithi>

#### **Panelists:**

- i. Dr. Donald Otoyoy – Director, Permanent Presidential Music Commission (PPMC), Kenya.  
<https://www.linkedin.com/in/dr-donald-otoyoy-b6a4082a/>
- ii. Ms. Esti Zilber - Creative Producer, Sounds Australia, Australia.  
<https://www.linkedin.com/in/esti-zilber-343ab747/>
- iii. Ms. Renneth Shashikala – Founder & Executive Director, Independent Music Export South Africa (IMEXSA), South Africa.  
<https://www.linkedin.com/in/renneth-tshisikule-84915655/?originalSubdomain=za>
- iv. Mr. Robert Singerman - Senior Vice President, International Publishing, LyricFind, United States of America.  
<https://www.linkedin.com/in/robertsingerman/>

#### **1.00pm – 2.30pm (GMT+3): *Music Events in the New Normal.***

**Moderator:** Mr. Charles Odera Ademson (Makadem) – Musician, Kenya.  
<http://www.ketebulmusic.org/artist/makadem/>

#### **Panelists:**

- i. Mr. Eddie Hatitye – Director, Music in Africa Foundation, South Africa.  
<https://www.linkedin.com/in/eddie-hatitye-63407146/>
- ii. Ms. Evelyn Sieber - Head of Reeperbahn Festival International, Reeperbahn Festival, Germany.  
<https://www.linkedin.com/in/evelyn-sieber-aa40b5137/>
- iii. Mr. Raoul Rugamba – Founder, Africa in Colors, Rwanda.  
<https://www.linkedin.com/in/raoul-rugamba/>
- iv. Mr. Walter Wanyanya - Founder, Ngoma Nehosho & Co-founder, Cultural Connections Africa, Zimbabwe.  
<https://www.linkedin.com/in/walter-wanyanya-0210a616/?originalSubdomain=zw>

#### **4.00pm – 5.30pm (GMT+3): *Anti-Piracy in the New Normal.***

**Moderator:** Ms. Liz Lenjo - Founder & Managing Legal Consultant, MYIP Legal Studio, Kenya.  
<https://www.linkedin.com/in/lizlenjo/>

#### **Panelists:**

- i. Ms. Angela Ndambuki - Regional Director Sub-Saharan Africa, International Federation of Phonographic Industries (IFPI), Kenya.  
<https://www.linkedin.com/in/angela-ndambuki-04594367/>
- ii. Ms. Chola Makgamathe - General Manager Legal Services Southern African Music Rights Organisation (SAMRO), and Chairperson Copyright Coalition of South Africa (PAP Champion SA), South Africa.  
<https://www.linkedin.com/in/chola-makgamathe-2a9a8236/>
- iii. Ms. Holly Lance - Attorney Advisor, Office of Policy & International Affairs, U.S. Patent and Trademark Office (USPTO), United States of America.



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- iv. <https://www.linkedin.com/in/holly-lance-3a408816/>  
Mr. Mike Strano – Interim Convenor, Partners Against Piracy Kenya (PAPKE), Australia / East Africa.  
<https://www.linkedin.com/in/michael-mike-strano-241153145/>

### Thursday 29<sup>th</sup> September 2022

#### **10.00am – 11.30am (GMT+3): Grants, Loans and Investments in the New Normal: What are the Opportunities for the Creative Industry?**

**Moderator:** Mr. Roy Gitahi – Conductor, Art at Work, Kenya.  
<https://www.linkedin.com/in/roy-gitahi-b7409510/>

**Panelists:**

- i. Ms. Christine Ng'ang'a – Founder, Kendi Art, Kenya.  
<https://www.linkedin.com/in/cnganga>
- ii. Mr. Fred Kioko – Head of Change, Integration and Project Management, National Bank of Kenya.  
<https://www.linkedin.com/in/fred-kioko-51b87336/>
- iii. Ms. Joyce Kanze Nzovu - Project Advisor, Culture and Creative Industries Project, GIZ Kenya.  
<https://www.linkedin.com/in/joyce-kanze-nzovu-04882b164/>
- iv. Ms. Wakiuru Njuguna – Partner & Investment Manager, HEVA Fund LLP, Kenya.  
<https://www.linkedin.com/in/wakiuru-njuguna-a3178067/>

#### **1.00pm – 2.30pm (GMT+3): The Value of Influence: Branding and Endorsements in the New Normal.**

**Moderator:** Chris Bitti - Founder, Group Chief Executive Officer, Digital Brands Group, Kenya.  
<https://www.linkedin.com/in/chrisbitti/>

**Panelists:**

- i. Mr. Charisma – Award-winning Singer, Songwriter & Performer, Kenya.  
<https://www.instagram.com/luhyaheat/>
- ii. Mr. Mike Otieno - Co-Founder and President, Wowzi Technologies, Kenya.  
<https://www.linkedin.com/in/otienomike>
- iii. Mr. Susumila - Rapper, Singer & Performer, Kenya.  
<https://www.instagram.com/officialsusumila/>
- iv. Ms. Wangechi - Rapper, Singer & Songwriter, Kenya.  
<https://www.instagram.com/wangechimusic/>

#### **4.00pm – 5.30pm (GMT+3): The Evolution of African Music – Yesterday, Today & Tomorrow.**

**Moderator:** Ms. Gracey Mae - Journalist, The Afronation Show, Westside Radio, Nigeria / United Kingdom.  
<https://www.graceymae.com>

**Panelists:**

- i. Mr. Audu Maikori - Founder & Executive Vice Chairman, Chocolate City Group, Nigeria / United States of America.  
<https://www.linkedin.com/in/audumaikori>
- ii. Mr. Loya – Performing Artist, Réunion.  
<http://loya.re/>
- iii. Mr. Munyaradzi Chanetsa - Founder & Managing Director, Masters Of The Industry (M.O.T.I) & Empire Publishing, Zimbabwe.  
<https://www.linkedin.com/in/munyaradzi-chanetsa/>
- iv. Ms. Muthoni Ndonga (MDQ) – Songwriter, Performing Artist & Creative Entrepreneur, MDQ Music, Kenya.  
<https://www.mdqmusic.com/>



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### Friday 30<sup>th</sup> September 2022

#### **10.00am – 11.30am (GMT+3): *Wellbeing for Creatives in the New Normal.***

**Moderator:** Mr. Boniface Nyaga – Chief Executive Officer & Founder, Mawaitha Limited, Kenya.

<https://www.linkedin.com/in/boniface-nyaga-349930109/>

#### **Panelists:**

- i. Mr. Amani Maranga– Content Creator, Thamani Holdings, Kenya.  
<https://www.linkedin.com/in/amani-maranga-2b901426/>
- ii. Mr. Graig-Lee Smith - Broadcast Journalist and Anchor, Primedia Broadcasting, South Africa.  
<https://www.linkedin.com/in/graign-lee-smith-5731b52b>
- iii. Ms. Shalini Bhalla-Lucas – Award-winning Author, Entrepreneur, Motivational Speaker and Founder of Just Jhoom!, Kenya / United Kingdom.  
<https://www.linkedin.com/in/shalini-b-992872160/>
- iv. Ms. Sharon Orapeleng– Director & Principal Consultant, Psyched Solutions, Botswana / Australia.  
<https://www.linkedin.com/in/sharon-orapeleng-589607b/?originalSubdomain=au>

#### **1.00pm – 2.30pm (GMT+3): *Licensing in the New Normal: The evolving Roles of Platforms, Distributors, Labels & Publishers.***

**Moderator:** Mr. Mike Strano – Co-Founder, YAKWETU Online Limited, Australia / East Africa.

<https://www.linkedin.com/in/michael-mike-strano-241153145/>

#### **Panelists:**

- i. Ms. Chioma Onuchukwu - Head of West & East Africa, TuneCore, Nigeria.  
<https://www.linkedin.com/in/chiomawinifredonuchukwu/?originalSubdomain=ng>
- ii. Mr. David Alexander - Senior Vice President of New Markets, Downtown Music Holdings, South Africa.  
<https://www.linkedin.com/in/david-alexander-7246899/>
- iii. Mr. Robert Singerman - Senior Vice President, International Publishing, LyricFind, United States of America.  
<https://www.linkedin.com/in/robertsingerman/>
- iv. Mr. Umeadi Andrew Onyekwelu - Head of Music Licensing in West Africa, Mdundo, Nigeria.  
<https://www.linkedin.com/in/umeadi-onyekwelu-561733b9/>

#### **4.00pm – 5.30pm (GMT+3): *Be Present Everywhere: Elevator Pitch x Speed Networking.***

**Moderator:** Mr. Robert Singerman - Senior Vice President, International Publishing, LyricFind, United States of America.

<https://www.linkedin.com/in/robertsingerman/>

#### **Panelists:**

Music Professionals from Eastern Africa around the World make a 2-minute Elevator Pitch each, then Host a Networking Lounge for 60-90 minutes.