

Move to the Rhythm



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QUANTUM COMMUNICATIONS BERKS CONCEPTS ATLANTA POWERED BY: EVENTINGHANA.COM

WELCOME MESSAGE



HONORABLE DESMOND DEGRAFT PAITO

Chairman, Planning Committee of Ghana Music Festival

warm welcome to all patrons, artists, and stakeholders to the Ghana Music Festival! As Chairman of the Planning Committee, it fills me with immense pride to witness the culmination of months of dedicated work by our team, all geared towards showcasing the rich tapestry of Ghana's musical heritage.

This year's festival promises to be an unforgettable experience, featuring a diverse lineup of both established and emerging talents. We have curated a program that celebrates the diverse genres that make up our musical landscape, from highlife and hiplife to traditional rhythms and contemporary sounds.

We are committed to creating a platform that not only entertains but also educates and fosters collaboration within the industry. We invite you to immerse yourselves in the energy, creativity, and passion that define Ghanaian music. Let's celebrate together the rhythm of our nation!



BERKS CONCEPTS I QUANTUM COM

PRESENT



EXTRAPLAY

JUNE 27 - 28 GENASIS EVENTS CENTER 5059 Edgewater Dr.

Orlando, FL 32810

SEPTEMBER 5

H20 Events 11322 Westheimer Rd Houston, TX 77077

JULY 25-26

THE CROCODILE 2505 1st Avenue Seattle, WA 98121

SEPTEMBER 13 ARLINGTON MUSIC HALL

224 N Center St. Arlington, TX 76011



























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INTRO DUCT ION

he Ghana Music Festi al (GMF) is more than just a music event—it is a powerful platorm for cultural exchange, economic growth, and artisticollaboraration between Ghana and the United States. By showcasing the richness of Ghanaian music, GMF fosters greater cross-cultural understanding, strengthens diaspora connections, and poovides opportunities for artits and businesses in both nations.

Through concerts, workshops, and industry forums, the festi al creates an environment where music serves as a bridge for unity, education, and e onomic development, reinforcing the global influence of African music while beneefiting communities on both sides of the tlanntic.

ABOUT

GHANA MUSIC FESTIVAL (GMF)

The Ghana Music Festi al (GMF) is an exxciting cele aration of Ghanaian music and culture that has evolved significantly over the past five yearars. Initiallounded under the name **Ghana Music Month**, the festi al has grown into a fully-fledged, international music vent. With an expanding focus on showcasing the richness of Ghanaian music across the world, GMF has quickly become a prominent fixture in the global music scene.

This year, GMF will take place across three major cities in the U A: **Atlanta**, **Dallas**, and **Worcester**, bringing together music lovers, industry professionals, and cultural enthusiasts for a truly unique experience. The festi al is set to run from:

- April 25th to 27th in Worcester
- May 9th to 11th in Dallas
- May 30th to June 1st in Atlanta (with the final 3 days of the fesstal held in Atlanta)

The **Ghana Music Festi al** features a diverse range of activities, including **forums**, **exhibition**, **workshops**, and **musical concerts**, aimed at enriching participats' understanding of Ghana's vibrant music scene. These events will foster collaboration, celebate the beauty of African rhythms, and empower both emerging and established artits.

Ghana Music Festival | 'USA 2025' presentation

OBJECTIVE

Promote Cross-Cultural Exchange – Introduce Ghanaian music, art, and heritage to a global audience, fostering deeper cultural appreciation b tween Ghana and the U.S.

Strengthen Diaspora Connections – Provide a platorm for the Ghanaian diaspora in the U.S. to reconnect with their roots, celebrate their identit, and build a sense of community through music.

Preserve and Showcase Ghana's Musical Heritage – Highlight traditional and ontemporary Ghanaian music, ensuring the continued appeciaation ofenres like highlife, hiplife, and Afrobeats and Ghanaian traditional music on the global tage.

Empower Artits and Industry Professionals – Offer networking, mentorship, and collaboraation opportunities or musicians, producers, and industry stakeholders to expand their reach and careers.

Foster Business and Economic Growth – Open new revenue streams for Ghanaian and U.S. artits, music businesses, and tourism sectors, creaating economic opportunities in botegions.

Expand the Global Influence of Ghanaian Music – Elevatte Ghanaian artts and their music on the international tage, increasing visibility and appreciaationor African rhythms and storytelling.



IMPORTANCE

The **Ghana Music Festi al (GMF)** is a key platorm for **cultural exchangge, artistic preservation, and e onomic collaboraatior** between Ghana and the global community, particularly the .S.

- 1. Cultural Exchange & Awareness GMF introduces Ghanaian music and heritage to international audiences, ostering appreciaation and strengthening cultural ties b tween Ghana and the U.S.
- 2. Strengthening Diaspora Connections The festi al helps the Ghanaian diaspora reconnect with their roots, fostering unity, identit, and pride through music.
- **3.** Preserving Ghana's Musical Legacy By showcasing both traditional and contemporary Ghanaian music, GMF ensures future generations emain connected to their cultural heritage.
- **4. Promoting Afri an Unity** GMF serves as a platorm for Africcan artts to collaborate, emphasizing the unifying power of music and highlighting Africa's rich creati e potenntial.

Through these efforts, GMF elevates Ghana's music industry, strengthens global cultural ties, and einforces the role of music as a bridge for unity, innovaation and economic growth.

BUSINESS IMPACT

1. Boosting the Music Indutry

Increased Market Exposure: Ghanaian artits gain access to internaational audiences, ecord labels, and streaming platorms, expanding their fan base and revenue streams. Cross-Border Collaborations: GMF acilitates partnerships between Ghanaian and UU.S. artts, producers, and music executi es, leading to joint projects, remixes, and business ventures. Music Distribution and Licensing: The esstal prprovides opportunitieor Ghanaian music to be licensed for movies, TV, and commercials in the U.S., increasing global recognition.

2. Expanding the Creative and Entertainment Economy

Event and Talent Management: U.S.-based talent agencies, event organizers, and entertainment companies can discover and represent Ghanaian artits, creaating w business opportunities.

Content Creation and Media artnerships: GMF aatacts media houses, streaming services, and content creators who can collaborate with Ghanaian artits for documentaries, interviews, and exclusive releases.

3. Strengthening Tourism and Hospitality Sectors

Tourism Promotion: The esstal sparks interest in Ghana as a cultural and musical desestination, encouraging music lovers to visit the country, benefiting hotels, restaurants, and tour operators.

Event-Driven Business Growth: Local businesses in the U.S. (hotels, restaurants, fashion brands, and merchandise vendors) benefit from increased foot traffic and patronage during the festival.

4. Investment and Entrepreneurship Opportunities

Attracting vestors: GMF serves as a plalorm for U.S. investors to explore business opportunities in Ghana's gowing music, entertainment, and tech industries. Technology and Innovation: The esstal fosters discussions on how digital plalorms, AI, and streaming technologies can enhance music distribution and mon etazation in Ghana and Afa at large.

WHO IS BEHIND



Berks Concepts is an Atlanta-based event management company founded by Ghanaian-American entrepreneur, Charles Berko. With a passion for celebrating Afri an culture and music, Charles has built Berks Concepts into a leading force in bringing vibrant African events to the heart of Atlanta.

Since its inception, Ber s Concepts has become synonymous with high-energy, unforgeeable experiences, showcasing the best of African music and entertainment. The company has produced a diverse range of events, including:

- **Back to 1957:** A nostalgic journey celebrating Ghana's independence.
- Ghana Music Month: A month-long celebration of Ghanaian music and cultue.
- **Ghanafest:** A vibrant festi al showcasing Ghanaian food, art, and music.
- Hiplife Meets Highlife: A fusion of Ghana's iconic musical genres.
- Afrobeat Festi al: A celebration of the vibant Afrobeat sound.
- Shata Wale Wonder Boy Tour: A US tour featuring the Ghanaian dancehall superstar.
- Nigeria Independence Day Soiree: A celebration of Ni erian culture and music.
- **Highlife Meets Amapiano:** A fusion of Ghanaian Highlife and South African Amapiano.
- **Afropiano Jam:** A celebration of the gowing Afropiano genre.
- **Ghana Summer Jam:** A summer festial featuring ttop Ghanaian artts.
- Ghana Music Festi al Canada: A celebration of Ghanaian music in Canada.
- Bounce Muzik Festial: A celebration of eggae music.

Berks Concepts has worked with some of Ghana's biggest stars, including **Medikal, Bisa Kdei, Kojo Antwi, Samini, Edem, Amerado, Kelvin Bwoy,** a host of top Nigerian artittes and Caribbean arttes such as, Busy signal, Spice, KipRich among others.

Charles Berko's dedication o showcasing African culture and music has made Berks Concepts a leading force in bringing the vibrant rhythms of Africa to Atlanta and beyond.

Bringing the Rhythms of Africa to the world.



uantum Communications is a leading creative agency in Accra, Ghana, with over 22 years of experience crafting compelling brands and impactful experiences. Incorporated for 11 years, we've built a reputation for excellence in conceptualization, public relations, branding, advertising, and event management.

Our team of passionate creatives has a proven track record of success, having spearheaded projects for prominent figures like His Excellency Aliu Mahama and Honorable Mohammed Adamu Ramadan, as well as renowned brands like GOIL Ghana, Coca Cola, FIFA, and Sprite Ball.

We've also been instrumental in shaping major events like the Africa Games, Ghana Basketball Awards, Africa Basketball Festival, Nima Excellence Awards, Zongo Festival, Ghana Music Month (USA), World Junkanoo Festival (Canada), Back to 1957 Concert (USA), Ghana Music Festival, and Heritage Africa Festival.

At Quantum Communications, we believe in the power of creativity to drive positive change. We're dedicated to delivering innovative solutions that resonate with audiences, elevate brands, and create lasting memories.

Shaping Brands, Creating Experiences







OFFICIAL CONTEMPORARY BAND



OFFICIAL FOLKLORE BAND

KWAN PA BAND

KWAN PA is a dynamic Ghanaian music group known for their unique blend of traditional and contemporary sounds.

Their music incorporates elements of highlife, afrobeat, and other genres, creating a vibrant and energetic listening experience. The band is deeply rooted in Ghanaian culture, often incorporating traditional instruments and lyrical themes into their compositions.

They've gained a reputation for their captivating live performances, which are characterized by high energy and audience interaction. While specific details about their history and accomplishments might require further research beyond the provided link, their website showcases their commitment to delivering high-quality, culturally rich music that resonates with audiences both in Ghana and internationally.

PERFORNENCE IVE BAND HIPLIFE AND HIGHLFE

WENDY SHAY

endy Shay, born Wendy Asiamah Addo in 1996, is a prominent Ghanaian singer. Initially training as a nurse and working as a midwife in Germany, she transitioned to music after the death of her father. Her career launched following the signing with Rufftown Records in 2018, marked by the success of her debut single, "Uber Driver".

Shay has garnered significant recognition, including awards such as Discovery of the Year at the 2018 Vodafone Ghana Music Awards. Beyond her musical achievements, she's a brand ambassador for Ghana's Youth Employment Agency (YEA) and holds the title of Queen Ewurabena Ofosuhemaa Shay I. Despite facing controversies, she remains a leading figure in Ghana's music industry.

She serves as the brand ambassador for Ghana's Youth Employment Agency (YEA) and was enstooled as Queen Ewurabena Ofosuhemaa Shay I of Gomoa Afransi in Ghana's Central Region. Despite controversies, she remains a prominent figure in Ghana's music industry.

PERFORMANCE

PEREZ MUSIK

Perez Musik, born Perez Fordjour, is a celebrated Ghanaian gospel singer, songwriter, and worship leader. He is best known for his hit song "Adom" (Grace), which became a popular anthem in Ghana.

Early in his career, Perez started as a backup singer before establishing himself as a solo artist. His success with "Adom" helped him gain a place among Ghana's top gospel artists.

His music blends highlife, contemporary gospel, and worship styles. He has performed at major events in Ghana and internationally.

Perez Musik's music is very popular on and off digital platforms, and he has won awards, including the Gospel Artiste of the Year at the 3Music Awards in 2023. He has also received multiple nominations from the Telecel Ghana Music Awards (TGMA) and other prestigious awards. His music continues to inspire many people.

DELA BOTRI AND THE HEWALE SOUND

ela Botri, a Ghanaian musician and founder of Hewale Sounds, is an internationally acclaimed artist known for his mastery of the atenteben (a traditional bamboo flute). His career spans over three decades, marked by diverse activities including teaching, performing, composing, and collaborating with numerous musicians globally.

He's renowned for his unique blend of traditional Ghanaian rhythms with contemporary styles, resulting in a sound described as "World Music." Botri has performed extensively across the world. **Africa:** Ghana (multiple locations), Mali, Cote d'Ivoire, Algeria, Libya, Guinea, Nigeria, Togo, Benin, Mauritania, Jordan, Egypt, South Africa.

Europe: Switzerland (Basel), Finland (Helsinki), Netherlands (The Hague), Czech Republic (Prague), France (Paris). **North America**: USA (Colorado, Washington D.C., New York, San Francisco, Los Angeles, Memphis). **Other:** Norway (Oslo), Cuba (Havana) Japan

SAND/WORKSHOP

GLOBAL

RAP MUSIC WORKSHOP ALSO PERFORMING

AMAKYE THERAPPER

A makyetherapper is a Ghanaian hip-hop and Afrobeats artist known for his sharp lyricism and dynamic storytelling. Born in Accra in 1993 and raised in Atomic Police Barracks, he began freestyling in high school, gaining recognition after a surprise rap battle with a senior peer. His music blends introspective themes with energetic beats, as showcased in tracks like "Not For Everybody" and "Cover Me." Amakyetherapper has collaborated with artists such as Fameye and Akodaa Seden, and his work reflects a commitment to authenticity and cultural pride. He continues to build a dedicated following through social media and live performances.

ARTISTES



















RESOURCE PERSONS

Mark Darlington Osae

A ark Darlington is a highly accomplished figure in the music industry, boasting over 25 years of experience. His multifaceted career encompasses music production, artist management (including notable acts like Reggie N Bollie), advocacy through the Ghana Music Alliance (which he co-founded and chairs), and event organization. His work extends across Ghana, the UK, and Europe, with notable events such as Buju Banton's 1999 Accra concert showcasing his organizational prowess. He's also contributed significantly to entertainment journalism, further demonstrating his broad industry knowledge.

Beyond event management, Darlington's impact is felt through collaborations with numerous Ghanaian and international artists and producers. He's released five albums/EPs, founded the Black Kulcha Music record label, and established Perfect Note Publishing to address a crucial gap in Ghana's music publishing landscape. His contributions to the music industry in both Ghana and the UK are substantial, leaving a lasting impact through mentorship and support of countless artists and events.



GEORGE O. YARTEY (Seven Xavier)

eorge O. Yartey (also known as Seven Xavier) is a seasoned music industry executive from Accra, Ghana, with over 20 years of experience in production, record label management, marketing, talent management, and music business education.

He leads initiatives like the Ghana Music Alliance, focusing on music business education and advocacy for industry reforms. As founder of LIVEMedia, he has managed and signed artists like Jtown, Chase, and Bryt, provided digital distribution and consultancy services, and collaborated with major artists such as Wanlov, Efya, and Kwaw Kesse.

Yartey has also been involved in major industry projects, consulting for organizations like the French Embassy and the EU on cultural programs, and contributing to Ghana's Creative Arts Industry Act (2020).

He is a frequent speaker at events like the African Music Business Dialogues and a recurring voice on Joy FM's ShowBiz A-Z, advocating for the growth and restructuring of Ghana's music sector.



KOFI BOACHIE-ANSAH

ofi Boachie-Ansah is a distinguished multidisciplinary creative, entrepreneur, and cultural advocate with over two decades of experience spanning music, film, design, fine art, and law. As a founding member of the Audio Engineers and Producers Association of Ghana and the Ghana Music Alliance, he plays a vital role in driving education, skills development, copyright reform, and policy advocacy within the creative industries.

Ko fimanages the publishing and preservation of extensive music estates, documenting Ghana's rich cultural tapestry across traditional highlife, folk, hiplife, jazz, contemporary Afrobeats, and emerging sounds. His work goes beyond archival preservation, actively using historical materials to mentor and develop new generations of artists, bridging Ghana's vibrant musical past with its dynamic future.He has served as a local expert and facilitator for programs like the Support to the Expansion of the Ghana Music Industry initiative and the Soundscape Music Publishing Training Program, in collaboration with organizations like Expertise France and CNM.

Ko fialso holds leadership roles on the boards of the Telecel Ghana Music Awards, the Black Star International Film Festival, and the Ghana Jazz Foundation, and is a voting member of the Recording Academy (GRAMMYs). Through his initiatives and leadership, he continues to shape, preserve, and promote Ghana's creative and cultural landscape locally and internationally.

PANEL

BESSA SIMONS

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KEYNOTE ADDRESS

Hon. Abla Dzifa Gomashie Minister of Tourism, Culture and Creative Arts

are de



GIDEON ARYEQUAYE Ag. Executive Secretary of Creative Arts Agency

Gideon Aryeequaye is a notable figure in Ghana's creative and tourism sectors, currently serving as the Acting Executive Secretary of the Creative Arts Agency (CAA), a position he assumed in March 2025. He has a rich background in tourism and media, having previously held the role of Deputy CEO at the Ghana Tourist Development Company since January 2014.

In addition to his administrative roles, Aryeequaye is recognized for his work as a broadcast journalist and television newscaster, where he has been an active member of the governing National Democratic Congress (NDC). His diverse experience in both the creative arts and tourism sectors positions him as a key player in promoting Ghana's cultural heritage and tourism initiatives.

Gideon Aryeequaye's contributions reflect his commitment to enhancing the creative landscape and tourism development in Ghana, making him a significant figure in these industries

WAKEFIELD WISDOM ACKUAKU

AG. Executive Director National Commission On Culture

Akefield Wisdom Ackuaku is a prominent figure in Ghana's cultural and academic landscape. He currently serves as the Acting Executive Director of the National Commission on Culture, a position he assumed in March 2025. In this role, he is responsible for promoting and preserving Ghana's rich cultural heritage.

A doctoral student in Public Administration and Policy Management, a contemporary governance/political player who believes moderate/contemporary socialism. Skilled in Project Management with MBA and also experienced Artistic Director in the Creative Economy with a demonstrated long history of working in the creative economic industry, Theatre, Event Management, Film Production, Content Creation, Acting, Television, and Feature Films. Old Boy of Mfantsipim.



SUBJECT DE CONTRACTOR DE CONTR

REPRESENTATIVE

The Ghana Tourism Development Company Limited (GTDC) is one of the thirteen (13) agencies under the Ministry of Tourism, Culture and Creative Arts with a specific mandate. It was established as a Private Limited Liability Company in the year 1972 with the name Ghana Tourist Development Company under the Company's code1963 (Act 176), to encourage tourism development in Ghana.

The Company was issued with Certificate of Incorporation No. 5937 on 24th November 1972 and Certificate to Commence Business on 27th November 1972. Subsequently, the name was changed to the Ghana Tourism Development Company by a special resolution and with approval of the Registrar of Companies on the 7th February 2018.

Core Functions GTDC is authorized by its regulations to carry out the following functions:

To promote and mobilize resources for investment in tourism undertakings and services.

To seek equity participation in joint ventures with Ghanaians as well as foreign concerns and individuals in tourism development projects.

To provide financial and technical assistance for small businesses in the tourism industry and improve the efficiency and level of their services.

To carry on any other business which may render profit to the operations of the Company or enhance the Property values or rights of the Company.

HOST PRESENTER

LOUIS KWAME SAKYIAMAH

exis began his media journey in Kumasi, working with Focus FM, Kapital Radio, and Radio Xtacy (formerly Kessewaa Radio). In 2010, he joined the Multimedia Group, starting with Hitz FM before moving to Joy FM. He currently hosts the highly popular Drive Time show on Joy 99.7 FM, where he commands a large and loyal listenership.

His style and professionalism have been influenced by media legends such as Tommy Annan Forson, Bola Ray, Kwami Sefa Kayi, and Komla Dumor.In addition to radio, Lexis has made his mark on television, hosting Men's World in 2017.

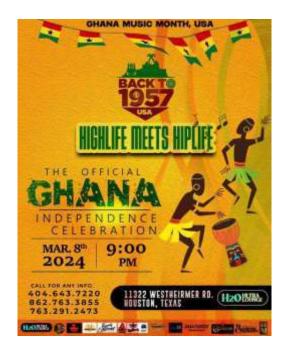
He is also a sought-after event host, having anchored some of Ghana's most high-profile corporate and entertainment events, where his charisma and eloquence consistently shine.Beyond broadcasting, Lexis is a successful entrepreneur.

He owns a corporate fitness company (X Fitness), a gym, a media agency specializing in corporate public relations and advertising, a production house, and an event-planning company. He also leads Walk With Lexis, a well-known fitness initiative that promotes healthy living across Ghana.



FOOT PRINTS













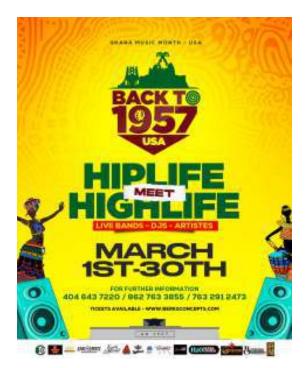










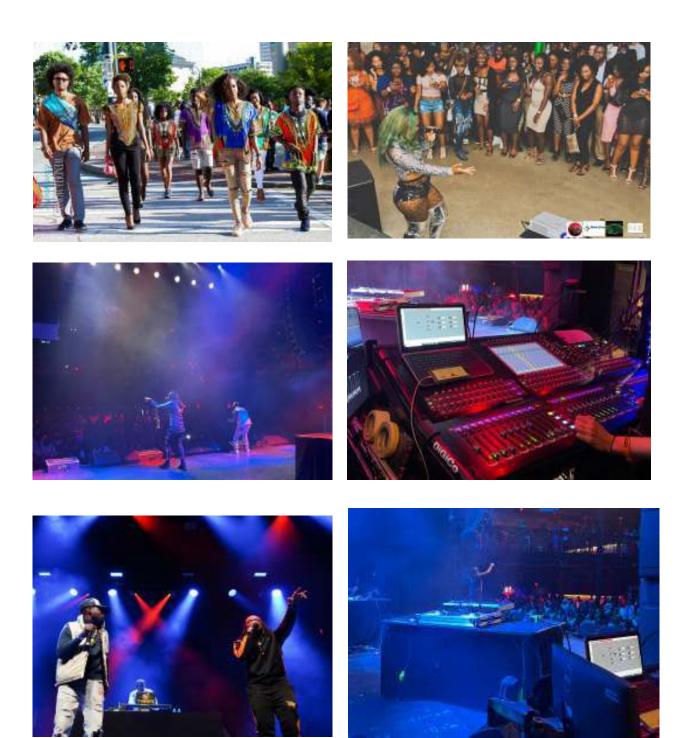
























CONCLUSION

he Ghana Music Festival is a vital event with far-reaching impact. It strengthens cultural ties, fosters business growth, and brings people together through the universal language of music. By celebrating Ghana's vibrant music scene, it highlights the cultural significance of the country while presenting opportunities for economic growth and international collaboration. Ultimately, the GMF not only showcases Ghana's musical heritage but also underscores the power of music to bridge divides, create business opportunities, and inspire global unity.



PHOTO CREDITS:

BBC Africa Ghana Music Awards Ghanafest Chicago Berks Concepts Taabea GMA24 BET Awards

THANK YOU