

**CARIFORUM**  
**MUSIC ROUNDTABLE:**  
**OPPORTUNITIES AND STRATEGIES FOR**  
**MARKET PENETRATION IN AFRICA**



**BY BUDDHA BLAZE**

# The Afro Caribbean Connection

- Africa loves the Caribbean like brothers and sisters mostly because they relate to the struggles that the region has been through and share a similar history.
- Through the food and music the two regions far off from each other come closer every year due to technology, business and travel.
- Brand Jamaica is the most visible of all Caribbean countries throughout the continent. You cannot go anywhere in Africa without seeing a Jamaican flag on clothing etc. This is because of the impact of Jamaica on the global stage through music, religion, ideology and sports.



- Africans are just beginning to be curious about Soca and Trinidad and Tobago, this is largely because of how visual the images from Trinidad and Tobago are in terms of people just having a great time.

# Opportunity For Music

- A lot of Caribbean music is played in Africa from Bob Marley, Shaggy, Sean Paul, Shabba, Patra, Beenie Man etc – Jamaican Music is topping international charts. Reggae Music has created an image of Jamaica as a musical powerhouse. Across Africa, reggae artists have performed to sellout crowds.

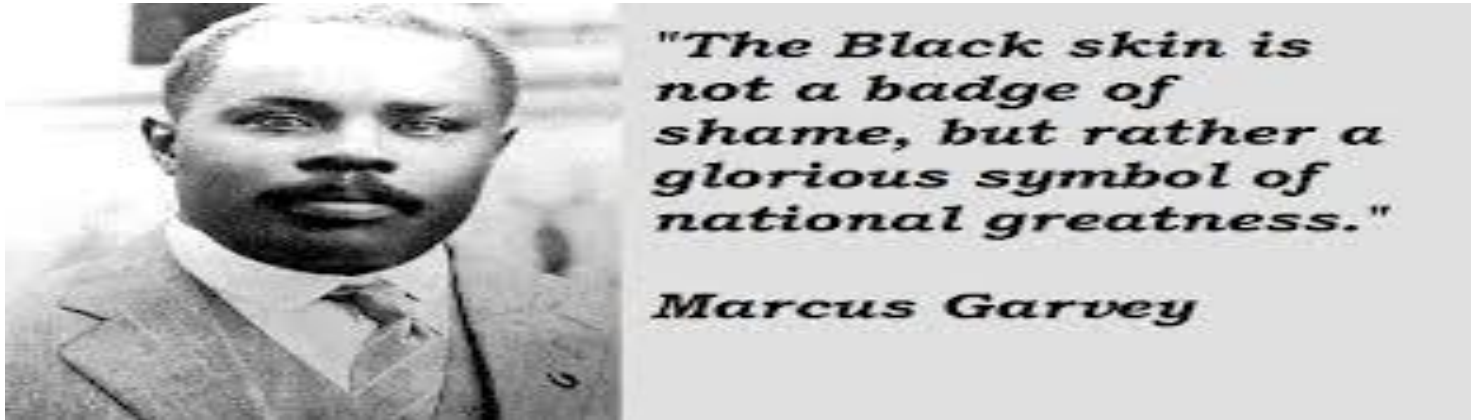


- Jamaican music has influenced a lot of African artists who now become are making African music with a Carribean flow such as Chameleone, Bebe Cool, Redsan, Nazizi, Wyre and Burna Boy just to name a few. Here's a video: <https://www.youtube.com/watch?v=0O0tJQxZeWw>

# Ideology

## Rastafarianism

- Now we know that not every Jamaican is a Rasta, but the impact of Rastafarianism worldwide has created a situation where a visible religious experience is related to a specific country in a way that mainstream religions cannot claim.



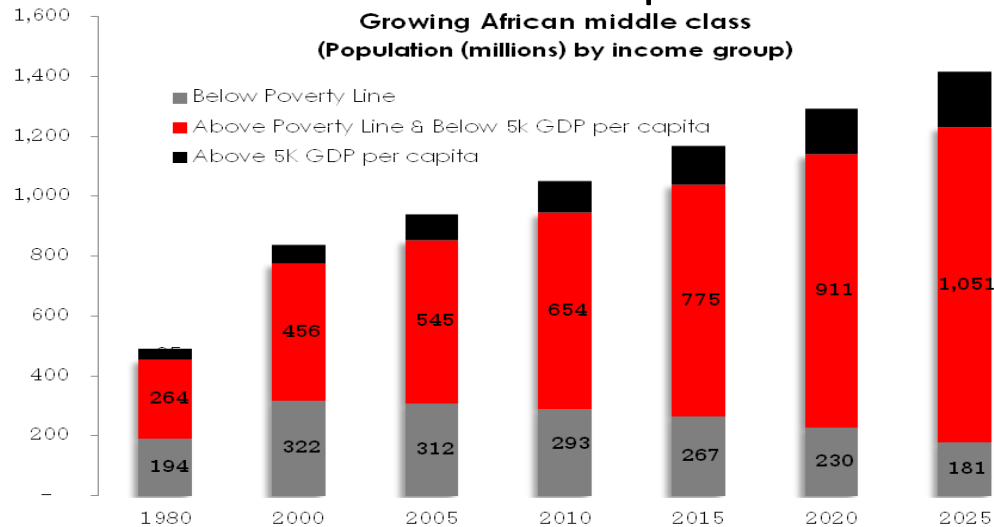
## Garveyism

- Marcus Garvey and Garveyism was a voice for global black justice way before the civil rights era in the states. "Up, Up you mighty race" was a clarion call for the global black struggle, not just Jamaica.

# How The Caribbean can tap into Africa

- **Africa's Fast Growing Middle Class**

- Africa will no longer be called the dark continent ever again, at the moment the has the fastest growing middle class of at least 10% growth over the last 10 years has created a vast market for all products local and international.



Source: Silk Invest, IMF, DB, CS, JPM, HSBC, MS and regional research houses

- African economies are doing better than they have ever done, Africans are consuming more than ever in its history.
- The growth of Africa's middle class has led to people with enough income to listen to music and diversify their level of entertainment.
- This is the new Nairobi, Kenya: <https://www.youtube.com/watch?v=h-amwNq8MFw>

# Radio Demand For Caribbean Music

- High Demand For Caribbean Music
- Reggae and dancehall which is listen to by African youth as one of their own. They feel it, the enjoy it and they can relate to it. African youth are consuming more Caribbean music than ever before.
- Increase in the booking of reggae artists to Kenya, Uganda, Tanzania and South Africa. The artists range from **Beenie Man, Elephant Man, Chris Martin, Konshens, Alaine, Chronnix** and many more.



- Kenya is one of the countries in the world to have had a 24 hour National Reggae Radio station Metro FM due to its popularity. Reggae is a major music force and highly favored in Africa.



# Reggae Sound Systems & Club Nights

- High turn-over of reggae sound systems in Nairobi the capital of Kenya with names such as **Shashamane International Sounds, Africa Bashment Crew, Jahseed Sounds, Dohty Family Sounds, Supremacy Sounds** all creating major competition and a lively club scene in Kenya and throughout Africa.



- These sound systems can be seen entertaining reggae lovers across the continent. The club night scene in Africa is full of reggae nights with different sound systems competing to attract different reggae lovers. Many are successful at what they do and have even spread their wings across the continents in as far off places as China, Malaysia and Australia.

# The African Festival Scene

- The radio scene feeds into the club nights which eventually lead to many concerts and festivals.



- The festival scene in Africa has grown big from Sepetuka to Blankets and Wine. There have been various investors talking to start **Reggae Sunsplash** in Africa.



# CASE STUDY G MONEY

- Opportunity for Caribbean Music in Africa is vast. A Jamaican DJ by the name **G Money** moved to Kenya a few years ago and helped form a radio station called **HomeBoyz Radio**.



- Through this radio station he has been able to create a major buzz for dancehall for youth in Africa introducing to them many artists that had never been heard before.
- Through radio he has been able to grow the market 10 fold.

# G MONEY STRATEGY

- G Money is one of many examples of an entrepreneur from the Caribbean that are doing amazing things in Africa successfully.
- Raised in Jamaica, he went to school at Jamaica College G Money – A graduate of Jamaica College here in Jamaica (He said make sure you tell everyone he is a JC old boy, I don't know why but he insisted).
- After leaving JC, he went to the UK to further his education but ended up being drawn away from University and into the world of entertainment. So he set up a pirate station in London and those familiar with the UK would know that in the 90's the only place you would find Caribbean Music would be on pirate radio. With the success of his pirate station he was then poached by the BBC to assist in launching their National Black Music Station 1Xtra in 2002.
- He spent 5 years there and then decided to move to Kenya to help set up a radio station called Homeboyz Radio in 2007 and this station has gone on to become a 'Youth authority' and has changed the way in which radio is consumed in Kenya. Since being in Kenya, he found Africa ripe with opportunity and he has exploited a gap that existed in the entertainment scene by organizing a cultural exchange of sorts.
- One of the first things he did was to get African artists to do songs with Jamaican artists and producers.

## AFRICAN / CARIBBEAN COLLABORATION

- So Wyre, who is a Kenyan Artist got to appear on riddims produced by Arif Cooper and Jamaica artists got more “structured” airplay in Kenya.
- Through these exchanges, artists like Alaine, Konshens, Chris Martin, Cecile, Chronixx, D Major and many others became major star across the continent. They have gone on to perform across the continent.



- Wyre/ Alaine: <https://www.youtube.com/watch?v=74l6oBt63yo>

# Challenges

- Distance
- Cost
- Policy
- Taxes