

ITALY

AT 26) WOMEX

WORLDWIDE | MUSIC | EXPO



Ministero degli Affari Esteri
e della Cooperazione Internazionale



Italian Pavilion

21-25 October 2026 | Auditorio Alfredo Kraus – Las Palmas de Gran Canaria

Las Palmas de Gran Canaria

ITALY

AT 26) WOMEX

WORLDWIDE | MUSIC | EXPO

Italy presents itself at WOMEX 2026 as a unique global music stage, where tradition and innovation blend into a sonic mosaic rooted in millennia-old heritage yet projected toward the future.

Italy's music industry continues to grow at a remarkable pace. According to the SIAE Report 2025, the live music sector recorded a 17.5% increase in audience spending, reaching €1.16 billion, with 67,890 concerts and more than 31.5 million spectators. Pop, rock and light music lead the sector, accounting for 83.8% of concert audiences and generating more than €1 billion in public spending.

The Made in Italy brand carries timeless appeal: lifestyle, creativity, quality, and beauty are reflected in music as in all the arts. Since 2019, the sector has more than doubled its scale, with pop, rock and light music alone growing from 18,000 to over 39,000 events and from 12 million to more than 26 million attendees.

In 2025 (source: FIMI Report 2026), the Italian recorded music market grew by 10.7%, reaching a turnover of half a billion euros and further consolidating Italy's position within the EU in terms of music industry revenues.

Internationally, royalties increased by 13%, reaching €32 million, up 180% over the past five years. Streaming accounts for 88% of revenues, while approximately 10% comes from synchronisation and rights. In recent years, the ability to bring Italian music beyond national borders has been driven both by the democratisation of channels for reaching audiences and by enhanced capabilities in artist scouting, repertoire development, collaborations with international artists, and the strategic selection of live performances.

These efforts have contributed to the emergence of increasingly "glocal" artists, who combine a local perspective with an international musical language.

The Italian Pavilion brings together artists, companies, and professionals who collectively embody a living, evolving cultural heritage, acting as ambassadors of Italian lifestyle and creativity across the world.

Professionals

Discover the full list of
participants on the online
database →



Bari

ABUSUAN CENTRO INTERCULTURALE

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comunicazione@abusuan.it

FESTIVAL

Torino



AFROVISION FESTIVAL / TORINO MUSIC MEETING

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FESTIVAL

Camaione (LU)



AIDA MUSIC

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LABEL

Catania



ALKANTARA FEST

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FESTIVAL

Sanarica (LE)



ARRA PRODUZIONI MEDITERRANEE

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arra.produzioni@gmail.com

MANAGEMENT

Spilamberto
(MO)



ARTEMEDIOS HUB ITALIA

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FESTIVAL

Corsano (LE)

DANZARE
LA TERRA

ASD TARANTARTE

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FESTIVAL

Acquaviva delle
Fonti (BA)



ASSOCIAZIONE CAFÉ 1799

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EVENTS PRODUCTION

Bagheria (PA)



ASSOCIAZIONE CULTURALE CLAMORE

associazioneclamore@gmail.com

MANAGEMENT

Catania

ASSOCIAZIONE
MUSICALE
ETNEA



ASSOCIAZIONE MUSICALE ETNEA

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FESTIVAL

BOOKING

EVENTS

Bitonto (BA)



ASTERIA SPACE

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direzione@asteriaspace.it

EVENTS

COMMUNICATION

Savona



CANTAGIRO ITALIANO

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EVENTS PRODUCTION

Tricase (LE)



CIRCULAR MUSIC

www.circularmusic.eu

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MANAGEMENT

LABEL

Corsano (LE)
TARANTARTE

COMPAGNIA TARANTARTE

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MANAGEMENT

Bologna

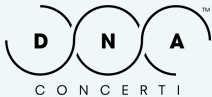


DJANGO MUSIC

djangomusic.it
info@djangomusic.it

BOOKING

Roma



DNA CONCERTI

www.dnaconcerti.com
info@dnaconcerti.com

BOOKING

Catania



DUE SICILIAE FESTIVAL

www.duesiciliaefestival.it
associazioneareasud@gmail.com

FESTIVAL

Savignano sul
Rubicone (FC)



EDIZIONI MUSICALI CASADEI SONORA

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MUSIC EDITIONS

Canicattini
Bagni (SR)

EGEAMUSIC[®]
LIVE

EGEA LIVE

www.egealive.com
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MANAGEMENT

BOOKING

Gaggio
Montano (BO)



EGEA RECORDS

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LABEL

Reggio Calabria



ESSE CONCERTI

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EVENTS PRODUCTION

Bologna



ESTRAGON

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FESTIVAL

Agrigento

FESTIVALLE

FESTIVALLE DEI TEMPLI

www.festivalle.it
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FESTIVAL

Bologna



FONDAZIONE ENTROTERRE

www.entroterre.org
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FESTIVAL

Roma



FONDAZIONE MUSICA PER ROMA

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programmazione@musicaperroma.it

PERFORMING ARTS VENUE

Bagheria (PA)



GOMAD CONCERTI

gomadconcerti.com
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EVENTS PRODUCTION

Piacenza



GRANDE EVENTO / ARVMUSIC

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MANAGEMENT

Ravenna



GRETA CAMPRI - MUSIC AGENT

camprigreta.com
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BOOKING

Palermo



I CANDELA I

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candelai@candelai.it

VENUE

Roma



IKONA CONCERTI

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MANAGEMENT

Carpi (MO)



INTERNATIONAL MUSIC AND ARTS

internationalmusic.it
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BOOKING

Roma



IPE IPE MUSIC

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MANAGEMENT

BOOKING

LABEL

Alessano (LE)



KALÀSCIMA

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BAND

Torre del Greco
(NA)



LA BAZZARRA

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FESTIVAL

Lecce



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LABEL

Lecce



MANIGOLD / BANDADRIATICA

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BOOKING

Mazara del
Vallo (TP)



Mezzo Festival

MEZZO FESTIVAL

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FESTIVAL

Bari



MEZZOTONO

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ARTIST

Lecce



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BAND

Foggia



MOODY JAZZ CAFÈ

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FESTIVAL

Piazza
Armerina (EN)



MOSAICO FESTIVAL

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FESTIVAL

Acquaviva delle
Fonti (BA)



MOSHO

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EVENTS PRODUCTION

Modica (RG)



MUSIC4YOU

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MUSIC MARKETING

ARTIST OUTREACH

Torino



MUSICALISTA

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magalie@musicalista.it

BOOKING

Bologna



OZONO FACTORY

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EVENTS PRODUCTION

Milano

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PONDEROSA MUSIC & ART

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BOOKING

Catania



PUNTOEACAPO

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FESTIVAL

Martina Franca
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RAHMA

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ARTIST

Alghero (SS)



ROBLE FACTORY

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FESTIVAL

Acquaviva delle
Fonti (BA)



THE MUSIC X

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EVENTS PRODUCTION

CONTENT

Roma



TOURBILION

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BOOKING

Casalecchio di
Reno (BO)



UNIPOL ARENA

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CONCERTS

FESTIVAL

Modena



VIBRA

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LIVE CLUB

BOOKING

LABEL

Arnesano (LE)



ZERO NOVE NOVE

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099musicaespettacolo@gmail.com

BOOKING

Partners



ITA - Italian Trade Agency

is the Governmental Agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of 87 overseas branch offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

ROME HEADQUARTERS

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Assoconcerti

AssoConcerti is the trade association that brings together the leading producers and organizers of live music events, representing around 70% of the concert industry in Italy. The Association works to promote and enhance live music, both in Italy and abroad, with a particular focus on contemporary Italian popular music. It represents and safeguards the interests of businesses in the sector, fostering their growth, institutional recognition, and the enhancement of professional skills. AssoConcerti supports the role of music and culture as drivers of social, civic, and economic development. Major live events help to enrich the cultural fabric of local areas, whilst generating significant economic, employment and tourism benefits. The sector's significance is also confirmed by official figures from S.I.A.E.: in 2025, contemporary popular music recorded 39,195 performances, 26,398,136 attendees and over 1.06 billion euros in box office takings, establishing itself as the main driving force behind live entertainment in Italy. Bruno Sconocchia has been appointed president of AssoConcerti. He is a leading figure in the sector and a long-standing manager of some of the most important figures in Italian music, including Lucio Dalla, Fabrizio De André, Gino Paoli, Ornella Vanoni, Pooh and Zucchero.

Lorenzo Possanzini - Executive Assistant
+39 3664380447
office@assoconcerti.it



Assomusica

Assomusica is the association of producers and organisers of live music shows in Italy. Since 1996 it has brought together leading cultural and creative companies in the sector, with an emphasis on supporting small and medium sized enterprises. Assomusica represents and advocates the sector before institutions and key stakeholders, both nationally and internationally. Assomusica promotes the value of live music events as a driver of cultural, social, economic and tourism development for local communities and territories.

www.assomusica.org – info@assomusica.org

Carlo Parodi - President | presidente.assomusica@assomusica.org
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Rita Zappador - Board Director on internationalization matters | r.zappador@assomusica.org





Italian World Beat – MusiConnect Italy

Italian World Beat (IWB) is a Naples-based cultural association founded in 2022 to promote Italian music worldwide through international cooperation, networking and music export. Its network spans Europe, Africa and Asia, connecting artists with new markets. IWB organises Napoli World, an international showcase and conference festival featuring live performances, B2B meetings and professional workshops. Its 2026 call attracted 534 applications from 85 countries. IWB also participates in the European UPBEAT platform and develops training initiatives, including Music Export Lab, to support emerging artists in building international careers. Its mission is to turn cultural connections into concrete opportunities and position Naples as a meeting point for global music communities.



ITALIAN WORLD BEAT | Naples, Italy

President: **Fabio Scopino**

management@italianworldbeat.com

<https://www.italianworldbeat.com>



Rete Italiana World Music

The Italian World Music Network is a non-profit association based in Rome promoted by some of the most important Italian world music, folk and popular music festivals. The associative project networks and promotes the activities of associations and cultural operators who, through the organisation of events and music festivals with a high social and environmental impact, carry out an important job of protecting, disseminating and enhancing the cultural heritage of our country.



www.italiaworldmusic.it



Puglia Sounds, a program by Puglia Culture

Puglia Sounds is the pioneering program of the Puglia Region that in 15 years of activity has transformed the regional music scene into an internationally recognized reality. Since 2010, it has strengthened the local music ecosystem, supported professionals, and promoted Puglia's unique blend of tradition and innovation worldwide. Puglia Sounds fosters growth and international visibility across the entire regional music industry, from artists and labels to festivals and agencies. Each year, Puglia Sounds organizes MEDIMEX, the International Festival and Music Conference, a leading platform for dialogue, creativity, and innovation. At WOMEX 2026, Puglia Sounds supports the showcase of Davide Ambrogio. He currently lives and works in Puglia, collaborating with the World Music Academy in San Vito dei Normanni and coordinating the 'Voci In Ascolto' project, a network dedicated to traditional Italian polyphonic singing.

www.pugliasounds.it/en/

Paolo Ponzio - President of Puglia Culture

Claudia Sergio - Head of Regional Cultural Strategies and Projects

Cristina Fina - International Development & Partnerships
cristina.fina@pugliasounds.it

Maddalena Ciocca - Technical Assistance Office for Regional Projects and International Development - maddalena.ciocca@pugliaculture.it

Paola Troia - Head of Regional Projects Communication

Marika Marangella - Social Media Manager

Ella Gaeta - Head of Organisation and Production

Intervento finanziato con risorse del fondo di rotazione POC 2021-2027



Emilia-Romagna Music Export

Emilia-Romagna Music Export is the regional internationalisation programme, developed by Emilia-Romagna Music Commission in collaboration with ATER Fondazione. Launched in 2022, it supports artists, music professionals and organisations from Emilia-Romagna in developing their activities and networks internationally. The programme provides consultancy, networking and international promotion opportunities, supports participation in music conferences, showcase festivals and professional markets, and develops connections with music professionals, institutions and export organisations across Europe and beyond. Through international missions, partnerships and dedicated activities, Emilia-Romagna Music Export works to strengthen the international presence of the regional music sector and create new opportunities for professional exchange, collaboration and circulation.

musiccommission.emiliaromagnacultura.it - ater.emr.it

Emilia-Romagna Music Commission

Simona Giuliano – Head of Emilia-Romagna Music Commission

Laura Di Salvo – Communication Manager

ATER Fondazione

Antonio Volpone – Director

Jacopo Furlanetto – Music Export Manager

music.export@regione.emilia-romagna.it



Sicily Music Conference

The Sicily Music Conference is an international music industry event that has been held in Sicily for the past five years. As a true hub at the heart of the Mediterranean, Sicily provides the ideal stage to explore and strengthen the Mediterranean network, highlighting its unique role as a crossroads of cultures and artistic exchange. Through panels, workshops and showcases, the Sicily Music Conference fosters dialogue and collaboration among artists, professionals and institutions, emphasizing how music can serve as a powerful tool for connection, cultural exchange and economic development across Mediterranean cities and countries. The 6th edition, the Sicily Music Conference – Meeting & Festival for Sustainability, will take place in 2027 in two stages, in Palermo and Catania, involving local festivals, artists, cultural operators and associations. Its main goals are to promote environmental sustainability and accessibility in festivals, encourage dialogue and cooperation across diverse musical experiences, and strengthen the Sicilian cultural network, with a focus on territorial development and the internationalization of music tourism.

www.sicilymusicconference.com

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Italian Showcase



Davide Ambrogio

About

Davide Ambrogio

Davide Ambrogio grew up in Cataforio, a small village in the Aspromonte region of Calabria, where he first came into contact with the world of oral tradition. He currently lives and works in Puglia, collaborating with the World Music Academy in San Vito dei Normanni and coordinating the 'Voci In Ascolto' project, a network dedicated to traditional Italian polyphonic singing. A member of various groups, such as Linguamadre, with whom he won the 'Premio Loano Giovani', he made a name for himself as a soloist in 2021, winning the 'Musica contro le Mafie' and 'Ethnos Gener/Azioni 2020' awards. Deeply connected to his Calabrian roots, Davide drew inspiration from this heritage to create his own original musical language and, in November 2021, release his debut album **Evocazioni e Invocazioni**, which was featured on the Transglobal Music Chart and the World Music Chart Europe, and was recognised by **Songlines Magazine** as a 'Top of the World Album' upon its release. He has taken part in major events and festivals in Italy and across Europe, including: SponzFest, Musicultura, the Premio Nazionale Città di Loano, the Premio Parodi, Mare e Miniere, Les Suds d'Arles, Le Plancher, Rio Loco, Festival Imaterial, Sacred Spirit Festival, Fira B Manresa, Mucem Marseille, Opera Lyon and many others. Over the past two years, Davide Ambrogio has devoted himself to writing his second album, entitled *"Mater Nullius"*, released on 14 November 2025 on the French label Viavox; a work that explores modern man's disconnection from nature and the need for a human and spiritual rebirth. Recorded in Alia (PA) between 'Il Bosco' – owned by the Cortese family, a meeting place for creative minds and free spirits – and the Gurfa caves, it is a powerful fusion of ancestral soundscapes and contemporary vision.

*Showcase
Info***23 October 2026 00:00 - End 24 October 00:45**

Venue Theatre Stage (Sala Sinfónica)

Auditorio Alfredo Kraus

*Line Up***DAVIDE AMBROGIO:** vocals, drum, torcol, guitar and percussion**WALTER LAURETI:** synthesisers and live electronics**VINCENZO GAGLIANI** and **FEDERICO LAGANA:** drum, nagara and percussion**GABRIELE BAZZA:** vocals and guitar**DAVIDE FARAONI:** sound engineer*Website*<https://viavoxproduction.com/artist/davide-ambrogio/>

Italian Showcase



Nuhara

About

NUHARA

From the Sicilian-Mediterranean tradition to the cutting edge of electronic music, Nuhara reimagine Sicily's oral heritage through a bold dialogue between archive, tradition and experimentation. The band's name derives from the Arabic Nuwwar, meaning "flower bud", evolving through the Sicilian Nuàra and the Latin Nohara, meaning "garden" — a fitting metaphor for a project rooted in memory while constantly generating new musical forms. Nuhara's debut album, RAMA, released in 2026, was ranked #5 among The Quietus' Best Albums of 2026 (first half) and entered both the World Music Charts Europe (WMCE) and the Transglobal World Music Chart. Drawing on field recordings and archival documents collected since the 1950s, Nuhara reinterpret and regenerate repertoires from Sicily's oral tradition. Rather than simply reproducing the past, they transform these materials into a new hybrid sonic language, where a rigorous philological approach meets IDM-inspired soundscapes and electronic production. Traditional instruments from the Sicilian-Mediterranean area are reimaged through their original performance techniques and placed within an expanded electronic dimension. Ancient melodies, voices and rhythms acquire new resonance, creating a sonic bridge between an archaic cultural landscape and the sensibilities of contemporary music.

At WOMEX, Nuhara present a live experience where heritage becomes raw material for the future: a journey through Sicily's musical memory, transformed into a powerful, immersive and distinctly contemporary sound.

*Showcase
Info***24 October 2026 00:45**

Venue: Sala Gabriel Rodò

Auditorio Alfredo Kraus

*Line Up***Gabriele Bazza** : Vocals, Guitars, Tambourine**Federico Pipia** : Live Electronics, Percussions, Anvil**Michele Piccione** : Frame Drums, Kalebasa, Bagpipes, Jaw Harps, Qraqeb, Vocals*Band Website*<https://www.nuhara.net/>*Label Website*www.trovarebato.com



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