

Press release

Superstar DJ from Holland reveals his China stories and strategy

Keynote speech Armin van Buuren: My China added to House of China

Armin van Buuren will speak about China during the second edition of House of China. This event will take place in De Balie in Amsterdam during the opening day of Amsterdam Dance Event on Wednesday, October 16. In a keynote bearing the name 'Armin van Buuren: My China' the five-time number one ranked DJ will talk about his Chinese adventures and strategy. In 2016 Armin was the first DJ to have a solo show in China. This December he will celebrate New Year's Eve in China at the ISY Festival. ISY Festival is one of the five partners in House of China.

The second edition of House of China is significantly larger than last year's. For the 2019 edition five prominent Chinese electronic music companies will present themselves during Amsterdam Dance Event. House of China is the only official China-related program of both ADE Conference and ADE Pro. Last year House of China was presented by three partners: BrotherHood Music, CMCM and Mai Ai. This year there are two more. Next to the original partners the program will now also be presented by NetEase FEVER and Vision & Colour (VAC). With these five partners House of China is able to offer detailed insights into the latest developments and challenges in the Chinese electronic music scene.

Program

In the program, House of China will focus on the latest trends in electronic music. In seven panels and other program features, China's dance scene will be studied closely. Besides a focus on festivals, marketing and music streaming, House of China will also take a closer look at the club scene in China. Both underground and mainstream club culture are now a thriving creative business attracting thousands of clubbers and top DJs from all over the world. Innovation is key for both clubs and festivals. From storytelling events to interaction with holograms, to strategic partnerships in the e-commerce and gaming domain. Chinese dance music companies have been doing it all successfully.

The ADE House of China program will include an industry conference, panel discussions, a press conference, several related activities and a reception.

Amsterdam Dance Event (ADE)

The Amsterdam Dance Event (ADE) has been the leading electronic music platform since 1995 and is the biggest club festival in the world for the whole spectrum of electronic music subgenres. ADE consists of a five-day conference (day) and festival (day & night) program. With more than 400 events in over 160 locations, around 5,000 dance music professionals and 400,000 visitors it is fair to say that during ADE the city of Amsterdam is taken over by electronic music and its fans.

ADE House of China

In recent years China has won a place in ADE. In 2016 ADE made it a focus country. From that year on, Chinese companies have found their way to Amsterdam. In 2018 House of China burst on the scene. In this one-day program not only Mai Ai but also BHM, known for bringing Creamfields to China and CMCM, known from the ISY Festival in Sanya, appeared. With NetEase FEVER and VAC, House of China now has a stronghold of five official presenting partners.

More program details will be announced soon.

For additional info please follow the event page at www.houseofchina.net and www.amsterdam-dance-event.nl

House of China

Date: Wednesday, October 16, 2019

Time: 12 p.m. - 8 p.m. (CET)

Venue: De Balie

Address: Kleine Gartmanplantsoen 10, Amsterdam

More info available via:

[linkedin](#) | [facebook](#) | houseofchina.net

Not to be published

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