

PART 5. BOOKING AGENCIES/ PROMOTERS

There are many booking agencies and promoters in China. Some focus on classical music while others might focus on pop music. However, the boundaries are becoming blurred.

5.1 All Types

- **China Arts and Entertainment Group** 中国对外演出集团

<http://en.caeg.cn/>

As China's only central state-owned cultural enterprise that has performance and exhibition business worldwide, China Arts and Entertainment Group (CAEG) has developed a nationwide market network of international performing arts, art exhibitions, culture & tourism and theater operation. CAEG has set up branches in major cities in China, some European and American countries. Based on 14 theaters that directly owned and managed by China Performing Arts Agency (CPAA) Theaters - a subsidiary company of CAEG, CAEG has initiated and organized a league of domestic theaters with 70 CPAA allied-theaters across 27 provinces.

- **Poly Culture** 保利文化集团

<http://en.polyculture.com.cn/>

Poly Culture has formed an industry layout of performance and theatre management, art business and auction, and cinema investment and management, of which performance and theatre management, and art auction have been playing a leading role in the industry. Based on its three main businesses, Poly Culture is actively expanding art education, culture finance, culture tourism and culture asset management to promote industry upgrade. As one of the subsidiaries of Poly Culture, Beijing Poly Theatre Management Corporation Limited mainly focuses on performance and theatre management, including theatre chain management, performance, creative design and production, and ticket marketing. As the leading theatre management company, Poly Theatre is currently operating 68 theatres nationwide across 58 cities in 21 provinces.

- **AC Orange** 聚橙

<http://www.juooo.com/>

The AC Orange is the largest private performance enterprise in China. Their contents cover all performance genres. The company apply strategic planning to cover all segments of performance industry. AC Orange is the first Chinese Corporation investing in Broadway musicals. Orange Theater is one of the largest theatre management groups in China.

- **Modern Sky** 摩登天空

<https://www.modernsky.com/home/>

Modern Sky is one of the leading music companies in China. It has a number of sub-labels under its umbrella. The business of the Modern Sky covers music publishing, artist management, live music organization, visual and product design, retail and performance venues, recording and production, media, exhibitions and hotel design, which is for establishing a comprehensive and three-dimensional "music +" lifestyle mode in the Chinese music industry.

- **Taihe Music Group 太合音乐**
<http://about.taihe.com/>
 Taihe Music Group is one of the most important music companies in China. It has built a pan-entertainment ecosystem based on artist services, copyright distribution, audio-visual services, performance activities, fan communities, integrated marketing, etc., with its outstanding influence and creativity, providing diversified services for users, brands and artists.
- **Treemusic 树音乐**
<http://www.treemusic.com.cn/>
 Treemusic is a record label and also a publishing company that manages such brands and trademarks; coordinates the production, distribution, promotion, manufacture, and enforcement of copyright for sound recordings and music albums. Its business includes: music production, music publishing, music festival management, concert management, record releasing, overseas musician management, art gallery management, and etc.
- **Musikid 乐童**
<https://www.musikid.com/>
 Musikid is the largest crowdfunding platform for music in China. Its business covers the following aspects: music production, publishing, performance management and related areas.
- **Kanjian Music (Electronic) 看见音乐**
<https://www.kanjian.com/en>
 Kanjian is a global music enterprise that leverages technology to bring together music artists, fans and brands to the largest consumer market in the world - Asia. Kanjian Music helps more than 7,000 labels and 200,000 artists get their music on more than 200 digital stores and to reach more than 1 billion online listeners worldwide, including China.
- **Live Time Culture and Ary Group (Electronic) 现场时代**
<http://www.szlivetime.com/>
 Live Time Culture is one of the initiators and members of the China Electronic Music Association. Bougainvillea Music Festival was founded exclusively by Live Time Culture, which is the first outdoor electronic music festival in China.
- **Mai Muic (Electronic) 麦爱文化**
<http://www.maimusic.cn/en/index.html>
 Mai Music is a professional cultural organization engaged in artist management, copyright management, music festival production & operation, music production, media promotion and other integrated services. In the second half year of 2015, the company shifted its focus to the production and operation of electronic music projects, with the mission to “promote electronic music culture and pop culture among younger generations”.

5.2 Jazz

- **Golden Jazz 金爵士**
<http://goldenjazz.com.cn/?type=en>
 The mission of Golden Jazz is to promote jazz music in China, create a

platform for Chinese and western cultural exchanges, and to bring the Chinese culture into the world stage. Golden Jazz is a comprehensive cultural management company covering music education, music curriculum development, music performance, overseas music study consulting, music research and music production.

- **JPLAN 爵士乐计**

Weibo Account: https://weibo.com/u/6635919890?is_all=1

JPLAN is a music company with jazz as its main style and underlying philosophy, exploring and experimenting with the unlimited possibilities of music through the pioneering spirit and mindset of jazz including jazz education, performances and so on.

- **JZ Music 爵士上海**

Instagram Account: JZmusic

JZ Group was established in 2004, including JZ Music, JZ Club & JZ School, which further covers event management, music festival curatorship and organization, restaurant operation&music education. JZ Festival has been recognized as the biggest jazz festival in China and the second biggest jazz festival in Asia.

- **8th Day 第八日**

<http://www.9gatesjazz.com/en/>

8th Day is a cultural enterprise that plans and executes large-scale international cultural exchange activities. The 8th Day has been working on cultural exchange programs with governments and international enterprises for several years, as well as famous cultural organizations such as China Film Group Corporation, Confucius Institute, Disney, 20th Century Fox, Universal Picture, Warner Bros. Entertainment etc.

In addition to executing cooperative programs, the independent cultural brand of 8th Day -Beijing 9Gates Jazz Festival has also been held so far in 2006. It has become one of the biggest jazz events in China.

5.3 Traditional Music/ World Music

- **Chinese Music World 华人音乐世界**

<http://www.cmwlimited.com/indexen.php>

Chinese Music World is a comprehensive entertainment that integrates international entertainment intellectual property (IP) development, large-scale entertainment event organization and operation, entertainment content derivation, entertainment education and training, and cultural tourism industry content planning and operation. It's also committed to building a world-class quality education and training integration platform, introducing and providing world-famous pop music, pop dance and entertainment brands to promote the development of various types of pop music and dance training courses and music camps throughout the country.

- **Stallion Era 战马时代**

<http://www.stallionera.com/?lang=en>

Founded in 2012, Stallion Era is the leading management company devoted to local music, world music and cross over artists in China. Stallion Era has

cooperated and signed with numerous great musicians such as Hanggai, Huun Huur Tu, Sainkho Kosmos etc. and strived to turn world music more professionalized and more accessible to Chinese market.

5.4 Classical Music

- **Wu Promotion 吴氏策划**

<http://www.wupromotion.com/>

Wu Promotion with 25 years of experience in performing arts promotion in China and abroad. Their services includes the promotion and organization of all genres of performing arts in China and worldwide; organization of large scale international tours for orchestras, opera, ballet, theatre and other professional performing troupes from different countries; event management, public and media relations management; and organization of cultural exchange opportunities for professional ensembles, e.g. choirs and youth orchestras.

- **Universal Music & Culture 世音文化**

<https://www.u-m-c.cn/>

Universal Music Culture Development Company as a promoter for International arts & culture, mainly focuses on doing art training, commercial performances, and cultural exchanges. Besides, it is committed to build a high-class art platform, and a professional institution to promote international cultural exchanges. Universal Music Culture globalizes culture & art, and makes contributions to the cultural exchanges.

- **SiLang Performing Arts 斯朗文化**

<http://silangyanchu.show160.com/>

Silang Performing Arts has a wide range of cooperation with outstanding artists and groups around the world, from symphony orchestras to ballet companies, to famous conductors, solo artists, small orchestras and so on. The company also work closely with world-class producers/companies, performance institutions, agencies, etc., in project cooperation, series planning, artistic training, etc. In addition to the classical field, the company will also cooperate with other artists and groups in a wider range of fields.

- **Asian Arts Connection 艾亚文化**

<http://www.aacshanghai.com/en/>

Asian Arts Connection© (AAC) is a Shanghai and Berlin-based arts management company. It exists to serve the arts and artists by promoting Western Performing Arts within China and Chinese Performing Arts abroad. AAC is one of the most successful agencies for promoting foreign cultural and art projects in China. AAC Shanghai has successfully managed and marketed many China Tours for performing arts projects of various styles – including Musicals, Symphony Orchestras, Chamber Music, Recitals, Dance, Opera, Jazz, etc.

- **Arcadia Music 阿卡迪亚音乐**

Weibo Account: https://www.weibo.com/u/2733872133?is_all=1

Arcadia Music was founded in 1989 by Mr. David K. Lee in New York, USA, and moved its headquarters to Seoul, South Korea in 2000. in 2003, Arcadia

opened a representative office in Beijing, China. In 2005, Arcadia Music Brokers Ltd. was established in Shanghai, 2008, Arcadia Music Brokers (HK) Ltd. was established in Hong Kong, and a branch office was established in Zhuhai in 2013. In recent years, Arcadia has represented the world's top classical musicians, orchestras and choruses such as Munich Symphony Orchestra, I Musici, Maîtrise de la Cathédrale d'Autun, The Little Singers of Paris, Satcey Kent, and arranged their tours in the Asia-Pacific region.

- **Ruge Artists 如歌文化**

<http://www.rugeartists.com/>

Ruge Artists represents conductors, instrumentalists, vocalists, orchestras, choirs, and traditional Chinese music artists from around the globe, and also nurtures new talents by providing career guidance and performing opportunities for rising stars. This includes holding concerts in schools and community centres, which helps build audiences and brings music out of the concert hall and into everyday life. The agency has already created long-term and mutually beneficial arrangements with major Chinese orchestras, theatres, concert halls, arts centres and performing agencies.

- **Eurovista Arts Promotion 欧艺视界**

<http://www.eurovista.com.cn/home.php?lang=en>

Eurovista is founded in 2008, for 12 years, and brought more than 1,000 classical concerts, jazz concerts, dance theatres and master arts workshops from Europe and America to audiences all over China.

- **Armstrong Music & Arts 阿姆斯特朗音乐艺术**

<http://www.armstrongmusic.cc/>

Armstrong International Music & Arts is a diversified leading arts management enterprise consists of three branches: Armstrong Music and Arts, Armstrong Media, and Armstrong Travel. The company is aiming to build a cultural bridge between China and the Western World.

- **Shanghai Cultural Exchange Agency 上海对外文化交流有限公司**

<http://www.sceachina.com/>

Shanghai Cultural Exchange Agency (SCEA) is a wholly owned subsidiary of the Centre for China Shanghai International Arts Festival. Being the presenter of China Shanghai International Arts Festival, SCEA presents core performing art programmes on an annual basis. It has presented an extensive amount of performing art programmes and exhibitions, closely working with world-class art groups or artists in Shanghai and across China.

- **Hermark Culture 闻铭雅尔**

<http://www.hermakculture.cn/>

Hermark Culture is committed to promoting overseas innovative and enriching arts projects. Aimed at encouraging audiences of all ages to fully enjoy the experience in the theaters and to be inspired by works of art, we specialize in presenting performances that are suited and thought for the whole family. With the great ambition to popularize culture and arts, we carry out a variety of non-profit arts educational events. To develop the cultural exchanges and cooperation among countries around the world, Hermark Culture is always an active participant through the international arts exchange projects.