

Hungary Launches Catalog

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Music Department, Hungarian Radio, Budapest."

Hungary's sole export and import agency for cultural goods, Kultura, will be sending its record department chief, Joseph Meszaros, who is something of a MIDEM veteran. Since Kultura has been represented at MIDEM, many new distributors have been found for Hungarian product. Meszaros finds it an excellent opportunity to initiate deals.

The Hungarian international concert agency, Interconcert, will be represented at MIDEM by director Josef Horvath. Interconcert always takes the opportunity to meet as many impresarios of serious music artists as possible and seeks to develop reciprocal appearances by Hungarian and foreign concert artists, orchestras and ensembles. Interconcert is also very much interested in developing the recording

possibilities for new young instrumental soloists, singers and all kinds of Hungarian musical groups. Unfortunately the artist nominated to represent Hungary in the MIDEM galas has not been selected by the MIDEM management so there will be no Hungarian artists to be seen or heard in Cannes this year.

Mr. Paul Kessler, director of the Hungarian Management for Light Music, will be in Cannes for the third time and is especially interested in finding new talent in the light music field.

Jeno Bors, well-known personality at MIDEM, will be representing the Hungaraton, Qualiton and Pepita labels, as director of the Hungarian Record Company.

The Hungarian representatives will have a common stand at MIDEM and, especially for the occasion, Kultura is bringing out a special catalog of Hungarian light music, pop music, rock and operettas.

Vogue Seeks Opera Buyer

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portunities. This company is looking for outlets in South Africa and Italy.

Pathe-Marconi, the French EMI company, will be there "largely for prestige" and Louis Hazan will head the Phonogram delegation.

Musicdisc, whose turnover for 1973 was 27 percent up on the previous year at five million francs, will have as one of its major aims at MIDEM that of seeking product from independent producers and artists to build its newly created pop department.

Musidisc, which has its own Musidisc, Festival and America labels, also represents Fantasy, Prestige, Chess, Arhoolie, Storyville, Perception, Cadet, Alvorada and Pickwick and distributes Bordas, SERP and Galloway.

Small Labels See Top Opportunities

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the opportunity for competition on a deal. Some guy makes you an offer and you can compare it within the span of four days and then make your decision. It's a very big value."

For Phil Rose, WEA's international executive vice president, MIDEM this year is not the center of attention as it's been in the past. WEA is holding an international licensing meeting in Nice, Jan. 23-24 at the Negresco Hotel.

Rose expects upwards of 50 persons at the gathering. While he is not going to officially attend MIDEM this year, WEA's French company will have a booth there.

Still, the reason WEA is holding its overseas meeting at this time and in Nice which is close to Cannes, is because of MIDEM and its magnet in pulling together the world publishing/disk community.

Rose has been to four MIDEMs and like everyone else he finds its value in luring so many people together. But he finds Cannes not the best place to hold an international convention.

"The expense is ludicrous. There are 25 other convention cities in the world more accessible and where the services are 100 percent better. My only antagonism is directed at the city of Cannes. It's not a major international air center, the weather is questionable and I've been there when the rain didn't let up for the duration of the convention. The prices are too high for hotel rooms, meals and services in comparison to other convention cities. I'm sure most people feel this way. We are holding our meeting in Nice for all those reasons."

Rose says that some of the people attending the WEA meeting could not get room reservations in Cannes because they weren't registered for MIDEM. "The hotels won't rent a room to you unless you're registered for MIDEM," Rose says bitterly. He'll be flying into Nice from Japan.

Jay Lasker, ABC/Dunhill's president, has elected to remain at home this year to work on releasing schedules and other industry problems.

He's been to a number of MIDEMs and finds it a change of pace in doing business. "It's business at a more relaxed level," he says "and I've enjoyed my trips there in the past."

Lasker finds MIDEM best suited for the smaller type company or person who needs to make sub-publishing or licensing deals. "It has a lot of pluses including meeting in one place all the people you have deals with. And when that happens, ideas come out. It's a good sounding board place... it's important... it lets you get away from your desk."

Mike Maitland, president of MCA Records, prefers to meet with people behind their office desks. "MIDEM as a place to do business," he says, "is less preferable than being in the hometown office of the guy I'm working with where I can meet all his people face to face."

Maitland says he prefers to be isolated with his business contact in the business environment of his office where questions when they come up can be answered by members of the home office staff.

"The convenience of meeting at MIDEM and the results you get are not nearly as good as when you are in the guy's own office."

The executive acknowledges that the convenience factor of meeting lots of people in one location is a strong selling point for the event and one which has been kept alive by a lot of people. He has been there only twice in the past.

Sachs Record

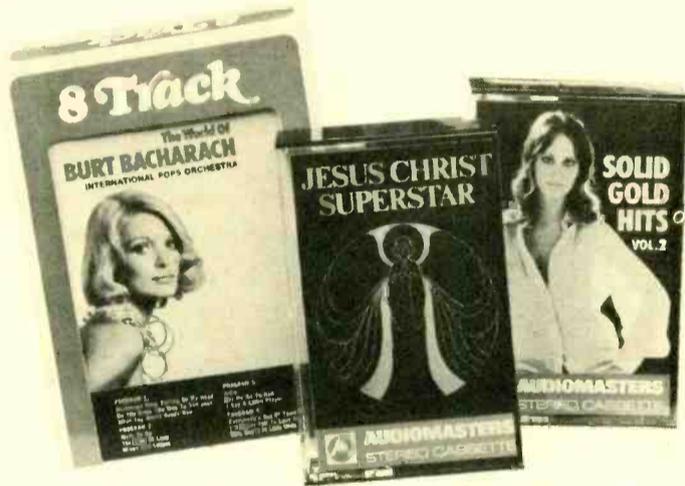
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jointly released by Love and Trilogy. The album, featuring songs written by Jukka Kuoppamaki, David Crosby, Chip Taylor and Sachs himself has so far been released in Brazil, West Germany, Sweden, Poland, the U.K., Italy and the U.S.A. The partnership also negotiated the release of an Eddie Boyd blues album, "Praise to Helsinki," by Vogue Records in France.

According to Trilogy managing director Warren Sachs who flew to Finland early in December to supervise MIDEM arrangements, the two companies will be promoting not only the Love Records rock catalog but a wide selection of material, including middle of the road and jazz.

Representing Love/Trilogy at MIDEM will be Love president Chris Schwindt, Love managing director Atte Blom, and Trilogy managing director Warren Sachs.

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