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**Press release**

For immediate release

## Samsung and Amsterdam Dance Event Join Forces

**Hilversum, May 30, 2013 - The Amsterdam Dance Event (ADE), the world's leading conference and festival for electronic music, is to work together with Korean electronics giant Samsung. The two global brands will combine their respective strengths in a unique collaboration aimed at creating innovative projects that compliment and reflect the worldwide success of dance music. The eighteenth edition of the ADE takes place from Wednesday 16th to Sunday, October 20th, 2013.**

ADE, which attracts over 200,000 festival visitors and 4000 professional conference delegates from around the world, has been experiencing phenomenal year-on-year growth. The 2012 edition reflected the worldwide success of the dance music industry, featuring a wide array of high-profile speakers, alongside performances by 1.700 national and international artists at 350 events in a record 75 venues across Amsterdam. Thanks to the involvement of Samsung, ADE will be able to be even more responsive to the explosive development of the global dance industry in the future.

*"We are very excited about this unique partnership. A global brand like Samsung fits perfectly with the international character of ADE and the quality that both brands represent,"* ADE Director, Richard Zijlma, said.

*"From Samsung's point of view, we feel that we have more and more in common with ADE. Samsung wants to inspire people with new technology, product innovation and creative solutions, while ADE has developed into an international platform for both music industry professionals and dance music fans. We aim to inspire them with our innovations, and we see this co-operation as a perfect match between two strong, global brands. We are looking forward to adding some remarkable new elements to ADE this year,"* Geert Mol, Marketing Manager at Samsung Mobile Netherlands, said.

### **Amsterdam Dance Event**

The Amsterdam Dance Event (ADE) has, in its eighteen years of existence, become the world's leading platform for electronic music. The five-day event offers a comprehensive conference and festival program that annually attracts professional visitors and festival-goers from around the world.

### **Samsung Electronics**

Samsung Electronics is the world leader in consumer electronics. Through continuous innovation the company is changing the world of television, smart phones, personal computers, printers, cameras, home appliances, medical equipment, semi-conductors and LED solutions. And through this, creating new opportunities for people at home, on the road and at work. With 236,000 employees in 79 countries, Samsung has an annual turnover of \$187.8 billion. For more information about Samsung Electronics, please call 0900-SAMSUNG (€ 0,10 p/m) or visit [www.samsung.com](http://www.samsung.com).

The Amsterdam Dance Event is organized by Amsterdam Dance Event Foundation, an initiative

of Buma.

For more information: [www.amsterdam-dance-event.nl](http://www.amsterdam-dance-event.nl)

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## **NOTE TO EDITORS**

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