

SSO AND VENUE ASIA ANNOUNCE COMMERCIAL MANAGEMENT PARTNERSHIP

[FOR IMMEDIATE RELEASE]

In connection with the opening of the 2020-2021 Concert Season, Shanghai Symphony Orchestra and Venue Asia are pleased to announce a strategic cooperation, commencing on a unique journey with the state-of-art Shanghai Symphony Hall, branding and partnership opportunities at its core.

Aimed at reaching new audiences and brands with Venue Asia's industry leading commercial management and consulting services, this exclusive collaboration sets out to enable unique opportunities for brand engagements and support for cultural developments on a great variety of first-class platforms.

Shanghai – August 31, 2020 – The announcement of the Shanghai Symphony Orchestra and Venue Asia long-term strategic cooperation – which also designates Venue Asia as the Exclusive Official Commercial Management Company of the Shanghai Symphony Hall – marks the kick-off of a partnership aimed at developing and offering diverse commercial opportunities, sponsorships and program support, engaging with leading brands and corporations that recognize the vast opportunities at hand.

To be associated with “the best” while supporting, leveraging and engaging with the Shanghai cultural development, provides immense value and great synergies. Combining the world-class position of the Shanghai Symphony Orchestra and its state-of-the-art home venue – the Shanghai Symphony Hall – the strategy-driven cooperation is focused at creating opportunities and value for stakeholders and leading brands, further supporting the development of the orchestra, including commission of new work, young talents, public engagements and the classical music industry in China.

Ms. Fedina Zhou, Director of SSO, said: “Together, working as one team, we will unlock the full potential of culture sponsorships, brand association and activation, placing clients on the best path for success in support of developing the cultural landscape.” (TBD)

Maestro Long Yu, Musical Director of SSO, stated: “Last year, the Shanghai Symphony Orchestra concluded a series of celebrations for its 140th anniversary, and thereby this well-established orchestra was able to show the world the face of Chinese classical music. The excellence of SSO lies not only in its long history, but also in its continuous vigor and vitality. We look forward to cooperating with Venue Asia as a partner and together inject even more vigour and vitality into the orchestra and to witness a prosperous future for SSO.”

Mr. John Cappo, President of Venue Asia, expressed: “We are very proud to be both associated with and working together with China's preeminent music marque – SSO – and are thrilled to commence on a mission to create unique value for brands and development of platforms to reach new target groups. The whole team is thrilled to undertake this great challenge for a fantastic cause.”

Creating association and alliances with a leading orchestra, a landmark venue and prominent IP's will not only allow brands to reach shared followers and leverage on common grounds. Forthcoming partnership will also enable facilitation of integrated premium experiences, brand activation and interaction with new advocates and patrons, paired with significant contributions to the development of music and culture in Shanghai and China.

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ABOUT SHANGHAI SYMPHONY ORCHESTRA

Shanghai Symphony Orchestra (SSO) is one of the earliest and most renowned orchestral ensembles of its kind in Asia, being the driver of Chinese symphonic music development into its leading position over the years.

Founded in 1879, SSO was the first to introduce orchestral music to Chinese audiences, quickly gaining reputation as the "The Best in the Far East".

With a long history and leading legacy, SSO continues to deliver on its mission "Music Connecting Worlds", being a strong promoter and driver of cultural exchanges on the international scene, as well as pioneering Asian musical education – a century long bequest of innovation and development.

Playing in an independently-owned, high quality concert hall is an honor and a dream for all world-class orchestras. The opening of the Shanghai Symphony Hall in September 2014 represents an important step in the orchestra's path to becoming a globally recognized symphony orchestra.

ABOUT VENUE ASIA

Venue Asia is a full-service venue management and consultancy company that provides comprehensive solutions to the conceptualisation, development, management and commercialization of world-class theatres, arenas, stadiums and entertainment precincts.

Venue Asia's capabilities also include area and district master planning, project development, design and construction, programming, sales and marketing, venue operations and event services. The team is led by industry veterans who previously managed and commercialized prestigious venues such as the Mercedes-Benz Arena (Shanghai), MasterCard Center (Beijing) and Damai Center (Dalian).

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