



## Montreux Jazz Festival China Successfully Kicks Off 2023 Edition With Partners at Fairmont Yangcheng Lake Resort



CEO of Montreux Jazz Festival China Joyce Peng Peng (Left 2) and eight partners celebrating the cooperation with cocktails

The Montreux Jazz Festival China successfully held its launch event for its 2023 edition in Kunshan on May 13. The festival will be held from 27 September to 2 October 2023 at the Fairmont Yangcheng Lake Resort in Kunshan, Jiangsu province. Together with more than 80 VIP guests, eight festival partners and representatives from the media, a signing ceremony was held to celebrate the journey of music. Following the signing ceremony, the guests were given a tour of the five festival stages where musicians from all over the world will perform in the fall in order to truly reflect the festival's aspirations to offer premium hospitality and intimacy and to connect the cultures of East and the West to spark fantastic encounters.

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After the first Montreux Jazz Festival China (MJFC) edition in Hangzhou in 2021, the second edition of the Montreux Jazz Festival China is currently being organized and prepared.



**Ernst-Jan Tolen, President of Montreux Jazz Festival China, gave the keynote speech and said:**

We are honored to bring 57 years of the Montreux Jazz Festival to China. Creative, unconventional and out of the box, the Montreux Jazz Festival China team is committed its mission Where East meets West with a unique and best international live music festival experience in China for China.

He also expressed special thanks to the early partners, such as SWISS, Meyer Sound, NetEase and Weleda who also attended the event for their continuous support. In addition, he was also delighted to warmly welcome Sino Swiss Technology Park (SSTP), Accor Group Greater China, Läderach, as well as Aromasticks to join the ever-growing MJFC community.

**Joyce Peng Peng, CEO of Montreux Jazz Festival China, commented:**

"In line with the diversity and inclusiveness of the Montreux Jazz Festival, the Montreux Jazz Festival China returns to its DNA, inviting good musicians from all over the world to bring a top-notch music feast to Chinese audiences and enchant our audiences. During the festival, high attention will be given to details and hospitality for everyone coming out to the Montreux Jazz Festival to really enjoy a unique and amazing journey of music at the Fairmont Yangcheng Lake Resort ."

**Signing Ceremony of Eight Festival Partners**



The launch event started with an amazing drum solo performance. Sacha Bachmann, the Consul General of Switzerland in Shanghai, Lucas Rondez, President of the Swiss Chinese Chamber of Commerce Shanghai, and Ms Qian Chen, Senior Sales Director of Swiss International Air Lines Greater China, gave speeches during the activity. In addition, greeting videos from Mathieu Jaton, CEO of Montreux Jazz Festival, and world-renowned musician Mike Stern, added color to the event.



Joyce Peng Peng, CEO of the festival, joined hands with the first batch of eight partners and signed the cooperation contract. Later, they had a Q&A session with domestic and international media. Kirin, a reporter from the 《Travel+Leisure》 Magazine, asked Ken Wong, Chief Brand Commercial Officer of Accor Group Greater China, what the original idea of cooperating with the Montreux Jazz Festival



China was? He said: "We have found that more and more consumers are willing to travel specially for a concert or a performance, which has become a fashionable lifestyle. Accor Group's Loyalty Programme - Accor Live Limitless - is honored to become a partner of the Montreux Jazz Festival China. We look forward to sharing a unique music journey with our members and have an unforgettable experience at the Fairmont Yangcheng Lake Resort."



Ken Wong (left 4), Chief Brand and Commercial Officer of Accor Group Greater China, answered media question

The combination of vision and passion for music brings all together and is precisely what makes this festival special. Montreux Jazz Festival China goes to great lengths to ensure that all festival goers are being offered a premium experience and are being taken care of at all levels, thus echoing the philosophy that unites all the partners today.

## Touring the Festival Venues



Fairmont Yangcheng Lake Resort

Holding the festival on the banks of a lake just like the Montreux Jazz Festival in Switzerland, the Montreux Jazz Festival selected Fairmont Yangcheng Lake Resort as this year's festival location. A 120 sqm idyllic lakeside resort just one hour from Shanghai and 30 minutes from Suzhou, Fairmont Yangcheng Lake is shaped like a Chinese fan just next to Yangcheng Lake, with 200 acres of the adjacent spacious Sunset Dew Park and Yuefeng Island Organic Farm.

Five festival stages will be set up inside and outside the hotel, and the festival goers can keep in close touch with nature and enjoy a variety of outdoor activities, while also enjoying top-level amenities and elegant all-day dining during the festival. It's an exceptional destination for the festival!



There is no lonely soul in music. From September 27 to October 2, let's all come out to the Montreux Jazz Festival China at Fairmont Yangcheng Lake, celebrating music, love and life!



## Additional Information

### Ticket Office News

Ticket presale will start in early August on the MJFC WeChat mini-programme and enjoy 30% off **early bird tickets** on the first presale day.

In August, Montreux Jazz Festival China will have the lineup announcement at the Fairmont Peace Hotel Shanghai with a fantastic music performance then. You are warmly welcome to join us to celebrate music, love and life!

Follow our social media accounts for all the latest updates:

Wechat: 蒙特勒爵士音乐节

Weibo : 蒙特勒爵士音乐节CHINA

Instagram: MontreuxJazzfestivalChina

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