

The Hottest Performance in the MIDEM! Taiwan Beats Showcase Takes the Stage on the Second Last Day of the Event

The 2018 MIDEM Record Exhibition held in Cannes, France officially commenced on June 5th, local time.

CANNES, FRANCE, June 13, 2018 /EINPresswire.com/ -- Today, the most important performances are also entering their final climax. On June 7, the three groups of performers representing Taiwan: Eve Ai, Cosmos People, and DJ Cookie took to the stage of the award ceremony for the “Cannes Film Festival”, the Grand Auditorium, for the first time. On the second last day of MIDEM, each of these three groups succeeded in giving engaging and exciting performances during the “Taiwan Beats” showcase, earning an enthusiastic welcome and heartfelt appreciation from the audience.

The 2018 International MIDEM Record Exhibition was held from June 5 – 8 according to local time. Participation in MIDEM was arranged by the Bureau of Audiovisual and Music Industry Development of the Ministry of Culture, and planned and executed by [GCA Entertainment](#). During the exhibition, a Taiwan Pavilion was established to carry out foreign commercial exchange and participate in business forums. The “Taiwan Beats” showcase was one of the main purposes for this excursion to France.

The first performer to take the stage in the “Taiwan Beats” showcase was the diva of the Golden Melody Awards, Eve Ai. Although there was a minor audio control issue at the beginning of the performance, Eve Ai remained calm and delivered a solid performance that earned the passion and support of the entire



audience. She even used fluent English to interact with the crowd and share the inspiration and emotions behind her songs. Her lyrical yet powerful voice won over the audience and she captivated them with her music, displaying an astonishing demonstration of vocal skill.

The 3-man band, Cosmos People, is a band that recently became popular in Taiwan. Upon arriving in France, they also attracted considerable attention from foreign media, with continuous requests for interviews coming in one after another. Their musical style emphasizes popular funk and possesses the vitality of

the new generation of Taiwanese youth. Even foreigners who were unable to understand the lyrics were infected by the catchy rhythm, gradually gathering towards the front of the stage while swaying to the music. The last artist to perform was DJ Cookie, who used his performance skill to create a stylish night club ambience. His music drew the audience onstage to dance together with the performers, provoking crowd control personnel to coax audience members offstage in the middle of the performance. Despite the fact that the concert continued past midnight, many audience members still stayed to watch to the very end.



Under the continued participation and efforts of the Taiwanese representative team in the MIDEM record exhibition, the Taiwanese have already become an indispensable part of the event. The “Taiwan Beats” showcase has become the annual focus of the exhibition. Furthermore, the indicator status of Chinese popular music from Taiwan in the expansive Chinese market has already been widely acknowledged in the international music industry.

After the “Taiwan Beats” showcase in Cannes, the artists will also give another “Taiwan Beats” showcase in Paris. The latest news and performance information on the “2018 MIDEM Record Exhibition in Cannes, France” will be simultaneously updated on the official GCA Entertainment fan page (facebook.com/gca3nt). Feel free to look up the latest news online.

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