

Award for BVMI Chairman in Paris:

**Florian Drücke receives German-French Prize of the Cultural and Creative Industries**

Paris/Berlin, February 6, 2020 – Dr. Florian Drücke, Chairman & CEO of the German Music Industry Association (BVMI), was awarded the Franco-German Prize of the Cultural and Creative Industries ("Prix des Secteurs Culturels et Créatifs") tonight in Paris as "Personality of the Year". The prize is an initiative of the Franco-German Chamber of Commerce and Industry under the patronage of the German and French Ministers of Economic Affairs. The award was presented by Claudia Dörr-Voß, State Secretary at the Federal Ministry for Economic Affairs and Energy. In her laudation, Catherine Briat, Atos Germany, emphasised, among others, Florian Drücke's active support for the European Copyright Directive, saying the Directive was essential for maintaining and strengthening the European creative industries with Germany and France having worked on together to bring it to a successful conclusion. Briat went on that, furthermore, Florian Drücke had been committed to the Franco-German creative sector through his work as Chairman of the Executive Board of the German Music Industry Association and as Co-President of the Franco-German Cultural Council, with music in particular being one of the most important cultural industries for both countries in terms of markets, exports and creativity in Europe.

The prize underlines the economic relevance of the creative industries. In Germany alone, they employ around 1.195 million people in the core workforce, the total turnover is 168.3 billion euros and gross value added is at a record level of 100.5 billion euros (source: "Monitoring Report on the Cultural and Creative Industries 2019", German Federal Ministry for Economic Affairs and Energy/BMWi).

In this sense, the BVMI Board of Directors considers the award to Florian Drücke both as a personal distinction and as an appreciation of the music industry and the neighbouring sectors:

**Frank Briegmann**, CEO & President Universal Music Central Europe and Deutsche Grammophon: "Congratulations to Florian Drücke. With his work for the German Music Industry Association, he contributes to strengthening the perception of the music industry as an economic and cultural force. His award also underlines the importance of the Franco-German axis in the effort to ensure equal and fair conditions for artists and rights holders throughout Europe and to jointly accompany the implementation of the European Copyright Directive into effective national law."

"In an industry that is constantly undergoing transformation, it is particularly important for us to work closely with the French market and to jointly master the challenges of digitization. With his proven expertise and passion for French culture, Florian Drücke has been making a special contribution to this for years," says **Bernd Dopp**, Chairman and CEO **Warner Music** Central Europe. "I congratulate Florian Drücke from the bottom of my heart for this special and well-deserved award!"

**Patrick Mushatsi-Kareba**, CEO **Sony Music** Germany: "In times of exciting and constant change, an important integrating figure who represents the music industry in a modern, competent and politically sensitive manner is of central importance. Florian Drücke has been proving for years to all players inside and outside the industry that he is the best person for this. On behalf of Sony Music I would therefore like to congratulate Florian all the more warmly on this well-deserved award."

**Konrad von Löhneysen**, Managing Director **Embassy of Music** and speaker of the extraordinary members: "We are happy for Florian. He has more than earned this award through his commitment to the creative industries. He is our best man."

**Dr. Florian Drücke, Maître en Droit, Lawyer  
Chairman & CEO, Bundesverband Musikindustrie (German Music Industry Association / BVMI),  
Co-President, Franco-German Cultural Council**

Florian Drücke studied law in Berlin and Toulon and finished his studies in France with the Maîtrise degree. In 2006, he became Legal Counsel at Bundesverband Musikindustrie e.V. (BVMI – IFPI Germany) and in 2008, he took over the legal department and the political lobbying as Head of Legal & Political Affairs. Since November 2010 he is Managing Director and in November 2017, he was voted into the position of Chairman & CEO. Since then he has, among other things, represented the BVMI at international level, in the Main Board of the global umbrella organisation, IFPI. He is also the shareholder representative and member of the supervisory board of the Gesellschaft zur Verwertung von Leistungsschutzrechten (GVL).

Florian Drücke has testified as an expert in different Committees of the German Bundestag and the European Parliament as well as before the Federal Constitutional Court. He is the author of multiple articles on digital policy and copyright law and related topics for German media. Beyond that, he is the co-editor of the standard reference work “Handbuch der Musikwirtschaft” (Handbook of the Music Industry) and also a member of a number of boards and committees. Since May 2016 he has been a member of the Deutsch-Französischer Kulturrat and was elected co-president in January 2018.

#### **About the Franco-German Chamber of Commerce and Industry in France**

The German-French Chamber of Industry and Commerce is part of the worldwide network of German Chambers of Commerce Abroad (AHK) with 140 locations in 92 countries. It has been supporting companies in their international business since 1955 and is an important Franco-German network with almost 1,000 members in both countries. [www.francoallemand.com](http://www.francoallemand.com)

#### **About the German Federal Association of the Music Industry (Bundesverband Musikindustrie – BVMI)**

The Bundesverband Musikindustrie (BVMI – Federal Association of the German Music Industry) represents the interests of more than 200 labels and music companies, accounting for more than 80 percent of the German music market. The Association advocates the music industry's interests in German and European politics, and serves the public as a central point of contact for the music industry. In addition to publishing market statistics and establishing industry structures such as the B2B platform PHONONET, the BVMI portfolio also includes industry-related services. Since 1975, it has presented GOLD and PLATINUM, since 2014 also DIAMOND, to the most successful artists in Germany, since 1977 the Official German Charts have been compiled on behalf of the BVMI. The PLAYFAIR initiative provides guidance for consumers when using music online.

[www.musikindustrie.de](http://www.musikindustrie.de), [www.playfair.org](http://www.playfair.org)

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