

EGREM signs agreement with Sony Music Entertainment



The Cuban Music Recording and Editing Company -EGREM- has reportedly signed a historical global licensing agreement with its US counterpart Sony Music Entertainment.

EGREM's Director, Mario Escalona, has praised the accord as an opportunity for jointly promoting and publishing music of the Cuban company's catalogue. His statements were made shortly after Escalona penned the agreement with Sony Music's President for Latin America, Spain and Portugal, Afo Verde. On hand at the ceremony was also Sony Music's International President, Edgar Berger.

For his part, Verde pointed out that his company is working hard on preparing what he called "that great Cuban music treasure" to be available on all possible music and video platforms. The accord will enable the American company to promote its Cuban counterpart's extensive catalogue of music, records, videos and audiovisual material from the island recorded as of the 1960's.

Berger is quoted as saying that "Sony Music is honored to take that iconic music –representing more than five decades of Cuban culture- to all corners of the world." Meanwhile, in a communiqué, Sony Music Entertainment CEO, Doug Morris, said that the firm is pleased with its association with EGREM for sharing, for the first time, with fans from around the world, what he called "one of the largest and most acclaimed catalogues of Cuban music."

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