

# EUROPE CALLING

EUROSONIC NOORDERSLAG 2026  
40 YEARS OF GROUNDBREAKING MUSIC



**EUROPE STANDS AT A CROSSROADS. POLITICAL AND GEOPOLITICAL TENSIONS ARE PUTTING OUR UNITY UNDER PRESSURE. BUT IN THESE TIMES, WE MUST UNITE AS EUROPE. NOT OUT OF ISOLATIONISM, BUT OUT OF STRENGTH. *EUROPE CALLING* IS OUR ANSWER.**

The European music industry is a single entity, full of potential. It is the second-largest music market in the world, with artists achieving international success in their own languages. But this position is not guaranteed. Other regions are closing in on us. Our industry is under pressure. That is why we must invest - in our artists, in our infrastructure, in our collective future.

But *Europe Calling* is more than an economic strategy. It is a cultural necessity. A symbol of our shared European identity. An identity we need now more than ever. Since the founding of the European Union our goal has always been unity in diversity. We must reinforce that ideal. The challenges of today cannot be faced as individual nations - we must confront them together.

Music is crucial. It is the voice of a generation, a mirror of our society, a carrier of our collective identity. With stars like Rosalía, Stromae, and Joost Klein, we demonstrate that European music has a global impact. Let's harness this power. Let's use music to define what it means to be European. Let's make our music industry resilient and self-sufficient.

**EUROPE CALLING.  
FOR OUR INDUSTRY.  
FOR OUR CULTURE.  
FOR OUR FUTURE.**

14/17 JAN'26