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MARIA EFFENDI REPRESENTING MALAYSIA AT ASIAN SUPERNOVA CONTEST AT HKAMF 2019

29 March 2019, Kuala Lumpur - Maria Effendi is making a name in the Asian market while representing Malaysia at the 9th Hong Kong Asian-Pop Music Festival (HKAMF 2019), held recently on Friday, 22 March 2019 at the prestigious Hong Kong Convention and Exhibition Centre (HKCEC).

The annual music festival is a cross-regional Asian music extravaganza organised by the International Federation of the Phonographic Industry (Hong Kong Group), with the support of Create Hong Kong. The festival promotes music culture, with top recording artists from around the region taking part in a singing competition for the Asian Super Nova Award. Aside from the eight participating countries and territories, Chinese mainland, Hong Kong, Japan, Malaysia, Singapore, South Korea, Taiwan and Thailand, Vietnam is now added as a core member of HKAMF. The event is produced for television broadcast in 11 countries and beyond. Also, an Asian music business forum were held with senior record label representatives, management companies, concert producers and the media taking part in the forum.

This year, the contestants were Liu Limin from Chongqing China, Nowhere Boys from Hong Kong, #GBOYSWAG from Taiwan, Shiena Nishizawa from Japan, Stella Jang from South Korea, Jermaine Leong from Singapore, Maria Effendi from Malaysia, The Rube from Thailand and ORANGE from Vietnam.



Maria Effendi, comes from a humble background of buskers performing at various events around Klang Valley before being spotted by JAYY production and offered her first contract as a professional singer was nominated by the Recording Industry Association of Malaysia (RIM) to represent the Malaysian industry to compete this year.

“We would like to congratulate Maria Effendi on her effort and her international debut. RIM has been nominating artistes to participate in international events abroad as part of its music industry development initiatives. We are very happy that Malaysian talents are continuing to shine abroad and are able to showcase their brand of music in the international arena,” said Kenny Ong, Chairman of RIM.

The HKAMF 2019 awards up for grabs that night were "Best Stage Performance Award", "Best Vocal Performance" and "Asian Super Nova Award". In the first round of the contest, contestants must perform their own song; three contestants with the highest scores will have the opportunity to once again set foot on the stage to render their own cover version of other singers. The contestant with the highest score will win the HKAMF 2017 Asian Super Nova Award.

On the event night, Maria Effendi touched the viewer's heart through her song, "Haruskah Aku". Although she did not advance into the final round, Maria Effendi felt honored and grateful to receive such a positive response from the audience. She said, “I've never dreamt of coming this far to perform and furthermore having my international debut on such prestige platform. Thank you to all my supporters from Malaysia.”

The three contestants qualified to advance to the second round are Nowhere Boys from Hong Kong, Shiena Nishizawa from Japan and ORANGE from Vietnam. ORANGE from Vietnam went on to win the Asian Super Nova Award.

Maria Effendi further said, "I would like to thank IFPI Hong Kong and RIM in Malaysia for the opportunity given to perform in HKAMF. I am honored to be able to represent Malaysia and I can't wait to share my upcoming releases with all of you soon!"

For more information about RIM and its activities, please log on to www.rim.org.my. For HKAMF, please visit www.hkamf.org.

About Recording Industry Association of Malaysia (RIM)

RIM represents more than 250 locally incorporated recording companies and businesses, all of which are involved in the production, manufacturing and distribution of local and international sound recordings, music videos and karaoke recordings. This accounts for approximately 95% of all legitimate recordings commercially available in the music market of Malaysia.

For more information, please log on to www.rim.org.my and for press enquiries, please contact:

Mr Vincent Choo
Industry Development Executive, RIM
Email: vincent@rim.org.my, Tel: +603 6207 2800



Mr Hairie
Personal Assistant, JAYY Production
Email: jayyproempire@gmail.com, Tel: +6017-378 0756