

## **2015: A Great Year for SHB Denmark and Søren Højberg**

**After 45 years in the business, Søren Højberg from SHB Denmark has no plans of retiring.**

2015 is by all means a very special year for promoter and booker Søren Højberg from Esbjerg based SHB Denmark.

That he is turning 65 in August is one thing. More important though is the fact, that he can celebrate 45 years as a booker and promoter, making him a grand old man in the Danish music business.

Last, but not least, Esbjerg Rock Festival - the music festival he founded in his hometown of Esbjerg in 1991, celebrated it's 25<sup>th</sup> season this year, bringing in headliners such as Def Leppard, Europe, Mike + The Mechanics and more. And a sold out audience of 10.000.

### **Decades of music**

Hailing from a background as a musician in the 60's, Søren Højberg quickly grew an interest for the nuts and bolts of everything going on behind the scenes.

In 1970 he stopped being a musician all together, and went all-in as a booker and promoter. Through the next three decades, he built a well renowned business and a solid reputation internationally for reliability and competence, and was able to grow SHB Denmark into a powerhouse in his native country Denmark.

### **Plans for the future**

Turning 65-years does not mean, that Søren Højberg is scaling down.

Quite the contrary:

- It has been quite a ride over the years, with some downs, but mostly ups. Most people at my age prepare scaling down activities and perhaps seriously consider retirement. But I've never been more excited about what I do, and I look forward to more exciting opportunities in the coming years, says Søren Højberg.

Looking forward he plans to expand SHB Denmark even further, promoting more international acts and to continue to develop Esbjerg Rock Festival.

- I see a lot of potential for expansion, Søren Højberg explains.

- The festival has a strong foundation and a good leadership. I've paired up with Carsten Agerbæk and Edmund Jacobsen in order to conduct the daily running of the festival. With the next generation already working with me, I've never been so optimistic as now, Søren Højberg concludes.

### **Further information**

#### **Søren Højberg**

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