



Canadian Independent Music Association

CIMA at Reeperbahn Festival and Conference 2017

CIMA returned to Germany this past September for our eighth annual trade mission to Reeperbahn Festival for five days of business and showcasing events in Berlin and Hamburg. This year CIMA used the opportunity presented by Canada's 150th anniversary to shine a light on Canadian talent and to attract a wider audience to Canadian events.

This marked CIMA's biggest mission to Germany, as Canada was featured as the focus country at Reeperbahn this year. CIMA travelled with a delegation of 45 Canadian companies and partners as well as 30 Canadian artists. CIMA partnered with the Canadian Embassy in Berlin for pre-Reeperbahn business events, which included round table sessions, networking receptions, one-on-one speed dating sessions, on site tours and a networking train to Hamburg. During Reeperbahn, business events in Hamburg included 4 networking receptions and a Meet the Canadians matchmaking session with over 50 German and international delegates.

- **Canadian Presence:** The Canadian delegation included 33 companies and 3 artist entrepreneurs: Alberta Music (AB), Landlocked Management (AB), Epstein Management (ON), Manitoba Music (MB), MJ Entertainment (MB), Music BC (BC), Indoor Recess (ON), Pandynamium Management (ON), Music Nova Scotia (NS), Jones and Co (NS), Tin Angel (NS), CCS Rights (ON), Music Yukon (YT), Baseline Music (ON), Northstarr Ent (ON), Resonance Management (ON), Cadence Music (ON), CLK (ON), Popguru Sound & Vision (ON), Hopeful Tragedy (QC), Six Shooter Records (ON), Aporia Records (ON), GroundSwell Music (NS), Outside Music (ON), Blue Heron Music (BC), Dare to Care Records (QC), SaskMusic (SK), Acronym Records (ON), Hyvetown (BC), SODEC (QC), Kartel Music (QC), Opak Media (QC), Audiogram (QC), The Jerry Cans (NU), The Tourist Company (BC) and Youngblood (BC). In total, 30 acts showcased at Canada House over three days with 10 showcasing partners. CIMA's pre-Reeperbahn events in Berlin also featured a Canadian Blast showcase with four artists as well as three acoustic performances on the Reeperbahn networking train.
- **Marketing & Promotion:** CIMA worked with Reeperbahn's Berlin team to coordinate press relations for the Canada House showcases and B2B events at Reeperbahn. The promotion efforts included: targeted emails sent to over 800 delegates, the distribution of 5000 flyers, 40 large showcase posters inside and outside the venue. This was in addition to social media promotion as well as event features on the CIMA website.
- **Outcomes:** For the Canadian Blast showcases, there were 8 confirmed sellouts at Canada House with several other sets very close to capacity. Our survey results indicate that participants in this mission gained 448 new contacts and met with 342 existing contacts while at Reeperbahn, while booking 431 meetings. Out of these meetings, participants reported starting and/or finalizing 113 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$1,068,000.



Pre-Reeperbahn Round Table Session



Mauno at Canada House