



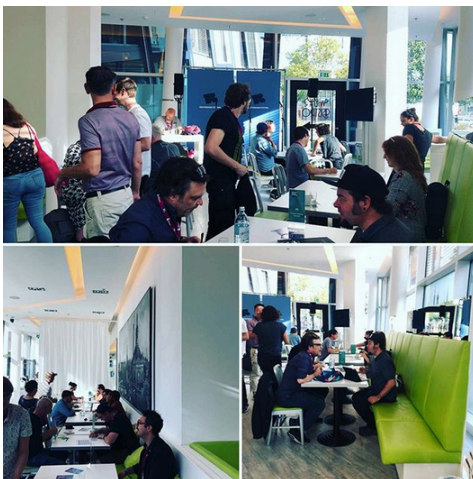
Canadian Independent Music Association

## CIMA at Reeperbahn Festival and Conference 2018

CIMA returned to Germany this past September for our ninth annual trade mission to Reeperbahn Festival for five days of business and showcasing events in Berlin and Hamburg.

CIMA travelled with a delegation of 29 Canadian companies, 3 artist entrepreneurs and 9 showcasing partners as well as 22 Canadian artists. Companies had the opportunity to participate in a pre-Reeperbahn business initiative in Berlin in which CIMA partnered with Berlin's Reeperbahn office, CMPA and the Canadian Embassy for a full day of business events at the Canadian Embassy which included round table sessions, speed dating sessions and a networking lunch. Companies were also encouraged to sign up for Reeperbahn Berlin's separate business events the following day as well as the networking train to Hamburg. In Hamburg CIMA worked directly with Reeperbahn's business office as Canadian companies participated in a Meet the Canadians matchmaking session with the German industry.

- **Canadian Presence:** The Canadian delegation included 29 companies and 3 artist entrepreneurs. In total, 22 acts showcased at Canada House over two days with 9 showcasing partners: Alberta Music, Aporia Records, MusicOntario, Manitoba Music, M for Montreal, Music BC, Music Nova Scotia, SaskMusic, Quebec Creates/SODEC.
- **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 and the distribution of 5000 flyers. This was in addition to social media promotion as well as event features on the CIMA website and promotion through the Music Export Canada website (1000+ subscribers).
- **Outcomes:** Our survey results indicate that participants in this mission gained 473 new contacts and met with 483 existing contacts while at Reeperbahn, while booking 522 meetings. Out of these meetings, participants reported starting and/or finalizing 126 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$823,000.



Meet the Canadians B2B Session



Rosie & the Riveters at Canada House