



Canadian Independent Music Association

## CIMA at SXSW 2022

CIMA did not run any daytime showcasing events at SXSW in 2022. Instead, Canadian participants had the opportunity to attend the “It’s a Small World” speed meeting session at the British Music Embassy presented by CIMA, Sounds Australia and Music from Ireland.

The two hour session encouraged international delegates from around the world to meet with each other during quick fire meetings to facilitate introductions and broker business connections.

- **Canadian Presence:** In total 15 Canadian companies participated in the speed meeting session.
- **Outcomes:** 15 Canadian participants met with 35 international participants during the 2-hour one on one meetings at the British Music Embassy.



**It’s A Small World B2B Meetings**