

CIMA at Eurosonic 2024

This January, CIMA organized our first ever business mission to Eurosonic (ESNS) in Groningen, Netherlands prior to the UK Americana Music Week. ESNS is an annual four-day showcase festival and music conference that takes place across venues in the Netherlands. The festival showcases 350 emerging European artists to over 40,000 visitors and attracts over 4,000 music industry professionals. The conference hosts over 150 panel discussions, interviews and keynotes.

CIMA brought a delegation of 9 companies to Eurosonic to participate in the business events and organized a curated B2B Meet the Canadians session on Thursday, January 18 with delegates from the Netherlands, Denmark, the UK, USA, Germany, Poland, Spain and more. Canadian delegates also had the opportunity to work with CIMA's in-market consultant to foster connections within the European industry.

- **Canadian Presence:** CIMA's delegation included: Phase Management (BC), Johnson Talent Management (ON), Hopeful Tragedy Records (QC), Curve Music (ON), 925 Agency (ON), Victory Pool (ON), Jayward Artist Group Inc (ON), Blue Heron Music (BC) and Melissa Vincent (freelance). Canadian companies participated in the Eurosonic conference as well as the Meet the Canadians B2B session. CIMA's in-market consultant worked with the Canadians to build connections on the ground.
- **Marketing & Promotion:** Promotion efforts included posts on CIMA's social media, website and weekly newsletter blast.
- **Outcomes:** Post survey results indicated that the Canadian companies made 90 new contacts and connected with 52 existing contacts while at ESNS. They took 118 meetings that resulted in participants reporting they started/finalized 26 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$102,500 generated from their business activities at Eurosonic 2024.

