



Canadian Independent Music Association

CIMA at Reeperbahn 2021

The Reeperbahn Festival returned to Germany from September 22-25 for a hybrid conference and festival. CIMA was proud to present a Mini Canada House on September 24 at UWE, formally known as Kukuun.

Due to the pandemic and continuing COVID restrictions, CIMA produced a smaller in person Canada House this year in partnership with BreakOut West and the Canadian Embassy in Germany. The four selected artists were in Germany already due to touring schedules or prior commitments.

- **Canadian Presence:** Showcase artists included: St.Arnaud, Miesha & the Spanks, Slow Down Molasses and K!MMORTAL.
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA and Reeperbahn websites, newsletter and social media properties prior to and during the event.
- **Outcomes:** Canadian participants reported making 9 new and existing contacts during Reeperbahn and taking part in 10 meetings.



Slow Down Molasses at Reeperbahn 2021