

## CIMA's Inbound Nordic Mission to BreakOut West 2022

The 2022 edition of the BreakOut West Festival & Conference was hosted in person from September 29-October 1 in Calgary, AB. It marked the 20<sup>th</sup> anniversary of the largest music industry event in Western Canada, which included an immersive music development conference and music festival hosted by the Western Canadian Music Alliance.

CIMA partnered with BreakOut West this year for its first inbound trade mission of Nordic delegates to Canada. The 11 invited travelled from Nordic territories that included Sweden, Norway, Denmark, Copenhagen & Iceland to Calgary to participate in the conference and meet with Canadian industry participants through meetings, one on one pitch sessions, networking receptions, panels, information sessions and more.

- **Canadian Presence:** CIMA arranged for four sessions during the BreakOut West conference: Publishing and Subpublishing, Songwriting, Touring and 2SLGBTQIA+ Inclusivity in Music. CIMA also supported a one to one meeting event. The invited Nordic delegation included Peter Astedt (Future Echoes), Sofie Sondervik Saether (JM Norway), Maria Theessink (Tonder Festival), Tue-Lund-Christensen (Roots & Jazz Copenhagen), Allan Skov (Friendly PR), Thomas Wallen (Frontrunner Music Publishing), Christian Floe Svenningsen (GL Music Entertainment), Soffia Kristin Jonsdottir (Iceland Sync Management), Gabrielle Norenius (Kid Vicious), Hilda Sandgren (MTA Production AB) and S. Kalia (
- **Marketing & Promotion:** CIMA worked with BreakOut West to implement the Nordic delegation into programming that put them in direct contact with the Canadians. Prior to the and during event CIMA's promotion efforts also included posts on CIMA's social media, website and weekly newsletter blast. This included full descriptions of the Nordics were presented ahead of the event both on CIMA and BreakOut West sites. Promotion of the Nordic events was also produced on site by BreakOut West in their programming materials.
- **Outcomes:** Post survey results indicated that Canadian companies participated in 5 networking events, each containing between 100-300 delegates and artists, including a specific delegate VIP event for meeting the Nordics and other internationals. Over 100 Canadian delegates participated in the workshops and B2B meetings with an additional 128 Canadian artists participating in the networking events and showcases. At least three tours have been secured for Canadian managers and their artists, as well as 20+ potential deals and five additional invites to festivals in Sweden. The invited Nordic delegation made connections with approximately 100 Canadian delegates and saw approximately 50 showcasing artists perform.

