

## CIMA at Reeperbahn Festival and Conference 2023

CIMA returned to Germany this past September for our 12th annual trade mission to Reeperbahn Festival for five days of business and showcasing events in both Berlin and Hamburg.

CIMA travelled with a delegation of 24 Canadian companies, 8 artist entrepreneurs and 11 showcasing partners. In Berlin, companies had the opportunity to partake in two days of pre-events on the Monday & Tuesday. On Monday, CIMA partnered with the Embassy of Canada to Germany in Berlin to present an afternoon of business events on a boat which included a panel, networking reception & roundtable discussions between German and Canadian delegates. Two Canadian acts, Ellevator and NYSSA, showcased at the pre-Reeperbahn opening reception in Berlin as well. On Tuesday, Canadian delegates were invited to participate in the Berlin Experience, a full day of business events organized by the Reeperbahn team.

In Hamburg, Canadian companies had the opportunity to participate in a Meet the Canadians matchmaking session, in conjunction with Reeperbahn and MMF Canada, with German industry on the Wednesday. This year, Canada House showcases took place on Thursday and Friday at Uwe from 11AM until 1AM.

- **Canadian Presence:** The Canadian delegation included 24 companies and 8 artist entrepreneurs. In total, 28 acts showcased at Canada House over two days with 10 showcasing partners: Aakuluk Music, Alberta Music, Manitoba Music, M for Montreal, Music BC, MusicOntario / Ontario Creates, Music New Brunswick, Music Nova Scotia, Music PEI, SaskMusic and Quebec Creates/SODEC.
- **Marketing & Promotion:** CIMA worked with Reeperbahn's Berlin team and an on-site German consultant, Better Things PR, to coordinate press relations for the Canada House showcases and B2B events at Reeperbahn in both Hamburg and Berlin. This was in addition to social media promotion across CIMA's platforms, an event on CIMA's website and weekly newsletter e-blasts to 1300+ subscribers. Marketing at the venue included pull-up banners, a stage banner, posters, lanyards and decals.
- **Outcomes:** Our survey results indicate that participants in this mission gained 353 new contacts and met with 250 existing contacts while at Reeperbahn, while booking 310 meetings. Out of these meetings, participants reported starting and/or finalizing 60 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$265,000.



Iskwe at Canada House 2023