

CIMA at FIMPRO 2024

CIMA returned to Guadalajara, Mexico this February for the 2024 edition of the FIMPRO Festival and Conference. FIMPRO is one of the most important music conferences in Mexico & Latin America. Working with FIMPRO, CIMA, in partnership with Alberta Music, Manitoba Music, Music BC and MusicOntario, hosted a showcase and business initiative with 7 Canadian companies and 5 showcasing artists. Canada House was held on February 28 at C3 on alternating stages.

Canadian participants also had the chance to participate in several business events including a networking meet-up with the Australian delegates, a Meet the Canadians networking session, a mixer hosted by A2IM and the WINHUB networking session, co-presented by CIMA. CIMA also hired an on-site consultant to help Canadian delegates meet their business goals and connect with delegates on site.

- **Canadian Presence:** CIMA's mission to FIMPRO included the following showcasing artists: Miesha and the Spanks (AB), NADUH (BC), Begonia (MB), Terra Lightfoot (ON) and Laurence-Anne (QC). Canadian delegates were also invited to participate in the FIMPRO conference from Wednesday until Saturday. This included B2B sessions, panels, receptions and more.
- **Marketing & Promotion:** CIMA worked with FIMPRO to coordinate promotion of the Canadian showcase through FIMPRO's marketing materials and website as well as CIMA's newsletter, website and social media.
- **Outcomes:** Post survey results indicated that the Canadian companies made 113 new contacts and connected with 59 existing contacts while at FIMPRO. They took 65 meetings that resulted in participants reporting they started/finalized 14 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$49,000 generated from their business activities at FIMPRO 2024.



Terra Lightfoot at Canada House at FIMPRO 2024