



Canadian Independent Music Association

CIMA at Reeperbahn Festival and Conference 2019

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

CIMA travelled with a delegation of 27 Canadian companies, 2 artist entrepreneurs and 11 showcasing partners as well as 33 Canadian artists. Companies had the opportunity to participate in a pre-Reeperbahn business initiative in Berlin in which CIMA partnered with Berlin's Reeperbahn office and the Canadian Embassy for a full day of business events at the Canadian Embassy which included key note speakers, round table sessions and a networking lunch. Companies were also encouraged to sign up for Reeperbahn Berlin's separate business events the following day as well as the networking train to Hamburg. In Hamburg CIMA worked directly with Reeperbahn's business office as Canadian companies participated in a B2B Meet the Canadians matchmaking session with the German industry.

- **Canadian Presence:** The Canadian delegation included 27 companies and 2 artist entrepreneurs. In total, 33 acts showcased at Canada House over three days with 11 showcasing partners: Manitoba Music, Indigenous Music West, Music BC, SaskMusic, Alberta Music, SODEC, M for Montreal, MusicOntario, Music Nova Scotia, CCS Rights and Hopeful Tragedy. On Saturday, as a kick off to the year of Canadian initiatives in Germany leading up to the 2020 Frankfurt Book Fair, Reeperbahn attendees were also invited to join the Canadian delegation at Canada House for a morning networking reception and unique book readings of Indigenous Canadian authors before the afternoon showcase.
- **Marketing & Promotion:** CIMA worked with Reeperbahn's Berlin team to coordinate press relations for the Canada House showcases and B2B events at Reeperbahn. The promotion efforts included: targeted emails sent to over 800 delegates and the distribution of 5000 flyers. This was in addition to social media promotion as well as event features on the CIMA website and promotion through the Music Export Canada newsletter (1000+ subscribers).
- **Outcomes:** Our survey results indicate that participants in this mission gained 434 new contacts and met with 589 existing contacts while at Reeperbahn, while booking 331 meetings. Out of these meetings, participants reported starting and/or finalizing 89 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$848,250.



Pre-Reeperbahn Berlin Events



Saturday at Canada House