



Canadian Independent Music Association

## CIMA at Reeperbahn Festival and Conference 2022

CIMA returned to Germany this past September for our 11th 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, 10 artist entrepreneurs and 10 showcasing partners. 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 House of Music which included a networking lunch, two panels on Strategies for Marketing Music in Germany & Canada and How Diversity has Changed the Landscape of Music in Canada & Germany followed by breakout discussion groups with invited German industry. The day ended with on-site visits to Loftyard Studios & Guestimate. Companies were also encouraged to sign up for Reeperbahn Berlin's separate business events the following day. 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 10 artist entrepreneurs. In total, 28 acts showcased at Canada House over two days with 10 showcasing partners: Alberta Music, Manitoba Music, M for Montreal, Music BC, MusicOntario / Ontario Creates, Music New Brunswick, Music Nova Scotia, Music Yukon, SaskMusic and Quebec Creates/SODEC.
- **Marketing & Promotion:** CIMA worked with Reeperbahn's Berlin team and an on site consultant to coordinate press relations for the Canada House showcases and B2B events at Reeperbahn. This was in addition to social media promotion as well as event features on the CIMA website and promotion through the CIMA newsletter (1500+ subscribers).
- **Outcomes:** Our survey results indicate that participants in this mission gained 228 new contacts and met with 194 existing contacts while at Reeperbahn, while booking 182 meetings. Out of these meetings, participants reported starting and/or finalizing 31 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$127,500.



Tanika Charles at Canada House