

CIMA at Jazzahead! 2014

Held annually in Bremen, Germany, Jazzahead! is the world's most important international jazz tradeshow. Widely considered to be a 'must-go event' for the international jazz industry, Jazzahead! 2014 welcomed more than 700 exhibiting companies from 38 countries, as well as over 2,500 registered delegates from 50 countries. For a third straight year, CIMA coordinated a Canada Stand and matchmaking presence at Jazzahead! from April 24-28, 2014.

- **Canadian Presence:** This year's mission to Jazzahead! involved 6 Canadian companies: Justin Time Records/Wild West Artist Management, Chronograph Records, Judith Humenick Productions, Frilance Musique, Alma Records and J Pour Jazz. The Canada Stand's role was primarily to facilitate matchmaking activities with 5 international representatives, in addition to serving as a home base for meetings.
- **Marketing & Promotion:** All companies displayed CDs on the lockable shelves at the Canada Stand.
- **Outcomes:** The Canada Stand was used to facilitate over 40 meetings, and 25 meetings were confirmed at the matchmaking alone. Some artists were pitched to the Penang Jazz Festival as a result, while others were pitched to JustJazz through Justin Time. Survey respondents reported making 108 new contacts, and collectively had 106 meetings. In terms of results, respondents reported starting 22 deals and finalized 9 deals. Of the deals that were started at Jazzahead! 2014, respondents expected to generate 170,000\$ within the next 36 months, while the expected revenues from the finalized deals were expected to generate \$233,000 within the next 36 months.



CIMA presents
**CANADIAN
BLAST**
At Jazzahead 2014
**Meet the Canadians
at the Canada Stand**

Alma Records
represented by Peter Cardinali (almarecords.com)

J pour Jazz
represented by Claire Goutier (jpourjazz.com)

Judith Humenick Productions
represented by Judith Humenick (jhumenickproductions.com)

Justin Time Records
represented by Jim West (justin-time.com)

Frilance Musique
represented by Eric Couture-Telmosse (frilancemusique.com)

Chronograph Records
represented by Stephanie Hutchinson (chronographrecords.com)

Sarah Kim Turnbull Presents
represented by Sarah Kim Turnbull (sarahkimturnbull.ca)

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Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

