

CIMA at Jazzahead 2015

In 2015, Jazzahead returned for its tenth edition in Bremen, Germany. Acclaimed the world's most important international jazz tradeshow, the event hosts a trade fair, conference and music festival. The trade fair welcomed 929 exhibiting companies from 55 countries as well as 3,010 industry delegates. For a fourth year, CIMA hired a consultant to organize trade activities which included a Canada Stand, a targeted B2B matchmaking session and trade support onsite. Canada Stand delegates represented three Canadian artists were selected for Jazzahead showcases, which is more than Canada has enjoyed in recent years.

Canadian Presence: This year's mission to Jazzahead involved six representatives from five Canadian companies: Alma Records (ON), DB Works (ON), Humenick Productions (ON), Justin Time Records (QC) and Parc X Trio (QC). The Canada Stand registered 500 walk-ups in four days and more than 80 meetings onsite. The B2B matchmaking session for Canadian companies to meet with international delegates resulted in 36 meetings. The following 3 artists showcased at Jazzahead!: Marianne Trudel (Justin Time Records), Myriad3 (Alma Records) and Parc-X Trio.

Marketing & Promotion: The Canada Stand presence, participants and showcases were promoted through CIMA websites as well as through Jazzahead's festival and online delegate directory. CIMA also produced a poster which listed all Canada Stand participants.

Outcomes: Canadian companies reported making 160 new contacts, meeting with 80 existing contacts, collectively taking 93 meetings, and starting/finalizing 37 deals potentially generating \$432,00 in revenue within the next 36 months.



music export canada presents
THE CANADA STAND
 @Jazzahead 2015 April 23-26, Bremen, Germany

MEET THE CANADIANS
ALEX LEFAIVRE (Parc X Trio; parcxtrio.com)
DAVID BUCHBINDER (DB Productions & Odessa Havana; odessahavana.com / davidbuchbinder.ca)
FARINOUSH (NOUSH) MOSTAGHIMI (SynchAudio; synchaudio.com)
GABRIEL VINUELA-PELLETIER (Parc X Trio; parcxtrio.com)
JIM WEST (Justin Time Records Inc./Wild West Artist Management; justin-time.com)
JUDITH HUMENICK (Judith Humenick Productions; jhumenickproductions.com)
PETER CARDINALI (Alma Records; almarecords.com)
STEPHANIE HUTCHINSON (Chronograph Records; chronographrecords.com)

SHOWCASES
MARIANNE TRUDEL QUINTET featuring INGRID JENSEN (Justin Time) Friday, April 24, 10:15pm, Halle 7.2 (Overseas Night)
MYRIAD3 (Alma Records) Friday, April 24, 11:00pm, Halle 71 (Overseas Night)
PARC-X TRIO (Alex Lefavre, Gabriel Vinuela-Pelletier) Saturday April 25, 10:45pm, Villa Sponte, (Osterdeich 59 b - Bremen)

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

in partnership with: CIMA, ALMA RECORDS, HUMANICK PRODUCTIONS, JUSTIN TIME RECORDS, PARC X TRIO, SYNCH AUDIO, CHRONOGRAPH RECORDS, ODESSA HAVANA, DB PRODUCTIONS, WILD WEST ARTIST MANAGEMENT, FACTOR, CIMA

