



Canadian Independent Music Association

CIMA at Jazzahead 2018

Acclaimed as the world's largest and most important international jazz tradeshow, Jazzahead returned for its 13th edition in Bremen, Germany from April 19-22, 2018. The trade fair welcomed 1,319 exhibiting companies and 3,282 professional participants from 61 countries while holding more than 100 concerts across the city to over 17,000 visitors.

For an eighth year, CIMA undertook a trade mission of jazz music companies from Canada, under the Music Export Canada banner, where we hosted the Canada Stand and conducted trade activities, including onsite trade support.

Canadian Presence: This year's mission to Jazzahead involved three Canadian companies: Judith Humenick Productions (ON), Justin Time Records (QC), and Alma Records (ON).

Marketing & Promotion: The Canada Stand presence and participants 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, and marketing materials were displayed on the Canada Stand.

Outcomes: Canadian companies reported making 41 new contacts, meeting with 70 existing contacts, collectively taking 52 meetings, and starting/finalizing 55 deals potentially generating \$75,000 in revenue within the next 36 months.

music export canada PRESENTS CANADA AT JAZZAHHEAD!

APRIL 19-22, 2018
Hall 6-C | Booth 07 - 08
MESSE BREMEN
CONFERENCE CENTRE
Findorffstraße 101 | 28215 Bremen, Germany

IN PARTNERSHIP WITH THE CANADIAN TRADE COMMISSIONER SERVICE

PARTICIPANTS

JIM WEST Justin Time Records Inc. | Wild West Artist Management
JUDITH HUMENICK Judith Humenick Productions
PETER CARDINALI Alma Records | Cardster Music Co.

APRIL 20, 2018
2:00 TO 4:00 PM (14:00 TO 16:00)
Hall 5 - Meeting Room 1
MESSE BREMEN
CONFERENCE CENTRE
Findorffstraße 101 | 28215 Bremen, Germany

MEET THE CANADIANS

B2B MEETINGS
IN PARTNERSHIP WITH
CANADIAN TRADE COMMISSIONER SERVICE
AND CONSEIL QUÉBÉCOIS DE LA MUSIQUE (CQM)

THE CANADA STAND IS PRODUCED BY THE CANADIAN INDEPENDENT MUSIC ASSOCIATION (CIMA).

musicexportcanada.com @CIMAmusic25 @CIMAmusic25 cimamusic.ca

in partnership with: CIMA, MUSIC EXPORT CANADA, FACTOR, CIMA, SOCAN, Ontario, SOCAN, FACTOR, Canada

With support from: Ontario, SOCAN, FACTOR, Canada

CANADIAN BLAST IS AN INITIATIVE OF THE CANADIAN INDEPENDENT MUSIC ASSOCIATION (CIMA).