



Canadian Independent Music Association

CIMA at FIMPRO 2022

CIMA returned to Mexico this November for the 2022 edition of the FIMPRO Festival and Conference. Held from November 9-12 in Guadalajara, FIMPRO is one of the most important music conferences in Mexico and Latin America.

Working with FIMPRO, CIMA, in partnership with SODEC, hosted a showcase and business events at FIMPRO. The Canadian showcase took place in Friday, November 11 at Via Libertad and featured four Canadian artists. CIMA also hired an on-site consultant to work with the Canadian companies to match them with industry in Mexico.

- **Canadian Presence:** CIMA's mission to FIMPRO included the following showcasing artists: Choses Sauvages (QC), Kleztory (QC), Tanika Charles (ON) and SATE (ON). Participating Canadian companies included: CLK Creative Works (ON), Bonsound (QC), Groupe JKB (QC), Unique Applause (ON), Costume Records (QC), Amerix Booking (QC) and La Luna Team (ON). Canadian delegates also got the opportunity to participate in the conference portion of FIMPRO.
- **Marketing & Promotion:** CIMA worked with FIMPRO to coordinate promotion of the Canadian showcase through FIMPRO's marketing materials and website as well as CIMA's newsletter, website and social media. CIMA also printed showcase flyers that were handed out prior to the event.
- **Outcomes:** Post survey results indicated that the Canadian companies made 56 new contacts and connected with 20 existing contacts while at Americana. They took 27 meetings that resulted in participants reporting they started/finalized 6 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$30,000 generated from their business activities at FIMPRO 2022.

