

CIMA at New Skool Rules 2023

CIMA returned to New Skool Rules in Rotterdam, Netherlands in May for the 2023 edition of the conference and festival. New Skool Rules is the biggest conference and festival for hip hop, rap, r&B, reggae, and soul in the world. CIMA partnered with MusicOntario and Women in Music Canada to build a comprehensive experience for Canadians ready to export to the EU.

The Canada House showcase took place at Worm on Sunday, May 14 and featured a full evening of Canadian music from 8 acts from across the country. The evening kicked off with a Meet the Canadians networking reception for invited delegates and industry.

- **Canadian Presence:** The Canada House showcase featured performances from 8 Canadian acts: Private Name Private Number, Tea Fannie, TRP.P, Freddy Printz, Eazy Finesse, LTtheMonk, Rawmny and Dele O.
- **Marketing & Promotion:** CIMA worked with New Skool Rules to coordinate showcase promotion through the festival’s website, social media and e-blasts. Promotional efforts also included posts on CIMA’s social media, website and weekly newsletter blast.
- **Outcomes:** Post survey results indicated that the Canadian companies made 68 new contacts and connected with 82 existing contacts while at New Skool Rules. They took 45 meetings that resulted in participants reporting they started/finalized 8 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months is \$48,000 generated from their business activities at New Skool Rules 2023.

CIMA
MAKE IT ABROAD

CANADA HOUSE

AT

WORM
(Boomgaardsstraat 71,
3012 XA Rotterdam)
May 14, 2023
6:30PM

JOIN US FOR A MEET THE CANADIANS RECEPTION AT 6:30PM

- 7:00pm Private Name Private Number
- 7:14pm Tea Fannie
- 7:31pm YSN Fab
- 7:49pm TRP.P
- 8:03pm Romeyo Wilson
- 8:20pm Freddy Printz
- 8:37pm Eazy Finesse
- 8:54pm LTtheMonk
- 9:11pm Fame Holiday

IN PARTNERSHIP WITH

FACTOR Canada

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