



Canadian Independent Music Association

## CIMA'S Mission to FIMPRO 2020

FIMPRO, normally held in Guadalajara in May, moved its 2020 edition online in November. Mexico is the largest live music market in Latin America and the 2<sup>nd</sup> largest recorded music market after Brazil. This was CIMA's third time participating in FIMPRO.

Canadian participants were invited to take part in the virtual events through the platform from November 4-6. Events included networking sessions with delegates and partners, two pitch sessions with music journalists and promoters and a listening session with music supervisors.

- **Canadian Presence:** Five Canadian companies participated in the event representing five Canadian artists: FEATURETTE (ON), Tanika Charles (ON), Witch Prophet (ON), Nomadic Massive (QC) and Afrotronix (QC). Both the artists and their business reps participated in the pitch sessions and business events together.
- **Marketing & Promotion:** Specific marketing and promotion initiatives included: press and promotion through the CIMA website, newsletter and social media properties prior to and during the event.



**FEATURETTE Pitch Session to Mexican Industry**