



Canadian Independent Music Association

CIMA at WOMEX 2015

The World Music Expo (WOMEX) is an international networking platform dedicated to the world music genre. The annual five-day event features a Trade Fair, Showcase Festival, Conference, Film programme, as well as an Opening Reception and a closing Awards ceremony.

The 21st edition of WOMEX was held in Budapest, Hungary from October 21-25, 2015. For the fifth time, CIMA joined the Canada Council for the Arts, CINARS and Folkestone in hosting the Canada Stand at WOMEX.

Canadian Presence: Four Canadian companies registered with the Canada Stand for this mission: Justin Time Records/Wild West Artist Management (QC), IPIMFO (ON), Entertainment Music Group (ON) and Alma Records (ON). CIMA hired a trade specialist to pre-promote the trade objectives of participating companies by providing each with a customized list of potential WOMEX contacts, culled from the WOMEX database. Where applicable the specialist facilitated the meetings onsite.

Marketing & Promotion: The Canada Stand at WOMEX was combined with the aforementioned partners who each promoted the Canada Stand. CIMA promoted WOMEX on our website and across our social media platforms.

Outcomes: Canadian participants reported making 30 new connections from the customized lists provided. In the post event survey, completed by the four companies, respondents indicated that they took 42 meetings, made 39 new contacts and connected with 19 existing contacts. Participants reported five (5) potential deals for approximately \$70,000 in potential revenue.

**CANADA
STAND**
at WOMEX 2015
(October 21-25, Budapest, Hungary)
MEET THE CANADIANS

Alma Records represented by Peter Cardinali
Entertainment Music Group (EMG) represented by Trip Phoenix
IPIMFO (initiative de la promotion à l'international de la musique franco-ontarienne / Franco-ontarien Music Promotion Initiative) represented by José Bertrand
Justin Time Records / Wild West Artist Management represented by Jim West

canadianblast.com | [canadianblast](#) | [facebook.com/canadianblast](#) | [cimamusic.ca](#)
Canadian Blast is an initiative of the Canadian Independent Music Association (CIMA)

In partnership with:
With support from: