



Canadian Independent Music Association

CANADIAN BLAST IN LOS ANGELES 2013

One of the most important sectors of the export market to CIMA is the United States. Although roughly 73% of the independent music industry's revenues are domestically, approximately 19% of revenues are generated in the United States. CIMA's business development strategy for 2013 is to expand our presence in Los Angeles with B2B meetings and showcase opportunities around L.A, a key market for the music industry. To meet this objective, CIMA partnered with the Consulate General of Canada, and received key support from the Ontario Media Development Corporation.

- **Canadian Presence:** Reaching out to Canadian companies through the Canadian Blast initiative, CIMA hosted an intimate showcase with two Canadian artists. The two artists showcasing were The Wilderness of Manitoba and Basia Bulat. The companies represented were Secret City Records and Pogguru Sound & Vision.
- **Marketing & Promotion:** As well as the two artist showcases, CIMA hired Jennifer Price to coordinate a networking meeting within the Santa Monica area to introduce Canadian companies to key industry contacts whom may not be able to attend the showcase. Another networking meeting was arranged for the next day including LA-based music executives along CIMA members representing the participating companies.
- **Outcomes:** The two artists who showcased were able to do so in a formal living/reception setting for a total of approximately 80 guests.



CIMA AND THE CONSULATE GENERAL OF CANADA
PRESENT

CANADIAN BLAST

THE WILDERNESS OF MANITOBA
Label & Management: Pogguru Sound & Vision

BASIA BULAT
Label: Secret City Records
Management: Lisa Moran - The Arts Council

JULY 16TH, 2013
6:00PM - 8:30PM
OFFICIAL RESIDENCE OF CANADA
165 SOUTH MUIRFIELD ROAD,
LOS ANGELES (HANCOCK PARK) 90004

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In Partnership with: CIMA, SOCAN, Ontario, Canada

