



Canadian Independent Music Association

## CIMA'S MISSION TO JAPAN 2015

Japan is the second largest world music market with a population of 127M (35M in Tokyo). Japan offers many opportunities for Canada music companies and their artists. The marketplace is very receptive environment to foreign independent music and is a valuable source of potential music revenues. CIMA's 2015 mission to Japan marked the fourth visit to that market since 2007. Building on the success of previous missions, the 2015 mission aimed to connect with the music community, expand business contacts, raise the profile and increase the success of Canadian music products and artists in the Japanese market. CIMA hired a consultant to coordinate all aspects of the Mission and to work closely with the Canadian Embassy in Tokyo who, hosted the Mission. The four-day program included seminars, two showcases, three B2B networking receptions with Japanese music executives, panels and formal B2B/speed-dating meetings.

- **Canadian Presence:** Eleven Canadian companies participated in the Mission: Alma Records (ON), Creators' Lounge Inc. (ON), Hopeful Tragedy Records (QC), Justin Time Records (QC), Lyric Dubee (ON), Manitoba Music (MB), O'Donovan Music Production (YK), Outside Music (ON), Paper Bag Records (ON), Pipe & Hat (MB) and Nevado Music (ON). As well, eight Canadian artists performed over two showcases, one at a public concert at DUO Music Exchange in Tokyo, and the second at the prestigious Oscar Peterson Theatre at the Canadian Embassy. The artists included: Brandi Disterheft (ON), Declan O'Donovan (YK), Myriad3 (ON), The Jessica Stuart Few (ON), Lyric Dubee (ON), The Lytics (MB), Sc Mira (MB) and The Wooden Sky (ON).
- **Marketing & Promotion:** CIMA hired a Japanese translator to create a bilingual catalogue featuring Canadian company profiles and showcases. 300 catalogues were printed and distributed to the Japanese delegates in attendance at the networking receptions and B2Bs. Customized, bilingual (Japanese/English) business cards were printed for each Canadian participant. As well, laminates, postcards, banners and posters were printed. An in-market specialist oversaw the distribution of invitations to showcases and business events to ensure key industry contacts were in attendance. Specific marketing and promotion initiatives included: press and promotion through the CIMA website, newsletter and social media properties prior to and during the event, as well as through the individual artist websites/Twitter/Facebook accounts.
- **Outcomes:** Participants reported making 131 new business contacts, meeting with 51 existing contacts, and taking 130 meetings. In terms of real and expected revenues, participating companies reported 27 deals either started or finalized with the potential to generate \$277,000 in revenue over the next 36 months.



Brandi Disterheft/Oscar Peterson Theatre



Networking Reception/Canadian Embassy