

## CIMA's 2012 Mission to Japan

With the objective of its members building relationships in Asia, strengthening current ties, making new contacts and creating defined business opportunities for the export of Canadian music products and artists, CIMA organized its third Music Mission to Japan in 2012. Working in partnership with the Canadian Embassy in Tokyo, CIMA organized targeted B2B meetings, networking events and receptions for its Canadian delegates and held showcases for export-ready Canadian artists. Under the Canadian Blast brand, CIMA presented two showcases, with four performances at Duo Club one night, and another four performances the next night in the Embassy's Oscar Petersen Theatre. Other mission activities included a two-day, 10-session seminar series featuring local speakers as well as two CIMA-invited delegates from Taiwan. Delegates were also invited to an exclusive reception at the official residence of the Canadian Ambassador to Japan.

- **Canadian Presence:** Fourteen Canadian companies and eight Canadian acts registered with Canadian Blast to travel to Tokyo explore opportunities in the Japanese market and showcase for regional industry and gatekeepers. Showcasing performers included *The Barr Brothers*, *PS I Love You*, *Courage My Love*, *Hunter Valentine*, *Coral Egan*, *Jenn Grant*, *Elizabeth Shepherd* and *Pavlo*.
- **Marketing & Promotion:** CIMA produced a 22-page, full-colour booklet, featuring full profiles of registered companies and artists, in both English and Japanese. CIMA's Asian market representative conducted a full publicity campaign, disseminating press releases to Japanese media and industry. Each registered company was provided with copies of their business cards translated into Japanese. Digital and physical flyers were distributed, and a strong social media presence supported these efforts.
- **Outcomes:** Registrants were able to learn, through seminars and presentations, the ins and outs of the Japanese market and its particular protocols. With the guidance of CIMA's Asia representative and contracted staff on hand, differences in language and culture we bridged via translators, customized networking tools and targeted showcases. As a result, potential for new revenues exceeding \$500k were reported, along with deals and potential deals secured in licensing, publishing, touring and distribution.



Music Mission 2012 Seminar Series



Canadian Blast Showcase

