



**THIS IS
EXPORT
MUSIC
SWEDEN**

GETTING SWEDEN'S MUSICAL TALENT READY FOR EXPORT

EXPORT MUSIC SWEDEN works at an industry level to help export Swedish music to the world. We support songwriters, musicians, recording artists and companies within the music industry to go global.

Today, Sweden is one of the world's most successful exporters of chart music and we work hard to help maintain that position. As Sweden's experts in export when it comes to music our daily focus and long-term goal is to boost music export revenues from Sweden's entire music industry and to support all of Sweden's wide range of genres.

WHAT WE DO

- *We give Swedish music greater international exposure by appearing at music fairs and festivals around the world.*
- *Arrange free seminars for those involved in the Swedish music industry to provide knowledge regarding music export on all levels.*
- *Continuously provide the Swedish music industry with fresh news, knowledge and information about music export.*
- *We keep up-to-date on all types of governmental funding that may prove valuable to music professionals.*
- *Regularly meet with music professionals to provide personalized advice and expert assistance.*

CONTACT

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Export Music Sweden is a non-profit organization founded by the music industry associations SAMI (artists and musicians) and IFPI/SOM (record companies) and STIM (composers and publishers). Export Music Sweden is also financially supported by the Swedish Arts Council (Kulturrådet), the Swedish Performing Arts Agency (Musikverket) and the Swedish Agency for Economic and Regional Growth (Tillväxtverket).



KULTURRÅDET



~~Creating a Powerful International Presence for~~ SWEDISH MUSIC

At Export Music Sweden (ExMS), we continue to work diligently in 2016 to endorse the Swedish music industry throughout the world. We ensure that Swedish music representatives are on site at trade shows, festivals, conferences and other important events to participate in panel discussions and to showcase Swedish talent. ExMS also arranges its own seminars and lectures. These are open to anyone interested in the music industry and are free of charge to attend.

South by Southwest (U.S.)

AUSTIN: MARCH 15–20

ExMS collaborates with the Swedish Government and other organizations to exhibit at the South by Southwest music conference and festival in Austin, Texas. We will be networking and showcasing Swedish music for everyone to enjoy at our special hangout, the Nordic Light House in Austin. You will also find us at the Austin Convention Center.

ExMS Seminar: Jazz on the Road (Sweden)

STOCKHOLM: MARCH 22

This is our first free seminar of the year, and it's dedicated to jazz, jazz and only jazz! Music experts from Sweden and abroad share their best advice on how to successfully create and manage an international career in jazz. The seminar is open to everyone in the Swedish music industry.

Trade Mission (U.S.)

SEATTLE: APRIL 14–16
LOS ANGELES: APRIL 17–20

The Trade Mission to Seattle and L.A. is arranged by ExMS in cooperation with Nomex and the other music export offices in the Nordic region. Together with the Swedish delegates we will visit American music companies to focus on music publishing, synchronization and licensing.

One of the most important missions for us is to educate and advise the Swedish music industry about exporting music to the world. That's what the ExMS seminars are for. Here you can listen to international speakers sharing expert insights on their markets. We support all genres, all parts of the industry and always free of charge!

Jazzahead (Germany)

BREMEN: APRIL 21–24

The jazz music industry gathers every year at the international Jazzahead festival to showcase their music. Visit our booth to network with Swedish music representatives and listen to Swedish jazz at the Swedish Sunday Brunch.

ExMS Seminar: Digital Marketing & Advertising (Sweden)

STOCKHOLM: MAY 9
MALMÖ: MAY 10
GOTHENBURG: MAY 11

A significant online presence is crucial for artists who wish to maintain and grow their fan base. Digital expert Claire Mas from the UK shares social media and marketing advice at this free seminar, open to everyone in the Swedish music industry.

Classical: NEXT (Netherlands)

ROTTERDAM: MAY 25–28

Approximately 3,000 musicians and industry professionals convene in Rotterdam this year at this important expo for everyone who works with classical and contemporary music. We are there to network and represent Swedish music.

Midem (France)

CANNES: JUNE 3–6

Organizations and individuals from all facets of the music industry flock to the annual Midem event in France to network and showcase their indie and commercial music. Reps from ExMS will be on the scene to network and support attendees from Sweden.

Trade Mission (Germany)

BERLIN & HAMBURG
(EXACT DATES TBA. SEE EXMS.ORG FOR UPDATES.)

We send Swedish music industry professionals to Berlin and Hamburg to meet with representatives from the German music industry right before the Reeperbahn Festival in Hamburg kicks off.

Reeperbahn Festival (Germany)

HAMBURG: SEPTEMBER 21–24

This international festival situated around Hamburg's Reeperbahn district is one of the most important music industry gatherings in Europe and features more than 700 events. ExMS will be on hand to network, support attendees from Sweden and organize a matchmaking event.



ExMS Seminar: Nordic Markets and Music Tours

STOCKHOLM: DECEMBER
(EXACT DATES TBA. SEE EXMS.ORG FOR UPDATES.)

In 2016, ExMS maps the Nordic music markets in an effort to boost the number of musical tours between the Nordic countries. The information will be available for everyone online. The seminar is free of charge and open to everyone in the Swedish music industry.

Amsterdam Dance Event (Netherlands)

AMSTERDAM 19–23 OCT

One of the most important festivals for electronic music is well-attended by Swedish artists and DJs every year – read more about them in our folder that you can find on site together with the ExMS representatives.

WOMEX (Spain)

SANTIAGO DE COMPOSTELA: OCTOBER 19–23

The five-day World Music Expo (WOMEX) takes place in a new location every year and is an important networking event for the international world music industry. ExMS hosts the Swedish booth to network and support attendees from Sweden.

Hokuo Music Fest (Japan)

TOKYO: NOVEMBER 16–19

The Nordic music industry meets the Japanese music industry to network and showcase music and songwriters during this three-day event. The Fest features Hokuo Music Night to highlight indie and electronic music, Loud & Metal Attack for artists from the metal genre and a Songwriting camp.

Sweden Makes Music (USA)

NEW YORK: NOVEMBER
(EXACT DATES TBA. SEE EXMS.ORG FOR UPDATES.)

In cooperation with the Consulate General of Sweden in New York, ExMS presents this exclusive event curated by Grandins Flying Circus to showcase some of the newest and brightest Swedish pop stars.

ExMS also supports:

- Ja Ja Ja Nights at popular clubs in London, Berlin and Hamburg that promote emerging artists from the Nordic countries.
- Serves on the panel of judges to award the Swedish Government's annual Music Export Prize.
- The Nordic Playlist that features the best Nordic Music curated by Nordic artists.
- Swedish delegates get discount through us to a number of festivals around the world such as Sound City, Primavera Pro, by:Larm, APAP and more.
- SweFolk project to help Swedish folk music artists enter the North American market.

If you are interested in more information about the projects above, please contact us at ExMS.

SWEDISH MUSIC EXPORT IN NUMBERS



The Swedish music industry's revenues from business within Sweden and abroad amounted to 8.2 billion SEK in 2014. This represents a five-percent increase over revenues for the previous year. Revenues from music export alone amounted to more than 1.5 billion SEK, representing an increase of 29 % over the previous year.



Export revenues for 2014 represented 18% of the Swedish music industry's total sales. This was the highest music-export percentage value recorded since 2009.

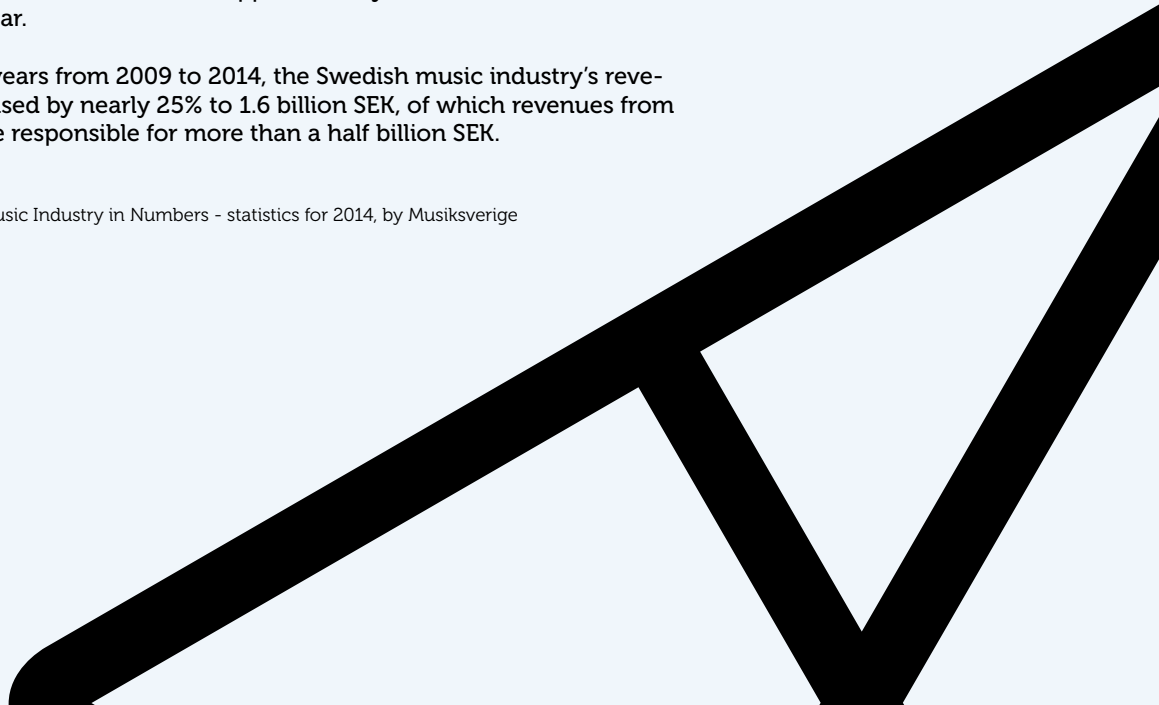


The export of copyrighted music in 2014 was worth 734 million SEK and represented an increase of approximately 132 million SEK over the previous year.



In the five years from 2009 to 2014, the Swedish music industry's revenues increased by nearly 25% to 1.6 billion SEK, of which revenues from export were responsible for more than a half billion SEK.

Source: The Music Industry in Numbers - statistics for 2014, by Musiksverige





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