

Trade Mission Report (Year 1)¹

Executive Summary

Introduction

In 2025, IMPF implemented a targeted set of international trade, capacity-building, and advocacy activities designed to strengthen market access for independent music publishers, deepen cross-border partnerships, and elevate the visibility of IMPF within key global markets. The Year 1 scope included:

- Strategic presence at Reeperbahn Festival (Hamburg)
- A trade visit with Music Publishers Canada (MPC) during Amsterdam Dance Event (ADE)
- A multi-stop EU–Africa Trade Mission across Johannesburg and Tshwane, aligned with CIAM and ACCES
- Joint professional development programming with EMEE – European Music Exporters Exchange

These activities were executed in cooperation with international partners, collective management organisations, export offices, diplomatic missions, and industry associations, ensuring broad reach and strategic alignment.

Key activities:

1. Reeperbahn Festival Mentoring (Hamburg, 19 September 2025)

- IMPF Executive Board member Ender Atis (Budde Music) delivered an official mentoring session to early-career professionals.
 - Focus: international publishing growth, talent development, catalog strategy, and selecting publishing partners.
 - Result: Strong engagement with the next generation of industry professionals, strengthening IMPF's educational footprint.
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2. MPC–IMPF Trade Mission @ ADE (Amsterdam, 21 October 2025)

- A diplomatic highlight: official dinner hosted by the Canadian Ambassador to the Netherlands with Canadian, Dutch, and international executives, including numerous IMPF members.
- Outcome: Enhanced cultural diplomacy, bilateral ties, and cross-sector collaboration between industry, government, and diplomatic partners.

3. EU–Africa Trade Mission (Johannesburg & Tshwane, Oct–Nov 2025)

A year-defining initiative, delivered in partnership with CIAM, ACCES, The MLC, EMEE, and Music In Africa.

CIAM General Assembly (22–23 Oct, Johannesburg):

- Strong representation from global CMOs, publishers, and creators.
- IMPF Board member John Fishlock (Active Music Publishing) featured on the Streaming & Globalisation panel.
- Activities included a co-funded African Songhub and an AI & copyright workshop.
- Result: Strengthened South–North networks, reinforced IMPF’s leadership in policy dialogue, and created new opportunities for African creators.

ACCES Conference (30 Oct–1 Nov, Tshwane):

- Attendance: 1,000+ delegates from 45 countries.
- IMPF co-hosted a high-impact panel with The MLC on global publishing and royalty pathways for African creators—drawing 60 delegates from 11 African countries.
- Speaker feedback rated the session as one of the strongest at the conference.

EMEE–IMPF Joint Webinar (24 November 2025)

“How Music Export Offices Can Collaborate With Music Publishers to Develop Export Opportunities”

- 90-minute online session with high participation from Music Export Offices (MEOs).
- Programme featured experts from IMPF, Lusitanian, Music Finland, Nordic Music Partners, and Ink Music.
- Focus: international strategy for publishers, MEO–publisher cooperation models, and developing export services for writers and composers.
- Result: Strengthened alignment between MEOs and publishers and preparation for a follow-up EMEE session scheduled for 9 February.