

## **Boosting music industry exports to Japan through cross-sectoral collaboration (FINEEX Music)**

Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Southern Finland - Estonia

Duration: 01.08.2016 - 31.07.2019

Total funding: 1.159.668 EUR

ERDF funding: 906.607 EUR ERDF

Project Summary:

The FINEEX Music project facilitates the joint development of cross-sectoral services and products and opening of new export opportunities in Japan for the Finnish and Estonian music industry and for other sectors for which export cooperation with the music industry can bring added value.

Japan is a highly promising market for the Nordic-Baltic culture and music. Much of the music industry export potential, however, remains untapped. At the same time Finnish and Estonian markets have experienced a downturn in the music industry sales. Finland and Estonia are small countries with limited capacity, resources and public financial support for music export. A cross-border cluster and joint sales efforts would strongly benefit the music industry export to Japan. The project approach is based on the cross-sectoral co-creation and cooperation between the music sector and other business sectors such as design, gaming, film and high-tech.

The project utilises well-known annual music industry networking events (Music & Media Finland and Tallinn Music Week) as matchmaking and showcase platforms as well as new business-university co-creation combining companies, music experts and students. A music export accelerator programme including the co-creation of new marketing concepts, design of demos and organisation of sales trips to Japan will be developed and piloted to facilitate the cross-sectoral value chain between the music industry and companies from other sectors, and to boost their sales in Japan.

## **Map of Partners**

### **Partners**

Lead Partner

#### **Tampereen Ammattikorkeakoulu Oy**

Country: FI

[www.tamk.fi/web/tamk/mediapolis](http://www.tamk.fi/web/tamk/mediapolis) [1]

**Partner budget:** 335.821 EUR

**Amount of ERDF funding:** 251.866 EUR ERDF

Project Partners

### **Suomen Musiikki & Media-Tapahtumat S.M.M. Oy**

**Country:** FI

[www.musiikkimedia.fi/home](http://www.musiikkimedia.fi/home) [2]

**Partner budget:** 126.000 EUR

**Amount of ERDF funding:** 94.500 EUR ERDF

### **Suomen Humanistinen Ammattikorkeakoulu Oy**

**Country:** FI

[www.humak.fi](http://www.humak.fi) [3]

**Partner budget:** 100.355 EUR

**Amount of ERDF funding:** 75.266 EUR ERDF

### **Tallinn Music Week/Shiftworks OU**

**Country:** EE

[www.tmw.ee/](http://www.tmw.ee/) [4]

**Partner budget:** 128.290 EUR

**Amount of ERDF funding:** 109.047 EUR ERDF

### **Tallinna Ülikool**

**Country:** EE

[www.tlu.ee/bfm/](http://www.tlu.ee/bfm/) [5]

**Partner budget:** 109.000 EUR

**Amount of ERDF funding:** 92.650 EUR ERDF

### **Music Finland ry**

**Country:** FI

<http://musicfinland.fi/> [6]

**Partner budget:** 228.928 EUR

**Amount of ERDF funding:** 171.696 EUR ERDF

## Music Estonia

**Country:** EE

<http://musicestonia.eu/> [7]

**Partner budget:** 131.274 EUR

**Amount of ERDF funding:** 111.583 EUR ERDF

## Results

### Expected results

### Achieved results

Project result in category - New cluster co-operation exporting to new markets

## **FINEEX Music – Strengthened bonds with the music industry in Japan**

The project “Boosting music industry exports to Japan through cross-sectoral collaboration” (FINEEX Music/Finest Sounds) aimed at increasing sales and new export contracts of Finnish and Estonian music industry companies in Japan. The most important achievements:

- 1) New contacts to Japanese music business were established and old ones strengthened, and a lot of silent knowledge from experienced exporters shared. Existing connections with Japanese music industry were updated, and trust built between them and new generation of exporters.
- 2) Export activities and sales of music companies on the Japanese music market were boosted. New companies in Finland and Estonia were attracted, and export strategies were built for them.
  - For 38 music companies new export concepts to Japanese market were developed;
  - 75 music sector companies and artists participated in the sales promotion trip and songwriting camp in Japan;
  - All together 134 companies participated in project activities;
- 3) About 300-400 persons (from brands, SME's and Universities) participated in the project activities. They received information and competences about the Japanese market which will be beneficial in future export activities

Project page in database

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At a glance

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Tags

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#### Links

[1] <http://www.tamk.fi/web/tamk/mediapolis> [2] <http://www.musiikkimedia.fi/home> [3] <http://www.humak.fi> [4] <http://www.tmw.ee/> [5] <http://www.tlu.ee/bfm/> [6] <http://musicfinland.fi/> [7] <http://musicestonia.eu/> [8] <https://database.centralbaltic.eu/project/64> [9] <https://www.tuni.fi/en/research/finest-sounds> [10] <https://database.centralbaltic.eu/tags/clustering-and-economic-cooperation> [11] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [12] <https://database.centralbaltic.eu/tags/new-products-and-services> [13] <https://www.facebook.com/FinestSoundsToJapan> [14] <http://finestsounds.eu/>