



## Activity Report 2020

Swiss Music Export's activities in 2020 were dominated by two themes: One was **EUROSONIC 2020 in Groningen NL**, where Switzerland was the focus country and SME had the role of presenting and representing Switzerland, coordinating the selection of artists, and supporting many current and future collaborations of Swiss music companies with international partners. We believe it was a complete success and therefore show you in this annual report mainly pictures from these crazy three days in January 2020.

The other issue in 2020 was this «monster» called Corona, which brought the world to a standstill, especially the music sphere, which is particularly characterised by human interaction, meeting and usually also by travelling. We cannot quantify how much 2020 did NOT happen. However, we in Switzerland can count ourselves lucky to have built up a network in cooperation with numerous associations and institutions, which has been able to carry cultural professionals through this crisis, at least in good part. Spontaneously, we realigned our business support as «STARTING OVER». We would like to thank our partners for the fact that we were all able to pull together and rapidly support the music world in a new way. And we would like to thank the musicians for continuing to produce great music in 2020, under adverse circumstances.

This annual report is a special one; therefore also short and concise.

## Eurosonic ESNS 2020: «A TASTE OF SWISS MUSIC»



Groningen, 15 - 18 January 2020: The project took several years to complete, as the preparatory activities (inviting industry experts and journalists to Switzerland, as well as networking events) began as early as 2018. The festival in January 2020 was one of the highlights in the history of Swiss (indie) pop music.

Shortly after the festival, almost all the live acts drew a consistently positive balance and were immediately able to show some festival bookings for the coming summer and autumn, which was also visible in the ETEP ranking. Unfortunately, the pandemic threw a spanner in the works. We hope that most of the concerts were postponed until after the pandemic.



## 22 Swiss Live-Acts @ Eurosonic 2020

Amami, Asbest, Bitter Moon, Black Sea Dahu, Camilla Sparksss, Cella, Coilguns, Emilie Zoé, Ikan Hyu, Jessiquoi, KT Gorique, La Colère, L'Eclair, Marius Bear, Monumental Men, Muthoni Drummer Queen, Pascal Gamboni, Ramin & Reda, Sirens of Lesbos, Sophie Hunger & Julian Sartorius, The Gardener & The Tree, Veronica Fusaro.



«Swiss Focus Country Lounge» @ Osterpoort

Speed meetings «Meet the Swiss» @ Swiss Lounge

«Swiss Reception» @ Stadsschouwburg

«Cheese Contest: Gruyère vs. Gouda» @ Der Aa-Kerk

«Soundwalks», around the city, presenting Swiss artists in town, together with «SAY HI!»

«Swiss Electro Night» @Kokomo

## Further Projects 2020:

### Waves Vienna, September 2020

Hybrid festival with pre-produced live performances by **Jessiquoi**, **Crimer**, **Annie Taylor**

### Inouïs du Printemps de Bourges, September 2020

Postponed from spring, took place in September in Bourges (F), an industry meeting was held just for professionals, with a live performance by the Swiss duo **Baron.e**

### Label Suisse, Lausanne 18 - 20 September 2020

In one of the rare time slots in 2020 with possible live festivals, the Label Suisse festival took place, which saw over 60 Swiss acts from all genres perform. In cooperation with FCMA and "Say Hi!", SME organised several panels on the Covid theme, a «Soundwalk» and multiple networking meetings and a brunch.



## «Business Support» becomes «STARTING OVER»

With the «Business Support», SME supports artists, structures, or projects on their application if a plausible plan for the development of the business abroad is presented. During the pandemic, this assistance was expanded and under the title «Starting Over», projects can also be supported that could not be supported by SME under normal conditions. The aim is to prepare for the time after the pandemic in order to be able to "start over" in the best possible way.

Business Support or «Starting Over» help has been given to 20 artists and 2 labels in 2020 \*:

- Annie Taylor
- Bandit Voyage
- Bumblebees
- Camilla Sparksss
- Danitsa
- Dirty Sound Magnet
- Ella Ronen
- Emilie Zoé & Christian Garcia Gaucher
- Ferhat
- Juki P2 (Pamela Mendez)
- Loco Escrito
- Los Orioles
- Louis Jucker
- Makala
- Michal Turtle
- Mouthwatering Records
- Radicalis (Promo Meimuna & Anna Erhard)
- Sirens of Lesbos
- Slimka
- Steiner & Madlaina
- Ta'Shan
- The Two Romans

*\*it should be noted, as always, that usually performances at European showcase festivals (e.g. Eurosonic, Printemps de Bourges) are financially supported by SME in addition to business support.*

## FINANCE 2020

Bilanz Swiss Music Export	31.12.2020		31.12.2019	31.12.2018
	CHF	%	CHF	CHF
<b>Aktiven</b>				
Kasse	86	0.0%	86	272
CHF Konto Postfinance	155'604	70.9%	75'660	31'328
EUR Konto Postfinance	1'344	0.6%		
Deposito Konto	54'995	25.1%	54'995	105'519
<b>Flüssige Mittel</b>	<b>212'029</b>	<b>96.6%</b>	<b>131'067</b>	<b>137'120</b>
<b>Debitoren</b>	<b>-</b>	<b>0.0%</b>	<b>3'475</b>	<b>2'180</b>
<b>Transitorische Aktiven</b>	<b>7'349</b>	<b>3.3%</b>	<b>21'033</b>	<b>8'620</b>
<b>Anlagevermögen</b>	<b>1</b>	<b>0%</b>	<b>1</b>	<b>1</b>
<b>Summe AKTIVEN</b>	<b>219'378</b>	<b>100%</b>	<b>155'576</b>	<b>147'920</b>
<b>Passiven</b>				
<b>Kreditoren</b>	<b>312</b>	<b>0.1%</b>	<b>18'179</b>	<b>20'529</b>
<b>Transitorische Passiven</b>	<b>168'494</b>	<b>76.8%</b>	<b>90'765</b>	<b>78'690</b>
<b>Rückstellungen</b>	<b>-</b>	<b>0.0%</b>	<b>-</b>	<b>-</b>
Vereinskapital	10'000	4.6%	10'000	10'000
Freie Reserven	36'632	16.7%	36'632	38'701
Jahresgewinn oder Jahresverlust	3'940			
<b>Total Eigenkapital</b>	<b>50'572</b>	<b>23.1%</b>	<b>46'632</b>	<b>48'701</b>
<b>Summe PASSIVEN</b>	<b>219'378</b>	<b>100%</b>	<b>155'576</b>	<b>147'920</b>

*\*All funds not used due to the Corona pandemic were set aside for "Business Support" or "Starting Over" for 2020 and 2021 (and appear in the income statement as expenditure incurred = "Aufwand Business Support").*

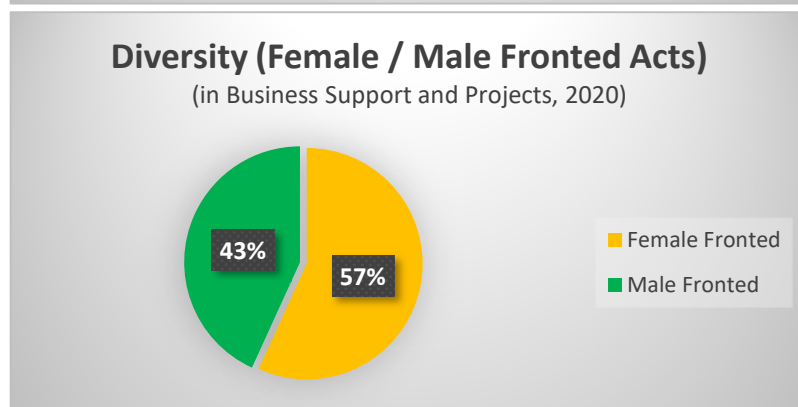
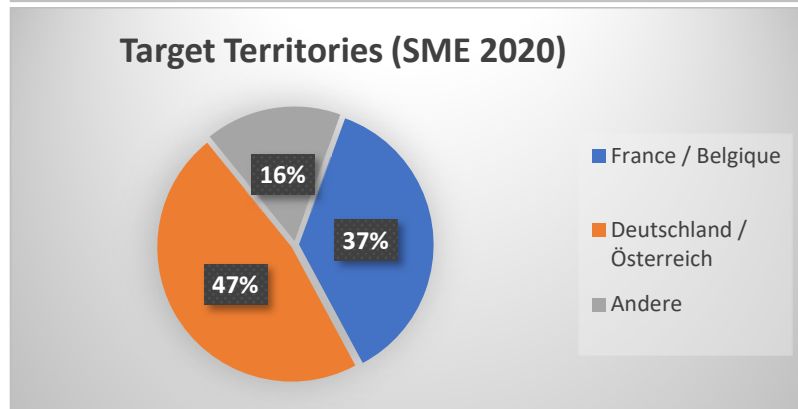
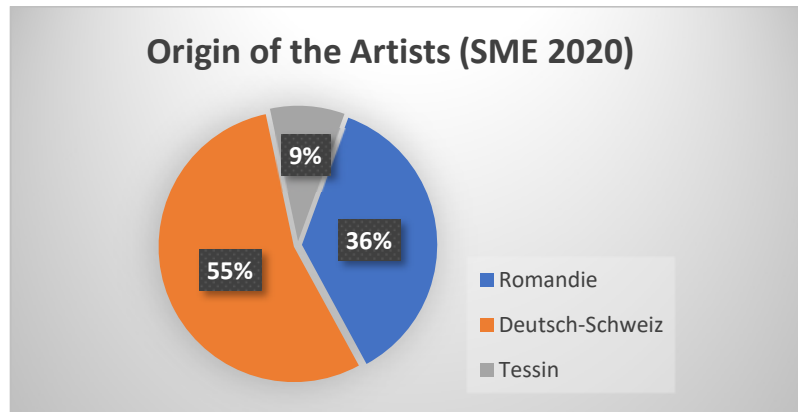
Erfolgsrechnung Swiss Music Export	Rechnung 2020		2019	2018
	CHF	%	CHF	CHF
<b>Betriebsertrag</b>				
Fondation SUISA	90'000	18.3%	90'000	90'000
Migros Kulturprozent	-	0.0%	40'000	40'000
Pro Helvetia	150'000	30.5%	150'000	150'000
Schweizerische Interpretienstiftung (SIS)	60'000	12.2%	50'000	50'000
Stiftung Phonoproduzierende	100'000	20.3%	100'000	100'000
Weitere Partnerbeiträge	91'953	18.7%	7'500	10'000
<b>Total Subventionen</b>	<b>491'953</b>	<b>99.9%</b>	<b>437'500</b>	<b>440'000</b>
Weitere Erträge	618	0.1%	-	-
<b>Total Betriebsertrag</b>	<b>492'571</b>	<b>100%</b>	<b>437'500</b>	<b>440'000</b>

Aufwand	Rechnung 2020		2019	2018
	CHF	%	CHF	CHF
<b>Total Projekte Ausland</b>	<b>86'712</b>	<b>17.7%</b>	<b>102'743</b>	<b>94'612</b>
<b>Total Projekte Inland</b>	<b>13'294</b>	<b>2.7%</b>	<b>27'673</b>	<b>28'549</b>
<b>Total Business Support</b>	<b>143'430</b>	<b>29.4%</b>	<b>45'328</b>	<b>54'722</b>
<b>Diverse Projektspesen</b>	<b>61'545</b>	<b>12.6%</b>	<b>68'662</b>	<b>71'725</b>
<b>Total Projekte SME</b>	<b>304'981</b>	<b>62.4%</b>	<b>244'406</b>	<b>249'608</b>
<b>Personalaufwand</b>	<b>147'978</b>	<b>30.3%</b>	<b>158'722</b>	<b>159'529</b>
Vereinspesen	6'126	1.3%	4'157	231
Betriebsaufwand	18'786	3.8%	20'723	17'668
Verwaltungsaufwand	10'367	2.1%	11'278	9'404
Finanzerfolg	393	0.1%	282	470
Abschreibungen	-	0.0%	8'615	8'615
<b>Sonstiger Betriebsaufwand</b>	<b>35'671</b>	<b>7.3%</b>	<b>36'441</b>	<b>27'774</b>
<b>Total Aufwand SME</b>	<b>488'631</b>	<b>100%</b>	<b>439'569</b>	<b>436'911</b>

<b>Gewinn / Verlust</b>	<b>3'940</b>		<b>-2'069</b>	<b>3'089</b>
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## Financial Analysis: Proportion of funds used for support and projects



Share of total expenditure for administration and management: 19.3%

Total count of consulting sessions with artists (Zürich&Nyon): ca. 200.



→ More pictures and project reports on request!

## CONTACT

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Spotify Playlist „Swiss Recommendations“

BOARD MEMBERS of Swiss Music Export:

- Laurence Desarzens, President SME (since October 2020)
- Balthasar Glättli, National Council (SME President until Oct 2020)
- Lisa Gyger, Swiss Performers' Foundation SIS
- Marius Kaeser, Pro Helvetia
- Urs Schnell, FONDATION SUISA

Managing Director: Jean Zuber

Antenne Romande (c/o FCMA): Albane Schlechten

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