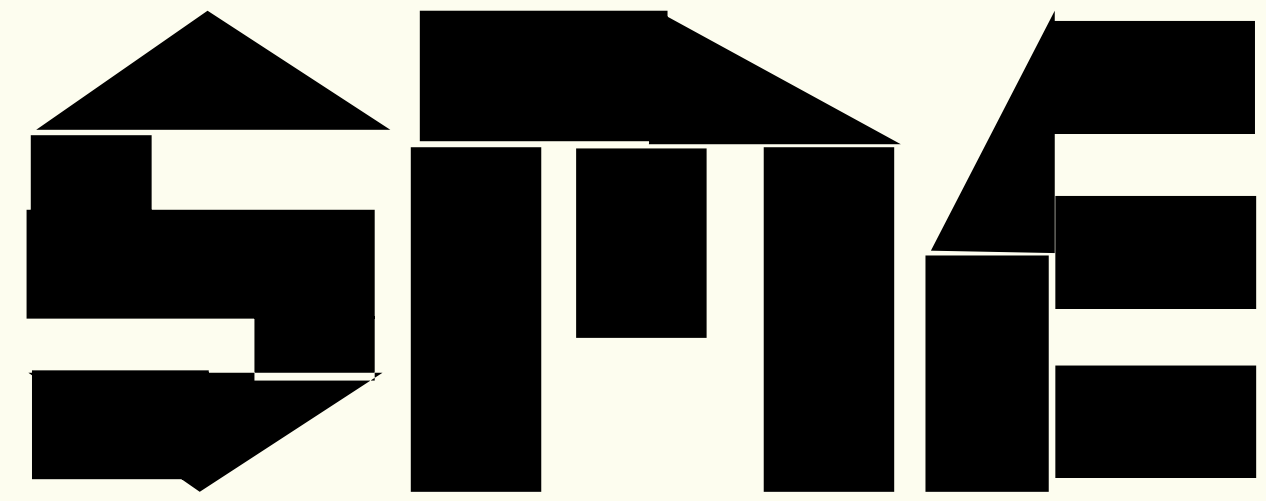


ANNUAL REPORT 2021



SWISS MUSIC EXPORT

FOREWORD

2021 was the second Corona year: a terribly tough time for musicians, for the music and the whole event industry. It was hard, especially for all artists and industry professionals eager to realise their export potential. Showcase festivals, one of the key activities of Swiss Music Export, could only take place during the summer months. Most tours were delayed, numerous times rescheduled and almost always cancelled. This situation really lowered the real potential for Swiss acts to appear abroad, potential arising thanks to Eurosonic 2020 where Switzerland was the focus country.

Nevertheless Swiss Music Export did not stay inactive: Many artistic projects were supported via the „Starting Over“ programme, allowing them to get geared up for the time AFTER the pandemic. „Starting Over“ supports creation, promotion and distribution of content through smart use of PR tools. SME also used this period to initiate a series of workshops with its external stakeholders (namely the music business: labels, agents, management, publisher) called „Quo Vadis“, to update and develop relevant answers and tools for current and future challenges.

We can be positive: Despite the pandemic the Swiss music scene was thriving in 2021 and stayed active internationally.
We look forward to the future!

LAURENCE DESARZENS, PRESIDENT, SWISS MUSIC EXPORT

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PROJECTS IN SWITZERLAND

Due to Covid-19, most events had to be cancelled.

FESTIVAL	WHEN?	WHERE?	WHAT?
m4music m4music.ch	24 – 26.3.2021	digital	
SoundTrack Zurich soundtrackzurich.com	30.09. – 2.10.2021	Zurich	Business Mixer, Networking

PROJECTS ABROAD



PROJECTS ABROAD

SME projects abroad also continued to be strongly affected by Covid-19 in 2021. Some could not take place, others opted for virtual or hybrid editions and a few took place live.

In the following year of Eurosonic 2020, where Switzerland was the country focus and 22 Swiss acts had performed, SME was able to get these acts in the spotlight again in 2021. SME created special presentation videos with interviews of selected acts and promoted them in the „European Music Week“ (a side project of ESNS). All the other acts were also referred to there and celebrated again via our website.

SME was able to set a focus on the Reeperbahn Festival in 2021. The festival and conference still suffered greatly from Covid-related restrictions such as heavy admission restrictions and strict controls on measures. SME was able to secure the only large open-air location at the Spielbude, where most of the Swiss activities took place on 24 September 2021. In this difficult environment, the „Swiss Day“ therefore turned out to be a pleasant off zone where people could celebrate in a relaxed atmosphere largely without masks, which is why the Swiss events were among the most popular of the whole festival.

PROJECTS ABROAD

FESTIVAL	DATES	PLACE	SWISS ACTS	WHAT?
Eurosonic	13 – 16 January 2021	Online (usually in Groningen, NL)	Alois Ad Infinitum Augenwasser Flex Fab Steiner & Madlaina	Artist selection conducted by ESNS. EBU artists (Couleur3 = FlexFab, SRF3 = Alois).
European Music Week	January 8–15	Online (usually in Groningen, NL)	Black Sea Dahu Camilla Sparksss Emilie Zoé Ikan Hyu L'Eclair Marius Bear Muthoni Drummer Queen	An initiative by ESNS (Eurosonic Norderslaag) and partners. Seven of the artists who formed the A Taste of Switzerland delegation with SME in 2020 were again brought into the spotlight by ESNS in 2021 with the broadcast of videos created by SME.
Printemps de Bourges	June 22–27	Bourges, FR	KT Gorique	The festival was postponed from April to June and was then able to take place on site. Les iNOUÏS du Printemps de Bourges with KT Gorique. Apéro Suisse by SME/FCMA. Speed meetings for Swiss artists with international professionals. SME Antenne Romande prepared and coached the artists.
Waves Vienna	September 9–11	Vienna, AT	Dino Brandão Sirens of Lesbos Kety Fusco	After the hybrid edition last year, the 2021 festival took place again as a regular event. Swiss Business Mixer with Dino Brandão. In cooperation with SUISA Foundation and the Swiss Embassy in Austria.

Reeperbahn Festival	September 22–25	Hamburg, GER	Ilira Black Sea Dahu Luzius Schuler Annie Taylor Cyril Cyril Danitsa Gina Été Tim Freitag	The Reeperbahn Festival took place physically again in 2021. SME's largest international commitment in 2021. Swiss Contact Lounge as a networking opportunity, Swiss Business Mixer with raclette, Swiss wine and three concerts, A Taste of Swiss Music with five performances. All three SME events took place outside at the Spielbude. In cooperation with the Swiss Embassy, the SUISA Foundation, FCMA and the City of Zurich Culture.
MaMA Festival & Convention	October 13–15	Paris, FR	Kety Fusco KT Gorique	The MaMA could take place on site within the usual framework. Swiss Business Mixer, concerts and apéro in cooperation with SUISA Foundation, FCMA and the Swiss Embassy in France.
Rencontres Trans Musicales de Rennes	December 1– 5	Rennes, FR	Guillaume Bordel Priya Ragu Ramin & Reda Bandit Voyage	Live concerts and networking.

BUSINESS SUPPORT / «STARTING OVER»

With Business Support, SME supports artists, structures or projects with a plausible plan for the development of their international business relations. Due to the pandemic in the years 2020 and 2021, this support has been expanded under the keyword „Starting Over“. SME can now also support projects that could not be funded under the regular SME guidelines, for example the upgrading of their press kit. Through the extended offer, SME supports artists in preparing for a „fresh start“ after the pandemic.

The focus is on projects that support and promote the development of the artists' careers. This can be a local PR campaign in connection with an album release in a country; the organisation of a showcase that opens up new opportunities for musicians in the corresponding market; the invitation of potential business partners to a Swiss concert if they are interested in supporting the respective artist abroad.

In contrast to its partner organisations, SME does not provide any financial support for tours.

BUSINESS SUPPORT / «STARTING OVER»

In 2021, 28 artists and three labels were supported through Business Support with contributions between CHF 263 and CHF 7 539.



/A\	JEANS FOR JESUS
A TREE IN A FIELD (LABEL)	LEA LU
ALINA AMURI	L'ÉCLAIR
AMARA CTK 100	LITTLE LION SOUND & JAHNATON
ANNIE TAYLOR	MEHMET ASLAN
AY WING	MONTE MAI
BANDIT VOYAGE	MOUTHWATERING RECORDS (LABEL)
BARON.E	NOHOOK (LABEL)
BLACK SEA DAHU	SCHNELLERTOLLERMEIER
CÉDRIC MONNIER	SIRENS OF LESBOS
CLOSET DISCO QUEEN	SLIMKA
COILGUNS	STAHLBERGER
DANITSA	TOBIAS JENSEN
DIRTY SOUND MAGNET	TOUT BLEU
EVELINN TROUBLE	VIKINGS OF BLUES
GINA ÉTÉ	

ANNIE TAYLOR AT REEPERBAHN FESTIVAL 2021

PERFORMANCES BY SWISS ARTISTS AT INTERNATIONAL SHOWCASE FESTIVALS

SME works closely with showcase festivals and recommends or even places Swiss musicians. In most cases, promoter-booked artists are financially supported by SME. There is an ongoing collaboration with the following festivals: Eurosonic, Printemps de Bourges, Waves Vienna, Reeperbahn Festival, MaMA Festival Paris, Linecheck Milano, Rencontres Trans Musicales de Rennes.



ILIRA AT REEPERBAHN FESTIVAL, 2021



BLACK SEA DAHU AT REEPERBAHN FESTIVAL, 2021

PERFORMANCES BY SWISS ARTISTS AT INTERNATIONAL SHOWCASE FESTIVALS

Swiss Artists at Showcase Festivals in 2021:

AD INFINITUM	EUROSONIC
ALOIS	EUROSONIC
ANNIE TAYLOR	REEPERBAHN FESTIVAL
AUGENWASSER	EUROSONIC
AY WING	LINECHECK MILANO (BERLIN SATELLITE)
BANDIT VOYAGE	TRANS MUSICALES
BLACK SEA DAHU	REEPERBAHN FESTIVAL
CYRIL CYRIL	REEPERBAHN FESTIVAL
DAGOBERT	REEPERBAHN FESTIVAL
DANITSA	REEPERBAHN FESTIVAL
DINO BRANDÃO	WAVES VIENNA, REEPERBAHN FESTIVAL
FLEX FAB	EUROSONIC
GINA ÉTÉ	REEPERBAHN FESTIVAL
GUILLAUME BORDEL	TRANS MUSICALES
ILIRA	REEPERBAHN FESTIVAL
KETY FUSCO	WAVES VIENNA, MAMA PARIS
KT GORIQUE	PRINTEMPS DE BOURGES, MAMA PARIS
L'ECLAIR	REEPERBAHN FESTIVAL
LUZIUS SCHULER	REEPERBAHN FESTIVAL
PRIYA RAGU	TRANS MUSICALES
RAMIN & REDA	TRANS MUSICALES
SIRENS OF LESBOS	WAVES VIENNA
STEINER & MADLAINA	EUROSONIC
TIM FREITAG	REEPERBAHN FESTIVAL



COMMUNICATION

The website www.swiss-music-export.com contains editorial articles on current topics from the Swiss music scene, e.g. international releases, showcase festival appearances by Swiss musicians, activities of Swiss Music Export at festivals in Switzerland and abroad. The purpose of the website is to make the international activities of Swiss artists known to international professionals. Projects supported by Swiss Music Export have priority. In 2021 Swiss Music Export published 79 posts on its website.

To draw attention to these posts, Swiss Music Export sends out a newsletter roughly every month, which is primarily aimed at international professionals. The newsletter refers to the latest articles that can be found on the website. In addition, the newsletter always contains a reference to an article on the website in which current information on upcoming industry events can be found.

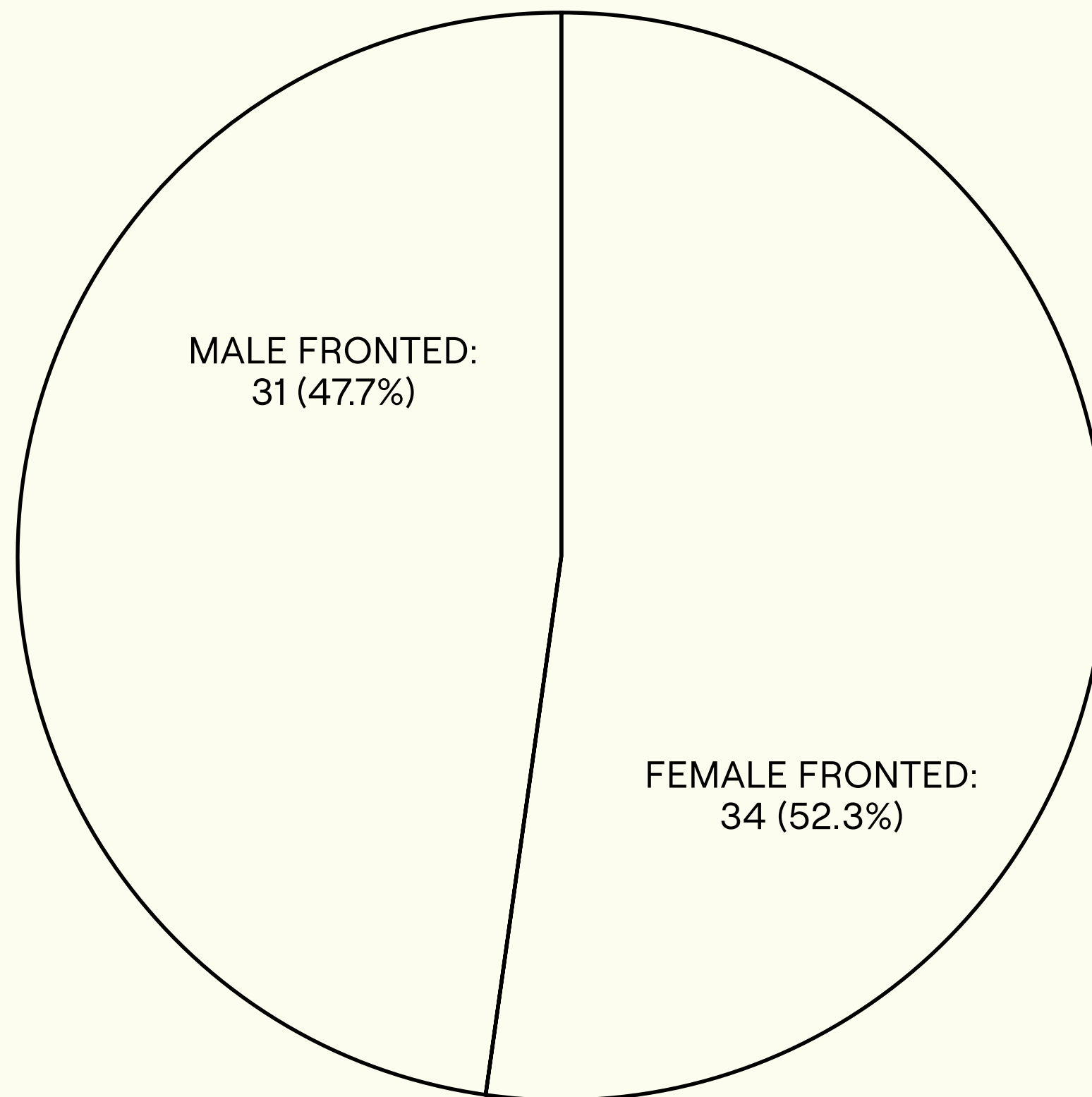
Apart from this, Swiss Music Export informs Swiss professionals with another newsletter at irregular intervals on topics exclusively related to Switzerland (e.g. application opportunities at international festivals, discounted festival passes for Swiss professionals).

Swiss Music Export curates playlists on streaming platforms called «Swiss Recommendations» and «Swiss Showcase Selection», which are updated regularly.

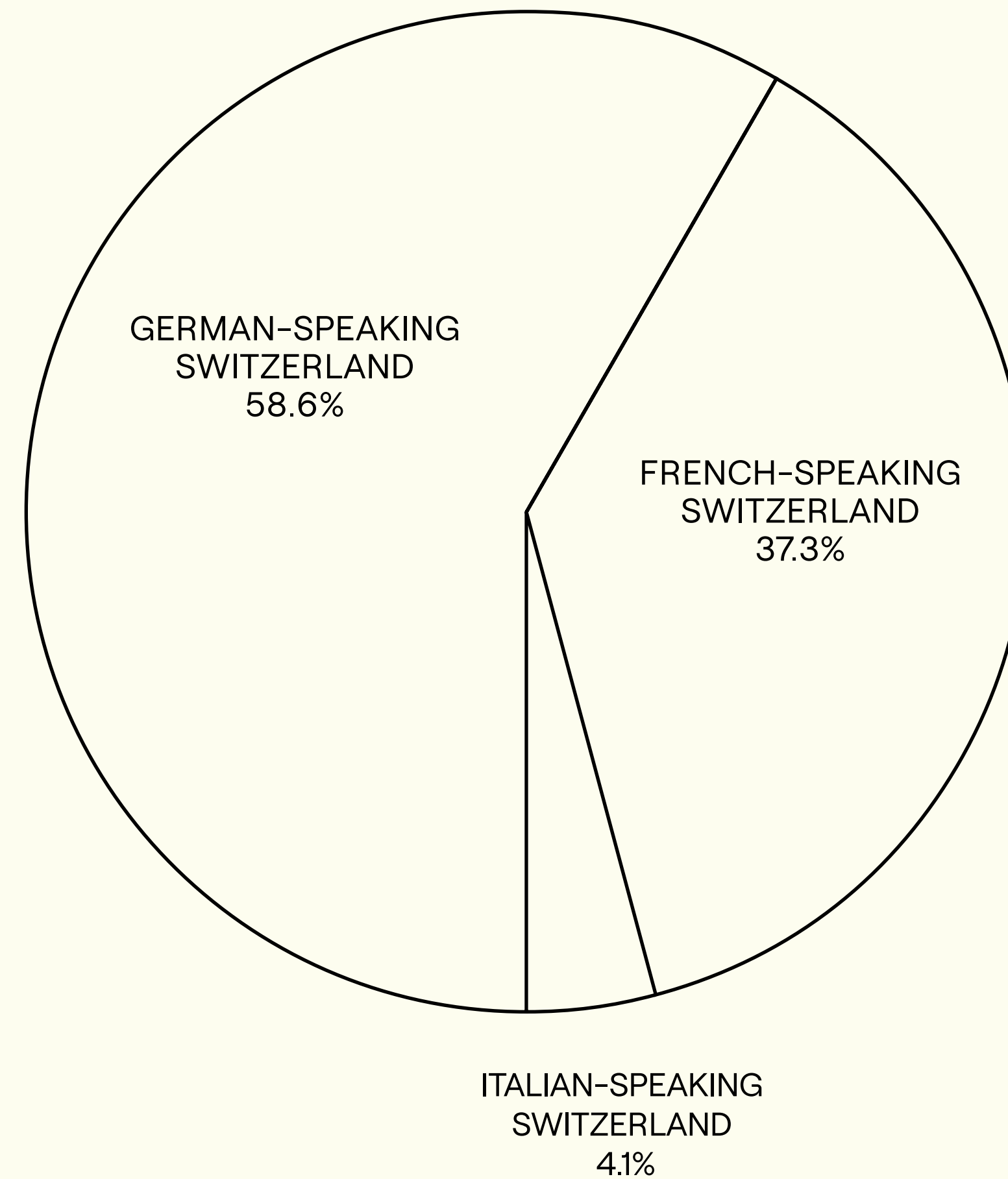
EXPENDITURE STRUCTURE

The artists supported by SME through Business Support and showcase festivals are made up as follows:

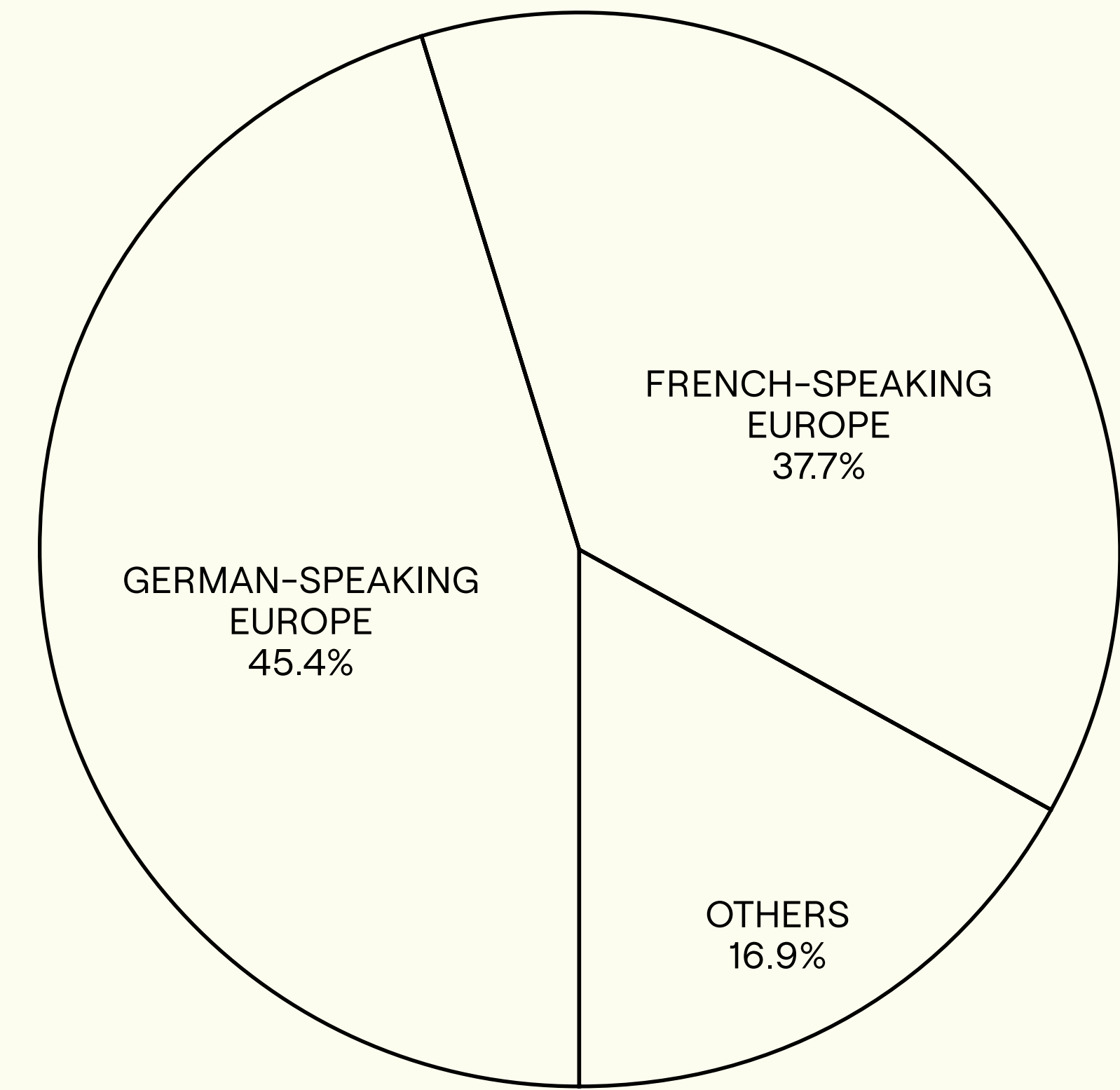
GENDER



ORIGIN



TARGET TERRITORY



Total count of consulting sessions with artists and managements (Zurich and Nyon): approx. 200

ANNUAL ACCOUNTS

Balance Sheet 2021

	31.12.2021	
ASSETS	CHF	
Cash	86	0.0%
CHF Account Postfinance	299 823	97.5%
EUR Account Postfinance	1131	0.4%
Deposit Account	-	0.0%
LIQUID ASSETS	301 040	97.9%
DEBTORS	881	1.8%
PREPAID EXPENSES	5 666	1.8%
FIXED ASSETS	1	0%

TOTAL ASSETS 307 587 100%

LIABILITIES		
CREDITORS	1713	
ACCRUED EXPENSES	252 354	
PROVISION	-	0.0%
Association Capital	10 000	3.3%
Free Reserves	40 572	13.2%
Profit / Loss	2 948	

TOTAL EQUITY 53 520 17.4%

TOTAL ACCRUED EXPENSES 307 587 100%

	31.12.2020	31.12.2019
	CHF	CHF
	86	86
	155 604	75 660
	54 995	54 995
	219 029	131 067
	-	3 475
	7 349	21 033
	1	1

TOTAL ASSETS 219 378 155 576

	312	18 179
	168 494	90 765
	-	-
	10 000	10 000
	36 632	36 632
	3 940	

TOTAL EQUITY 50 572 46 632

TOTAL ACCRUED EXPENSES 219 378 155 576

ANNUAL ACCOUNTS

Income Statement 2021

	2021	
	CHF	
OPERATION REVENUES		
Fondation SUISA	90 000	19.6%
Migros Kulturprozent	-	0.00%
Pro Helvetia	150 000	32.7%
Schweizerische Interpreten Stiftung (SIS)	80 000	17.4%
Stiftung Phonoproduzierende	100 000	21.8%
Further Contributions ¹	37 569	8.2%

TOTAL SUBSIDIES 457 569 99.7%

OTHER INCOME	1 500	0.3%
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TOTAL OPERATING REVENUES 459 069 100%

	2021	
	CHF	
EXPENSES		
TOTAL PROJECTS ABROAD	72 265	15.8%
TOTAL PROJECTS IN SWITZERLAND	65 050	14.3%
TOTAL BUSINESS SUPPORT	91 413	20.0%
VARIOUS PROJECT EXPENSES	58 045	12.7%
TOTAL PROJECTS AND BUSINESS SUPPORT	286 772	62.9%
PERSONNEL COSTS	141 099	30.9%
Association Expense	446	0.1%
Operation Expense	17 775	3.9%
Administrative Expense	9 556	2.1%
Financial Expense	473	0.1%
Amortisation	-	0.0%
OTHER OPERATIN EXPENSES	28 250	6.2%

TOTAL EXPENSES SME 456 121 100%

PROFIT / LOSS 2 948

	2020	2019
	CHF	CHF
OPERATION REVENUES		
Fondation SUISA	90 000	90 000
Migros Kulturprozent	-	40 000
Pro Helvetia	150 000	150 000
Schweizerische Interpreten Stiftung (SIS)	60 000	50 000
Stiftung Phonoproduzierende	100 000	100 000
Further Contributions ¹	91 953	7 500

TOTAL SUBSIDIES 491 953 437 500

OTHER INCOME	618	-
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TOTAL OPERATING REVENUES 492 571 437 500

	2020	2019
	CHF	CHF
EXPENSES		
TOTAL PROJECTS ABROAD	86 712	102 743
TOTAL PROJECTS IN SWITZERLAND	13 294	27 673
TOTAL BUSINESS SUPPORT	143 430	45 328
VARIOUS PROJECT EXPENSES	61 545	68 662
TOTAL PROJECTS AND BUSINESS SUPPORT	244 406	244 406
PERSONNEL COSTS	153 228	161 662
Association Expense	876	1 217
Operation Expense	18 786	20 723
Administrative Expense	10 367	11 278
Financial Expense	393	282
Amortisation	-	-
OTHER OPERATIN EXPENSES	35 671	36 441

TOTAL EXPENSES SME 488 631 439 569

PROFIT / LOSS 3 940 -2 069

¹ Other project-related partner contributions in 2021: Migros Kulturprozent, Popkredit Zurich, FONDATION SUISA, FCMA

ORGANISATION

BOARD OF DIRECTORS

Laurence Desarzens, President
Marius Kaeser, Pro Helvetia
Yvonne Dünki, Schweizerische Interpretenstiftung SIS
(until mid-2021 Lisa Gyger)
Urs Schnell, FONDATION SUISA

MANAGEMENT

Jean Zuber, Managing Director SME

ANTENNE SUISSE ROMANDE

Albane Schlechten, Director FCMA

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PARTNERS

