

# A 2025 ACTIVITY REPORT



**SME**  
SWISS MUSIC EXPORT

# EDITORIAL

## 2025

The restructuring process of Swiss Music Export launched the year before was successfully concluded in 2025. This process marked an important step for SME: thanks to the support of the board, SME was able to maintain its planned activities and the overall standard of its services. We are especially pleased to report that the trend of an ever-increasing number of SME-sponsored acts finding a foothold in foreign markets has continued over the past twelve months, leading us to approach the next phase of our work with considerable optimism.

2025 was the first year with a totally reconstituted board of directors, which is now composed solely of industry professionals. These are Fabienne Wolfschläger (Open Air St. Gallen), François Küffer (RTS/ Couleur 3), Kamil Kostka (Universal Records), Hazbi Avdiji (Helvetiarockt), and Fabienne Schmuki (Irascible Music), with Laurence Desarzens staying on as president. As Fabienne Schmuki replaced Jean Zuber as SME's Managing Director at the beginning of 2026, the board currently consists of four members and the president.

The restructuring was aimed at improving communication between SME and its partner foundations Swiss Arts Council Pro Helvetia, Fondation SUIISA, Fondation Phonoproduzierende and Schweizerische Interpretenstiftung SIS.

With the repositioning of parties came the need to define a new working modus. This necessitated the compilation of a new set of rules as well as a new Mission Statement. In conclusion, we were able to conduct our core business with only a couple of temporary adjustments in our involvement with three festivals, Waves Vienna, Printemps de Bourges, and Transmusicales. Success stories in 2025 included Bongo Joe Records,

Soft Loft, Sirens of Lesbos, Nemo, elie zoé, Sami Galbi, and, of course, the perennially fresh Young Gods.

To sum up, we are more than happy to report that SME successfully continued to fulfil its brief in 2025—to spread the word about Swiss music in an international context—whilst at the same time developing, and getting used to, a new modus operandi.

As ever, we are open to suggestions! Please don't hesitate to get in touch to present a new project or any input you'd like to give about our work.

Remember: communication is everything in our business.

Laurence Desarzens, President, Swiss Music Export

Jean Zuber, Former Director (until December 2025), Swiss Music Export

Fabienne Schmuki, Managing Director (since January 2026), Swiss Music Export

# PROJECTS & EVENTS



*Mary Middlefield @Reeperbahn Festival 2025 ©Florian Nielsen*

SME's activities and events fall into two categories: those taking place in Switzerland, and those abroad. We are regularly asked the same question: "SME is supposed to look after our exports; why does it need to get involved in Swiss events at all?". Our answer is simple: At home is where export begins. A crucial part of our work consists of giving advice on setting up a professional structure that allows an act to operate internationally, spreading awareness of how the business works on an international level, and to help with communication and networking. It is important that a band's performances are supported by a solid structure and a well-functioning network. By organising networking sessions, workshops and various presentations at events in Switzerland, SME can provide the perfect environment to link Swiss professionals with potential partners from abroad, and to prepare them for working on an international stage.

As we have already hinted at above, giving advice on strategies to build an international career is probably the most important part of SME's "backstage work". This doesn't just involve a few days before and after a festival, plus organising the cheese for the Business Mixer. It is a process that begins many months before such a performance and often continues for several years afterwards. During each phase of their preparations, an act will receive guidance from SME regarding the steps that need to be made to give themselves the greatest chance of fulfilling their aims. During this phase of preparations, SME communicates with an act almost exclusively through their managers, agents and bookers.

Additionally, we recently introduced the "prep zoom". This is a group video call set up for all participating artists and their managers before any festival with SME-involvement. It has proved extremely popular with all participants, allowing people to get to know each other beforehand, exchange helpful suggestions for the trip and even arrange shared travel arrangements. The "prep zoom" comes in addition to some long-established procedures including preparatory conversations with managements to find out what they wish to achieve with their performance. There is also a de-briefing form afterwards with a number of set questions along the lines of "what were you able to achieve?", "what improvements would you suggest?", "were you able to attend the Swiss Business Mixer and/or any other networking event?", and "do you think you might attend the same event again next year even if none of your artists is taking part?".

Another crucially important element of SME's presence at festivals is their coordination of fixed places and times where Swiss professionals can count on meeting colleagues from their own country and others to get to know each other, socialise and exchange ideas, addresses and, perhaps, business arrangements.

# PROJECTS IN SWITZERLAND

## FeedbackClub#4

Zurich, Exil | 27 March 2025

The FeedbackClub, a networking event designed for Swiss music business professionals, is now firmly established as an important and highly popular part of the annual SME programme. The Club aims to create a platform for peer-to-peer exchange among industry experts, including managers, label representatives, and artists (provided they hold management roles). Representatives of institutions and foundations are also welcome. With the focus firmly placed on mutual learning, discussions centre around successes ("What worked exceptionally well last year?") as well as challenges ("What didn't go as planned?").

Taking place on the eve of m4music, this year's fourth edition was attended by 83 delegates. They were treated to thought-provoking and often inspiring presentations from Nicolas Meury (Evidence Music, CH), Fabienne Schmuki & Chris Wicky (Irascible Music, CH), Nico Schulthess & Livia Berta (Grundiyndkommen Agency, CH), Oskar Strajn (ESNS & European Talent Exchange, NL), and Valeria Ramons (MalfiCo, Mexico). Apart from introducing the room to their organisations, all speakers were also asked to describe their views on three specific subjects: online marketing, networking, and showcase festivals. More tightly directed than last year, the exchanges were lively, instructive and constructive. However, one feature that proved to be a real hit in previous editions was dropped this year: "The Best Fail Award".



Nico Schulthess & Livia Berta @ FeedbackClub#4 2025 ©SME

Though always entertaining, we decided to introduce a new activation : The Mentimeter.

The platform turned out to be a useful addition to proceedings. It enabled real-time audience sentiment analysis, structured questionnaire responses, and seamless collection of participant questions, all without disrupting the presentations.

## m4music

### Zurich | 28-29 March 2025

m4music's popularity with public and professionals alike continues undimmed. With well over half of the live programme consisting of Swiss acts, the conference/festival once again attracted around 1300 national and international professionals. m4music is SME's most important event in terms of activities in Switzerland. Sticking to the tried and tested formula, we presented five events: the European festival panel, the match-making session, the "Best Success" presentation, the Business Mixer, and the international networking dinner. Additionally, SME invited and, to various degrees, offered financial or hospitality support to around two dozen professionals from abroad for their trip to Zurich.

**Getting to Know European Festivals** The basic premise of this event remained unchanged: the representatives of four European festivals each introduced us to the aims and specific features of their venture, with or without visual extras. However, after excellent feedback last year, SME's Joana Obieta once again started proceedings with a ten-minute "How to showcase" presentation, passing on advice about the practicalities and the possible impact of a well-timed showcase performance.

This year's panel participants were Alexander Walter (Womex Director; Germany, Berlin), Tim Rummel (c/o pop Festival Sponsoring & Partner Management; Germany, Cologne), Julen Martín (BIME Bilbao Content Director; Spain, Bilbao), and Beke Trojan (MS DOCKVILLE & Spektrum Festival Head of Booking; Germany, Hamburg). After their presentations, the members of the panel joined the members of the audience on the floor for personal introductions and to answer questions.

**SME Matchmaking** Ten Swiss professionals representing labels and management were paired for a series of quick-fire exchanges with ten colleagues from France, Germany, Italy, and Mexico. The session lasted ninety minutes. Following on from her fascinating FeedbackClub presentation the previous night, Valeria Ramons from Mexico's MalfiCo proved to be a real hit with the Swiss delegates, leading to a number of ideas being bounced around for future cooperations.



**Best Success Panel** Introduced by SME to the m4music programme in 2022, the panel serves as a platform to present the success story of a Swiss act in an international context, and—most importantly—to describe how they achieved this success in practical terms. Following in the footsteps of Priya Ragu, Kings Elliot and Black Sea Dahu, Cyril Yeterian was telling an appreciative audience the extraordinary ten-year story of the Genevan record label and shop, Bongo Joe.



**Business Mixer Brunch** Even more guests than last year, around 350, followed the joint invitation from Pro Helvetia, Sonart and SME to the traditional Business Mixer Branch on Saturday morning. Familiar faces mingled with new, with many introductions being made thanks to the conscious decision to provide neither tables nor chairs in order to create a constant flow of circulation and chance encounters.

**International Networking Dinner** Co-hosted by CNM and SME, Saturday evening's invitation-only networking dinner attracted 45 business professionals mostly from the GAS-countries but also France, Italy, UK, the Netherlands, Belgium and Mexico.

# Paléo Festival

Nyon | 22-27 July 2025

With an exceptionally diverse six-day live music programme, an overall audience of 250'000, more than 200 performances on eight stages, and a surreal city of DIY palazzos, art spaces, wellness tents and food stalls, the Glastonbury of Switzerland offers a perfect opportunity for SME—in cooperation with Pro Helvetia—to introduce international professionals to the openness of the Swiss music scene to a broad range of ideas, concepts and influences. This was especially true this year, with the Maghreb region being the subject of a focus programme of the “Village du Monde”.

Partnering with Pro Helvetia’s representative in Cairo, various key figures from the Maghreb were invited to Nyon, including Amani Semaan, co-founder and director of the Beirut and Beyond international Music Festival, and Leila Chaibeddra from the independent record label Nwar Music. Other guests were Juliette Coste (Agence Super Mon Amour & Pitchfork Festival, Paris), Eva Pernet (Agence Superkarma, Brussels), Antonella Friese (Powerline Agency, Berlin), and Beke Trojan (MS Dockville & Spektrum festivals, Germany).

17 Swiss artists were part of the public Paléo lineup. All were supported by SME, with a special showcase focus on Moictani, Luvanga, Crème Solaire and Sami Galbi. Other SME events were a cocktail/ice breaking reception on Wednesday, a trip to Geneva combined with a swim in the lake on Thursday, another cocktail reception with short presentations from guest on Friday, and a “Meet Nemo” gathering on Saturday where the Swiss Eurovision winner reflected on the impact of victory on his life and thinking.

# Soundtrack\_Zurich

Zurich | 30 Sep-3 Oct 2025

The main SME activity at Soundtrack Zurich was a standing lunch for accredited professionals at the Festival Centre on the Sechseläutenplatz, attended by well over one hundred guests. Part of the Zurich Film Festival and co-presented by Sonart with a financial contribution from Pro Helvetia, Soundtrack Zurich offers an ideal opportunity to bring the music and the audiovisual industries business closer together.

The rare opportunity to meet professionals as diverse as composers, sound designers, producers, writers, music supervisors, publishers, labels, and sync coordinators, all in one place, led to an extremely lively exchange of ideas, opinions and insights. Thanks to the Film Festival, we were able to welcome the members of the ZFF Junior Film programme, an excellent opportunity to introduce a new generation of film professionals to the possibilities of a link up with the music world. SME came away from this event convinced that our involvement with the Zurich Film Festival was a truly important element of our work.



# PROJECTS ABROAD

SME's core activities at the actual festivals mostly consist of organising networking events and/or showcase performances around acts we regard as particularly relevant to that event and market. Another important task is the coordination of communication with, and between, the Swiss professionals on one hand, and between these and international colleagues on the other. The tried and tested offer of free raclette and wine regularly attracts good crowds whose appreciation of the wares on offer almost always extends to the live music, too.

As we have already emphasised, our festival-related work does not begin and end with the actual event. The preparations for such trips continue throughout the whole year. They start with an assessment of each potential participant's infrastructure. Will it be able to deal with the demands of an international career? Will it be capable of making the best of any opportunities that might arise? Throughout the year, too, we regularly advise acts and their management on how to improve procedures, maximising reach and approaching international marketing and PR issues.



*Paula Dalla Corte @c/o pop 2025 ©Chiara Baluch*

# Eurosonic Festival

## Groningen | 15-28 January 2025

According to the press release of ESNS, 333 artists from 33 countries played live this year. The same source also reports the presence of 4'000+ delegates from across Europe. Amongst these were no fewer than 63 accredited professionals from Switzerland (not including the performers themselves). With the festival's strong focus on the live sector over the years, today, representatives of the live industry outnumber those of the recording side of things. SME travelled to Groningen with eight acts. They were Nnavy, Ele A, Sami Galbi, Sirens of Lesbos, Soft Loft, Paula dalla Corte, Valentino Vivace, and Benjamin Amaru. As the festival has close ties with the Geneva-based alliance of public media organisations, European Broadcasting Union (EBU), three of the four Swiss member areas selected their own act to sponsor. Thus, the Ticino chose Ele A, the French part Nnavy, and the German part Soft Loft.



All eight acts made excellent use of the opportunities offered and were rewarded with plenty of promising new contacts as well as several festival invitations and other offers. Sami Galbi, Sirens of Lesbos and Valentino Vivace were probably the most successful in terms of audience response and booking success. Whilst we received some critical comments about the suitability of some of the venues allocated to us and the distance between venue and

accommodation, the feedback about opportunities generated and networking success was invariably very positive indeed. Another aspect that makes ESNS of particular interest to SME is the Eurosonic Exchange setup. Around 150 festivals from all over Europe are members of this organisation. Members enjoy free accreditation at ESNS. If they book any of the ESNS performers from other countries than their own, they will receive financial support to the

tune of Euro 1000. Members also have access to an extremely useful internet platform that offers statistics about an artist's airplays, bookings and other information that gives an indication of their development and reach. The organisation is funded by the EU. SME pays a subscription fee to take part.



**c/o pop**

**Cologne | 23-27 April 2025**

Since our return in 2022, c/o pop has proved to be a popular and convenient festival for the purposes of SME. Only four hours by train, it is within easy green reach from Switzerland. About the size of m4music, it does not overwhelm the visitor with quantity, and the vibe in general is pleasantly laid-back. About one hundred professionals gathered for the Swiss Business Mixer at Herbrand's which was again generously supported by the Consulate General of Switzerland in Frankfurt. Another sponsor, Le Gruyère AOP, apart from providing cheese, added some extra fun with promotional items that included cow-themed giveaways and branded hats.



All three SME-supported artists, whilst reporting some problems with timings, stages and a decentralised setup, sent back excellent feedback about SME's part in proceedings. Valentino Vivace, faced with unfortunate volume restrictions and a low stage, overcame these disadvantages with flying colours and bagged three confirmed German festival appearance before the day was over.

## The Great Escape

Brighton | 14-17 May 2025

Co-sponsored, as ever, by Pro Helvetia, Fondation Suisa and SME, with active support from the Swiss Embassy in London, the Swiss Business Mixer once again took place at the Komedia Studio Bar. Situated near the geographical heart of TGE, Komedia is in every way—except, perhaps, the size of the stage—the perfect venue for SME's showcase event. This includes the staff who were super friendly, and the sandwich makers who excelled themselves this year. After the previous year's upheavals with a politically motivated boycott by a quarter of the festival's line-up, this was joyful return to normal.



Joya Marleen, Benjamin Amaru and Sirens of Lesbos all rewarded the packed house with performances that did their qualities full justice. All were full of praise even before the festival about the usefulness of the preparatory consultations and, especially, the “prep zoom” with practical advice on how to use TGE's delegate database and the best methods to approach potential new industry contacts. Also discussed were the idiosyncrasies of technical setups in the UK, ways to attract delegates to shows and finding the networking events that matter. While the focus was on the UK, the importance of connections in Germany and France was not neglected. Even management teams with experience in showcase festivals found the “prep zoom” session helpful.

TGE continues to take an important place in SME’s yearly diary. This is, firstly, because of our on-going special deal that at least three of our showcase artists will be able to perform at least one more time in another venue during the festival. Also, TGE has developed into a popular destination for Swiss professionals. 55 were registered in the delegate data base—a figure that does not include participating artists, day pass holders or normal festival visitors. It was virtually impossible to go for a stroll through Brighton without running into a bunch of Swiss attendees trying to shield their fish ‘n’ chips from the marauding seagulls. It goes without saying that the SME team was extremely busy linking up our Swiss friends with anyone we thought might help their cause.



Another TGE tradition is the networking dinner in the evening after the showcase for everyone involved. 35 participants made up this year’s pizza-and-salad round. It was obvious that those present all enjoyed the opportunity to swap stories and insights with other Swiss acts, all hailing from very different “scenes” and backgrounds.

# Reeperbahn Festival

Hamburg | 17-20 Sep 2025



Like no other festival in Europe, the Reeperbahn Festival attracts representatives from absolutely every corner of the music world. Unlike others, it offers a forum not just to the live sector but also the recording wing. Apart from Germany being a top priority market for the Swiss music industry, the presence of organisations like the Verband unabhängiger MusikunternehmerInnen (VUT), many members of Impala as well as publishing

companies, broadcasters and—last but certainly not least—120 professionals from Switzerland, makes a strong SME presence a must. We managed to fulfil this aim by hiring the best location at the festival, the Spielbude, for the whole of its best day, Friday, for one long party that began with breakfast and ended with a bravura performance by Nemo before closing time.

Proceedings began with croissants and espresso at the Sunset Special (previously the Contact Lounge). The quiet ambience encouraged laid-back conversations and was very much appreciated by a growing number of accredited festivalgoers. The event lasted until lunchtime and attracted a 50% increase of visitors compared to last year's premiere.





Swiss Business Mixer ©Reeperbahn Festival 2025 ©Florian Nielsen

Following on directly from the Sunset Special came the Swiss Business Mixer, co-presented by SME and Fondation SUISA. In addition to professionals already registered via internet link, it was possible to attend the event on the spur of the moment by registering via QR code. This brought together a massive crowd of around 450 professionals. Besides enjoying raclette, drinks and chocolate, they were also treated to showcase performances by Mel D, Sami Galbi, Nomuel and Jamila (these were so-called “second play” performances—all

these acts had already been booked for the regular festival programme). Their performances were enthusiastically received by the assembled SME guests as well as the audiences in the similarly packed public area.

The Swiss Business Mixer, in turn, merged seamlessly into the Swiss Sunset Stage which SME co-presented with FCMA, Stadt Zürich Kultur, Musikbüro Luzern, and Musikbüro Basel. All performers—Linda Elys, Lost in Lona, Mary Middlefield, Seraina Telli, Nemo—went down very well both with the public and the audience in our guest enclosure.

All in all, twenty acts from Switzerland performed at Reeperbahn 2025, some of them featuring in showcase events presented by management companies and agencies. Summing up SME’s Reeperbahn experience, we are happy to report that it was an unqualified success acts, professionals and the public alike.

## MaMA

### Paris | 15-17 October 2025

With well over 6800 industry professionals from 68 nationalities and 2,276 organisations present, MaMA is by far SME's most important link to the francophone world. Our main event was the Swiss Business Mixer, presented in collaboration with FONDATION SUISA and with the support of Pro Helvetia and the Embassy of Switzerland. According to the official MaMA figures, 250 professionals attended the event which featured showcase performances from Maimuna and Sami Galbi. Both artists—especially Sami Galbi—received excellent feedback for their shows. As both are represented by agencies in France, the Business Mixer showcase and their performances as part of the regular festival programme provided a very welcome platform to spread their name and reputation.

## Linecheck

### Milano | 19-21 November 2025

Now in its tenth year, having overcome some early conceptual teething problems, the Linecheck Festival has become considerably more than just a meeting point with the Italian music business. With presentations and workshops entitled “Unveiling Relationality in the Golden Age of Italian Film Music”, “Degrowth & Culture: Rethinking Success in Music?” and “Sounds from Alternative Marrakech”, Linecheck offers plenty of much-appreciated outside-the-box thoughts and impulses. Previously hampered by a relative lack of enthusiasm from the Swiss music industry, SME this year decided to stir interest by organising a “Mini Trade Mission”. Sending out questionnaires, we asked potential participants for the names of people and companies they wished to meet and, taking up their feedback, organised several matchmaking meetings and a networking dinner on the day before the official festival start. Eleven professionals came along for the ride, rather more—pleasingly!—than we had anticipated. Some of our participants were in turn integrated by Linecheck in their own panel discussions. Everyone who took part sent back very positive comments. In addition, SME supported the festival performances of two Swiss acts, Mortòri and Crème Solaire.

## Waves

### Vienna | 1-4 October 2025

SME was not officially represented at this year's Waves Vienna. Valentino Vivace, Paola dalla Corte and Nathalie Froehlich were the SME-backed acts appearing live as part of the public festival line-up.

## Jazzahead

### Bremen | 24-26 April 2025

Apart from being involved in the Swiss Music stall for the duration of the Tade Fair, SME supported the performances of several artists: Louis Matute Large Ensemble (who performed at the opening ceremony), Stefan Rusconi, Yilian Cañizares, Manon Muellener 5tet and alpha-ray.

## Other Events

We firmly believe that it is important for an organisation like SME to keep an eye open for any new trends and ideas outside our usual "bubble". For this reason, our representatives also attended events with no SME-sponsored acts on their bill, or any other obvious SME connection. These included Sónar (Barcelona), SXSW (London), Womex (Tampere, Finland), TikTok Sound On and Classical:Next (beide in Berlin).

# EMEE

Swiss Music Export is one of about twenty founding members of the European Music Exporters' Exchange (EMEE). Since January 2024, SME is represented at board level in this organisation. EMEE, funded by the EU, plays a crucial role in supporting the European music business. It must apply for funding every four years upon ratification of which the next plan of action is devised. This process was once again successfully completed in 2025. Entitled "ExEMX", the new programme is focused on "European Music Export".

EMEE supported several activities, for instance a bench-marking workshop where members discussed their experiences with activities like organising songwriting camps and trade missions or offering direct financial support. There are regular meetings, furthermore, to discuss specific topics including how to approach AI or ecological sustainability. In 2025, SME sent representatives to one such meeting in Sopot (which dealt with internal organisational matters) and an EMEE Mission in Gothenborg, Sweden. In recent years, EMEE has systematically begun to extend their work to regions outside Europe. Under the banner of DEMEC (Developing European Music Export Capacity), SME was able to travel to Mexico and India in 2023, and to Japan in 2024. Visits like these are set up as part of a three-phase research project to find ways to bring certain specific territories into the marketing orbit of the European music business. The impact of each of these trade missions was amplified with a follow-up visit one or two years later.

SME took part in the trip to Mexico, which was partly made possible by EMEE. The benefits of such a venture became obvious at m4music where Valeria Ramos from Mexico's MalfiCo—her presence a direct result of networking activities in Mexico—proved to be an enthusiastic participant in various events and returned home with several concrete plans for future collaborations with Swiss acts and companies.

Another sub-group of EMEE, MX-Support, is responsible for awarding a total of 4 million Euro to a variety of projects around Europe. SME is represented in the MX-Support jury. Yet another fantastic EMEE venture is a resource centre which keeps extensive marketing reports from all European countries as well as a growing number of countries elsewhere. These are a

priceless resource for SME, containing reliable information about things like visa restrictions, currency fluctuations, tax rules, important local players, contacts, etc. All information gathered is accessible to the public via the EMEE homepage.

EMEE is a vital asset to SME's work practice.

# SUCCESS STORIES

## BONGO JOE RECORDS

Right in the heart of Geneva, surrounded by private banks and luxury hotels, like a UFO from a different planet, there exists a bijou of independent music making and general creativity. Bongo Joe is a record shop, café/bar, recording studio, and concert venue all in one, and the home of the eponymous record label which—with great gusto and success! —celebrated its 10<sup>th</sup> anniversary in 2025. "Punks, bankers, artists, bakers, and postal workers—we bring together all sorts of people," enthuses Cyril Yeterian, the company's founder. "It's exactly how I always wanted it." Store and studio were launched in 2013 by Yeterian and Robin Girod, both previously members of Mama Rosin, a punky roots band that had achieved international success and built up an extensive network of international connections. In 2015, the two founders parted company, with Yeterian setting up Bongo Joe Records and Girod starting his own company, Cheptel Records. Both musicians continue to make their own music, Yeterian with Cyril Cyril and the psychedelically tinged Afro/Maghreb/punk outfit Yalla Yalla, and Girod with the punky chanson-duo Bandit Voyage.

Bongo Joe grabbed the opportunity of their anniversary year by the horns to launch an extensive celebratory programme. First came a sort of best of compilation album, "2015-2025: Les Disques Bongo Joe—10 Years of Sonic Explorations". Demand was such that it has already gone through a second pressing. Another compilation, "Futur Simple", is to be released in January 2026. It contains songs by Bongo Joe artists covered by other Bongo Joe artists. A documentary film about the label's artists, their ethics and ways of working has been in the works for over a year. Celebratory events lasting several days took place in Milan, Brussels, Amsterdam; more will follow in the new year in London, Istanbul and Paris. "Our anniversary was widely covered by press", reports Yeterian, "with major articles in international media outlets, a BBC session, and features at influential festivals. We raised the profile of our work and our artists. The compilation sold very well, and the entire catalogue benefited from the spotlight surrounding the anniversary."

Yeterian continues: “The label’s solid reputation, built up over the years, allows the artists we sign to benefit from high visibility and interest from festivals and professional forums. When these artists have the opportunity to perform at these events, SME’s support is crucial. And we thank them for their support. Because these are key moments in the careers of the artists we help to develop.”

## CHEPTEL RECORDS

Robin Girod and Cheptel Records have not been idle either. Whilst releasing records by Palme Cadelli, Barrio Colette, Dolphin Flight, Bandit Voyage, Milla Pluton, Saint Luk represents one exciting part of their work, their main activity in 2025 was a Californian/Québecian tour. According to Girod it was “sublime but long and exhausting!”. For the highlight of the trip, Girod linked up with a festival in Montréal for a “really useful Swiss focus event” featuring two Cheptel bands and another artist who has been supported by SME, Flèche Love. “We even have a drink at the Swiss embassy!” One outcome of Cheptel’s close ties with Québec was the recording of a Bandit Voyage-EP in Montréal, entitled “Québec Core”.

“International progress”, reports Girod, “was a slow and healthy process. We notice that we grow each year in different territories, like UK and Canada. In Switzerland we feel now a real recognition after 10 years. We had some great shows on big stages with different Cheptel bands on stage TOGETHER! ... For me, success means sustainability and the ability to stand the test of time, being able to reinvent yourself, to continue to create connections that are reliable, lasting, and solid. I feel that this is what we are doing with Cheptel, and that today, after more than 10 years, we can say that there are a dozen musicians who have been able to become professionals thanks to our label. And that's what success means to us.”

# PERSONNEL

Jean Zuber stepped down from his role as Managing Director of SME at the end of 2025, a position he had held since October 2007. After seventeen years at SME, he will be pursuing new professional challenges outside the music industry. His successor, Fabienne Schmuki, was gradually brought up to speed in her new role from November onwards, before taking over fully in January 2026.

Fabienne Schmuki had been CEO of Irascible Music since 2014. She was also a founding member and board member of the Swiss trade association IndieSuisse, as well as a board member of the European umbrella organisation for trade associations, IMPALA, and Swiss Music Export (first half of 2025). Fabienne also served as a representative on the Swissperform Phonoproducers' Committee. Furthermore, she has served for many years as an expert on music commissions and juries and possesses a deep understanding of music and cultural promotion. As a research associate at the ZHdK, she has also made a name for herself in academic circles.

In her nearly 20-year career in the music industry, Fabienne has not only gained specialist knowledge of the entire music ecosystem but has also built up an excellent network in Switzerland and internationally.

Today, alongside her role at SME, she continues to serve as a board member at Helvetiarockt and Kulturvermittlung Schweiz. Fabienne is a mother of two and lives in Zurich.

# COMMUNICATION

Ensuring a constant flow of communication is one of the absolute top priorities of SME work. To this end, we publish a monthly newsletter via the SME homepage which subscribers receive automatically by email. It features all festivals, conferences and other events with SME involvement as well as information about new releases and labels supported by SME. Also available is a regular Swiss Business News bulletin aimed at professionals specifically, containing specialist information to do with applications, deadlines, discounts, and events like the Feedback Club.

The *Swiss Recommendations*-Playlist is updated weekly with music and stories on all major streaming platforms as well as Instagram. Curated with great care and passion, the playlist serves as a kind of radio station for SME's activities.

# BUSINESS SUPPORT

One of SME's core activities, the Business Support scheme for individual acts as well as companies, continued throughout 2025. However, because of our temporarily reduced budget, contributions had to be limited to a maximum of CHF 1'500.- per applicant. 28 acts as well as 3 music structures (businesses) received SME support in 2025. Demand continues to outstrip availability of funds.

Arthur Hnatek	Mara
Baby Volcano	Mel D
Batbait	Monte Mai
Coilguns	Muddy Monk
Cori Nora	NEMO
Danitsa	NICKLESS
Dirty Sound Magnet	Nin Lil
EAZ	NNAVY
Elie Zoé	Saint Stacy
FOMIES	Sami Galbi
Gina Eté	Sirens of Lesbos
JAEI	Soft Loft
Jamila	
Klaus Johann Grobe	A Tree in a Field (Label)
Lea Lu & Juan Medina	Irascible Records (Label)
Lone Assembly	Mazur (Management)

*Abb. 1: Artists and structures that received "Business Support" in 2025*

## Swiss Artists at Showcase Festivals

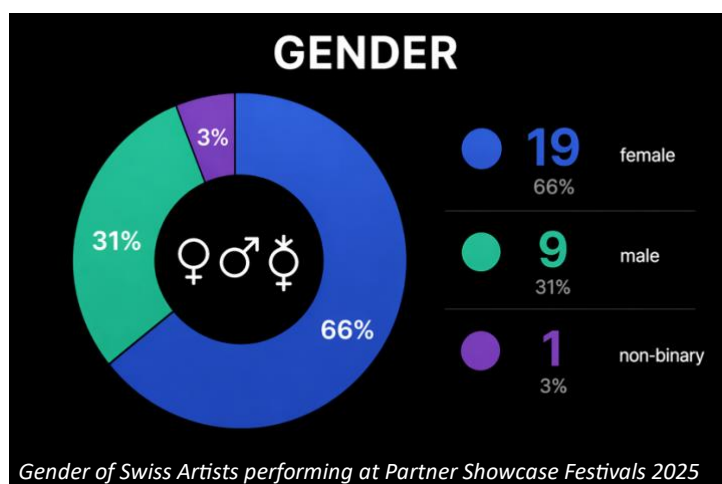
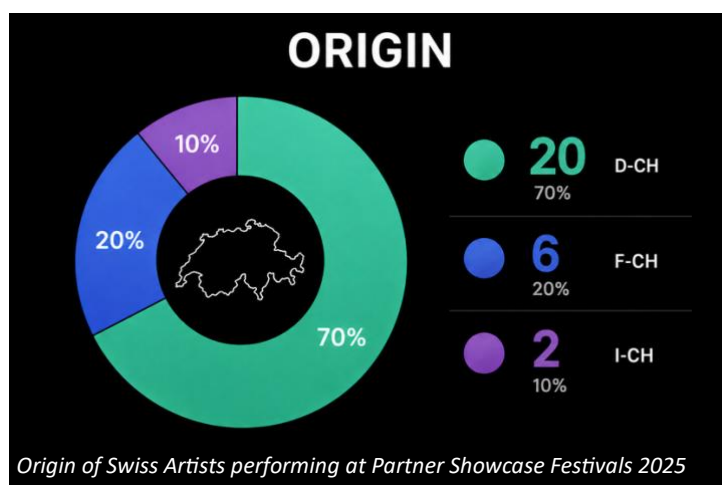
30 acts played at a showcase festival that SME is partnering with in 2025. They received support through financing and/or promotional activities provided by SME.

Akryl	Reeperbahn Festival
Benjamin Amaru	Eurosonic Festival, The Great Escape
Bikini Beach	Reeperbahn Festival
Crème Solaire	Linecheck Festival
Dennis Kiss	Reeperbahn Festival
Ele A	Eurosonic Festival
Gina Été	Reeperbahn Festival
Jamila	Reeperbahn Festival
Joya Marleen	The Great Escape
kk!	Reeperbahn Festival
Linda Elys	Reeperbahn Festival
Lost in Lona	Reeperbahn Festival
Mary Middlefield	Reeperbahn Festival
Maimuna	MaMA Festival
Mel D	Reeperbahn Festival
Milune	Reeperbahn Festival
Mortori	Linecheck Festival
Nathalie Froehlich	c/o Pop Festival, Waves Vienna
NEMO	Reeperbahn Festival
Nnavy	Eurosonic Festival
Nomuel	Reeperbahn Festival
Panda Lux	Reeperbahn Festival
Paula dalla Corte	c/o Pop Festival, Eurosonic Festival, Waves Vienna
Sami Galbi	Eurosonic Festival, MaMA Festival, Reeperbahn Festival
Seraina Telli	Reeperbahn Festival
Sirens of Lesbos	Eurosonic Festival, The Great Escape
Dennis Kiss	Eurosonic Festival
Soft Loft	Reeperbahn Festival
Valentino Vivace	c/o Pop Festival, Eurosonic Festival, Reeperbahn Festival, Waves Vienna
Velvet Two Stripes	Reeperbahn Festival

*Abb. II: Swiss Artists performing at Partner Showcase Festivals 2025*

# EXPENDITURE STRUCTURE

The primary consideration for the provision of SME support continues to be criteria to do with an act's professional setup and infrastructure. An act needs to demonstrate that they can plan, work and communicate effectively with professionals, companies and—this is crucial! —audiences in different countries. The concept of gender and cultural diversity is also important to SME. In our attempt to distribute funds fairly, we distinguish not between “male” and “female”, but between “male-fronted” and “non-male-fronted”. In terms of target markets, in 2025 roughly 40% of our activities and funds were focused on Germany, 30% on France, and 30% Rest of the World, including the UK.



# ANNUAL ACCOUNTS

## BALANCE SHEET

Bilanz Swiss Music Export	31.12.2025		31.12.2024	31.12.2023
	CHF	%	CHF	CHF
<b>Aktiven</b>				
Kasse	-	0.0%	-	-
CHF Konto Postfinance 85-349809-2	17'285	11.8%	129'595	131'702
CHF Konto Postfinance 16-665564-9	117'711	80.5%	-	-
EUR Konto Postfinance 15-404552-6	289	0.2%	8'370	4'825
Deposito Konto	-	0.0%	-	-
<b>Flüssige Mittel</b>	<b>135'285</b>	<b>92.5%</b>	<b>137'964</b>	<b>136'527</b>
<b>Debitoren</b>	<b>5'812</b>	<b>4.0%</b>	<b>5'262</b>	<b>10'232</b>
<b>Transitorische Aktiven</b>	<b>5'203</b>	<b>3.6%</b>	<b>9'131</b>	<b>16'684</b>
<b>Anlagevermögen</b>	<b>1</b>	<b>0%</b>	<b>1</b>	<b>1</b>
<b>Summe AKTIVEN</b>	<b>146'300</b>	<b>100%</b>	<b>152'358</b>	<b>163'445</b>
<b>Passiven</b>				
<b>Kreditoren</b>	<b>5'510</b>	<b>3.8%</b>	<b>8'173</b>	<b>6'000</b>
<b>Transitorische Passiven</b>	<b>36'893</b>	<b>25.2%</b>	<b>67'838</b>	<b>62'879</b>
<b>Rückstellungen</b>	<b>50'000</b>	<b>34.2%</b>	<b>25'000</b>	<b>45'000</b>
Vereinskapital	10'000	6.8%	10'000	10'000
Freie Reserven	41'347	28.3%	39'566	41'458
Jahresgewinn oder Jahresverlust	2'551		1'781	-1'892
<b>Total Eigenkapital</b>	<b>53'898</b>	<b>36.8%</b>	<b>51'347</b>	<b>49'566</b>
<b>Summe PASSIVEN</b>	<b>146'300</b>	<b>100%</b>	<b>152'358</b>	<b>163'445</b>



# ORGANISATION

## BOARD OF DIRECTORS

Laurence Desarzens, President  
Fabienne Schmuki (until July 2025)  
Fabienne Wolfschläger  
François Küffer  
Dr. Hazbi Avdiji  
Kamil Kostka

## MANAGEMENT

Fabienne Schmuki, Managing Director  
(since January 2026)  
Joana Elena Obieta, Project Manager

## ANTENNE SUISSE ROMANDE

Albane Dunand Schlechten, Director FCMA

## CONTACT

Swiss Music Export  
Kasernenstrasse 23  
CH-8004 Zürich  
Tel. +41 44 273 03 16  
info@swiss-music-export.com  
www.swiss-music-export.com

SME, Antenne Suisse Romande  
c/o FCMA, Vy-Creuse 5b  
CH-1260 Nyon  
Tel. +41 22 363 75 90

## PARTNERS

