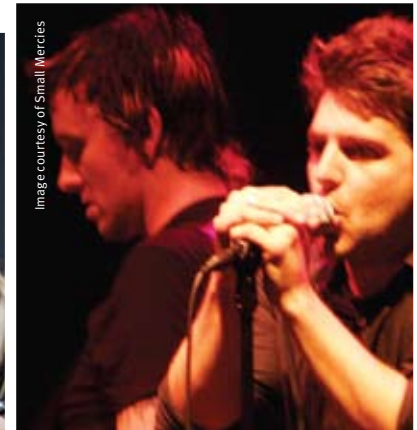
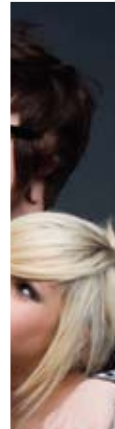


Trade Queensland | Australia

Queensland Contemporary Music Export Strategy (QMEx)

The Queensland Government,
through its export agency
Trade Queensland, promotes
the export of Queensland's
wealth of **contemporary music**
industry talent overseas.

Trade Queensland will
continue this support
through its new major export
strategy, the **Queensland**
Contemporary Music Export
Strategy (QMEEx).



Talented Queensland music artists
(left to right: Regurgitator, Operator Please
and Small Mercies)

QMEEx will build and expand on the success and momentum generated through previous contemporary music export initiatives in the United States, the United Kingdom and Europe. It will also commence export development activities into the emerging markets of Japan, China and India.

QMEEx aims to provide targeted services to the industry, with a goal to achieve A\$10 million worth of export outcomes over the three financial years from 2008 to 2011.

The key components of the QMEEx strategy include:

- working with international music industry conferences, events and festivals to provide showcasing opportunities for Queensland's contemporary music artists and music industry businesses
- contracting overseas music specialists to provide business matching meetings, introductions, touring and showcasing logistics
- the use of marketing and promotion service providers overseas
- Trade Queensland overseas missions to build and expand on existing relationships, create new partnerships and negotiate contracts in global markets for the Queensland music industry
- service contracts in Queensland to support the delivery of the QMEEx strategy, and
- ongoing support for Brisbane's BIG SOUND Music Industry Summit and Showcase over three financial years, which attracts influential international music industry executives to Queensland.

QMEEx will help to fast-track export opportunities and capitalise on the State's growing international reputation as a productive, quality source of new music talent.

QMEEx is about providing a sustainable export future for Queensland's artists and music industry businesses by providing them with access to the right decision makers and services to sell their music overseas.

Building on Queensland's unique music industry capabilities, QMEEx will continue to help export-ready bands, artists and record labels break into major international music markets and provide export outcomes for the Queensland contemporary music industry.



With representation worldwide, Trade Queensland has a dedicated team of experts that can help you explore global business opportunities.

To find out more contact our Export Advisory Unit.

GPO Box 1412
Brisbane Queensland 4001
Australia

Tel +61 7 3224 4035
Fax +61 7 3835 1002
tradeinfo@qld.gov.au

export.qld.gov.au