

Terms of reference. MUSIC EXPORT program.

Background.

After the crisis in 2014 Ukrainian live (concert) industry collapsed: 90% concerts of foreign artists were cancelled due to security and insurance reasons. Venues, clubs, concert agencies suffered significant losses. As a result, numerous live venues were closed. At the same time, the exchange rate of UAH dropped 3 times, which made it even harder for Ukrainian musicians to go abroad for promo tours and networking. During 2015-2018 the music sphere recovers from that shock, but still hasn't reached the previous level.

Ukrainian music sphere is not integrated into the European market and context. Even though Ukraine now has visa-free regulation with the EU, it didn't stimulate the cultural exchange significantly because of lack of funds. Ukrainian Institute and Ukrainian Cultural fund (two newly established local cultural institutions) can support only extremely short-term projects and still struggle with the internal bureaucracy.

EPO plans to organize a one year program for at least 30 representatives of music sphere of Ukraine (band managers, bands), in close cooperation with a team of professional consultants.

EPO invites you to provide a proposal (including financial) for organization of a one year program of 3-4 activities for music industry aimed to:

- develop the Ukrainian music industry
- Introduce UA talents on the music industry business-related events
- Build Ukrainian art management
- Provide financial help to music industry
- Provide consultations and professional preparation on doing business on an international level

Goal: organize 3-4 activities abroad and in Ukraine to boost the music sector of the country as a part of implementation of the National export strategy.

Tools: budget available, dedicated EPO manager.

Program plan must include:

1. **Program promo event for all interested music representatives.**
2. Seminars on "how to" specifically for music industry
3. **Screenings** of applied Ukrainian musicians together with the Expert of the Export promotion office.
Goal: to select participants for each of the planned activities.
4. Providing consultations to selected musicians.
5. Organizing planned events.
6. Reporting to EPO on results.