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music sector

EMEE

MARKET PROFILES

The European Music Exporters Exchange (EMEE) has published extensive guides about building a career in China and developing an understanding of the Chinese market. The guides were produced as part of the Sino-European Women Entrepreneurs in Music (SEWEM) project.

Collaborating and Exporting to China – A Management Guide

Essential for anyone considering projects in China, offering insights into the Chinese cultural industry and market.

Collaborating and Exporting to China – A Legal Guide

A comprehensive guide for those planning ventures in the Chinese music industry, covering legal and administrative aspects, including visa procedures.

Transcultural guide: An overview of the SEWEM artistic residency

Discover partners, the residency preparation, artist selection process, and insights into cultural differences from both Chinese and French perspectives.

Japanese Music Market

They have also produced a study on the Japanese Music Market. In preparation for the EMEE mission to Japan in November 2024, the report covers all the foundational elements of knowledge needed to start building an export strategy for the Japanese market.

[Download the Chinese guides](#)

[Download the Japanese Music Market study](#)

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