

Presentation made by Björn Piipur
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Could we actually say that Estonian music export to the Czech republic has been successful?

- ➔ 2010-2013 all together approximately 40 events have taken place (mostly concerts) in the Czech republic where Estonian music have been present. For a small country like Estonia this not perhaps bad result.
- ➔ What could be the driving force behind the fact that more and more Estonian music collectives and artists are travelling the around the world?
 - 1) Good music
 - 2) Musical culture (traditions, passion about music)
 - 3) More and more widely acknowledged dimension of export/creative industries (support schemes from state institutions, role of festivals and Tallinn Music Week as major showcase event in Estonia, raising knowledge of musicians and managers how to make the step abroad, raising confidence in doing so).
 - 4) Small size of Estonia (flexibility, quick and innovative solutions, modern reflection of old idea that Estonia can never become great in numbers but let us strive for the greatness in mind/spiritually – idea was formulated 100 years ago by Estonian folklorist Jakob Hurt).
 - 5) Acknowledging the problem (little money, too few music managers, lack of know-how) and tackling it.

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