

MICA 2019

Argentine creativity without borders

From June 28 to July 2 you will be able to experience Argentine culture through the 5th edition of the Argentine Creative Industries Market: concerts, exhibitions, fairs, debate forums, live shows and business rounds for creative entrepreneurs from the audiovisual, music, performance, publishing, videogames, design, crafts and visual arts sectors. In addition, this edition will have three cross-discipline themes for reflection and discussion: gender, childhood and accessibility.

- **Networking and business rounds**

A stage for brief meetings between vendors and buyers of cultural goods and services, intended to close deals and agreements, exchange views and/or make contacts. For instance: if you are a musician and have a project, you will be able to present it to peers from other provinces and countries, managers, festival programmers and producers, among others. [Further information](#)

- **Showcases**

Live shows in front of a specific audience including buyers, programmers, agents, managers and other entrepreneurs. MICA 2019 will present music and performance live shows/showcases, which will be selected through a call process in which the judges will select 12 music bands or solo performers and six performing casts. [Further information](#)

- **Travel tickets to the MICA**

If you created a vendor/seller user profile in MICA platform to participate as an entrepreneur in the Business Rounds and/or in the Showcases and you live in Argentina, more than 300 km away from the City of Buenos Aires, you can request an allowance through the MICA Mobility line. A maximum of 200 tickets will be provided, upon assessment of the applications by the judges. You can activate this option in Step 3 of the [registration form](#). [Further information](#)



- Promote the professionalization, articulation and circulation of the industries in the different creative sectors.
 - Encourage training, exchange and networking of producers, companies and professionals in the creative industries.
 - Boost production, contribute to the visibility and promote marketing in all of its sectors.
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What is MICA?

Some clues to understand the program:

- MICA is a federal program. It ensures the participation of all Argentine provinces.
 - MICA is open and participative. Aimed at the various players in the creative industries, it always works openly and free of charge.
 - MICA fosters the economy. It promotes the generation of networks, relationships and business deals between -e.g.- musicians, designers, art companies, festival programmers, recording studios, theater owners; both national and international, in the different sectors.
 - MICA has three different instances. In addition to the national MICA, which is held every two years, there are also regional MICAs and the MICSUR, which gathers 10 Latin American countries.
 - MICA has a history and multiple stories. Many of the cultural entrepreneurs/ producers participating in MICA also took part in other editions and instances, or were granted benefits of other Ministry programs, and they tell first-hand how they made their projects grow.
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PUBLISHING

Distributors for independent publishers / groups gathering publishing labels / comprehensive-profile bookstores / publishing groups or publishers of e-books and/or paper books.

CRAFTS

Antler and bone / Ceramics and glass / Leather and furs / Spun fibers and textiles / Unspun vegetable fibers / Wood / Metals / Stone



MUSIC

Record labels / music portals / producers / agencies / bookings / managers / presenters / promoters / programmers / festival curators / digital aggregators.

AUDIOVISUAL

Content producers / professionals / programmers / distributors / sales agents / exhibitors / service providers / film, television, advertising, multiplatform.

PERFORMING

Producers / entrepreneurs / managers / associations / organizations, consortia, networks or platforms gathering theater people / theater service providers / independent cultural enterprises / festival curators or programmers / theater businessmen.

DESIGN

Designers / design companies producing goods and services / textiles, clothing, accessories, jewelry, footwear, leather goods, utility and decoration objects, furniture, lighting, graphics, typography, illustration, photography, multimedia / brand representatives, resellers / stores / showrooms / online sales platforms.

ANIMATION & VIDEOGAMES

Mobile and tablet VG developers and development companies, social networks / console development / art, design and/or programming service providers / industry promotion services / education and/or training services / app developers and development companies.

VISUAL ARTS



MICA SCHEDULE

April 2019

MICA 2019 Registration

Register on the platform to participate in Business Rounds, Live Music and Performing (Showcases), and MICA Mobility.

April 30, 2019

Closing date for registration to the Live Music and Performing Shows (Showcases) and MICA Mobility.

May 17, 2019

Opening of requests for appointments between vendors and buyers.

June 17, 2019

MICA 2019 platform closes

The possibility to register and request appointments between vendors and buyers ends.

Networking And Business Rounds

Any company, entrepreneurial group or individual enterprise may register to participate in the Networking and Business Rounds by completing the following simple steps:

- Create a user name in MICA 2019 platform and activate it through the link you will receive in your e-mail inbox.
- Create a profile as vendor (seller) and/or buyer (purchaser). You will have to upload at least one representative, and at least one project. You can create up to 10 projects for each profile.



- Show yourself! In each of your projects, you can add links to social networks, photos, graphic, journalistic or audiovisual material, and any other information you consider necessary for others to get to know it.
- Publish your profile only when you have finished uploading all the information. Once published, you will not be able to edit it again.
- From May 17 on, you will be able to navigate the profiles and projects on the platform and request meetings with those you find to be of your interest.

You have time until June 17 to register and organize your meetings! We will then send you your schedule of meetings to be held in the MICA 2019 Networking and Business Rounds.

Live Shows (Showcases)

To propose your project for the Showcases you need to create a profile as "vendor" in the music and performing sectors on the MICA 2019 digital platform, and select the option "Participate in the Showcase".

It is very important that you complete your profile with links, images, press articles and videos, as this will be your letter of introduction!

Projects to participate in the live shows will be selected by the judges. April 30 is the closing date for registration, and thereafter, the judges will select 12 bands or solo performers in the music sector and 6 performing casts. The results will be announced through the MICA 2019 digital platform.

About the music Showcase

The call is intended for bands or solo performers of all musical styles and genres, either of national origin or residing in the country.

Applicants must have a minimum of two records released nationally and/or internationally (digital or physical) and a 4-year professional career, with live shows featured or mentioned in press articles or promotion materials.

Up to three projects (out of the maximum of ten uploaded in the "vendor" profile) may be submitted for the selection process.



About the Performing Showcase

Participation is open to artists performing one-man shows or casts with a maximum of 12 artists.

Up to three projects (out of the maximum of ten uploaded in the "vendor" profile) may be submitted for the selection process.

Each show will have a total duration of 60 minutes, and must be flexible enough to adapt to different spaces.

These are some important general considerations. If you plan to apply for participation in the Showcases or to request travel tickets to the MICA, be sure to read the [complete rules](#) to get acquainted with all the details, requirements and possibilities.

Travel tickets for MICA

If you created a vendor (seller) user profile in the MICA 2019 platform to participate with your enterprise in the Networking and Business Rounds and/or in the Showcases, and you live in Argentina, more than 300 km away from the City of Buenos Aires, you can request an allowance through the MICA Mobility line. Tickets will be provided once the judges have assessed the applications. It is very important that you explain in detail the reasons for your request. You can activate this option in Step 3 of the registration form. You have time until April 30!

Mobility for Showcases

If you applied for participation in the Showcases, you can request up to 5 tickets per band or cast, provided that the number of members equals or exceeds that number.

These are some important general considerations. If you plan to apply for participation in the Showcases or to request travel tickets to the MICA, be sure to read the [complete rules](#) to get acquainted with all the details, requirements and possibilities.