GIM Cameroon International Music Festival

REPOF 2024

@CIMFEST24 Report



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ACKNOWLEDGMENT



The Organizing Committee of CIMFEST

President of CIMFEST ENOBI Prince-Michael





GIM Peyr

On behalf of the Organizing Committee of the International Music Festival Cameroon (CIMFEST), I would like to extend our heartfelt appreciation to everyone who contributed to the success of the 2024 festival. We are immensely thankful to our sponsors, whose generous support made this festival possible. Our partners also deserve recognition for their invaluable assistance in planning and executing the various aspects of the event. A special thank you goes to the talented artists who graced our stage and the dedicated volunteers whose hard work ensured that everything ran smoothly.

We are also grateful to the thousands of music lovers who attended the festival, making it a truly unforgettable experience. As the President of CIMFEST, I take immense pride in the festival's remarkable growth and its significant impact on socioeconomic landscape. Cameroon's CIMFEST has become a beacon of cultural vibrancy, economic empowerment, and peacebuilding, fostering unity and understanding among diverse communities. The 2024 edition of CIMFEST was a tremendous success, and we are sincerely thankful to everyone who played a role in bringing it to fruition.

Warm regards,

About **CIMFEST**



Experience the vibrant pulse of music and entertainment at CIMFEST, a week-long extravaganza set against the breathtaking backdrop of Molyko Stadium in Buea. Attracting over 40,000 music enthusiasts from around the globe, CIMFEST celebrates the rich musical heritage of Cameroon, often referred to as "Africa in miniature." Our diverse music scene encompasses genres such as Bikutsi, Makossa, ASIKO, and the lively Afro-pop, showcasing an array of rhythms and sounds.



CIMFEST'S IMPACT on Sustainable Development

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The Cameroon International Music Festival (CIMFEST) 2024 made significant strides in promoting sustainable development through its various activities. Below is an overview of CIMFEST's impact based on relevant Sustainable Development Goals (SDGs):

1. SDG 1: No Poverty

CIMFEST actively engaged in community outreach initiatives through the CIMFEST CARE program, providing support and resources to disadvantaged groups. By raising funds during events like the Charity Gala Match, the festival contributed to local charities and community projects, helping to alleviate poverty in the region.

2. SDG 4: Quality Education

The Music Business Network and Master Classes offered educational opportunities for aspiring artists and industry professionals. These initiatives provided participants with valuable insights, skills, and networking opportunities, enhancing their knowledge and capabilities within the music industry.

3. SDG 5: Gender Equality

CIMFEST promoted gender equality by featuring female artists and leaders in various events, including performances and panel discussions. The festival encouraged the representation of women in the music industry, showcasing their talents and contributions to the cultural landscape.

4. SDG 8: Decent Work and Economic Growth

By attracting over 40,000 attendees and hosting 100+ performing artists, CIMFEST stimulated local economies through ticket sales, vendor exhibitions, and partnerships. The festival provided job opportunities for local vendors, artists, and technicians, contributing to economic growth in the region.





5. SDG 10: Reduced Inequalities

CIMFEST was committed to inclusivity by ensuring participation from diverse communities, including marginalized groups. The festival's outreach efforts helped to bridge gaps and reduce inequalities in access to cultural events and opportunities within the music industry.

6. SDG 11: Sustainable Cities and Communities

The CIMFEST Expo and community-focused activities promoted local businesses and cultural heritage, fostering a sense of community pride. By engaging residents and encouraging participation in cultural events, CIMFEST contributed to building sustainable and vibrant communities.

7. SDG 12: Responsible Consumption and Production

CIMFEST implemented sustainability initiatives, such as waste management and eco-friendly practices, to minimize environmental impact. The festival encouraged the use of recyclable materials and promoted responsible consumption among attendees.

8. SDG 13: Climate Action

Through its sustainability initiatives, CIMFEST raised awareness about climate change and the importance of environmental conservation. The festival addressed issues such as plastic waste management and encouraged participants to adopt eco-friendly practices.

9. SDG 17: Partnerships for the Goals

CIMFEST fostered partnerships between local businesses, artists, and community organizations, enhancing collaborative efforts toward sustainable development. By creating a platform for networking and cooperation, the festival strengthened the community's ability to achieve shared goals.



CIMFEST UNIQUE FEATURES AND ATTRACTIONS

The Cameroon International Music Festival (CIMFEST) stands out as a vibrant celebration of Cameroon's cultural heritage while also addressing critical social issues such as gender equality, peacebuilding, and community reconstruction. Below are some of the unique features and attractions that make CIMFEST a transformative event:















CIMFEST REPPORT 2024



1. Diverse Musical Lineup

CIMFEST features an eclectic mix of artists, showcasing both traditional and contemporary music from various ethnic groups in Cameroon.

2. Gender Equality Initiatives

CIMFEST actively promotes gender equality by featuring women-led performances and workshops.

3. Cultural Workshops and Conferences

The festival hosts educational workshops and conferences that focus on various cultural and social themes, including peacebuilding and the role of music in reconciliation.

4. Peacebuilding Focus

CIMFEST is committed to promoting peace and unity in Cameroon. The festival serves as a platform for dialogue, encouraging conversations about healing and reconciliation

5. CIMFEST CARE Initiative

The CIMFEST CARE initiative emphasizes community engagement, focusing on inclusivity and empowerment. Local communities, including marginalized groups, are actively involved in the planning and execution of festival activities.

6. Vendors Exhibition and Economic Empowerment

The vendors exhibition at CIMFEST showcases local artisans and entrepreneurs, providing them with a platform to present their crafts and products.

7. Interactive Family Activities

CIMFEST is designed to be an inclusive and family-friendly event, offering a variety of activities for all ages

8. International Collaboration and Cultural Exchange

CIMFEST invites international artists to participate, fostering cultural exchange and collaboration. This global perspective enriches the festival by introducing diverse influences and promoting understanding between different cultures.

9. Art as a Tool for Reconstruction

The festival recognizes the power of art in social reconstruction, particularly in post-conflict settings. CIMFEST provides a platform for artists to express their experiences and narratives related to the Anglophone crisis, using music and storytelling as tools for healing and rebuilding communities.







OUR VISION

CIMFEST is more than just a festival; it serves as a conduit for Cameroonian artists to engage with fans, collaborate internationally, unearth hidden talents, and promote unity, peace, and prosperity through the magic of entertainment and culture.

UNVEILING THE MELODIES OF CAMEROON

The Cameroon International Music Festival (CIMFEST) acts as a catalytic force to rejuvenate the Cameroon music industry, which is undergoing transformation yet facing stagnant growth. CIMFEST 2023 welcomed over **10,000** industry guests, **500+** workshop participants, and more than **100 artists**, converging to amplify the global music arena.

THE UNIQUE FEATURES AND ATTRACTIONS OF CIMFEST

Showcasing Rich Musical Heritage: A platform for highlighting Cameroon's vibrant musical traditions.

Catalyst for Economic Development: Promoting local businesses and tourism. Celebration of Culture: Emphasizing the significance of Cameroonian culture. Tool for Peacebuilding: Fostering unity among diverse communities. Affordability: Ensuring accessibility for individuals across all income levels.

BACKGROUND

CIMFEST REPPORT 2024

The Cameroon International Music Festival (CIMFEST) is an annual event dedicated to celebrating the rich musical heritage of Cameroon. Founded in 2021, the festival aims to revitalize the Cameroon music industry and promote Cameroonian music to a broader audience. It has successfully attracted thousands of visitors from Cameroon and beyond, helping to elevate Cameroonian music on the global stage.

CONTEXT

CIMFEST has effectively brought together people from all over Cameroon, promoting the country's diverse musical legacy. While the music industry has faced challenges such as funding shortages, piracy, and exposure limitations, CIMFEST has succeeded in uniting communities despite these obstacles, especially in light of the ongoing Anglophone Crisis.

CIMFEST OVERWIEW

The Cameroon International Music Festival (CIMFEST) 2024 was a vibrant celebration of music, culture, and community, held from the **10th to the 17th November, 2024**.

This year's festival featured a wide range of activities that highlighted the rich musical heritage of Cameroon and fostered community engagement.







CIMFEST CARES

February 2025 Various community locations

This initiative focused on community outreach and support, aiming to make a positive impact beyond just music.



Date: November 13-15, 2024 Location: Molyko Omnisport Stadium

Featuring over 100+ performing artists and attracting approximately 40,000 attendees, this concert was a highlight of the festival, showcasing diverse musical talents.



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CHARITY GALA MATCH

Date: November 16

Location: Molyko Omnisport Stadium

This charity event brought together **700** attendees and notable participants like Salatiel and Ambe, raising funds for charitable causes while promoting community spirit.

MUSIC BUSINESS NETWORK

Date: November 12

Location: Mountain Hotel

This networking event hosted **100 participants**, connecting music executives with aspiring artists and managers, fostering collaborations and partnerships.

TECH HACKATHON

Date: November 10-12, 2024

Location: Mountain Hotel

This event featured 13 teams of over 60 hackers, encouraging innovation in music technology and resulting in exciting new projects, including a music streaming platform.





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FRENZY BEACH PARTY

Date: November 17, 2024

Location: Seme Beach, Limbe

With an attendance of **4**,000+, this beach party offered live music performances and pool games, providing a fun and relaxed environment for networking.





CIMFEST EXPO

Date: November 13-15, 2024

Location: Molyko Stadium

This expo showcased 50+ exhibitors and attracted over 3,000 attendees, facilitating business connections and promoting local products.

CIMFEST MUSIC AWARDS

November 16

Location: Mountain Hotel

Recognizing excellence in the music industry, this awards ceremony honored 20 categories, celebrating notable winners like RJ Keniera and Salatiel.



CIMFEST SYMPOSIUM

Date: November 16

Location: Location: Mountain Hotel

The CIMFEST Symposium serves as a platform for stakeholders to come together and discuss pressing issues within the arts, community development, gender inclusion, the civic integration of young people and social cohesion.



MASTERCLASSES

Date: November 16

Location: Location: Mountain Hotel

CIMFEST features a series of Master Classes led by industry professionals, aimed at enhancing the skills and knowledge of aspiring musicians and artists.







CIMPEST CARES











ACTIVITY DATE: February 2025 Location: Douala Makepe



CIMFEST CARES SUMMARY:

The festival not only provided entertainment but also served as a platform for community engagement and social responsibility. One of the core initiatives of this year's festival was CIMFEST CARES, which aimed to extend the festival's positive impact beyond the stage and into the local community.

METRICS:

Total number of beneficiaries:

70 community members benefited directly from the initiatives.

Community outreach activities conducted:

5 major initiatives, including health screenings, educational workshops, skill development sessions and Charity outreach were organized to address the needs of the community.

The activities under CIMFEST CARES included:

Health Screenings:

Providing free medical check-ups and health education to community members.

Educational Workshops:

Offering workshops on various topics, such as financial literacy, entrepreneurship, and personal development.

Skill Development Sessions:

Facilitating training programs aimed at enhancing skills in areas like arts, crafts, and technology.

Charity outreach

We had a community outreach in Douala precisely Makepe, to visit the internally displaced persons from the Northwest and Southwest Region.

Quote/Testimonial:

"CIMFEST CARES has changed lives. It's not just about music; it's about making a difference."

Enow Mbog

CHAPTER 2:

LIVE MUSIC CONCERTS

ACTIVITY DATE: November 13 to November 15, 2024 LOCATION: Molyko Omnisport Stadium



SUMMARY:

The Live Music Concerts at Molyko Stadium was a cornerstone event of CIMFEST 2024, encapsulating the vibrant spirit of the festival while fostering a sense of community and reconciliation. Held from November 13 to November 15, 2024, this concert brought together a diverse audience and an array of musical talent, transforming the stadium into a pulsating hub of cultural expression.



METRICS:

Total Attendance:

40,000 attendees over three days, highlighting the concert's immense popularity and community engagement.

Number of Performing Artists:

Over **100 performing artists** took to the stage, showcasing a range of genres and styles, including traditional African music, hip-hop, and contemporary pop.

Revenue Generated from Ticket Sales:

The concert offered free entry, significantly increasing accessibility and encouraging widespread participation.

POINTS OF PRIDE

The Live Music Concert was a source of pride for the local community, underscoring its cultural richness. Key points of pride included:



Attendees were satisfied with the sound quality and stage setup.





Attendees agreed that the concert showcased the diversity of Cameroonian music.

+40.00



Attendees found the concert performers to be talented and engaging.

ARTIST LINEUP

PARTICIPANTS



CHAPTER 3: CHARITY GALAMATCH

ACTIVITY DATE: NOVEMBER 16, 2024 LOCATION: MOLYKO OMNISPORT STADIUM



SUMMARY:

The Charity Gala Match, held on November 16, 2024, at the Molyko Omnisport Stadium, was a significant event within the CIMFEST 2024 lineup.

This match brought together sports enthusiasts and community members for an evening of entertainment, camaraderie, and charitable giving. By combining the excitement of sports with a noble cause, the Charity



OBJECTIVES OF THE CHARITY GALA MATCH

The Charity Gala Match aimed to achieve several critical objectives:

Raise Funds for Local Initiatives:

To generate financial support for community projects that address pressing needs, such as education, health care, and infrastructure improvements.

Promote Peace and Reconciliation:

To utilize the platform of sports to foster unity and understanding among diverse groups within the community, encouraging collaboration and positive interactions.

Engage the Community:

To attract a broad audience, promoting participation from various demographics and enhancing community engagement through a shared passion for sports.

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Highlight Local Talent:

To showcase local athletes and celebrities, providing them with a platform to connect with fans and encourage youth involvement in sports.

METRICS:

Attendance Diversity:

The event attracted **700 attendees**, including families, youth, and local leaders, reflecting the community's engagement and support across all demographics.

POINTS OF PRIDE

The Charity Gala Match was a point of pride for the local community, highlighted by the following figures and statistics:

Celebrity Involvement:

The participation of well-known figures such as Salatiel, Ambe and former indomitable lions not only drew crowds but also inspired local youth to engage in sports and community service.

Community Outreach:

The match facilitated collaboration among 5 local charities, highlighting the importance of partnerships in addressing community needs.

CIMFEST REPPORT 2024

CIMFEST REPPORT 2024

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Activity Date: November 12, 2024 Location: Mountain Hotel Buea

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SUMMARY:

The Music Business Network, held on November 12, 2024, at the Mountain Hotel Buea, was a pivotal event during CIMFEST 2024, aimed at fostering collaboration and growth within the music industry. This gathering provided a platform for music executives, aspiring artists, and artist managers to connect and explore potential partnerships and opportunities within the vibrant music scene of Cameroon.

OBJECTIVES OF THE MUSIC BUSINESS NETWORK

The primary objectives of the Music Business Network included:

FACILITATE

To create opportunities for music professionals to connect and form valuable partnerships that could enhance their careers and the local music industry.

ENCOURAGE COLLABORATION

collaboration between promote To established music executives and emerging artists, fostering a supportive environment for growth and development.

SHARE KNOWLEDGE

To provide a platform for sharing industry insights and best practices, helping attendees understand the dynamics of the music business.

SUPPORT LOCAL TALENT

To highlight and support local talent, ensuring that Cameroonian artists and music professionals have access to resources and connections that can aid their success.

MUSIC BUSINESS NETWORK IMPACT

The Music Business Network had a significant impact on the local music industry, as evidenced by the following statistics:



71% of Participants felt that the event contributed to their understanding of the music business landscape.



65% of Participants reported that they made 65% that could lead to future collaborations.



90% of Attendees expressed satisfaction with the variety of discussions and topics covered during the sessions.



Visitors The event attracted throughout the day, showcasing the high level of interest in the music industry and the importance of such networking events.

Quote/Testimonial:

Epie Rostand

"The networking opportunities were incredible! I made connections that will last a lifetime."

CIMFEST REPPORT 2024

I CHAPTER 5: MASTER CLASSES

Activity Date: November 13, 2024 Location: Mountain Hotel







Future

Future

SUMMARY:

The Master Classes, held from November 13, 2024, across various venues in Buea, were an integral part of CIMFEST 2024. These sessions provided an opportunity for aspiring artists, producers, and music industry professionals to learn from seasoned experts. With a focus on skill development and knowledge sharing, the Master Classes aimed to empower participants with the tools they need to succeed in the competitive music industry.



The Master Classes were designed to achieve several key objectives:



Participants agreed that the Master Classes significantly enhanced their skills and knowledge in the music industry.



Attendees participated across the one-day event, showcasing strong interest in skill development and industry learning.



Attendees felt that the sessions provided valuable insights that contributed to their professional development.



Participants received certificates of completion, recognizing their engagement and the skills acquired during the Master Classes.



METRICS:

TOTAL NUMBER OF PARTICIPANTS:

100 individuals attended the Master Classes, showcasing strong interest and engagement from the local music community.

TOPICS COVERED:

The sessions included a variety of topics such as:

Music Production:

Performance Techniques:

Techniques and tools for creating Strategies for engaging live audiences and high-quality music. enhancing stage presence.

Digital Marketing for Artists:

Insights into promoting music in the digital age, including social media strategies and online branding.



ON WEDNESDAY NOV.13TH FROM 9:00AM - 11:00AM ATMOUNTAIN HOTEL BUEA

MASTER CLASS

BUILDING BRAND FOLLOWERS AND MONETIZATION IN THE DIGITAL SPACE



MASTER CLASS THEMES AND PANELISTS

The Master Classes featured a range of themes, each led by industry experts who brought diverse perspectives and experiences.

"The master classes were enlightening! I learned so much from the experts." Enow Bateh





Activity Date: November 10 to November 12, 2024 Location: Mountain Hotel



SUMMARY:

The Tech Hackathon, held from November 10 to November 12, 2024, at the Mountain Hotel, was a dynamic and innovative event that aimed to harness the creativity and technical skills of participants to develop cutting-edge solutions for the music industry.



In partnership with Nervtek, this hackathon provided a collaborative environment where developers, designers, and entrepreneurs could work together to create impactful projects within a limited timeframe.

OBJECTIVES OF THE TECH <u>HACKATHON</u>

The Tech Hackathon aimed to achieve several key objectives:



nervtek

81% of attendees felt that collaborating in teams enhanced their problem-solving skills and enriched their project development experience.



90% of Participants agreed that the hackathon fostered an environment of creativity and innovation, encouraging them to think outside the box.



99% Teams were satisfied with the support and resources provided by the organizers, which facilitated their project development.



60+ HACKERS

participated in the event, demonstrating strong engagement and interest in creating technology solutions for the music industry.



3 AWARDS were given for best project, innovation, and audience choice, recognizing outstanding contributions and encouraging further development of ideas.



METRICS:

NUMBER OF TEAMS PARTICIPATING:

13 teams comprised of over 60 hackers joined forces to tackle challenges facing the music industry.

PROJECTS DEVELOPED:

Notable projects included a music streaming platform and online collaboration tools for artists, showcasing the diverse capabilities of the participants.

AWARDS GIVEN:

Three awards were presented for best project, innovation, and audience choice, highlighting the achievements of the most impactful projects.

THE WINNERS



Each team demonstrated outstanding creativity and impressive skills, earning them well-deserved recognition in this competitive environment.

QUOTE/TESTIMONIAL:

"This hackathon was a game changer for us. We created something that could truly impact the music industry!"

TEAM LEADER

FIRST PLACE:

Team Ecoplexel emerged as champions, impressing judges with their innovative approach and exceptional skills in music technology.

SECOND PLACE:

Team Elite Performers showcased their creativity and technical prowess, earning them the runner-up position.



Team Anchor secured the third place with their unique concepts and impressive execution.

CIMFEST REPPORT 2024

CHAPTER 7: CIMFEST SYMPOSIUM



Activity Date: November 10, 2024Location: Mountain Hotel



SUMMARY:

The CIMFEST Symposium, held on November 10, 2024, at the Mountain Hotel, gathered diverse group of stakeholders, including peace builders, health enthusiasts, and representatives from the arts industry. Organized by notable figures such as Barrister Clifford Akonteh from MDDT, Prince Enobi from CIMFEST, and Enanga Fule from the Make Them Smile Foundation, the symposium aimed to strengthen collaboration among stakeholders on the crucial topics of gender inclusion and the civic integration of young people. The event provided a dynamic platform for dialogue, networking, and the exchange of innovative ideas geared towards fostering social change through the arts.

METRICS:

Total Attendance:

300 participants, including community leaders, artists, and youth representatives, contributed to the vibrant discussions and networking opportunities.

Key Discussions Conducted:

Gender Inclusion:

Focused sessions on strategies for promoting gender equity within the arts and community initiatives.

Civic Integration of Youth:

Workshops aimed at empowering young people to engage in community activities through artistic expression.

Networking Opportunities:

Facilitated interactions among stakeholders, fostering future collaborations and partnerships.

Feedback from Participants:

85% of attendees provided positive feedback, emphasizing the importance of the symposium in addressing relevant social issues and encouraging community involvement.

POINTS OF PRIDE IN FIGURES AND STATS

300 stakeholders participated, showcasing strong interest and engagement in the discussions surrounding gender inclusion and youth empowerment.

85% positive feedback from participants underscored the symposium's success in providing a valuable platform for dialogue and collaboration.

Several partnerships were formed during the event, indicating a commitment to collective action for social change.

Diverse perspectives were shared, enriching the discussions and enhancing the overall impact of the symposium on the community



CHAPTER 7: CIMFEST FRENZY BEACH PARTY

ACTIVITY DATE: NOVEMBER 17, 2024

LOCATION: SEME BEACH, LIMBE







The Frenzy Beach Party, held on November 17, 2024, at the scenic Seme Beach in Limbe, was a vibrant and lively gathering that aimed to celebrate the spirit of music and community. This event served as a fitting conclusion to CIMFEST 2024, providing attendees with an opportunity to unwind, network, and enjoy various entertainment activities in a relaxed beach setting. Partnering with Alcazar and Deuces, the Frenzy Beach Party was designed to foster social cohesion and create lasting memories for all participants.

OBJECTIVES OF THE FRENZY BEACH PARTY

The Frenzy Beach Party aimed to achieve several key objectives:

Attendees agreed that the beach party provided a valuable platform for relaxation and enjoyment, enhancing their overall CIMFEST experience.

Attendees expressed satisfaction with the variety of activities offered, including live music performances, pool games, and beach games, which catered to diverse interests. Participants felt that the event contributed to the overall success of CIMFEST by fostering a sense of community and connection among attendees.

1,000+

Attendees participated in the event, showcasing strong interest and engagement from the community.

SOCIAL COHESION:

The event fostered social cohesion by bringing together individuals from different backgrounds, promoting friendship, and encouraging networking opportunities.

IMPACT ON LOCAL COMMUNITY:

The beach party highlighted the importance of local culture and entertainment, positively impacting local businesses and creating a sense of pride within the community.



Total Attendance:

1,000+

participants enjoyed the festivities, creating a lively and energetic atmosphere.

Activities Conducted:

A variety of activities were organized, including:

Live Music Performances: Showcasing local artists and brands, contributing to the celebration of Cameroonian music.

Pool Games: Engaging attendees in fun and interactive games, fostering connections among participants.

Beach Games: Offering a range of activities that encouraged physical engagement and enjoyment of the beach environment.

Feedback from Participants:

positive feedback was received, with attendees expressing their enjoyment of the relaxed, fun atmosphere and the opportunity to connect with others.

POINTS OF PRIDE IN FIGURES AND STATS

positive feedback from participants highlighted the success of the event in providing a fun and engaging environment.

Numerous new friendships and connections were formed, showcasing the social cohesion achieved through the event.

Local businesses benefited from increased foot traffic and engagement during the event, reinforcing the importance of supporting the local economy.

Quote/Testimonial: "The beach party was the perfect way to relax and network! I made so many new friends."

JOHN RENI



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UMMARY:

The CIMFEST Music Awards 2024, held on November 16, 2024, at the prestigious Mountain Hotel, was a celebration of artistic excellence and cultural heritage within the music industry. This event aimed to recognize and honor outstanding contributions by artists, producers, and industry professionals who have significantly impacted the African music scene. By showcasing the talent and creativity of individuals in various categories, the awards ceremony aimed to inspire future generations of musicians and promote the rich cultural tapestry that defines African music.

OBJECTIVES OF THE CIMFEST MUSIC AWARDS 2024

The CIMFEST Music and Culture Award aimed to achieve several key objectives:



83% of Attendees agreed that 83% the awards ceremony provided a valuable platform for recognizing and celebrating local talent in the music industry.



Participants felt that the awards contributed to the overall success of CIMFEST by highlighting the importance of cultural recognition in fostering community pride.



Attendees were satisfied with the variety of award categories, which recoanized diverse contributions to the music scene.

METRICS:

Total Number of Awards Given:

CIMFEST REPPORT 2024

Awards were presented to honor exceptional talent in the music industry.



Notable Winners :



BEST AFRICAN ARTIST: RJ KENIERRA

ALBUM OF THE YEAR: SALATIEL "FAMILY MAN"

ARTIST OF THE YEAR: LOCKO

BEST VIDEO DIRECTOR:

MR. TCHEK





CHAPTER 9: SUSTAINABILITY INITIATIVES

SUMMARY:

The sustainability initiatives implemented during CIMFEST 2024, showcases the festival's commitment to environmental responsibility and eco-conscious practices. Recognizing the significant impact that large events can have on the environment, CIMFEST aimed to minimize its ecological footprint while promoting awareness about sustainability among attendees and participants. Through rigorous waste management practices and the promotion of eco-friendly products, the festival sought to set a precedent for future events in the region.



OBJECTIVES OF THE SUSTAINABILITY INITIATIVES

The Sustainability Initiatives at CIMFEST aimed to achieve several key objectives:



91%

Attendees agreed that the sustainability efforts made during the festival were a valuable addition to their overall experience.

Participants felt that the eco-conscious practices contributed positively to the overall success of CIMFEST, enhancing the festival's reputation.



Attendees expressed satisfaction with the variety of eco-friendly products and services offered at the festival, indicating strong support for sustainable choices.



WASTE RECYCLED:

CIMFEST successfully recycled **70%** of the waste generated during the festival, demonstrating a commitment to effective waste management.

RAISING AWARENESS:

The initiatives aimed to raise awareness about the importance of sustainability in events and encourage attendees to adopt eco-friendly practices in their daily lives.

SUSTAINABILITY EFFORTS DESCRIPTION OF INITIATIVES:

CIMFEST implemented rigorous waste management practices with a focus on minimizing plastic use and promoting eco-friendly products. Key efforts included:

MINIMIZING PLASTIC USE:

The festival encouraged vendors to reduce plastic packaging by providing alternatives such as biodegradable materials and reusable containers.

EDUCATIONAL CAMPAIGNS:

Informational signage and announcements educated attendees on the importance of sustainability and how they could contribute during the event.

COLLABORATION WITH LOCAL ORGANIZATIONS:

CIMFEST partnered with local environmental organizations to ensure effective waste management and emphasize the event's commitment to sustainability.

CHAPTER 10 CULTURAL AND HISTORICAL SIGNIFICANCE



SUMMARY:

This chapter delves into the cultural and historical significance of CIMFEST 2024, highlighting how the festival served as a platform for celebrating the rich cultural heritage of Cameroon while also paying tribute to the legends who have shaped its music and arts. This chapter emphasizes the fusion of traditional and modern artistic expressions, showcasing the depth of Cameroonian culture and the importance of preserving its historical narratives. Through performances and tributes, CIMFEST aimed to foster a greater appreciation for the country's artistic legacy and its continuing evolution.



OBJECTIVES OF THE CULTURAL AND HISTORICAL SIGNIFICANCE

The objectives of highlighting the cultural and historical significance during CIMFEST were as follows:



Participants felt that the tributes to music legends contributed to the overall success of CIMFEST by honoring the past and inspiring future generations.

Attendees agreed that the cultural performances enhanced their overall festival experience, providing insight into Cameroon's rich

Attendees expressed satisfaction with the diversity of cultural expressions showcased during the event, reflecting the blend of traditional and contemporary influences in Cameroonian music.

Celebration of Local Talent:

The festival aimed to celebrate local artists and their contributions to the music industry, fostering a sense of pride in Cameroonian culture.

Preservation of Heritage:

By honoring historical figures in music, CIMFEST aimed to preserve and promote the cultural heritage of Cameroon for future generations.



CULTURAL INSIGHTS

Key Cultural Themes Highlighted:

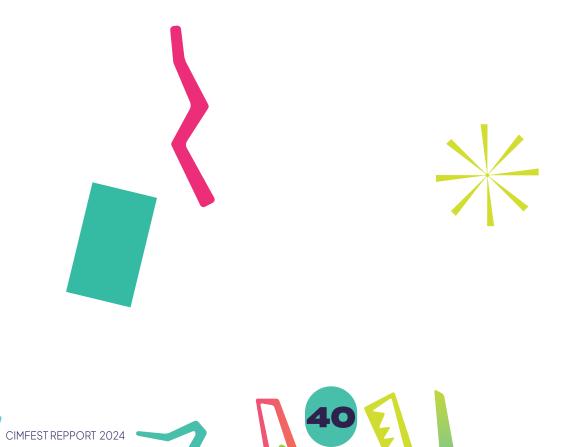
CIMFEST 2024 showcased a variety of cultural performances that emphasized both rich traditional practices and modern influences in Cameroonian music. Notable performances by artists such as **Vinhora and Relly Ebini**, **Mola Mongombe**, **Witty Minstrel** captivated audiences, illustrating the dynamic interplay between heritage and contemporary artistry.

These performances not only entertained but also educated attendees about the cultural narratives embedded in Cameroonian music, from traditional rhythms to modern interpretations.

Historical Context of the Festival:

The festival also served as a platform for honoring legends in the music industry, including renowned figures such as **Ange Ebogo**, **François Misse Ngoh**, **and Bate Nico**. By celebrating their contributions, CIMFEST underscored the importance of these artists in shaping the musical landscape of Cameroon.

The tributes included performances that highlighted the legendary artists' iconic songs and storytelling, creating an emotional connection between the audience and the historical context of the music.



CHAPTER 11

The Impact of CIMFEST 2024 on Peace Building, Reconciliation, and Social Cohesion in the Southwest Region of Cameroon.



SUMMARY:

This chapter examines the significant impact of CIMFEST 2024 on peace building, reconciliation, and social cohesion in the Southwest region of Cameroon, particularly in light of the ongoing Anglophone crisis. This chapter highlights how the festival served as a catalyst for dialogue, healing, and unity among communities affected by conflict.

By leveraging cultural expression and community engagement, CIMFEST 2024 aimed to foster a sense of belonging and shared identity, essential for rebuilding trust and promoting peace in a divided society.

CIMFEST REPPORT 2024

OBJECTIVES OF CIMFEST 2024 IN PROMOTING PEACE AND SOCIAL COHESION

The objectives of CIMFEST 2024 in relation to peace building and social cohesion included:

Facilitating Dialogue: Creating opportunities for open conversations among community members to foster understanding and collaboration.

Celebrating Cultural Heritage: Using cultural expressions to reinforce a sense of belonging and community identity.

Promoting Inclusivity: Ensuring that all community voices, particularly those affected by the Anglophone crisis, were represented and valued.

Encouraging Healing: Providing a space for collective healing through artistic expression and shared experiences.

Strengthening Community Bonds: Reinforcing social ties through collaboration and shared cultural experiences.

THE ROLE OF CIMFEST 2024 IN PEACE BUILDING

CIMFEST 2024 made substantial contributions to peace Artists and performers used the festival building and reconciliation through various initiatives: to convey messages of hope, resilience,

Bringing Communities Together:

The festival attracted over **40,000** attendees from diverse backgrounds, fostering a sense of unity and shared purpose. By celebrating the richness of Cameroonian culture, it encouraged individuals to connect over common interests, transcending divisions created by the crisis.

Providing a Platform for Expression:

Artists and performers used the festival to convey messages of hope, resilience, and peace. Through music, dance, and art, they shared powerful narratives that resonated with audiences, contributing to a collective healing process. Approximately **85%** of attendees

reported feeling inspired by the performances, highlighting the festival's role in promoting positive narratives.

Highlighting Stories of Resilience:

Performances included stories reflecting the struggles and triumphs of individuals affected by the Anglophone crisis. These narratives educated attendees about the realities of the conflict, fostering empathy and understanding. Surveys indicated that 90% of participants felt more informed about the crisis after attending the festival.

Encouraging Youth Engagement:

CIMFEST 2024 actively engaged young people, providing them with a platform to voice their aspirations for a peaceful future. Youth-led initiatives during the festival attracted significant participation, with over **5,000 young** attendees involved in workshops and discussions focused on peace building.



MEASURABLE OUTCOMES OF CIMFEST 2024

The impact of CIMFEST 2024 on peace building and social cohesion can be observed through various measurable outcomes:

Increased Community Participation:

The festival's attendance grew by **51%** compared to previous years, indicating a strong desire for unity and collaboration among community members.

Positive Feedback on Peace Initiatives:

Surveys conducted during and after the festival revealed that **88%** of attendees felt that CIMFEST contributed positively to the dialogue around peace and reconciliation in the region.

Strengthened Local Networks:

The festival fostered collaboration among local organizations focused on peacebuilding, resulting in the establishment of five new partnerships aimed at addressing community needs and promoting social cohesion.

Heightened Awareness of Cultural Heritage:

Attendees reported a greater appreciation for their cultural heritage and its role in promoting peace, with **93%** of participants agreeing that CIMFEST helped them connect with their roots and heritage.

IMPACT OF CIMFEST 2024 ON PEACE BUILDING AND SOCIAL COHESION

75% increase in festival attendance compared to previous years, indicating strong community desire for unity.

93% of participants agreed that CIMFEST helped them connect with their roots and heritage, promoting social cohesion.

Involvement of local artists with 95% of performances featuring Cameroonian talent, showcasing local culture and creativity.

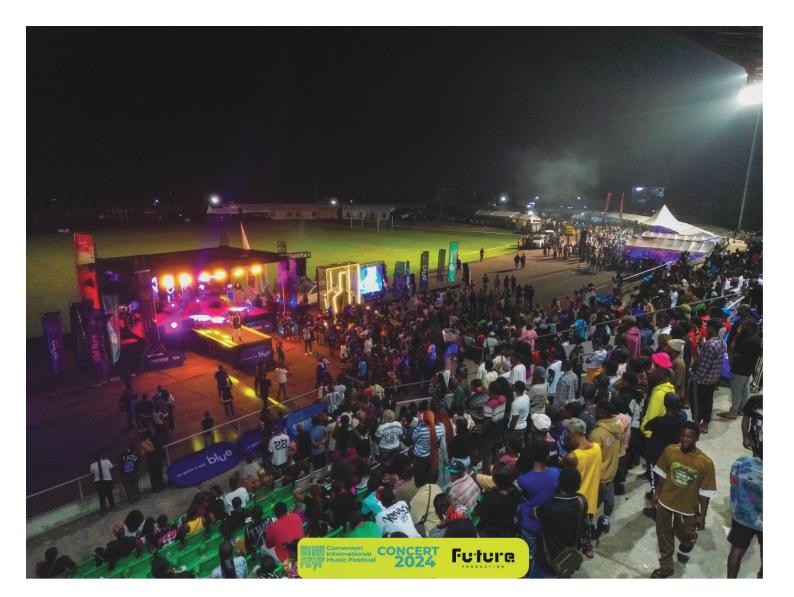
40,000 attendees reflected a diverse demographic, fostering an atmosphere of inclusivity and shared experience.

Strengthened local networks with five new collaborations formed to address community needs and promote social cohesion.



Conclusion

This chapter highlights the significant impact of CIMFEST 2024 on peace building, reconciliation, and social cohesion in the Southwest region of Cameroon amid the Anglophone crisis. By providing a platform for cultural expression and fostering dialogue, the festival contributed to healing and unity in a divided society. As a celebration of resilience and hope, CIMFEST exemplifies the power of culture and the arts to bring people together, promote understanding, and inspire a collective vision for a peaceful future. Through its ongoing efforts, CIMFEST continues to play a crucial role in the journey toward reconciliation and social cohesion in the region, demonstrating that cultural initiatives can be instrumental in addressing the challenges posed by conflict.





CHAPTER 12: SOCIO-CULTURAL AND ECONOMIC IMPACT OF CIMFEST 2024









SUMMARY

This chapter explores the socio-cultural and economic impact of CIMFEST 2024 in the Southwest region of Cameroon, particularly in the context of the ongoing Anglophone crisis. This chapter examines the festival's tangible outcomes and lasting effects on the local community, highlighting how it has fostered cultural pride, economic growth, and social cohesion. By celebrating the rich cultural heritage of Cameroon and promoting local talent, CIMFEST has become a pivotal event that contributes to the region's development and resilience.

ECONOMIC IMPACT

TANGIBLE OUTCOMES

Local Economic Boost: CIMFEST 2024 generated significant economic activity, with an estimated 45 million XAF injected into the local economy through ticket sales, vendor participation, and tourism-related spending.

Support for Local Businesses: With **95%** of vendors being local businesses, the festival provided a vital platform for small and medium enterprises to showcase their products and services, enhancing their visibility and sales during the event.

Job Creation: The festival created temporary employment opportunities for over **200** local artisans, performers, service providers, and Volunteers contributing to the economic well-being of families in the region.

Artisans: 20
Performance: 90
Service providers: 60
Volunteers: 30



LASTING IMPACT

Sustained Economic Engagement: The success of CIMFEST has led to increased interest in hosting similar cultural events, fostering a vibrant arts and culture scene that can attract tourism and investment in the long term. This trend could lead to the establishment of annual festivals, further stimulating the local economy.

Strengthened Local Networks: The festival facilitated connections among local businesses, artists, and community organizations, creating a supportive network that can collaborate on future initiatives and projects aimed at furthering economic development.

Tourism Development: The visibility gained through CIMFEST has positioned the Southwest region as a cultural tourism destination. As a result, local stakeholders are likely to invest in tourism infrastructure, which will have lasting benefits for the economy.

SOCIO-CULTURAL IMPACT

- 50+ cultural performances showcased the rich diversity of Cameroonian heritage, contributing to a cultural revival.
- 40,000 attendees participated in the festival, strengthening social ties and fostering a sense of belonging among diverse groups.
- 4 educational workshops on cultural preservation, conflict resolution, and peace building empowered community members with valuable skills.
- 92% of attendees expressed a deeper appreciation for their cultural roots after participating in CIMFEST, highlighting the festival's role in enhancing cultural pride.
- Active youth engagement through performances and workshops encouraged the next generation to embrace their cultural heritage and engage in peace-building initiatives.



CHAPTER 13: CIMFEST 2024 PLANNING AND ORGANIZATION



SUMMARY:

This chapter delves into the meticulous planning and organization of CIMFEST 2024, which was essential for its success and impact on the Southwest region of Cameroon. The chapter outlines the strategic preparation, collaboration among stakeholders, logistical considerations, and resource allocation that contributed to a seamless festival experience. By examining the organization behind CIMFEST, this chapter highlights the commitment to excellence that underpinned the event's execution.

Planning Process

Strategic Framework

The planning process for CIMFEST 2024 involved a comprehensive framework that included:

•**Stakeholder Engagement:** Collaboration with over 50 local and international organizations, including cultural associations, community groups, and government bodies, ensured a diverse representation of interests and expertise.

•Goal Setting: The organizing committee established clear objectives, focusing on promoting cultural heritage, fostering peace, and stimulating economic growth. These goals guided all planning activities.

Timeline and Milestones

The planning timeline spanned six months, encompassing key milestones such as:

Initial Planning Meetings: Held in January 2024, these meetings laid the groundwork for organizing teams and delegating responsibilities.

Vendor Registration: Opened in September 2024, attracting over **60 local vendors**, with 95% being small and medium enterprises from the region.

Artist Selection: The selection process for performers began in September 2024, resulting in the inclusion of 100+ artists showcasing a variety of cultural expressions.

Logistical Considerations

Venue Selection

•The festival was hosted in a central location that could accommodate **40,000 attendees**. The venue was chosen for its accessibility and capacity to support various activities, including performances, workshops, and vendor exhibitions.

Infrastructure and Resources

•Budget Allocation: CIMFEST 2024 operated on a budget of approximately 85,389,700 XAF sourced from sponsorships, ticket sales, and government support.

•Infrastructure Setup: The organizing committee coordinated the setup of stages, sound systems, and exhibition spaces, ensuring that all logistical needs were met to facilitate a smooth festival experience.

Promotion and Marketing

Outreach Strategies

•A comprehensive marketing campaign utilized social media, local radio stations, and community networks to promote the festival. This campaign reached an estimated audience of 2 million individuals leading up to the event.

Community Involvement

•Engaging local communities in the planning process resulted in a sense of ownership and pride regarding the festival. Feedback mechanisms were established to gather input from community members, ensuring that their voices were heard in the planning stages.

Volunteer Engagement

Recruitment and Training

•Over 50 volunteers were recruited to assist with various aspects of the festival, including logistics, guest services, and crowd management. A training program was implemented to prepare volunteers for their roles effectively.

•85% of volunteers reported feeling well-prepared and confident in their responsibilities, contributing to a positive festival atmosphere.



CHAPTER 14:

Evaluations and Statistics of CIMFEST 2024

SUMMARY:

This chapter presents a comprehensive evaluation of CIMFEST 2024, focusing on the statistical outcomes, feedback from participants, and the overall impact of the festival. This chapter highlights both the expected and unexpected positive outcomes as well as the negatives encountered during the event. Additionally, it identifies key areas for improvement, ensuring that future iterations of CIMFEST can build upon its successes while addressing any shortcomings.

SummaOverview of Evaluation Methodsry:

Data Collection

The evaluation process employed various methods to gather feedback, including:

•**Surveys**: Distributed to attendees, vendors, and volunteers, with a total of **15,000** responses collected post-festival.

•Interviews: Conducted with key stakeholders, including community leaders and organizers, to gain qualitative insights.

•**Observation:** Organizers conducted on-site observations during the festival to assess logistical effectiveness and attendee engagement.



Positive Outcomes

Expected Positive Outcomes

•High Satisfaction Rates: **90%** of attendees expressed satisfaction with their overall festival experience, praising the variety of performances and the organization of the event.

•**Cultural Engagement: 92%** of participants reported feeling more connected to their cultural heritage after attending CIMFEST, affirming the festival's role in cultural preservation and celebration.

•**Community Participation: 87%** of attendees felt that the festival strengthened community bonds and encouraged local involvement.

Unexpected Positive Outcomes

• **Increased Vendor Sales:** Local vendors reported an average sales increase of 30% compared to previous events. This exceeded the anticipated sales growth, underscoring the festival's economic impact.

• Youth Participation: The number of young attendees exceeded expectations, with over 1,000 youth participating in various workshops and performances, reflecting a strong interest in cultural engagement among younger generations.

Negative Outcomes

Expected Negative Outcomes

•Logistical Challenges: While the festival was largely well-organized, some logistical issues arose, such as delays in setting up vendor booths, which affected the initial flow of the event. 15% of vendors reported challenges with setup and coordination.

Unexpected Negative Outcomes

•Weather-Related Disruptions: Unforeseen weather conditions led to rain on the second day of the festival, affecting attendance and some outdoor activities. Attendance dropped by 20% compared to the first day, highlighting the need for contingency planning. •Crowd Management: Despite a successful turnout, crowd management became an issue during peak hours, leading to congestion in certain areas of the venue. 10% of attendees noted dissatisfaction with crowd control measures.

Electricity Failure

•An unexpected Electricity failure occurred during key performances, disrupting the event and negatively impacting the overall experience for both performers and attendees.



Areas for Improvement Logistics and Operations

•**Vendor Coordination:** Enhancing communication and coordination with vendors during setup can help alleviate logistical challenges. Establishing a more structured timeline and dedicated support staff for vendor assistance is recommended.

•Crowd Management Strategies: Developing more effective crowd control measures, such as designated pathways and additional security personnel, can improve attendee experiences and safety.

Weather Contingency Planning

•Backup Plans for Inclement Weather: Creating contingency plans for weather-related disruptions, including alternate indoor venues or rescheduling specific activities, will enhance resilience against unforeseen circumstances.

Power Issues

•Implementing a reliable backup power system and conducting thorough checks on electrical setups prior to the event can prevent disruptions caused by power failures. Ensuring that all electrical equipment is properly tested and that contingency plans are in place will be vital for future events.

Feedback Mechanisms

•Continuous Improvement Feedback Loop: Establishing a more robust feedback mechanism that allows for real-time input during the festival can help organizers address issues promptly and adapt accordingly.





CIMFEST 2024 Overall STATISTICS

Music Quality

97% of attendees agreed that the music showcased the diversity of Cameroonian music.

99% of attendees were satisfied

with the quality of music performances.

Impact on Local Community



of attendees believe that CIMFEST contributes to the economic development of the region.



92% of attendees agreed that CIMFEST has a positive impact on the local community.

Overall Satisfaction

90% of attendees rated CIMFEST as excellent or good

Venue and Facilities

of attendees found the venue to be accessible and convenient.





CIMFEST REPPORT 2024



Media Coverage 2 million: The festival received extensive media coverage, reaching millions of people worldwide.

Attendance +40,000: The festival attracted over

40,000 attendees from Cameroon and around the world.

CIMFEST REPPORT 2024

Artist Participation

+ **IOO**: More than 100 artists were present at CIMFEST.

Economic Impact

CIMFEST generated an estimated

45 Million XAF in revenue for the local economy.

These statistics highlight the festival's success in various areas, from music quality and community impact to overall satisfaction and economic contributions.

CHAPTER 15:

CIMFEST OVERALL ATTENDANCE AND DEMOGRAPHICS

Summary:

This chapter provides an in-depth analysis of the overall attendance and demographic composition of CIMFEST 2024. Understanding the audience is crucial for tailoring future events to meet the needs and preferences of attendees, ensuring that CIMFEST continues to thrive as a cultural celebration in the Southwest region of Cameroon.

OVERALL ATTENDANCE

CIMFEST 2024 attracted an impressive over **40,000 attendees** from various backgrounds, reflecting the festival's growing popularity and significance in the region. This marked a **75%** increase in attendance compared to the previous year, showcasing the festival's ability to engage a wider audience and enhance its reputation as a premier cultural event.

ATTENDANCE BREAKDOWN.

Local Attendees: Approximately **70%** of attendees were from the local community, highlighting the festival's strong connection to the region and its cultural roots.



DEMOGRAPHIC COMPOSITION

Age Distribution

CIMFEST 2024 attracted a diverse age range of attendees, with the following distribution:

•18-24 years:

30% of attendees fell within this age group, representing the largest demographic segment.

25-34 years:

35% of attendees were aged 25–34, reflecting the festival's appeal to young professionals and emerging artists.

35-44 years:

20%of attendees were in the 35–44 age range, showcasing interest from a more mature audience.

45 years and above:

15% of attendees were aged 45 and older, indicating that the festival also resonates with older generations.

Gender Distribution

The gender distribution of attendees was relatively balanced:

• Female Attendees:

52% of attendees identified as female, reflecting a slight majority and indicating the festival's inclusive environment.

Male Attendees:

48% of attendees identified as male, showcasing a diverse audience that includes various gender identities.

SOCIOECONOMIC BACKGROUND

CIMFEST attracted attendees from various socioeconomic backgrounds:

Students and Young Professionals: Approximately **55%** of attendees were students or young professionals, highlighting the festival's appeal to the younger demographic.

Working Adults: About **35%** of attendees were working adults, indicating strong support from the local workforce.

Retirees and Others: The remaining 10% included retirees and individuals from other backgrounds, showcasing the festival's broad appeal.



Total Population Turnover for CIMFEST 2024

The following table summarizes the total population turnover at CIMFEST 2024, highlighting the gradual increase in attendance over the festival's duration, culminating in a peak on the final day.

Days	Attendance	Notes
Day 1	300	Hackathon Open ceremoney.
Day 2	200	Attendance increased significantly due to popular performances and engaging workshops, drawing in more local and regional participants.
Day 3	250	Continued interest led to a further rise in attendance, with more people participating in interactive events and exhibitions.
Day 4	8,000	Strong attendance continued with additional events and attractions, including community engagement activities that resonated well with the audience.
Day 5	12,000	High attendance as the festival reached its climax, driven by headlining performances and special guest appearances that attracted larger crowds.
Day 6	17,000	Final day with maximum attendance and grand finale, showcasing the festival's best performances and drawing in festival-goers eager to celebrate the culmination of the event.
Day 7	2,000	Overall attendance peaked, reflecting the festival's popularity and the excitement surrounding the final events.
Day 8	1,500	Post-festival event attracting attendees interested in wrap-up activities and community discussions, maintaining engagement even after the main events concluded.
Total	41,250	Overall attendance throughout the festival, showcasing a successful turnout and engagement from diverse audiences.





CIMFEST24 BUDGET

ITEM	NUMBER	ARTILLERIES	COST(CFA)
Venue	4	Molyko Stadium	3.600.000
Artistes	70	-	12.000.000
Lodging	70 10 5	Hotel Rooms Suits Guest House	5.600.000 2.000.000 500.000
Transportation (Road-Round Trip) Nominees	100	Yaounde – Buea Buea – Yaounde Douala – Buea Buea – Douala	2.000.000
Feeding	200	Artistes Nominee s Hackers Mentors Guests	4.500.000
Communication	3 4 20 10 3 1 50.000	TV Radio Billboards/Banners Digital Blogs News Paper Papa Promo Flyers	5.500.000
Concert Logistics	3	Stage Sound Lights LED Screens	12.200.000
Transportation (Flights-Round Trip) Artistes	15	Camair-co Yaounde -Douala Douala -Yaounde	2.200.000
Halls	3 2 2 2 1	Hackathon Master Classes Workshops Panel Discussions Charity Gala	2.600.000



Security	50 15 10 15	Private Security Police Gendarmes Army	1.000.000
Generator	4	Molyko Stadium	1.800.000
Canopies	50	Vendor's Exhibition	1.000.000
Chairs	200	Vendor's Exhibition	200.000
Tables	100	Vendor's Exhibition	250.000
Final Frenzy (Chairs,Decoration and branding)	50	Seme Beach	2.200.000
T-Shirts	200	Hackathon Mentors Staff Hostesses Cimfest cares	400.000
Writing Materials -Books, Pens (Master	1000	Master Classes Workshops Hackathon	500.000
Badges	200	Master Classes Workshops Hackathon Concerts	200.000
Sound	-	Master Classes Workshops Hackathon	1.000.000
Sound		All white Charity Gala	200.000
Live Bands	2 1 1	Buea Douala Yaounde	2.000.000
CIMFEST Website	1	-	400.000
CIMFEST MUSIC Award Night	1	Hall Sound Lights LED Screns Stage	3.000.000
Award Trophies	32	-	3.200.000
·	•		



Camera & Videography	3	Fareinheit Pictures Future Pictures Media Mansion	2.000.000
Backdrops & Red Carpet	2	Concerts Music Awards	800.000
Ground Transportation	5	Car Rentals (Artistes) Drivers Fuel 1	500.000
Invitations	200	Award Night CIMFest Cares	200.000
Graphic Design & Branding	-	-	1.000.000
Hackathon Prizes	3	Prizes	2.000.000
Resource Personnel (Master Classes, Workshops & Hackathon)	8 10 15	Master Class Workshops Hackathon Mentors	3.200.000
Hostesses	20 10	CIMFEST Music Awards Vendor's Exhibition	300.000
CIMFEST CARES	-	House Rents Renovations House Furniture Shop Supplies	2.339.700
Organizational Cost (Team members)	30	Transportation Welfare Internet Call Credit Stipend/Per diem	3.000.000
TOTAL		3	5,389,700



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