



## “Internationalisation Workshop for Creative Industries”

April 29<sup>th</sup>, The Egg, Brussels



In last years the importance of cultural and creative industries (CCIs) as engine of economic development and social innovation has been recognized at local, national and European level from different stakeholders. According to the European Cluster Observatory more than 6,5 million employees work in this industrial sector, which is characterized by its fragmentation into different sub-sector. Policy makers are making significant effort to take this industrial field into consideration in the economic panorama of EU and many initiatives have been taken in order to bring visibility to CCIs. But a step further is needed and it'd be important to look at CCIs' needs from a more practical point of view and not only from a policy perspective.



In the framework of the umbrella initiative “New Frontiers for European Entrepreneurs”, promoted by DG Enterprises, DG Connect, EBN, Deloitte and Digital Europe, the proposed workshop focuses on internationalization and potential to export of CCIs. This topic has already been identified as one of the pillars for CCIs growing policies but has not yet fully integrated into them. Generally speaking in today globally connected world SMEs need to be able to face competition from emerging countries and be ready to access new markets

as international activities reinforce growth, enhance competitiveness and support the long term sustainability of companies. This concept applies for CCIs too. The globalized world and the rapidity of the technological development concerning ICT and digital application requires a quick reaction from CCIs to face the above mentioned challenges, namely facing the competition and open to international market.



To set the scene, Callum Lee from the European Creative Business Network, explained how important is to enter new markets and what are the main obstacles. Then, from Germany to Northern Ireland, passing through Belgium and the Netherlands, representative from Business and Innovation Centre Networks (BICs) presented tips and tricks for creative industries in their specific regional setting.

Feedback from the attending companies were very positive with a high level of interaction with the panelists. PPT available soon at the following link <http://ebn.eu/?p=project&t=project&a=s&i=7>

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