

INVITATION

4 October 2018 | 9:30 am

**Cross-Innovation as Driver for Growth
in the European Digital Single Market**

BEYOND

**8th European Creative Industries Summit 2018
The Conference of the Austrian EU Presidency
on Creative Industries**

Austrian Federal Economic Chamber
Sky Lounge | Wiedner Hauptstrasse 63 | 1040 Vienna





BEYOND

Cross-Innovation as Driver for Growth in the European Digital Single Market

Innovation is at the heart of the European strategy for growth, employment and resilience in the next funding period starting 2021. In this context the European Commission, the European Parliament and the European Member States have recognized the potentials of the creative industries to contribute to innovation. Especially at the interface of creative industries and digital technologies, both break-through and incremental innovations can effectively be supported. The range of possible applications is manifold, for instance in the areas of health & wellbeing, mobility, green energy and climate change.

The European Creative Industries Summit 2018 (ECIS 2018) will show how the creative industries drive the economy as well as the development of regions and the society as a whole through cross-innovation. ECIS 2018 aims at firmly showcasing cross-innovation practices of industrial scale, discussing possible policy measures and funding schemes as well as highlighting the unique benefits that creative industries deliver as an integral part of European economic and innovation policies.

This European Creative Industries Summit is an Austrian EU Presidency Conference. The European Creative Business Network welcomes you to join the conference, the debate and our efforts to make future happen.



PROGRAM 4 OCTOBER 2018

8th European Creative Industries Summit 2018

The Conference of the Austrian EU Presidency on Creative Industries

09:30 Registration

10:00

Welcome

Gerin Trautenberger | President | Kreativwirtschaft Austria and Board |
European Creative Business Network | Austria

Bernd Fesel | Managing Director | European Creative Business Network

10:15

Setting the Policy Agenda Beyond 2021

Harald Mahrer | President | Austrian Federal Economic Chamber | Austria

Margarete Schramböck | Minister | Federal Ministry for Digital and
Economic Affairs | Austria

Tibor Navracsics | EU Commissioner for Education, Culture, Youth and Sport

11:15

Innovating Innovation

Pier Luigi Sacco | Special Adviser to the EU Commission on Culture Heritage

Gerin Trautenberger | President | Kreativwirtschaft Austria and Board | European
Creative Business Network | Austria

Eberhard Schrepf | Managing Director | Creative Industries Styria | Austria

12:00

Built Environment in the Age of Big Data and Smart Tech

Roger Tan | Director | UNSense founded by UNStudio | Netherlands



12:20 – 13:30 Lunch Break

13:30

Cross-Innovation Challenges

High level experts from the creative industries discuss in open spaces ideas and proposals for future innovation policies for cultural and creative industries.

Moderator: **Bernd Fesel**

Digital Tech

Chair: **Jan Bormans** | Director | Startups.be | Belgium

Heritage

Chair: **Ugo Bacchella** | President | Fitzcarraldo Fondazione | Italy

Personal Mobility

Chair: **Bart Ahsmann** | Managing Director | CLICK.NL | Netherlands

Supply Management for Creative Industries

Closing the gap – from creation to production to distribution

Chair: **Eberhard Schrempf** | Managing Director | Creative Industries Styria | Austria

Health

Chair: **Walter Amerika** | Director | U CREATE | Netherlands

Innovating Cross Innovation Support

Chair: **Egbert Rühl** | Director | Hamburg Kreativ Gesellschaft | Germany

Skills Development for CCIS

Chair: **Alessandra Proto** | Acting Head | OECD Trento Centre for Local Development | Italy | and **Ekaterina Travkina** | Coordinator | Culture, Creative Industries and Local Development, OECD

Infrastructures for Entrepreneurs

Chair: **Barbara Stacher** | Policy Officer | DG EAC European Commission



15:00

Presentations and Debates

Bart Ahsmann | Managing Director | CLICK.NL

Walter Amerika | Director | U CREATE

Ugo Bacchella | President | Fitzcarraldo Fondazione

Jan Bormans | Director | Startups.be

Egbert Rühl | Director | Hamburg Kreativ Gesellschaft

Alessandra Proto | Acting Head | OECD Trento Centre for Local Development | Italy | and **Ekaterina Travkina** | Coordinator | Culture, Creative Industries and Local Development, OECD

Eberhard Schrempf | Managing Director | Creative Industries Styria

Barbara Stacher | Policy Officer | DG EAC European Commission

16:00

Policies for the Industrial Impact of the Creative Industries

Christian Ehler | MEP | Co-Chair of Intergroup Cultural Creative Industries

Mathea Fammels | Head of EIT Liaison Office |

European Institute of Innovation and Technology

Barbara Wolfensberger | Director General |

Ministry of Education, Culture and Science | Netherlands

17:30

Closing Words

Caroline Norbury MBE | Co-Chair ECBN | CEO Creative England | United Kingdom

Michael Hladky | Director | Creative Industry Košice | Slovakia

Moderator of the Day:

Frits Grotenhuis | Netherlands

ABOUT

The European Creative Business Network (ECBN)

ECBN is a non profit organization dedicated to promote the cultural and creative industries in Europe. ECBN's mission is to support the supporters through advocacy, know-how transfer, capacity building, entrepreneur exchange and cross-innovation. Its 45 members from 21 EU countries are leading agencies, funders, intermediaries and supporters promoting the cultural and creative industries on local, regional and/or national level. Together, they account for approx. 70% of the workforce in creative industries in Europe, 12 million full-time jobs, which account for 7.5 % of the EU's workforce. ECBN was initiated 2011 by the European centre for creative economy during the European Capital of Culture RUHR.2010 in cooperation with Creative Factory Rotterdam, Creative England, Kreativwirtschaft Austria and Creative Industry Košice.
www.ecbnetwork.eu

Get all European Creative Industries Summit 2018 news

The programme is regularly updated and can be found on the website.
www.kreativwirtschaft.at/ecis2018

Deadline for registration: 22 August 2018

Austrian EU Presidency Conference



Austrian
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