

- Press release -

Towards a European Network for the Creative Industries

The European Interest Group on Creativity and Innovation (EICI) becomes a formal association

Stuttgart, May 20, 2010 - *On 17th May 2010 the European Interest Group on Creativity and Innovation (EICI) gathered at MFG Baden-Württemberg Head Office in Stuttgart. International founding members and special guests attended the event in order to formalize the initiative on Creative Industries and Innovation.*

The creative industries are undergoing digital change. Fields of business that were traditionally separate are increasingly merging. Innovative technologies offer media experts, games and software developers, as well as architects, engineers and designers, even more opportunities and new business models. In return, creative people supply relevant content which fills these new technologies with life and makes them into marketable products. MFG, the Public Innovation Agency for ICT and Media, has identified these issues already in an early stage.

The European Interest Group on Creativity and Innovation is a pan-European initiative of more than 30 regional and local development agencies, research institutions, companies and support organisations that foster the relationships between creativity, culture, technology and innovation in order to make Europe more competitive and sustainable. Under the coordination of MFG Baden-Württemberg EICI started its activities already in 2008. In the first 1.5 years it has contributed considerably to networking these diverse stakeholders across Europe by establishing a joint communication platform, enabling information sharing and organizing policy events in Brussels to contribute to the currently developing EU strategy on creativity.

In order to grow further EICI achieved legal status as association. Founding members from across Europe signed EICI's statute today in Stuttgart. In the presence of the European Commission, Klaus Haasis, CEO of MFG Baden-Württemberg, and fresh-elected Chairman of EICI, has welcomed the international founding members, outlined EICI aims and objectives planning together with the EICI members next activities and goal.

"What we want to create is a collaborative space to take full advantage of the potential of the European Interest Group on Creativity and Innovation in sharing experiences, developing new project ideas and promoting our local and regional activities at European level", said Klaus Haasis.

EICI will continue to actively advise on EU strategies and funding on behalf of its members and thereby contributes to more creativity, competitiveness and innovation in the regions and cities involved.

Links:

www.creativity-innovation.com

www.mfg-innovation.com

About MFG Baden-Württemberg

MFG is one of Europe's leading innovation agencies for IT and media, focusing on information technology, software, telecommunications and the creative industries. By networking the creative and technology sectors, MFG aims to strengthen Southwest Germany as a business location, promote cooperation in Europe and enhance collaboration in global value chains. As an expert in knowledge-based services, MFG's specific focus lies on sectors such as automotive, engineering and healthcare as potential customers and buyers. With services certified according to the ISO 9001 standard and 100,000 technology links, MFG is an international pioneer in systemic regional development in the context of public-private partnerships.

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