



9 AND 10 SEPTEMBER 2010, KOŠICE

CREATIVITY, THE ENERGY OF SUCCESS
INTERNATIONAL CONFERENCE
SHAPING THE FUTURE

„CREATIVITY AND INNOVATION AS AN ENGINE FOR GROWTH IN THE CITIES AND REGION OF EASTERN SLOVAKIA“

THIS CONFERENCE IS BEING ORGANISED UNDER THE AUSPICES OF THE REPRESENTATION OF THE EUROPEAN COMMISSION IN SLOVAKIA.



What is ,creative' industry?

At the conference „Creative, cultural industry - a new growth factor in the EU?“, held in December 2007 in Brussels, creative industry was defined as a multi-layered marketing segment, which includes cultural industry, more or less defined as; visual arts, dramatic art, musical art, cultural heritage, television and radio broadcasting, cinema, audiovisual, computer and console games, book publishing (including advertising) design and architecture linked to associated areas, such as the production of hardware, mobile phones, MP3 players etc.

A net share of more than 2.3% of EU GDP in 2003 came from creative industry. The turnover from creative industry in 2003 was more than 100 billion Euro more than turnover in the ICT industry (Information and Communication Technology) and 350 billion Euro more than the automobile industry. According to the study „Interactive Content and Convergence - Implications for the Information Society“, published on 25 January 2007 by the Directorate General for Information Society and Media (part of the European Commission) (covering EU 25) revenues will rise from online content more than fourfold from 1.8 billion Euro in 2005 to 8.3 billion Euro in 2010.

Source: www.ciforum.sk/priemysel.htm

Our Aims

Promoting creative industry in the Eastern part of Central Europe is a very new initiative. This conference will be just the second one held in Slovakia and the first one held outside the capital Bratislava.

Our Aims are to:

- Introduce examples of projects and strategies in creative industries being developed throughout Europe, their models and their impact on those cities and regions.
- Bring together local partners and introduce them to the experiences of other cities and regions as well as demonstrating the link between a creative economy and our own development.
- Point out the problems of enforcing intellectual property rights, one of the vital subjects for the development of creative economy.
- Introduce people whose experience and creativity has contributed to the development of business and industry in their regions.

One of the main issues concerning the development of creative industry in Košice and, at the same time, the crucial investment made within the project Košice INTERFACE 2013, is the creation of a special space that will help enhance the building of innovative start-ups in this sector. We decided to call this space Creative Incubator and suggest that it should be established in the area of Kasárne/Kulturpark (former military barracks) in Košice - [/www.kulturpark.sk/](http://www.kulturpark.sk/)



Speakers

Keith EVANS

(United Kingdom, Huddersfield)
CIDA Huddersfield

Bernd FESEL

(Germany, Dortmund)
RUHR.2010, European Centre for
Creative Economy

Georg FLACHBART

(Germany, Stuttgart)
mind(21)factory

Bernd HARTMANN

(Germany, Stuttgart)
The City of Stuttgart

doc. Štefan KLEIN

(Slovak Republic, Bratislava)
Transport Design Department/
Academy of fine arts and design
in Bratislava

Radoslav KUTAŠ

(Slovak Republic, Bratislava)
Mediálny inštitút

Dr. Bastian LANGE

(Germany, Leipzig/Berlin)
Leibniz-Institute for Regional
Geography

Dr. Gertraud LEIMÜLLER

(Austria, Vienna)
Arge Creativ Wirtschaft Wien

Claire NEWMAN-REBAUD

(France, Nantes)
Nantes-Metropole

Lasse PAANANEN

(Finland, Tampere)
The City of Tampere

Andrea REDI

(Austria, Graz)
ORTLOS – space engineering

Jan RUNGE

(Belgium, Brussels)
KEA European Affairs

Martin Zeljko SAMPOR

(Slovak Republic, Bratislava)
PubRes, European Relations

prof. Ing. Aurel SLOBODA, PhD

(Slovak Republic, Košice) The
Faculty of Mechanical Engineering,
Technical University in
Košice





PROGRAMME

09:30–10:00	Registration	9. 9. 2010 / thursday
10:00–10:45	Welcome speech	
10:45–12:00	Session I. European Framework for Creative Industries	
12:00–12:30	Discussion	
12:30–13:30	Lunch	
13:30–15:40	Session II. Institutions Supporting the Development of Creative Industries	
15:40–16:00	Discussion	

09:30–10:00	Registration	10. 9. 2010 / friday
10:00–12:40	session III. How does it work? (case studies)	
12:40–13:00	Discussion	
13:00–14:00	Lunch	
14:00–16:30	session IV. Cities Approach to Creative industries	
16:30	Conference closing – Thank you	

Other Events in Košice

19:00–22:00	Concert 2>1 Music bands from Prešov and Košice on one stage	9. 9. 2010
10:00–23:00	Košice Food Festival 2010 - Festival of unique flavours, more information at www.visitkosice.eu	10.9. - 11.9.2010
10:00–22:00	Košice Wine festival 2010	10.9. - 11.9.2010

Venue



Book your stay at Hotel Doubletree by Hilton Košice ****
Special offer for the conference attendees 99 €/ room / night
Doubletree by Hilton Košice, Hlavná 1, 040 01 Košice, Slovakia,
E-mail: snopkova@hiltonkosice.sk, tel: +421 55 3251 400



Registration

Free online registration at:
<http://creative.kosice2013.sk/>
The registration is open from 10. August till 7. September 2010. The registered attendees will be provided with refreshment during the conference programme, lunch, interpreting from and to English.

European Capital of Culture (ECoC)

The European Capital of Culture event is arguably one of the most successful EU cultural programmes, attracting increasing interest from policy makers, academics and the media every year. The EU is giving the ECoC significant attention. The ECoC programme has also changed radically in terms of its aims, scope and scale in recent years. The expansion of the programme to NEW MEMBER states in particular has brought a whole new raft of countries into the ECoC and with it new visions and challenges. The ECoC project has been seen as a major opportunity to change the image of cities, or create a new one, and/or put them on the European map. Successful ECoCs will tend to be those which can use the ECoC to develop the identity of the city and increase its meaning for the citizens while at the same time projecting an external image which is compatible with, and which enhances its internal cultural identity.

Košice – European Capital of Culture 2013

Košice INTERFACE 2013

Košice, the second largest city after the capital Bratislava, will become European Capital of Culture in 2013. Košice is the regional administrative centre and Eastern Slovakia's hub of industry, commerce, science and culture. The population of the city is approximately 250 000 but it serves a regional population over 766 000 people. The Košice project has been based on the idea of INTERFACE – point of connection. This is intended to refer to the inward communication of the city with its residents, as well as communication aimed outwards, at the visitors to the city and the entire European Union.

Interesting web links

www.ciforum.eu

www.sjf.tuke.sk/kbakp/Aktivita/shell/

www.multiplicities.de

www.ifl-leipzig.de

www.keanet.eu

www.ortlos.com

www.ideone.fi

www.creativwirtschaft.at

www.winnovation.at

www.cida.org

www.u-institut.de

www.creativefactory.nl

www.upplevelseindustrin.se

www.ruhr2010.de

www.mind21.com

www.mi.sk

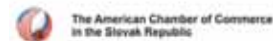
www.pubres.eu

www.ec.europa.eu

www.nantesmetropole.fr

www.stuttgart.de/kreativwirtschaft

Conference partners



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MORE INFORMATION AT
<http://creative.kosice2013.sk/>