

# CREATIVITY MEETS CLUSTERS

The International  
matchmaking  
event for  
Cultural and  
Creative  
enterprises

BARI, PUGLIA - ITALY  
2024 NOVEMBER, 19-20



REGIONE  
PUGLIA

Teatro  
Pubblico  
Pugliese



Consorzio  
Regionale  
per le Arti  
e la Cultura



DISTRETTO PRODUTTIVO  
PUGLIA CREATIVA



unioncamere  
puglia



con il patrocinio di

SIAE

DALLA  
PARTE  
DI CHI  
CREA



# THE FIRST EDITION

## Bari – 28/29 November 2023

[https://youtu.be/sRbnwa0x9Lk?si=axol\\_9jcVYbaxpBe](https://youtu.be/sRbnwa0x9Lk?si=axol_9jcVYbaxpBe)

**"Creativity Meets Clusters"** is the international matchmaking event for the cultural and creative enterprises organised by the **Consortium of the Arts Teatro Pubblico Pugliese and Puglia Creativa**, with the collaboration of **Unioncamere Puglia\ Enterprise Europe Network** and the patronage of **SIAE**.

### OBJECTIVES

Bringing together managers of cultural and creative clusters from the European and international scene

- to share best practices
- explore common pathways of collaboration to support CCI
- facilitate companies' access to new markets





✓ CLUSTERS INVOLVED : **14**  
✓ ROUNDTABLES: **4**  
✓ SPEAKERS: **21**

✓ FOREIGN ENTERPRISES : **37**  
✓ ITALIAN ENTERPRISES : **48**  
✓ B2B MEETINGS: **242**

NO. **1 MEMORANDUM** SIGNED  
BETWEEN THE 14 CLUSTERS





## Participants

### EUROPA

ALBANIA	CREATIVE INDUSTRIES AGENCY
BELGIUM	KIKK
BELGIUM	CREATIVE DISTRICT
BULGARIA	CREATECH
DANIMARC A	CREATIVE DENMARK
ESTONIA	LOOVE EESTI
FINLANDIA	CREATIVE FINLAND
GREECIA	MOSAIC
SLOVENIA	CENTRE FOR CREATIVITY
SPAGNA	BDCC Basque District of Culture and Creativity
SPAGNA	Cluster Audiovisual de la Catalunya
UNGHERIA	Creative Industry Cluster

### AMERICA

COLOMBIA	CONNEXIONES CREATIVA
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### AFRICA

SOUTH AFRICA	The Craft + Design Institute
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## More about the roundtables (as an example)

### **1# ROUNDTABLE: POLICIES AND MEASURES TO SUPPORT THE INTERNATIONALIZATION OF CULTURAL AND CREATIVE ENTERPRISES**

- Which are the main policies and measures to support the internationalization for CCIs in your country or region?
- Can you present data and analysis about the cultural and creative economies in your country or region?
- Which are the most important opportunities for networking and partnership with foreign CCIs?
- Can you give an overview of strengths and weakness to make business in cultural and creative field in your country or region?
- Can residences of artists and exchanges be an answer to the need of internationalization of CCIs?

**2# ROUNDTABLE: INNOVATION FOR AND WITH CULTURAL AND CREATIVE ENTERPRISES. WHERE ARE WE GOING?**

**3# ROUNDTABLE: CULTURE AS A DRIVER FOR TRANSFORMING OUR SOCIETY**

Each roundtable had also an OPPORTUNITIES' CORNER (APRE HORIZON, **ENTERPRISE EUROPE NETWORK**, MEDIA DESK, EIT)



**Ágata Sequeira member of CCI sector group speaking in Bari during roundtable #2**





**Ceu Felipe, SG CCI Chair, speaking in Bari during the roundtable #3**



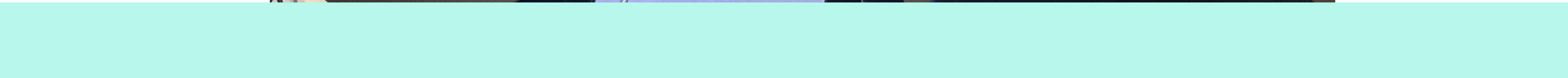
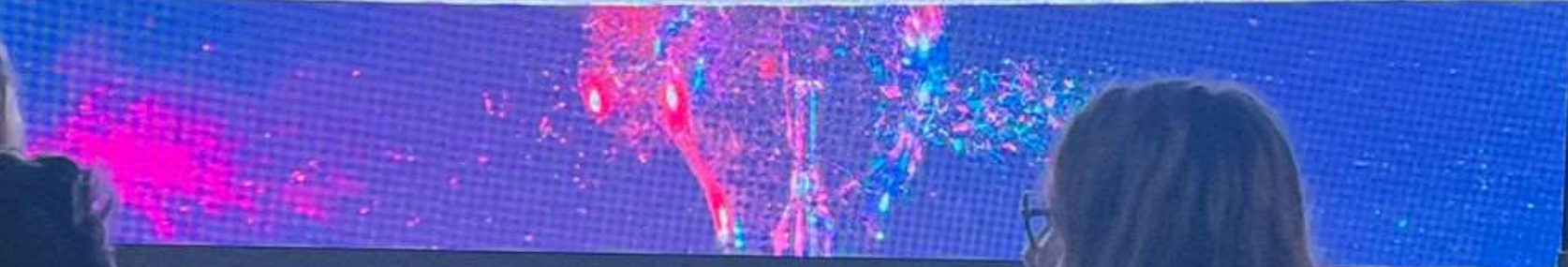






## EEN and Innovation for the CCI's

- The world's largest support Network for **innovative** SMEs with **international** ambitions
- Enhancing SMEs' potential to **innovate**, **grow** and **develop** new products, services and business models







## SECOND EDITION

**Bari – 19/20 November 2024 - Kursaal Theatre**

### OBJECTIVES

**Making clusters leaders in defining new visions and strategies for the growth of the European and international cultural and creative ecosystem**

- activating dynamics of bottom-up construction of policies for the sector
- turning the event into an opportunity for new projects and new business opportunities for companies



## How to strengthen the event?

- **Expanding cluster** presence by covering additional European (f.e. France, Germany, Sweden) and non-European (Asia and North America) geographical areas
- **Broaden the program** by providing **plenary sessions** with discussion of cross-cutting themes and **vertical parallel sessions** dedicated to specific sectors, involving entrepreneurs as testimonials and speakers
- **Giving evidence of partnerships or collaborations between companies born and developed** as a result of the first edition
- **Ensuring the presence of European institutional representatives**
- **Improving the participation of companies** through a selection process with identification of specific parameters and requirements in line with the aim and the objectives of the matchmaking event
- **Defining a path to approach the event** with the selected companies





## MINIMUM TARGET

- ✓ CLUSTERS TO INVOLVE : 20
- ✓ FOREIGN ENTERPRISES : 50
- ✓ ITALIAN ENTERPRISES : 70
- ✓ SPEAKERS AND TESTIMONIALS : 30

## EXPECTED RESULTS

- ✓ **SIGNING THE BARI MANIFESTO FOR CULTURAL AND CREATIVE ECOSYSTEM**
- ✓ **SCHEDULING 300 B2B MEETINGS**
- ✓ **ACTIVATION OF 10 BUSINESS PARTNERSHIPS**



## 4 PLENARY SESSIONS

- **Speakers:** cluster managers and other experts

### Topics:

- **Creative transformation:** challenges, opportunities, methods
- **Investing in a creative future:** measures and prospects
- **Redefining creative processes** between artificial intelligence, social inclusion, sustainability, skills
- Will **cross collaboration** save cultural and creative enterprises?

# AGENDA

## 6 PARALLEL SESSIONS

- **Speakers:** Entrepreneurs and testimonials

### Topics:

- **Performing arts:** technology, sustainability and festivals, possible connections
- **Audiovisual & Videogames:** what audiovisual needs beyond Technology?
- **Design:** a look at the design of the future, which role in the contemporary landscape
- **Heritage:** heritage that cares, the new frontier of cultural welfare
- **Media & Communication:** will artificial intelligence replace creative people?
- **Publishing:** what are the challenges for the future?

## 4 B2B SESSIONS AND 'LOOKING FOR' CORNER

- **Each match will last 20 minutes** to be managed through the b2match platform
- **8 exhibitions – show case**



## We need your support to

- draw up a **Country or Region sheet** with a presentation of the opportunities for cultural and creative enterprises, for exemple the main festivals, exhibitions, the main cultural institutions, any support for co-productions or other types,
- activate the **company selection process**: we should discuss which parameters and criteria to use
- identify **speakers and testimonials** to involve
- report **collaborations born** between companies as results of the first edition
- share **contacts** to involved and invite other clusters
- verify the existence of national, regional or other types of **funds** (for example chambers of commerce) **to support the travel costs and participation of companies and speakers in the event** to guarantee wider participation by reducing part of the organizational costs.



# CREATIVITY MEETS CLUSTERS

Presentation by:  
Angela (Chicca) Maralfa, Unioncamere Puglia/EEN  
Member of SG CCI  
Krakow, may 2024.  
Thank you for the attention!



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