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Join us on
13/10/2009
7 PM

at the
PERMANENT REPRESENTATION
OF AUSTRIA TO THE EU
IN BRUSSELS

Avenue de Cortenbergh 30
B-1040 Bruxelles

Bigger than you thought – Creative Industries in Austria.

Today entrepreneurs and politicians know they must find new ways of doing business and integrate creativity and innovation with entrepreneurial spirit and competence. Here the Creative Industries provide an inspiring model for the global economy.

Well beyond the iconic 'Mozartkugel' and Lippizan horses Austria today supports its smart designers, film makers, sound architects, and game and software developers – many remarkably successful internationally. More than 10% of all Austrian companies are part of the Creative Industries. They are not only highly innovative themselves. With their work they support innovation throughout the whole economy. Their creativity and skill inspire and support entrepreneurs in many lines of business actively seeking an opportunity in change and a means to differentiate themselves from the ordinary.

2009 has been proclaimed the Year of Creativity and Innovation in Europe. We warmly invite you to the **1st evening reception of the Austrian Creative Industries in Brussels** to show you new ideas and trends and why it is important for European countries to push the Creative Industries. In times of crises change makers are needed. Take the chance to get inspired by excellent entrepreneurs from the Creative Industries.

Don't miss it. Don't miss us. Don't miss creativity.

7.00 PM / **ADMITTANCE AND APERITIF**

7.30 PM / **WELCOME**

Paul Rübiger, Member of European Parliament

Christoph Schneider, Head Economic Policy Department, Austrian Federal Economic Chamber

/ **PANEL**

Michael Thomson: „It is all about design – How countries can become hotspots for design“

Founder and Director at Design Connect

Former President at BEDA, The Bureau of European Design Associations

Sylvain Pasqua (tbc): „Creative industries – Can Europe compete on the global level?“

Policy Officer for Creativity and Lisbon Agenda

DG Culture and Education, European Commission

/ **SHOWCASES**

Oliver Irschitz: „Closing the gap between virtual and reality“

Founder of peyote, Crossconcept solutions for communication, winner of RedDot Design Award 2008

Jacob Strobel: „Design meets nature: a green Kids-Furniture line developed to do more.“

Head of design of Team 7, market leader for green design furniture

Michael Haberl: „Entertainment at your fingertips – great games wherever you are“

Founder & CEO, Xendex, worldwide acclaimed and highly accepted as developer of outstanding mobile- and online-games

Moderation Gertraud Leimüller, Chair Woman arge creativ wirtschaft austria

9.00 PM / **NETWORKING AND BUFFET**

REGISTRATION

Kindly register until October 5 th, 2009
at creativwirtschaft@wko.at or by fax +43 (0)5 90 900 258

About

arge creativ wirtschaft austria / cwa

arge creativ wirtschaft austria (cwa) is a competence centre for creative entrepreneurs and individuals and represents the interests of the Austrian creative economy country-wide since 2003. Embedded in the Austrian Federal Economic Chamber cwa acts as a link to the economy and supports all creative people who want to be active in this field.

Part of **evolve**

evolve is an initiative of the Austrian Federal Ministry for Economy, Family and Youth (BMWFJ) in support of the creative industries started in 2008 and implemented by cwa and austria wirtschaftsservice/impulse

Interested in more information? Visit us at www.creativwirtschaft.at. If interested do not hesitate to subscribe to our newsletter. Current news, event notices and advice for the creative economy – www.creativwirtschaft.at.

arge creativ wirtschaft austria

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Registration for copy and fax:

YES, I accept your invitation.

name

company

fon

e-mail

I'll be accompanied by

name

Kindly register until October 5th, 2009

at creativwirtschaft@wko.at or by fax **+43 (0)5 90 900 258**.

Limited number of participants. Please bring confirmation.



CREATIVWIRTSCHAFT.AT



part of



evolve

Wirtschaftsservice
in Innsbruck



Creativity
and Innovation
European Year 2009

