

You are cordially invited to join the following European Union Expert Workshop:

Measuring the Impact of Investments in Culture and Creative Industries

Guest Speaker: Mr. Philippe Kern, Managing Director of KEA, Brussels / Belgium and Shenzhen / China

Date/Time: 3 May 2013, 5:30 – 7:30 pm

Venue: Hong Kong Baptist University, Dept of GIS,
Academic and Administration Building, 11th floor, room
AAB 1123

Format: Presentation and Roundtable Discussion

Target Audience: Academics (HKU, CUHK, HKBU, LU, public administration officials, CCI practitioners (by invitation only)

Seats are limited. Kindly reply to Martin Ho (EUAP Programme Coordinator martintcho@hkbu.edu.hk) before 30th April, stating whether you will attend the event.

We look forward to welcoming you!

Best regards,

**Prof. Dr. H. Werner Hess
EUAP Deputy Director**



Background

"Not everything that counts can be measured, and not everything that can be measured counts"
(Albert Einstein)

According to the European Commission, *"creative industries are increasingly a source of growth in the EU"* (Annual European Competitiveness Report 2012) and *"important drivers of economic and social innovation in other sectors"*. They account for *"3.3% of total EU GDP and 3% of employment"* and have had *"positive and significant effect on the growth rate of local GDP per capita in 2002-2007"*. In fact, *"creative industries stand out because of their propensity for innovation"* and *"are not only innovators themselves but have also been an important driver for innovation [as] they account for increasing inputs in the development of other sectors"*. (http://ec.europa.eu/culture/news/cultural-and-creative-industries-and-the-europe-2020-strategy_en.htm)

The real significance of the cultural and creative sector, however, may still be underestimated because of difficulties of (a) defining its scope and (b) measuring its socio-economic impact.

Since investments in culture and the creative industries (both private and public) require forms of accountability, this seminar will address both the definition(s) of the sector and possible ways of validating empirically the role of CCI in overall economic and social development. It will discuss argumentative strategies and experiences with integrating CCI into overall developmental strategy frameworks of the European Union (the 'Lisbon Agenda' / 'Europe 2020') and invite participants to discuss similarities between Hong Kong and the European Union in this field.



EUAP AA2/OA11 1/2013



The Speaker:

KEA is a Brussels-based think tank and consultancy, which has been advising the European Commission on fostering 'culture-based creativity' as the basis of economic development and social cohesion. It has also been advising several cities and regions in Europe on CCI development. In this context, it has devised special methodological and data collection tools to assess the impact of cultural/creative industries. KEA recently set up a branch in Shenzhen with the aim of fostering European-Chinese collaboration.

Philippe KERN is the founder and managing director of KEA. He has 25 years' experience in the world of creative industries, public relations and legal advice. He is a specialist in copyright, anti-trust and trade law. Philippe has led a range of research and strategy programs at European level, notably for the European Commission and the European Parliament. He is advising numerous public and private bodies on the formulation of a European strategy. He is an established speaker at international conferences, managing seminars and workshops. Philippe was former Director of Public and Legal Affairs of PolyGram and head of the IFPI Brussels office. He is the founder of the European Film Companies Alliance (EFCA) and of the Independent Music Companies Association (IMPALA). Founder of Untitled (Sans Titre) a forum to enable the expression of artists' point of view on societal issues and lateral thinking. He contributes to the KEA blog (www.keablog.com) and **Creative Europe** social network.

He is an expert for the European Commission, European Parliament and Council of Europe. He is an expert for the World Intellectual Property Organisation on the development of the economic, social and cultural impact assessment guidelines (2011-2012), expert to the Finnish government on a methodology framework on assessing copyright systems (2012) and expert to the Council of Europe on advising the Russian government on cultural policies in regions (2011-2012).

He graduated in law from the universities of Strasbourg and Paris as well as the College of Europe in Bruges.

(Source: <http://www.keanet.eu/en/team.html>, 25 March 2013. **Full CV** online)

The European Union Academic Programme (EUAP) is a consortium of four universities in Hong Kong (Hong Kong Baptist University, The University of Hong Kong, The Chinese University of Hong Kong and Lingnan University), co-financed by the European Union. It is designed to strengthen EU-Hong Kong relations through academic work and enhance the understanding of the EU.



This project is co-funded
by the European Union