

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

3 May 2013 (Fri)

5:30pm - 7:30pm

Room AAB 1123, 11/F, Academic and
Administration Building, Hong Kong Baptist
University

Format: Presentation and Roundtable Discussion

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".

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.

Seats are limited.

Kindly contact Martin Ho at martintcho@hkbu.edu.hk if interested

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