

Registration

RSVP until 20 May 2013

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The Nordic Embassies in Berlin
Monday 27 May 2013

www.nordischebotschaften.org

Please consider

There are a maximum of 120 places available so please sign up quickly.

Conference Language: English

Hosts

DÄNEMARK | FINNLAND | ISLAND | NORWEGEN | SCHWEDEN
**NORDISCHE
BOTSCHAFTEN**

In Co-operation with

HAMBURG
 kreativgesellschaft

Nordic Partners

Voksenåsen  Oslo

KREANORD
NORDIC CREATIVE ECONOMY

Creative Industries

Nordic and German perspectives on Creatives Industries as engines for growth and structural revival

Thanks to world class success stories in areas like games, fashion, design and music industry, the culture based creative industries have become a major contributor to growth, innovations and citizen's well-being - not only in Germany and in the Nordic countries, but worldwide.

In Germany, culture and creative industries are estimated to generate an output comparable to the car industry. The Nordic countries exchange experiences and knowledge within the creative industries in order to foster growth and innovation not only in the arts and cultural life but also in the business community at large.

Nordic and German examples show that culture and creative industries can stimulate structural change and boost employment. German and Nordic governments are now seriously asking, whether tomorrow's winners arise from within creative industries.

Topics discussed include

- What frames and conditions do creative industries need to be commercially successful?
- Where do the success stories arise from - the interplay between culture, government and companies.
- How to create sustainable jobs and substantial growth nationally and internationally?
- How can culture and creative industries generate structural renewal and revival?

The Nordic Embassies in Berlin organize a seminar in Berlin on May 27th 2013, bringing together government representatives, scholars and companies from the Nordic countries and Germany to exchange experiences and to discuss how best to support the culture based creative industries in their own country and internationally.

Creative North

Nordic and German Perspectives on Creatives Industries as Engines for Growth and Structural Revival

Invitation

The Nordic Embassies in Berlin
May 27 2013

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Creative North

Nordic and German Perspectives on
Creatives Industries as Engines for
Growth and Structural Revival

Pre-Session: Sum-up of the Nordic Conference Series 2012-2013
Monday 27 May 9.30-11.00, More Information: nordentyskland.com

Programme 27 May

11.30 **Registration and coffee**

11.50 **Welcome**
Mr Staffan Carlsson, Ambassador of Sweden

11.55 **Introduction**
Ms Birgit Stöber, Moderator, Danish Embassy

Creative Industries – Recipes for Tomorrow's Success?

12.00 – **Culture and Cultural Industries' role in Germany's
12.20 Economic Future?**
Ms Cornelia Yzer, Senator for Economics, Technology and
Research, Senate of Berlin

12.20 – **A Norwegian Approach to Creative Industries. A New Action Plan.**
12.40 Ms Mina Gerhardsen, State Secretary,
Ministry of Culture, Norway [NO]

Presentation speeches

12.45 – **The Nordic Creatives**
13.00 – **– Insights Into Creative Entrepreneurship**
Ms Trine Bille, Copenhagen Business School [DK]

13.00 – **What Made the Finnish Games Fly?**
13.15 **Makers' view on role of Culture, Companies and Government**
Ms Heini Vesander, PR lead, Supercell [FI]

13.15 – **The View of Entrepreneurs in the Creative Industries in Iceland**
13.30 Ms Margrét Sigrún Sigurdardóttir, Assistant Professor,
University of Iceland, Faculty of Business Administration [IS]

13.30 – **Creative Meltingpot Berlin?**
13.45 Ms Tanja Mühlhans, Coordinator Creative Industries Initiative
Berlin at Senate for Economics, Technology and Women's Issues

13.45 – **Panel 1 with Q&A from the Audience**
14.30 Creative industries as an engine for future growth in Germany
and the Nordic countries?

14.30 – **Coffee Break with Sandwiches**
15.00

Creative Industries as Part of Economic and Structural Revival

15.00 – **Creative Industries Boosting the Economical
15.15 and Social Well-being – Nordic Perspectives**
Mr Fredrik Lindegren, Umeå 2014 [SE]

15.15 – **Hamburg's Way of Promoting Creative Industries**
15.30 – **– an Engine for Revival**
Mr Egbert Rühl, Hamburg Kreativgesellschaft [DE]

15.30 – **KreaNord:**
15.45 **A Nordic Case for Policy Cooperation and Joint Action**
Ms Poulina Terpager, KreaNord, Nordic Council of Ministers

Presentation speeches

15.45 – **How to Promote Creative Industries outside Metropolises?**
16.00 Ms Stina Almqvist, Creative Nodes [SE]

16.00 – **Life after Nokia – Startups in Oulu Region**
16.15 Ms Sari Päiväranta, CEO and Founder, SPP Concern [FI]

16.15 – **Panel 2 with Q&A from the Audience**
16.45 Future is local? Can startups and creative industries create
jobs and structural revival?

16.45 – **Short Coffee Break**
17.00

Nordic Conference Series

This Conference is part of a Nordic-German
Conference Series which has been organised in
Berlin and all Nordic capitals throughout the
previous year, with the aim of strengthening the
Nordic-German relations.

More Information: nordentyskland.com

Reviving the Music Industry

17.00 – **The Sound of the Nordic Region**
17.15 Ms Anna Hildur Hildibrandsdóttir,
Programme Director at NOMEX [IS]

17.15 – **Music Consumption – The Age of Access**
17.30 Mr Jan Mehlhose, CEO, WiMP Music [DE]

17.30 – **How to Monetize Music in 2013**
17.45 – **– Cultural Entrepreneurship in the Digital Age**
Mr Simen Herring, Manager, Spoon Train [NO]

17.45 – **Panel 3 with Q&A from the Audience**
18.15 New Business models in the music industry
with Oke Göttlich, Fine Tunes, Hamburg

18.15 – **Concluding Remarks**
18.30 Moderator

Evening reception

Thanks to Participants
Mr. Gunnar Snorri Gunnarsson, Ambassador of Iceland

Nordic Music
Nordic by Nature – www.nbnberlin.de