

Lessons on the CCI transformation through CRE:HUB and step forward with CHERRY project



Transformation of the Cultural and Creative Industries (CCIs), 31 January 2023

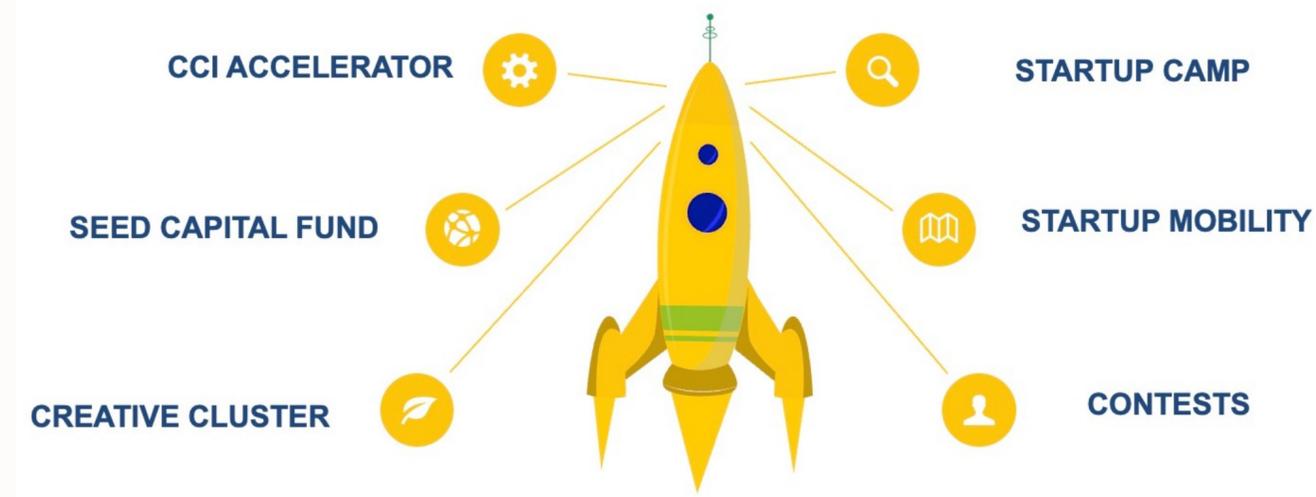
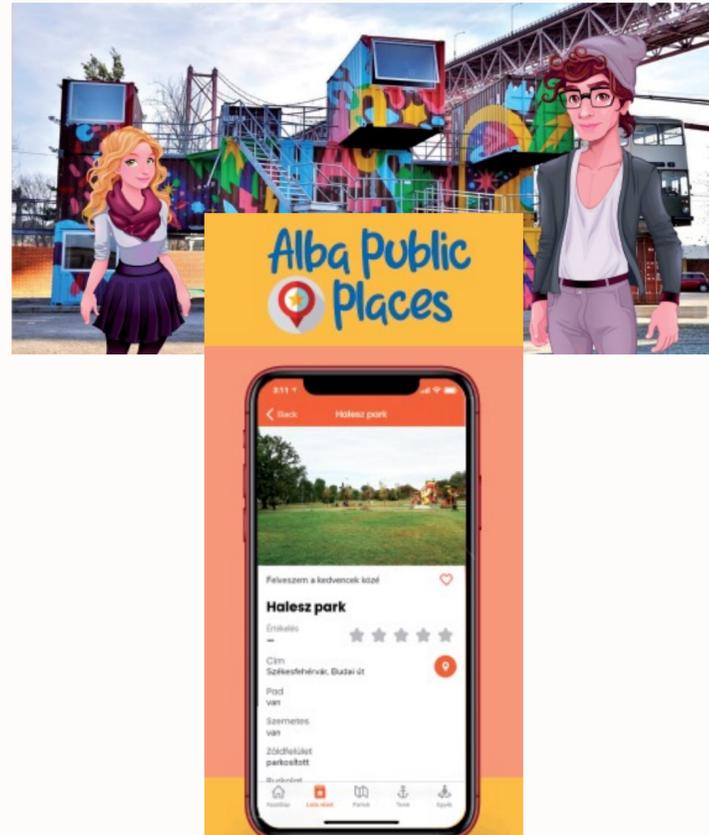
Ákos Szépvölgyi, managing director
Central Transdanubian Regional Innovation Agency

POLICIES CULTURAL AND CREATIVE INDUSTRIES: THE HUB FOR INNOVATIVE REGIONAL DEVELOPMENT

- CCIS have difficulties in access to credit and lack resources to enhance their competitiveness on the global market, build effective partnerships, extend their activity to other countries.
- CCIs represent an innovative branch of business and have the potential to increase regional competitiveness and job creation capacity.



SPOTLIGHT ON CRE:HUB



NETWORKING

AWARENESS RAISING FOR YOUTH

ACCELERATING BUSINESS ECOSYSTEM

VULNERABILITY
GROWING IMPORTANCE OF NON SITE-BASED ACTIVITIES
VALORIZATION OF NATURAL AND CULTURAL ASSETS

STEP FORWARD WITH CHERRY

making Culture the N°1 ally of European RecoverY



how to create opportunities for cultural operators and digital operators to meet and develop new projects

create the conditions for emerging and innovative cross-sectorial cooperations leading to new narratives' forms and new services



Thank you for your attention

CTRIA Central Transdanubian Regional
Innovation Agency

8000 Székesfehérvár, Seregélyesi út 113.

TEL | EMAIL | WEB

+36 (20) 3844 472
szepvol@kdriu.hu
www.kdriu.hu

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