

## **FUTURE POTENTIAL FOR CREATIVE INDUSTRIES**

**On October 12 the TeliaSonera Business Day on “The Future Potential for Creative Industries” took place at the Stockholm School of Economics in Riga (SSE Riga). Co-organisers were the European Council for Small Business and Entrepreneurship (ECSB), the TeliaSonera Institute at SSE Riga, and the Baltic International Centre for Economic Policy Studies (BICEPS). The seminar also marked the kick-off of SSE Riga’s participation in the EU-financed ACRE project (Accommodating Creative Knowledge – Competitiveness of European Metropolitan Regions within the Enlarged Union).**

The seminar explored the role of creative industries in the national economy of Latvia as stated in the National Development Plan and the National Cultural Policy Guidelines and contributed to the development of implementation tools for the action plan. Special attention was paid to linking up entrepreneurship with creative industries and forging public and private partnerships, based on the current experience and research in Latvia, Great Britain and Sweden.

During the first seminar session, Roberts Kilis (SSE Riga) presented his research on cultural industries and culture consumption in Latvia; Ilze Kukute (Ministry of Regional Development and Local Government) and Sanita Rancane (Ministry of Culture) gave an introduction to the general statements from the main strategic planning documents; Eriks Stendzenieks presented the viewpoint of the private sector representing the Latvian Art Directors Club; and Diana Pauna (SSE Riga) spoke about the potential of creating future partnerships.

In the second seminar session, international experts shared their experiences. Friederike Welter (University Siegen, TeliaSonera Professor at SSE Riga, ECSB President elect) spoke on how to bridge the gap between entrepreneurship and creative industries; Graeme Evans (London Metropolitan University, Cities Institute) presented strategies for creative cities; Andrew Erskine (Tom Fleming Creative Consultancy) spoke about connectivity, convergence and global competitiveness in the creative industries; and Anders Cajander (TeliaSonera) presented a case study of TeliaSonera. The seminar was concluded by a roundtable discussion chaired by Friederike Welter.

The ACRE project was launched on October 1, 2006. SSE Riga together with 12 universities from other European countries will be working in the ACRE project - Accommodating Creative Knowledge – Competitiveness of European Metropolitan Regions in the Enlarged Union that takes place within the Sixth Framework Programme of the EU. The central research question of the project is: What are the conditions for creating or stimulating ‘creative knowledge regions’ in the context of the extended European Union? Over a period of four years a number of comparative studies will be carried out. In addition, recommendations will be developed for creating strong local partnerships in Riga in order to support effective use of creative knowledge for strengthening the competitiveness of Riga as a metropolitan region in Europe.

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