

Information

Contacts

Internet portal for the cultural and creative industries www.kultur-kreativ-wirtschaft.de

The initiative's website provides detailed information on the main features of the initiative as well as on the economic significance of the cultural and creative sector and its 11 market segments. On top of this, the website serves as an information guide on the services, advice and support programmes available to creative professionals. In particular, it aims to provide practical assistance to start-ups and young talent.

The Federal Government's Centre of Excellence for the Cultural and Creative Industries

For the first time ever, there is now a federal-level platform dedicated to providing information, advisory and networking services for the cultural and creative industries. In addition to these services, the Centre also aims to improve access to existing government support programmes, to promote advanced education and training, and in this way to optimise market opportunities for creative professionals and facilitate their access to international markets.

Local contact persons

At the more local level of the German Länder, the initiative focuses on providing concrete assistance to businesses, self-employed professionals and freelancers in the cultural and creative sector. Here, regional points of contact organise targeted events and services such as consultations, information days and regional networking activities. One-on-one meetings and larger events serve to inform individuals and businesses about market and working conditions, ways to enhance commercial skills and success, and relevant government funding programmes.

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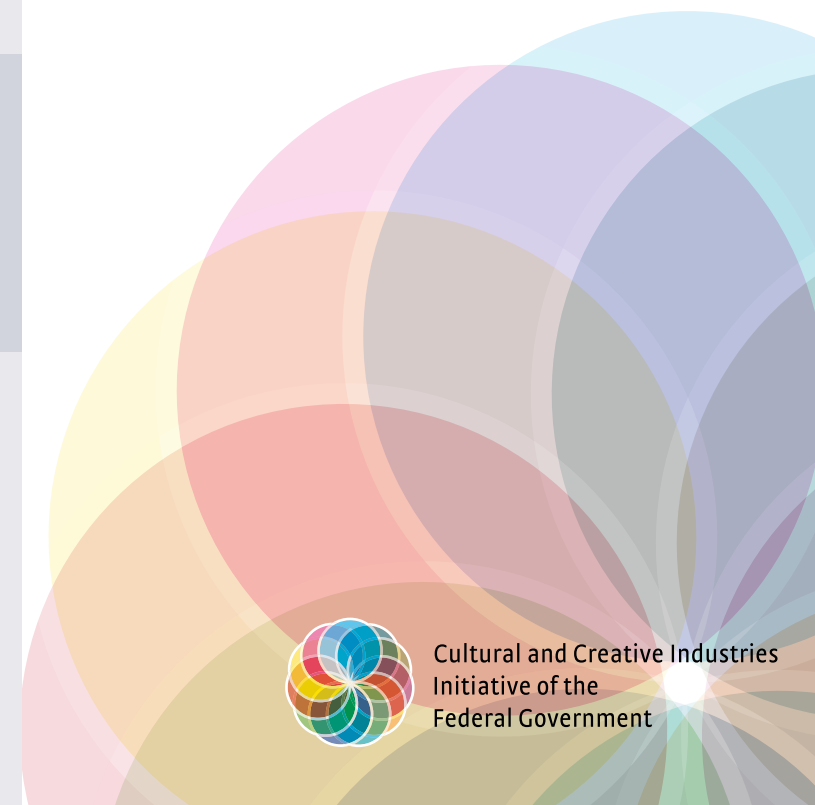
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**The Cultural and Creative
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www.kultur-kreativ-wirtschaft.de

Foreword

Dear Readers,



The cultural and creative industries in Germany are the subject of increasing attention in public discussions – and this is as it should be. These industries are of major significance for our economy. The German government's recently launched Cultural and Creative Industries Initiative aims to further

enhance the sector's competitiveness and to ensure that these industries receive the same level of appreciation and attention as all other economic sectors in terms of their contribution to the economy and job creation. The initiative provides creative professionals with information on available services, advice and support programmes and imparts entrepreneurial expertise to new start-ups and young talent. In addition, we have designed the initiative with the aim of providing creative professionals with a platform for networking with each other as well as with other economic sectors. I urge you to take advantage of the German government's Centre of Excellence for the Cultural and Creative Industries and to get in touch with the relevant contact persons in your region. Use the information available on our cultural and creative industries website, and tell us about your ideas and suggestions so that we can incorporate them into our future efforts.

Yours,

Hans-Joachim Otto
Parliamentary State Secretary
Federal Ministry of Economics and Technology

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The cultural and creative industries in Germany

The cultural and creative industries are the embodiment of diversity: They encompass a broad spectrum of market segments, including architecture, books, design, film, art, the performing arts, music, press, broadcasting, software and games, and advertising.

The cultural and creative industries are of major significance for our economy: in 2009, gross output for the cultural and creative industries totalled 63 billion euros. Today the cultural and creative industries encompass roughly 240,000 companies and more than one million employees. This sector is a key engine for job creation, and it is distinguished by the high number of self-employed and creative professionals who work within its numerous fields.

The Cultural and Creative Industries Initiative

The German government launched its Cultural and Creative Industries Initiative in the autumn of 2007. The initiative's main goal is to help pave the sector's way to a successful future. This means both enhancing the competitiveness of these industries as well as tapping their potential for job creation. Furthermore, the initiative seeks to enhance the income opportunities of small creative businesses and self-employed artists.

Message of greeting



In a democracy, art and culture are primarily an end in themselves: our society needs their stimulus if it is to remain lively and innovative. However, culture is not self-contained: it has been a driving force in our economy for quite some

time. The way in which the ministries responsible for commerce and culture in our Federal Government are working hand in hand to strengthen the cultural and creative sector – a key area for Germany's economic future – can serve as a model for Germany and indeed for Europe.

Culture is not a mere recipient of subsidies: it creates value and jobs. We are therefore aiming to improve the conditions for artists and creative persons working either in companies or as freelancers in Germany. Those engaged in creative activity should be given support so that their artistic talent can enable them to earn a living. After all, the image of the poverty stricken artist may have a certain appeal, but it is perhaps not the best lifestyle model.

Yours,

Bernd Neumann, MdB
Minister of State to the Federal Chancellor