

25 June 2015,
Chisinau

"Connect, Develop, Invest": the Regional Seminar on the Potential of the Cultural and Creative Sectors in the Eastern Partnership Countries takes place in the Republic of Moldova

A two-day seminar exploring the potential and the challenges of developing the cultural and creative sectors in the Eastern Partnership countries was opened in Chisinau on Thursday, 25th of June. The event is organised by the Moldovan Ministry of Culture and the European Commission

Cultural and creative Sectors need to be developed! Cultural and creative industries (CCIs) are undergoing considerable change as a result of increased digital technologies. In line with the Europe 2020 strategy for growth and jobs, the European Union is promoting the culture sector(s) as provider(s) of employment and growth.

The seminar was opened by the EU Ambassador to the Republic of Moldova Pirkka Tapiola, the Moldovan Minister of Culture Monica Babuc and the Moldovan Deputy Minister of Economy, Tudor Copaci. The event is organised in the framework of Platform 4 of the Eastern Partnership 'People to People Contacts'.

During the two days of the seminar, cultural operators, creative entrepreneurs and policy makers from several EU Member States and Eastern Partnership countries will debate ways to support the development of the cultural and creative sectors in the region. In different panels and working groups, the participants discuss the potential and challenges of the creative industries in the Eastern Partnership countries.

The event provides the opportunity to exchange successful practices and to present specific support schemes and policies that build on inter-sectorial cooperation within public authorities, civil society operators and entrepreneurs.

Culture and creativity are integral components of the Eastern Partnership. Since 2009 the EU has been engaging in a regular policy dialogue on culture with its Eastern Partners, carried out under the framework of Platform 4 of the Eastern Partnership ‘People-to-people contacts’.

Background information:

The EU programme “**Creative Europe**” supports the cultural and creative sectors. The Republic of Moldova and Georgia have already joined the programme. Creative Europe is the European framework programme for support to the culture and audio-visual sectors with a budget of almost 1.5 billion euros.

Creative Europe's aims are to:

- Help the cultural and creative sectors seize the opportunities of the digital age and globalisation;
- Enable the sectors to reach their economic potential, contributing to sustainable growth, jobs, and social cohesion;
- Give Europe's culture and media sectors access to new international opportunities, markets, and audiences.

Additionally, the European Union supports the "culture sectors" through the Eastern Partnership. The second phase of the Culture Programme of the Eastern Partnership was launched in spring this year and helps to build the capacities needed in Partner countries to develop sustainable strategies for historic towns, to map and analyse their cultural and creative sectors and to join and benefit from the Creative Europe programme.

This regional seminar seeks to reinforce these objectives and initiatives.



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The European Commission is the EU's executive body.

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.