



**“CReATE: CONNECTING ICT RESEARCH
AND CREATIVE ENTERPRISES”**

The CReATE project consortium is organizing an international conference named **“CReATE: CONNECTING ICT RESEARCH AND CREATIVE ENTERPRISES”**, that will take place in **Torino, Italy, in November 4 and 5, 2009.**

The CReATE conference, **sponsored by Regione Piemonte**, will be the seat for experts, coming from several countries and different background, to discuss the state of the art of ICT innovation in creative industries and cluster development. It is meant to involve public, political, entrepreneurial stakeholders through targeted workshops and discussions, in order to network them, to identify new ICT development trajectories and ICT research priorities, to focus innovative business models. A matchmaking event for creative enterprises will complete the programme.

Keynote speakers such as **METTE QUINN** (EU Commission), **ANDY CAMERON** (FABRICA), **FLAVIA BARCA** (Fondazione Rosselli), **GLENN ENTIS**, will outline the connection between ICT and creative industry and its forecoming developments through the economic, the EU policy and the creative enterprise perspectives. Experts, entrepreneurs, public decision makers, academics will share their experience during thematic workshops, in order to discuss and validate the CReATE research priorities. A round table about **IT research policy for creative industry** will provide a multiple approach on public actions to innovate and make competitive the creative sector and will give inputs to the **CReATE JOINT REASERCH AGENDA.**

The CReATE conference will be hosted at the **VIRTUAL REALITY & MULTIMEDIA PARK** in Torino, a public-supported high tech facility promoting innovative applications and virtual reality R&D in the audiovisual and multimedia sector. The event is included in the **EUROPEAN YEAR OF CREATIVITY and INNOVATION** and it is part of **DIGITAL ORBIT**, a week of digital creativity events promoted by **View conference, Share Festival, Club to Club Festival** in cooperation with Regione Piemonte.

The event is addressed to cluster organisations, company representatives (SMEs and MNCs), researchers, intermediaries, enterprise associations, political decision-makers, both from CReATE partner and non-partner regions. It is organized by **CSP-Innovazione nelle ICT** on behalf of the CReATE project consortium. Working languages will be English and Italian.

Info and registration at www.lets-create.eu

CReATE, a EU cofunded project under FP7 Region of Knowledge Programme, aims at creating a **JOINT REASERCH AGENDA**, a shared regional research agenda to promote ICT-based innovation in creative industries and provide strategic policy guidance to all regions. Partners are MFG Baden-Wuerttemberg mbH (DE), Regione Piemonte (IT), Steinbeis Europa Zentrum (DE), CSP-Innovazione nelle ICT (IT), Politecnico di Torino (IT), Imaginove Rhône-Alpes (FR), Advantage West Midlands (UK).

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