

## **THE CREATIVE INDUSTRY GROWING ENGINE FOR APULIA AND WESTERN GREECE**

To help cultural and creative enterprises to grow and walk alone:  
what model of incubator / accelerator to follow?

*Press release 25th February 2019*

**Thursday, February 28th** in Bari at the **Cineporto of the Fiera del Levante**, (8.45am) Tecnopolis Parco Scientifico e Tecnologico organizes the first international conference for the presentation of incubation models for cultural and creative enterprises within the Traces Project, "Transnational Accelerator for cultural and creative ecosystem", funded by the Interreg VA Greece-Italy 2014-2020 Program.

The Conference will be a laboratory of ideas to deepen, share knowledge, expectations and peculiarities of the system of cultural and creative enterprises with the aim of defining an incubator / accelerator model of the entrepreneurial realities of Apulia and of western Greece.

There are more than 13 thousand creative Apulian companies and around 3,500 in the Achaia Region, in Greece, surveyed and involved, thanks to the project. The macro sectors in which they operate are those of the creative industry (architecture, design, communication) Cultural industry (publishing, software and videogames, cinema and audiovisual, music) Performing arts (dance and entertainment), Cultural heritage.

From a survey conducted on a sample of 80 companies from Apulia, mostly individual, it was found that the main problem faced by these companies, concern the under-capitalization and access to sources of financing, as well as the difficulty in demonstrating to the banking system the economic value that they are able to generate due to the lack of skills related to financial planning and management.

From these needs, manifested by the system of cultural enterprises of the territory, the Traces Project moves. The conference, in fact, will be a moment of discussion to deepen, thanks to the intervention of national and international experts, what are the ideal conditions to support the growth of cultural and creative enterprises with a focus on the experiences of creative incubators present in Italy and all 'abroad.

The Traces - ***Transnational Accelerator project for a Cultural and Creative Ecosystem***, financed for about € 1 million From the Greece-Italy Cooperation program, was created to enhance and support the precious sector of Cultural and Creative businesses, thanks to the synergy between the **University of Salento** (Department of Economics), as lead partner, and **Tecnopolis Science and Technology Park, Creative Puglia District, Hellenic Management Association, Chamber of Commerce of Achaia, ENCATC - European Network on Cultural Management and Policy, and the Foundation for Ethical Finance.**



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*The Interreg V-A Greece-Italy Programme is a European Territorial Cooperation Programme with a total budget of € 123.176.896, financed by the European Union, through the European Regional Development Fund (ERDF), at a rate of 85%, and by the two Member States (Greece and Italy), through a national co-financing, at a rate of 15%. The Programme aims to devise a cross-border growth strategy between Puglia and Greece, in order to develop a dynamic economy based on smart, sustainable and inclusive systems with the final goal to improve the citizens' quality of life.*