PROGRAM DETAILS

DAY AND TIME
➔ 29 May, 15.30 pm – 17.00 pm

TITLE
➔ “Southern Sweden Creatives: Bringing talent your way”

ACTIVITY PARTNER
➔ Invest in Skåne is the official regional business promotion agency for Sweden’s southernmost region Skåne. We provide professional advice and services to international companies considering Skåne for future investment and assist regional companies in developing their international business.

MANAGEMENT SUMMARY
➔ Southern Sweden Creatives is Sweden’s most comprehensive initiative for trade promotion in the creative industries. The three-year, EU-financed project, assists small and mid-sized companies from Sweden’s southernmost regions of Blekinge and Skåne, that work with film & TV; media; digital games; and design to succeed in internationalisation.

Representatives from Invest in Skåne, the project lead, will introduce Southern Sweden Creatives and share take-aways from running a project together with 9 partners and 100+ companies that have participated in over 25 international activities. Find out how creatives from a relatively small geographic region can compete and collaborate with some of the world’s leading markets; what role support-actors can play in helping them; and how we aim to foster the networks and ideas that have come out of this initiative.

040x040 is a series of community-driven gatherings for creatives and innovators from Hamburg and Malmö, supported by Southern Sweden Creatives. The project is divided in two sessions, to explore both Hamburg and Malmö communities. The participants, likewise the organizers, contribute their knowledge to experience and discuss. Around 40 people from both Malmö and Hamburg participate to exchange knowledge, business possibilities and networking.

The project 040×040 is organized by Media Evolution Southern Sweden and supported by Southern Sweden Creatives.

PROGRAM DETAILS
➔
Stefan Johansson, Managing Director, Invest in Skåne
Title, Maria Larsson, Business Development Manager, Invest in Skåne
Magnus Thure Nilsson, Managing Director, Media Evolution

More information at ➔ http://southernswedencreatives.com/
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