



Competitivitatea unei Afaceri Creative

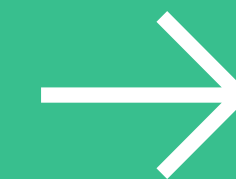
Marina Lita

GEN Moldova

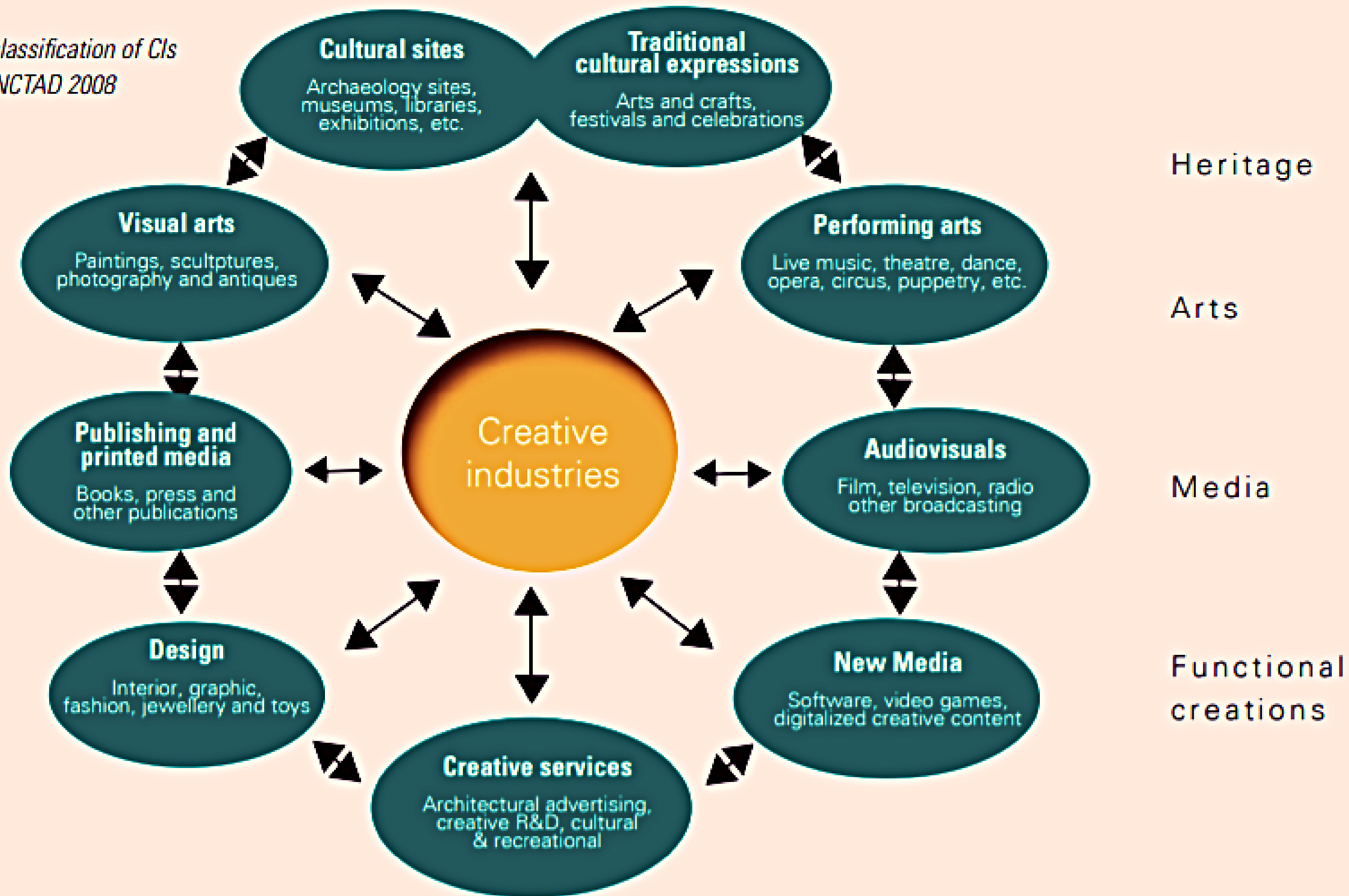




Industria Creative



industrii care se bazează pe valori culturale, diversitate culturală, creativitate individuală și / sau colectivă, abilități și talent cu potențialul de a genera inovație, bunăstare și locuri de muncă prin crearea valorii sociale și economice, în special din proprietatea intelectuală



Cultural & Creative Industries (CCIs)

Core CCIs

Subsectors:

Advertising
Architecture
Archives, libraries, cultural heritage
Books & press
Cultural education
Design (incl. fashion design)
& visual arts
Music
Performing Arts & artistic creation
Radio & TV
Software & games
Video & film

Fashion industry

Manufacturing of intermediate goods; Manufacturing of fashion goods; Wholesale & agents; Retail sale

High-end industries

High-end fashion; Jewellery & watches, Accessories, Leather goods; Perfums & cosmetics; Furniture & household appliances; Cars Boats
Gastronomy; Hotels & leisure; Retail & auction houses
Publishing

European Union
CREATIVE
INDUSTRIES
Classification



IMPACTUL INDUSTRIILOR CREATIVE

643 miliarde EUR + o valoare adăugată totală de 253 miliarde EUR în 2019, ICC au reprezentat 4,4% din PIB-ul UE.

La sfârșitul anului 2019, ICC angajau peste 7,6 milioane de persoane în UE-28

În perioada 2013-2019, cele 10 sectoare CCI au cunoscut rate de creștere variate, dar constante:

- peste 4% pe an pentru jocuri video, publicitate, arhitectură și muzică;
- 0,5% și 3% pentru audiovizual, radio, arte vizuale, spectacole și cărți.
- presa a avut de suferit (-1,7%)

CCIs

4.4% EU GDP
12 million jobs

High growth rate
Resilience to the economic crisis
Labour intensive
Highly qualified workers
Locally-based
Early adopters of technologies

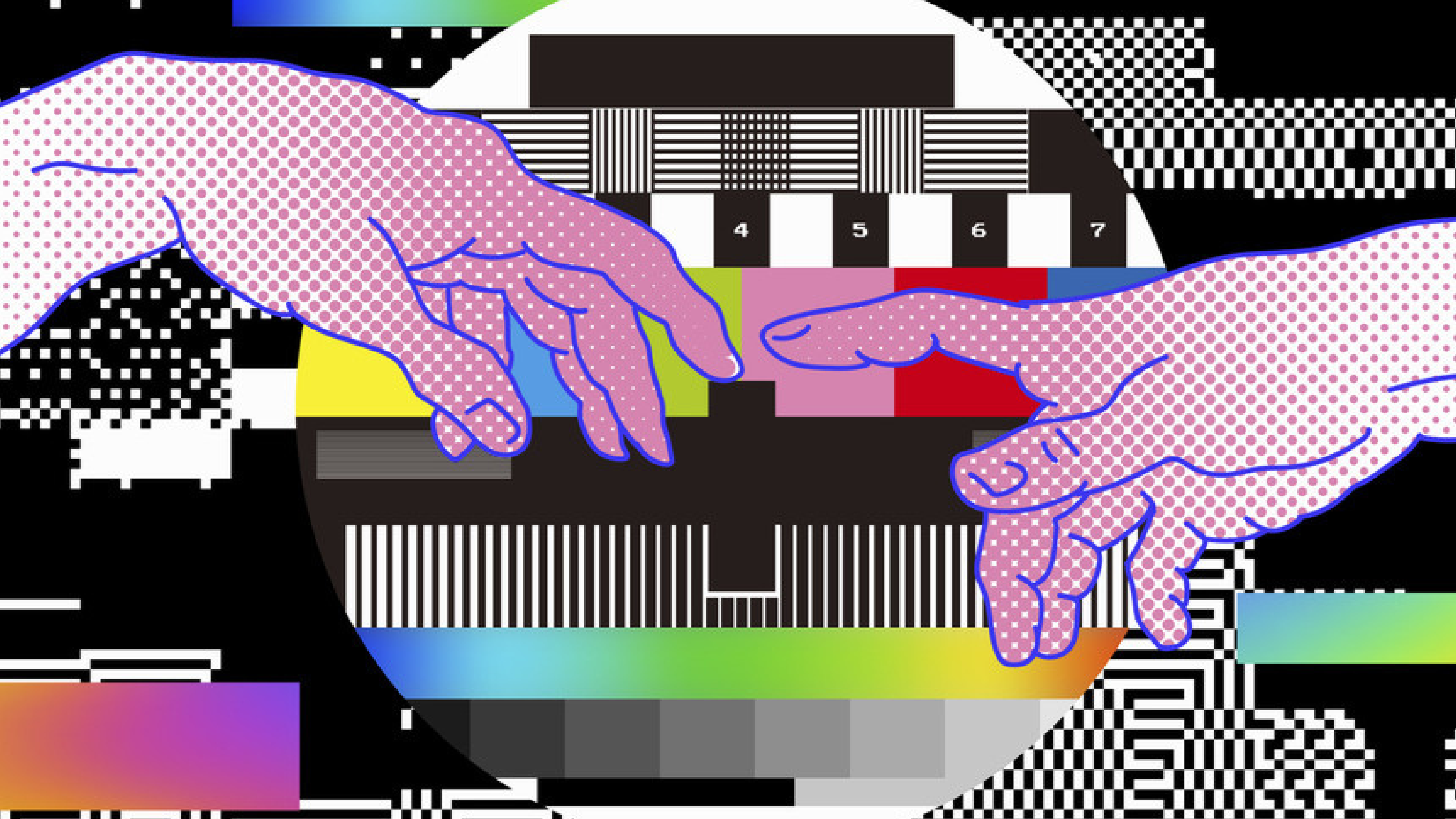
Industry

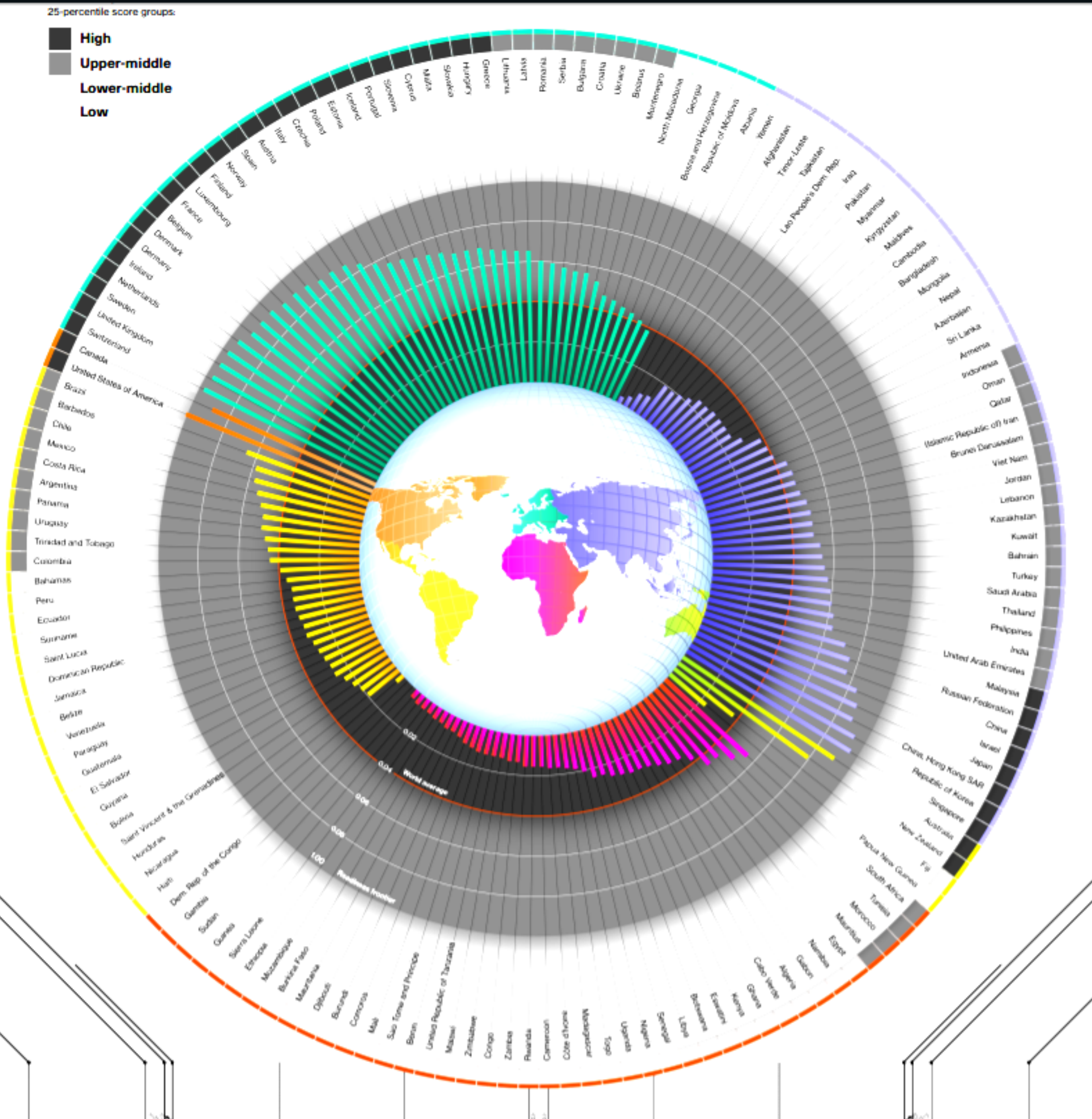
2 million companies
33 million jobs

Contribution declining de-industrialisation
Outsourcing
Exploitation of new technologies to manage the transition to smart systems

Spill-overs & Cross-innovation







Raportul UNCTAD Tehnologie și Inovare 2021

țările cele mai bine pregătite pentru a utiliza, adopta și adapta în mod echitabil aceste tehnologii sunt

- Statele Unite ale Americii,
- Elveția,
- Regatul Unit,
- Suedia,
- Singapore,
- Olanda și
- Republica Coreea.

În general, economiile cele mai pregătite se află în America de Nord și Europa.



Platforma Suedeză Spotify

În primul trimestru
2021

a raportat un profit de
2.147 de milioane de
Euro, ceea ce
reprezintă o creștere
de 16% față de anul
trecut

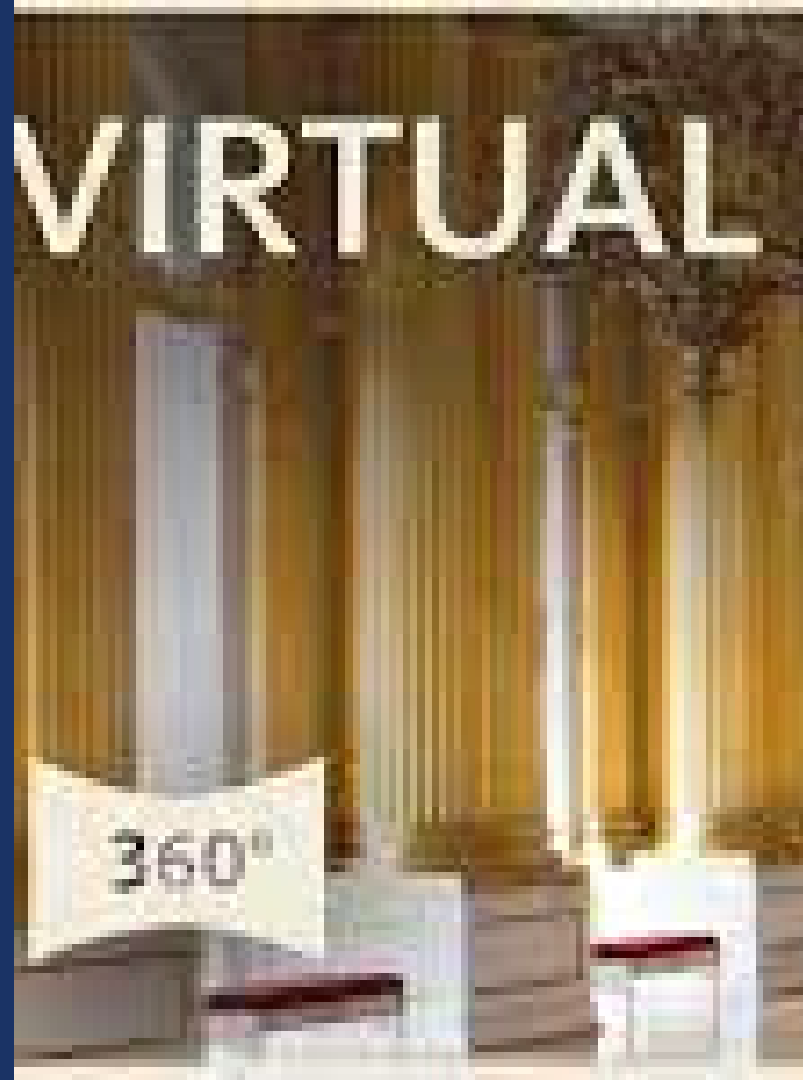


Tururi virtuale

Google Arts &
Culture a făcut
echipă cu peste
2500 de muzee și
galerii din întreaga
lume pentru a aduce
oricui și tuturor
tururi virtuale

DGTL Amsterdam

a trecut online și
a fost denumit ca
„cel mai mare
festival de
sufagerie din
lume”, difuzând
28 de show-uri



**Mulți actori și
interpreți au
fost obligați să-
și părăsească
industriile și să
migreze spre
alte domenii
pentru a-și
câștiga
existența**

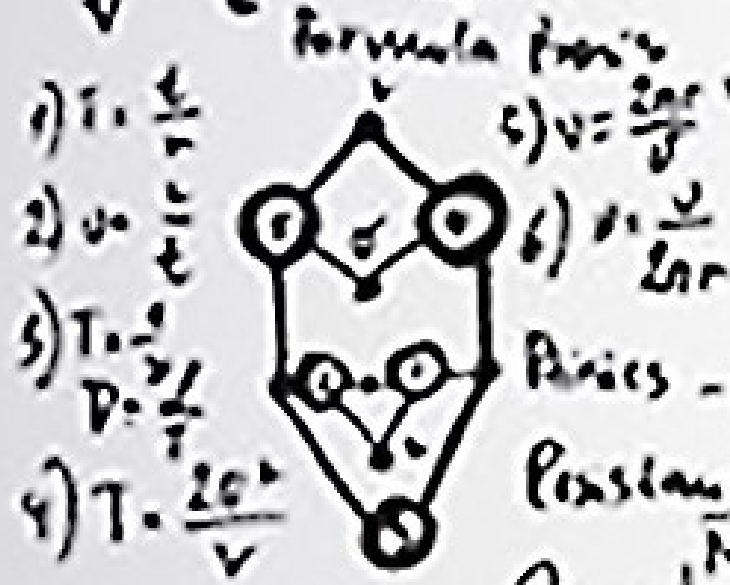


$P = \vec{S}$

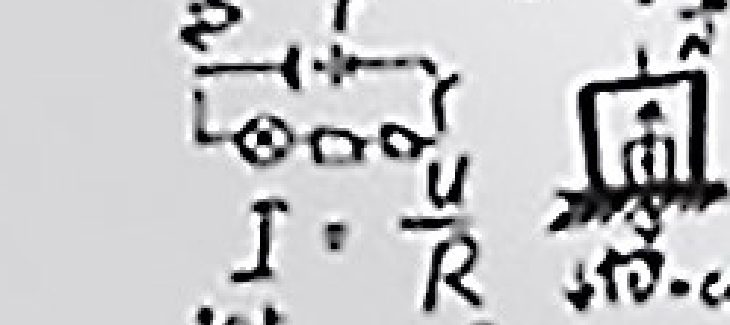


$w = \frac{mg}{f}$
1. $x = \rho \cos \varphi, y = \rho \sin \varphi$
 $\rho = \sqrt{x^2 + y^2}$

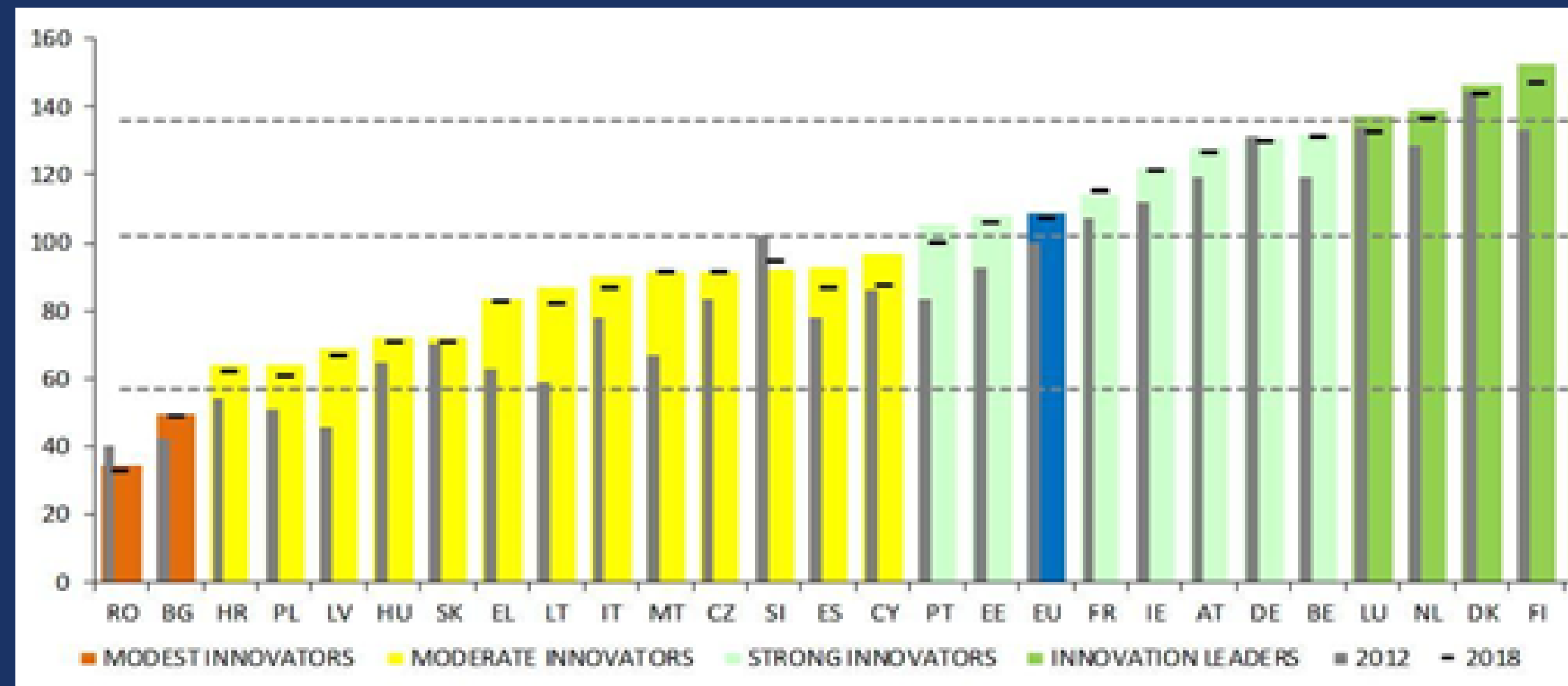
$x = x_0 + vt$
 $y = y_0 + vt$
 $z = z_0 + pt$



$w = \frac{d\varphi}{dt}$
 $\vec{w} = A$
 $\gamma \frac{dV}{V} = 0$



European Innovation Scoreboard

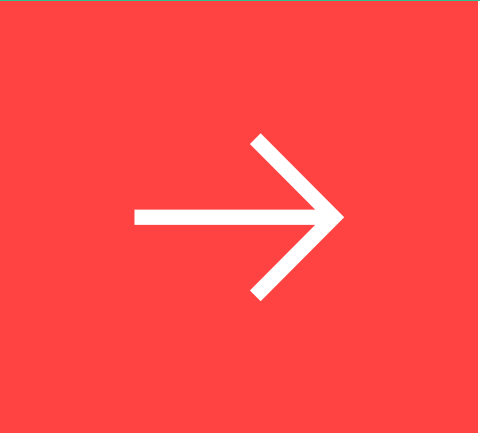


Rank	Country	Score	Income Group
1	Switzerland	66.1	High
2	Sweden	62.5	High
3	United States of America	60.6	High
4	United Kingdom	59.8	High
5	Netherlands	58.8	High
6	Denmark	57.5	High
7	Finland	57.0	High
8	Singapore	56.6	High
9	Germany	56.6	High
10	South Korea	56.1	High

Global Innovation Index, by WIPO



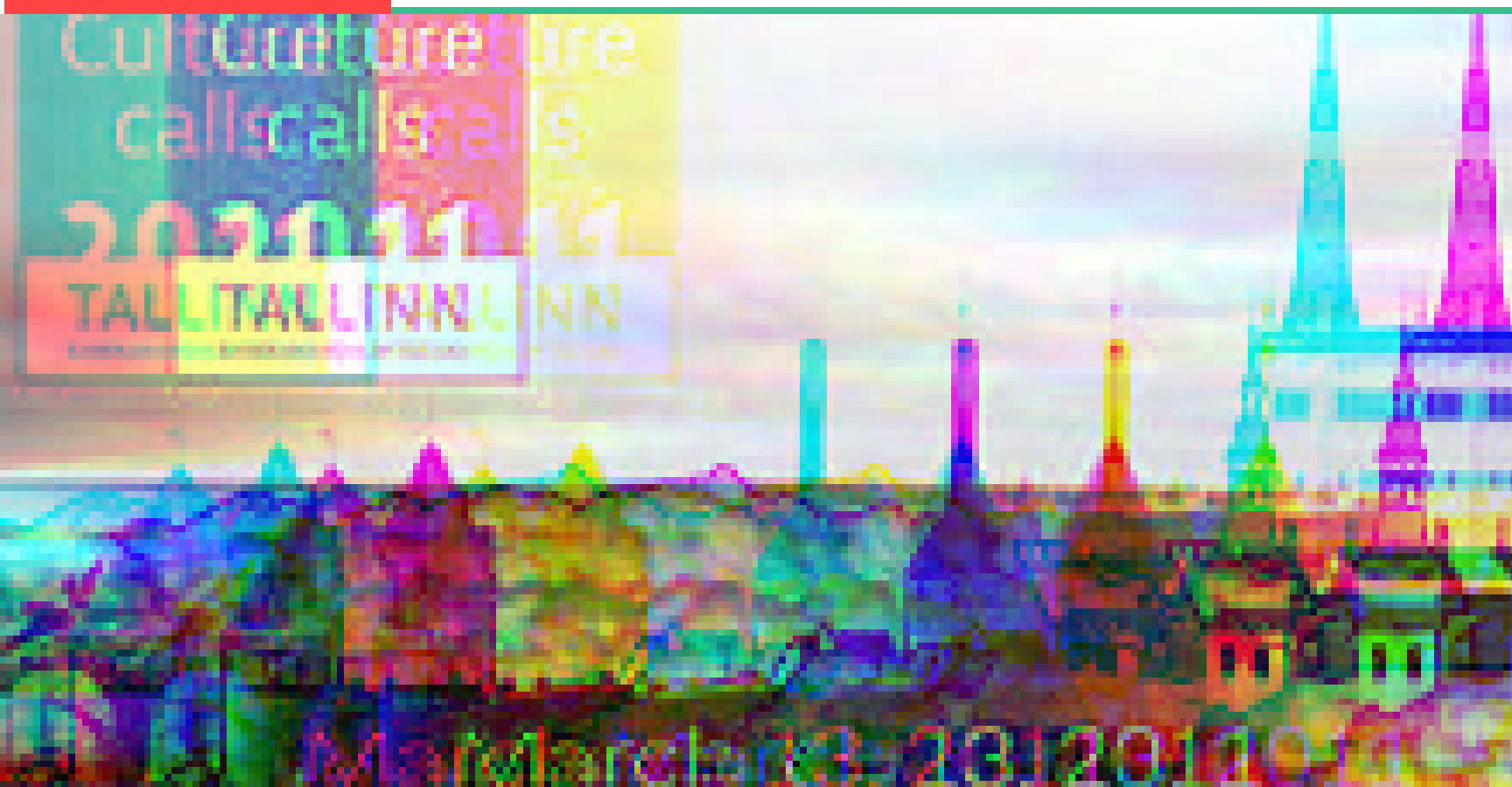
We're so glad you're here!



Abordare holistică a economiei creative, ceea ce înseamnă că accentul se pune pe valoarea adăugată pe care industriile culturale și creative o pot oferi altor sectoare



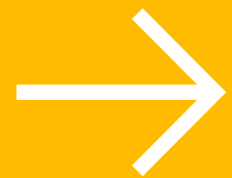
Estonia - perspective regionale de dezvoltarea industriilor creative



Trei obiective strategice au fost stabilite în programul de lucru 2019-2022:

- 1) implementarea influenței culturale pentru promovarea coeziunii sociale;
- 2) sprijin pentru creativitatea bazată pe cultură în educație și inovare și pentru promovarea ocupării forței de muncă și a creșterii economice; și
- 3) consolidarea relațiilor culturale internaționale.





Copenhagenization



CEL MAI SUSTENABIL ORAS: COPENHAGA

Danemarca este pe cale să își satisfacă 50% din necesarul de energie prin energia eoliană

Mai mulți oameni din Danemarca mănâncă alimente ecologice decât orice altă națiune din lume

Fabrica de incinerare a deșeurilor din Copenhaga poate fi cea mai curată clădire de acest fel din lume



Creative Business Network

CREATIVE BUSINESS CUP

A GLOBAL NETWORK FOR INNOVATIVE BUSINESS

We promote **entrepreneurship**, **innovation** and **competitiveness** in the creative industries, nationally, regionally and globally.

Creative Business Cup empowers entrepreneurs in the creative industries, connects them to investors and global markets and strengthens their innovative capabilities to the benefit of industry and society



WHAT does CBC stand for?

2018 – [6 degrees](#) – Israel

2019 – [Lapee](#) - Denmark

2020 - [RAIKU](#) - Estonia

2021- **PHOTIO** - Chile

Think of us as the Olympics
of startup competitions
with creatives standing in for athletes.

THE WINNERS FOR PAST FEW YEARS:

2017 – [Cell Robot](#) - China

2016 – [Green City Solutions](#) - Germany

2015 – [Blitab](#) - Austria

2014 – [Professor Why](#) - Poland

2013 – [Teddy the Guardian](#) - Croatia



A global ecosystem that supports and help to develop early stage creative startups

A way to connect you to the Creative Industry stakeholders locally, regionally and globally

A network that helps startups to connect with investors, brands and corporations

CREATIVE INDUSTRIES = Creative Goods and Services

Advertisement

Experiences technologies

Architecture

Fashion

Gastronomy

Music

Craft&Artisan

3D printing maker

Toys&Games

Software, computer
games & electronic
publishing (for creative
industries)

Publishing

Film, Video &
Photography

Leisure &
Experiential
Activities

Design



Creative Business Cup

- IN NUMBERS for CBC Global

190.000 USD	Worth in Prizes
5.000+	Startups
500+	Guests
100+	Startup Pitches
60	Countries
29	Speakers
10	Selected Investor Pitches

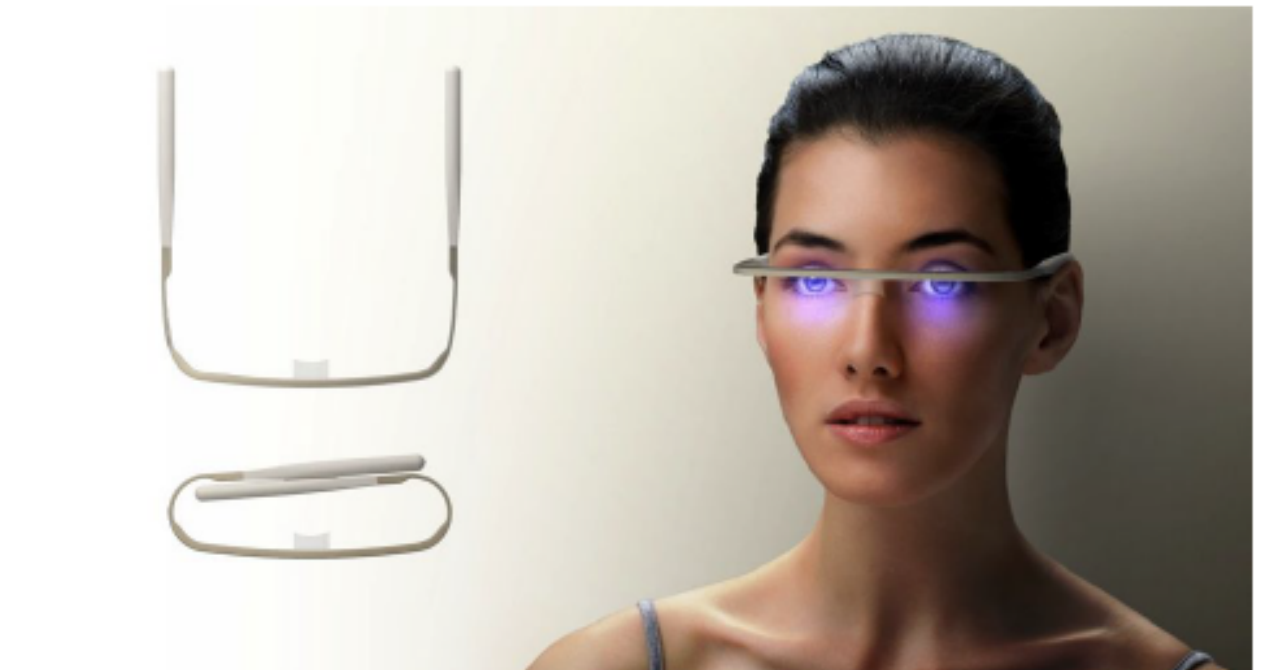


CBC Moldova – IN NUMBERS

By 2019	1 Moldovan finalist in TOP 12 Globally
100+	Startups
300+	Guests
40+	Startup Final Pitches
36+	Speakers
20+	Jury members

CREATIVE BUSINESS CUP STARTUP EXAMPLES

There is no limit to the creative imagination and great concepts from our startups



SELECTED JURY MEMBERS GLOBALLY

IKEA, Hakon Nordkvist, head of Sustainable Innovation (Sweden)

GOOGLE, Flavia Simon, Head of Consumer Marketing (Brazil)

LEGO, Stiven Kerestigan Gandarillas, Senior Manager (Chile)

INDIGOGO, Liz Wald, Vice President International (United States)

ARLA, Harry Barraza, Head of Open Innovation (Colombia)

MICROSOFT, Soha Hohnecker, Regional Program Manager (France)

DELOITTE, Sten Peters, Partner (Denmark)

NOMA, Peter Kreiner, CEO (Denmark)

SAFARICOM, Joseph Ogutu, Director of Strategy and Innovation (Kenya)

TRIBETAN, Tiffany Norwood, President and CEO (United States)

ENCOURAGE CAPITAL, Otho Kerr, Partner at (United States)

GLOBAL ENTREPRENEURSHIP WEEK, Jonathan Ortmans, President

RADICALUPSTARTS, Amy Cosper, CEO (United States)

STYLUS, Marc Worth, CEO and Chairman (United Kingdom)



CREATIVE BUSINESS CUP STARTUP EXAMPLES – Moldova



Energy Solaris was the Moldovan finalist in TOP 12 Globally in 2016



SELECTED JURY MEMBERS from previous years



JURY MEMBERS





MOLDOVA



JURY MEMBERS



LUDMILA URSATIEV



VIORICA CERBUSCA



KERSTI KILG



JULIA YOUNGS



MIHAI STIPANOV



ELENA PANAINTE



YASMINE BOUKHATEM



ANDREI MOISEI



DONA SCOLA

CBC WITH MOLDOVAN BUSINESSES



CREATIVE GALA



TIMELINE

- A. Launch of competition – 20.04.2022
- B. Online Q&As and online events –20.04-06.05.2022
- C. Remote events with partner hubs in accordance with their schedule
- D. Final application date 07.05.2022
- E. Creative National Finals – 14.05.2022
- F. International Finals – 27-30.06.2022



WHAT WE OFFER STARTUPS

- Opportunity to join an international creative network and market access in terms of potential partners, investors, connections
- Improved access to finance through investor readiness initiatives
- Global networking with startups, investors, companies and governments
- Feedback from other startups, investors and industry experts
- Chance to represent their country as national winner at the global finals for 2022
- Chance to win special prizes at the global finals



GLOBAL PARTNERS

Stylus

Entrepreneur



Aberdeen
Asset management

Deloitte.



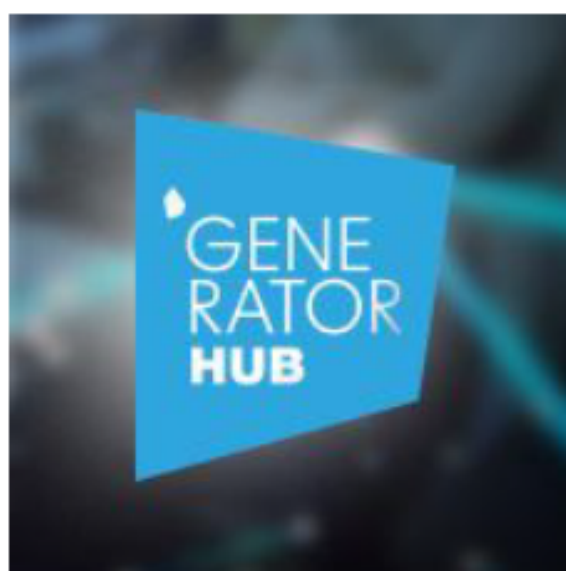
Microsoft BizSpark
We ♥ Startups



Google



CBC Partners in Moldova in previous years



THANK YOU!



ZIPHOUSE
fashion hub



Dreamups

 **ARTCOR**

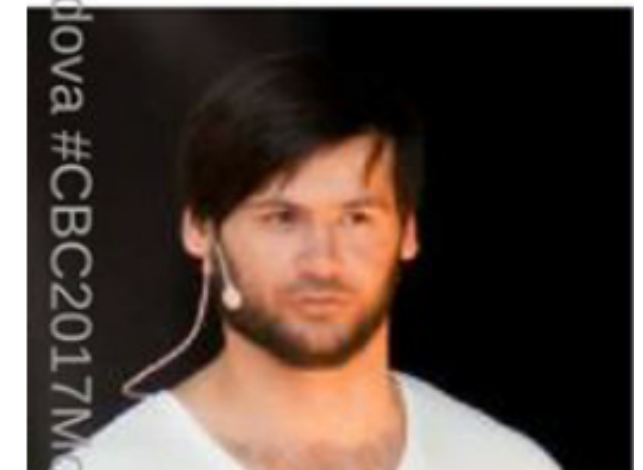
Consiliul Raional
UNGHENI

AGGPI

 **ASEM**
Academia de Studii Economice din Moldova

**GENE
RATOR
HUB**

PEOPLE THAT INSPIRED US



GENMoldova #CBC2017Moldova #Creative

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GENMoldova #CBC2017Moldova #Creative

GENMoldova #CBC2017Moldova #Creative

Why? Because creatives of **MOLDOVA** matter



REZILIENȚĂ,
UMANIZAREA
PANDEMIEI,
SCALABILITATE
PE TIMP DE
CRIZĂ



More info on

[HTTPS://ALLOFGENMOLDOVA.
WORDPRESS.COM/CREATIVE/](https://allofgenmoldova.wordpress.com/creative/)

[HTTPS://THISIS.CBNET.COM/G
ROUPS/4548203/FEED](https://thisis.cbnet.com/groups/4548203/feed)

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HOME

ABOUT

CORE

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LOCAL BOND

CREATIVE

WOW

YOU IACT

ISTORIA

G

Creative



10°C
Cloudy





Let us know at

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genmoldova@gmail.com +37379303131

**Let's impact the
creative together!**

CBC 2022 MOLDOVA





Thank you!

“This crisis has shown that only together can we survive, only together can we thrive, and only together can we prosper.”

AXEL VAN TROTSENBURG
MANAGING DIRECTOR
OF OPERATIONS,
WORLD BANK

