



*The Council of European Municipalities and Regions (CEMR), together with its partners from the City of Offenbach and the University of Wales, are kindly inviting you to a seminar on*

**“PROMOTING ENDOGENOUS LOCAL ECONOMIC DEVELOPMENT  
STRATEGIES: THE CASE OF THE CREATIVE INDUSTRY”**

**Brussels, 6<sup>th</sup> April 2006**

**from 10h00 to 16h00**

**in CEMR office**

It is today widely recognised that local and regional authorities play an important role in creating a supportive environment to stimulate entrepreneurship. The decisive advantages of the local and regional levels are their capacity to facilitate the building of local networks and to combine several policy areas such as active labour market policies, support of disadvantaged groups, educational measures, and support of SMEs to link economic competitiveness with social inclusion.

The main objective of the 6<sup>th</sup> April seminar in Brussels is to discuss policy options available to local and regional authorities to make integrated local economic development strategies work by coordinating effectively existing local resources.

The seminar will gather local authority representatives, local economic development experts, academicians and business promoters from across Europe. It will start with a presentation of the results of a project conducted in 2005 in the city of Offenbach (Germany), which focused on the creative industry. Good practices from Wales and from Vienna will also be highlighted, as well as EU funding opportunities in support of local economic development initiatives. The event will take an ‘issue based approach’ with the aim of identifying key lessons and tools that can be transferred to different localities and regions across Europe.

The seminar will be held in English and is free of charge. We however invite you to register early using the attached registration form, as the number of participants to the seminar is limited to 50.

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STRATEGIES: THE CASE OF THE CREATIVE INDUSTRY”**

**Seminar Programme**

**Brussels, 6 April 2006**

10h00-16h00

CEMR office

22 rue d' Arlon, B-1050 Brussels

Morning (10h00-12h30)

- **Welcome and introduction to the seminar**  
Dr. Angelika Poth-Mögele, Head of Policy at CEMR
- **Endogeneous growth and local employment strategies**  
Dr Matthias Schulze-Böing (head of the Department for Employment Policy in the municipality of Offenbach)
- **Endogenous growth from the point of view of an entrepreneur**  
Konrad Fleckenstein (Junior Chamber of Commerce)
- **The creative industries as an engine for local economic development – business creation out of the school of design**  
Frank Mussmann, President of the School of Design (Offenbach)
- **The creative industry as a source of employment creation and growth in Wales**  
Dr Caryl Cresswell, ICE Centre, Newport Business School, University of Wales (Newport)
- Discussion

*(12h30-13h30: Lunch break)*

Afternoon (13h30-16h00)

*Developing endogenous growth strategies at local and regional level*

- **Initiatives and impact of the creative industries in Vienna**  
Norbert Kettner, Departure - Wirtschaft, kunst und kultur gmbh
- **The Gründercampus – an integrated concept for fostering the development of the creative industry and re-conversion of a deprived area**  
Armin Niedenthal, architect, Gemeinnützige Baugesellschaft, Offenbach
- **Entrepreneurship, innovation, and employment at local level– strategies and funding policies of the European Commission**  
Dominic Rice (tbc), European Commission, DG Employment, Unit A4
- **Discussion**

*(16h00: close of the seminar)*