



Creative Industry in Pécs, in the Region

Rabb Szabolcs
DDKIK

2010.24.05. Pécs

Economical, Political Bases

- First document, mentioning the need for establishing Creative Cluster is the Regional Innovation Strategy (DDRFÜ)
- One of the flagships of the Competitiveness Poles of the city is the cultural economy besides the environment and healthcare industry.
- Pécs has a firm and well-operating cultural institutional network. About 4000 people work in creative industry and each branches of the industry is represented in the city (700 companies)

2010.24.05. Pécs

Creative Cluster

- The **CICC Association** as well as its institution, the **Cultural Industry Cluster of South West Hungary** were created in order to create the network of cooperation between small and medium businesses in the fields of culture and the creative industry, and thus to promote the establishment of an innovative economic milieu in South West Hungary.
- After the establishment of the **Cultural Innovation Competence Centre Association**, our **primary objective** was to create a cultural industry cluster, which was founded on 31 January 2007 under the name of Cultural Industry Cluster of South West Hungary.
- The shared goals of the Cluster include the creation of a cultural innovation network, establishing the cooperation of the actors in the innovation industry, establishing a training and consulting system that is in line with the directions of development of the cultural industry, as well as communicating the innovative achievements attained in the cultural industry.

2010.24.05. Pécs

Cluster priorities

- - catalyzing creative industrial processes of innovative and economic potential can lead to boosting the income-generating capacity of the industry and a quality upgrading of service systems - TECHNOLOGY
- - awareness-raising campaigns and promoting the acceptance of the creative industry by a wide range of the community, as well as representatives of other lead industries - TOLERANCE
- - demonstrating utilization opportunities for the creative industry, thus interconnecting the creative industry and industrial production, biotechnology, environmental projects, communication and financial services- TECHNOLOGY
- - running a continuously communicating and co-operating network that is able to express shared interests, reduce harmful internal competition and is ready to co-operate - KNOWLEDGE
- - setting up know-how systems and facilitating transfers - KNOWLEDGE

2010.24.05. Pécs

Start-up projects and programs

- Network of Creative Industrial Cities: 250,000 euros, (CE project, 5 countries participating)
- - Regional Film Fund: establish film fund and build up film industry in the region
- - Organization of the Regional Film Festival in 2009-2010, -Pécs Encyclopedia (100 editors, 400,000 euros)

2010.24.05. Pécs

SWOT I.

- **Strengths:** existing knowledge-base, motivated actors, Pécs as a traditional cultural centre in Hungary (the 2nd most important centre in Hungary, after Budapest), already existing programmes and events, one of the flagships of the Pole Programme in Pécs is to develop cultural industry, the ECoC programme, expanded institution system
- **Weaknesses:** cooperation is not coordinated, knowledge-base does not support demanded training and the necessary innovative developments, weak and fragmented infrastructure, income-producing creative industry does not exist, lacking cooperation between tourism and culture industry, missing innovative links within cultural industry, the sustainability of investment projects is not proven, over-centralised (based in Baranya and Pécs), demand is not homogenous and not developing

2010.24.05. Pécs

SWOT II.

- **Opportunities:** forming innovation links, strengthening income-producing abilities reshaping training and advisory systems, generating innovation activities, developing products and services, establishing a unified data-based and an Internet platform, efficient and effective business operation based on coordination and cooperation, demand-oriented operation
- **Threats:** development processes obstructed by bureaucratic systems, negative attitude of some of the actors due to coordination, radical and fast change of consumer's needs, without proper resources the Pole Programme cannot be implemented and the ECoC cannot be sustained, the clusters and innovation chains are unable to cooperate

2010.24.05. Pécs



Thanks for your attention.

Szabolcs Rabb

2010.24.05. Pécs