

Tallinn, Dec 10 2008

”Talk the walk –
Creative industry development in Sweden”



Hello.

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Nätverket för
Upplivelseindustrin

NasdaqOMX Stockholm today

3. Nordea (168.000.000.000 SEK)
2. Ericsson (206.000.000.000 SEK)
1. H&M (227.000.000.000 SEK)



Some background.

Who are we?



Upplevelseindustrin / Swedish Creative Industries

Financed by the The Knowledge Foundation and local/regional councils (2,5 M € / year) since 2003

25 people in 1 national HQ and 8 regional hubs, each with a national industry focus

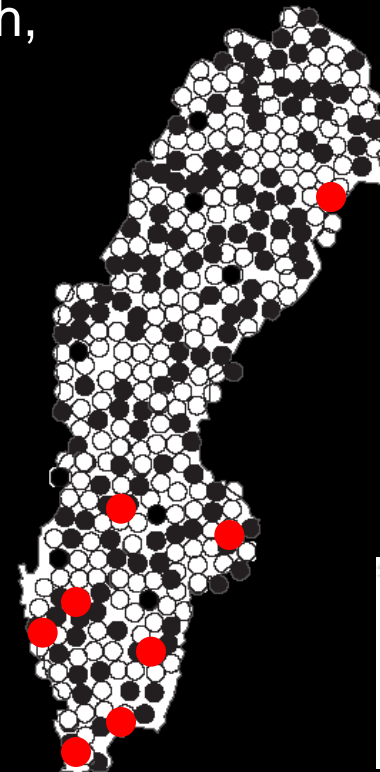
Hubs work as neutral cross-boundary arenas, linking individuals and companies to research, education and each other

Piteå – tourism at Acousticum

Grythyttan – gastronomy at Måltidens Hus
Stockholm – design/fashion at Transit/MM&D

Trollhättan – film at Film i Väst
Gothenburg – design/advertising at ADA
Hultsfred – music at Rock City

Karlshamn – computer games at Netport
Malmö – moving media at Moving Media City



1

Action speaks louder than words.

The Malmö case: policies and goals can be set in an afternoon.



2

Focus on collaborative efforts.

Rather influence existing programmes than start up new ones.



3

Build on your strengths, whatever they are.

Hultsfred and Grythyttan

Salt in Slovenia

Mastiha in Greece



4

The creative industries are knowledge-intensive, constant-changing and depend on the arts for innovative, non-commercial input.

We need neutral agents that bring together research, education, business and culture: FUNK



5

Most creative entrepreneurs come from a cultural background.

We need to help them vision their economic future – and give them the tools to get there.



Thank you.

Anders Sjöstedt

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