



UfM launches project to foster competitiveness and entrepreneurial cooperation in Southern Mediterranean cultural and creative industries

- The UfM Secretariat will help stimulate business development in the region by establishing a platform for dialogue, exchange of experiences, identification of training needs and dissemination of best practices in the context of cultural and creative industries.
- The project further develops the regional dimension of the EU/UNIDO's initiative, *"Support for the Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean"*.

Barcelona, 17 October 2014. The Secretariat of the Union for the Mediterranean officially launched the UfM-labelled project [*"Establishment of a Regional Platform for the Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean"*](#). The launch took place at a regional workshop organised by the United Nations Industrial Development Organization (UNIDO) — promoter of the project — on the sidelines of the CAT 2014 Business and Technology Exchange, held today in Tunis.

The workshop provided the opportunity to present the overall EU/UNIDO programme as well as the initiative's first achievements, including a mapping of the creative and cultural industries clusters and a call for proposals for the selection of the clusters to be supported.

"Following the decision taken by Industry Ministers on the occasion of the 9th UfM Ministerial Meeting on Euro-Mediterranean industrial cooperation to promote entrepreneurial collaboration and pilot initiatives in the cultural and creative industries, the UfM has labelled this project with the aim to leverage the potential of this sector as well as promote new employment opportunities and inclusive growth in the region", said UfM Deputy Secretary General Claudio Cortese in his speech.

Aiming to promote employment, employability and business development in the Southern Mediterranean region as well as contribute to the growth of the industry, and thus the creation of new MSMEs, the European Commission identified the need to develop a regional programme in the cultural field. The initiative *"Support for the Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean"* is funded by the European Union, with a contribution by the Italian Development Cooperation, and is developed and implemented by UNIDO.

Within this framework, the UfM Secretariat will further develop the regional dimension of the project by establishing a platform to foster coordination, disseminate best practices and identify additional enterprises and stakeholders in other Southern Mediterranean countries. Furthermore, the Secretariat will organise eight workshops, in coordination with the promoter, to identify common challenges across the region and define training needs for all the industries and clusters.

MORE INFORMATION



Establishment of a regional platform for the Development of Cultural and Creative Industries and Clusters in the Southern Mediterranean

Clusters in Cultural and Creative Industries are called to participate in EU-UNIDO-UfM project to increase their competitiveness and entrepreneurial cooperation

9th UfM Ministerial Meeting on Industrial Cooperation: Adoption of the 2014-2015 Euro-Mediterranean Industrial Cooperation Work Programme – 19 February, 2014

About the UfM

The Union for the Mediterranean (UfM) is an intergovernmental organisation bringing together 43 countries: 28 EU member states and 15 Southern and Eastern Mediterranean countries. It provides a platform for political dialogue, coordination, cooperation and consensus building.

The Secretariat of the Union for the Mediterranean, established in Barcelona in 2010, focuses on implementing regional cooperation projects and initiatives in areas such as energy, environment, education, transport, business development and social affairs. The Secretariat works in close collaboration with governments and with an active network of Euro-Mediterranean partners to assist project promoters throughout the entire project cycle: from technical assistance to project implementation, including financial planning and fundraising.

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