

13 Workshop on Creative Economy Development

Projected training dates: September 25-October 8, 2019

Application deadline: July 28, 2019

Duration of workshop: 14 days

Number of participants: 25

Target participants: Government officials or researchers from SME or culture and creativity department responsible for the policies or strategies of creative economy development or personnel responsible for creative industries.

Eligibility:

- Age and experience: Applicants under 50 years old and with at least two years' experience in related fields will be given preferential consideration.
- Education: A college degree or above
- Language: A good command of English

Information to be provided in advance: Application form

Information to be provided on arrival in Taiwan: Participant's report in PowerPoint or Word format, including the following content:

- The latest information and conclusions from recent participation in international meeting/workshop/training in related issues.
- An overview of creative economy development in your country.
- The current problems and challenges involved in promoting creative industries in your country and your work.
- A case study of a successful case.

Contact Person: Ms. Rachel L.Y. Hsu

Tel: 886-2-28732323 Ext. 611

Fax: 886-2-28766491

E-mail: l.y.hsu@icdf.org.tw

Introduction:

1. **The workshop aims to:**

- Explain the policies and promotional strategies of creative industries in Taiwan and share practical experience in related fields.
- Enhance ability of creative talents, strengthen product market competitiveness and

increase the added value of related industries.

2. To assist partner countries in gaining comprehensive knowledge of creative economy development, the workshop focuses mainly on strategic and practical methods.

Agenda:

- Indoor lectures: Various topics on creative economy development such as application of creative elements, intellectual property and authorization, brand building and management, venture capital and innovation incubation.
- Field trips: Visits to Fablab Taipei, Taiwan Design Center, Urban Regeneration Station and SYNTREND Startup Foundation.
- Group presentations: Participants present their accomplishments after having a common understanding on creative economy development through group discussion.