



PRESS RELEASE

A NEW BROCHURE PRESENTING THE CREATIVE INDUSTRIES

Differdange, 12 June 2023 – The General Directorate for Small and Medium-Sized Enterprises presented a new brochure featuring Luxembourg's creative industries at an event of the Luxembourg Creative Industries Cluster hosted by 1535° Creative Hub Differdange. Developed by Luxinnovation in close collaboration with the General Directorate for Small and Medium-Sized Enterprises, the publication highlights the importance of the creative industries for the country and promotes the matchmaking platform just made available to Luxembourg's creative industry stakeholders.

Composed of more than 2,400 companies and employing an estimated 14,600 people according to the sector mapping developed by Luxinnovation in 2020, the creative industries form a vibrant part of Luxembourg's economy. The creative industries sector generates economic value, contributes to job creation and provides creative input for other economic fields. .

To further highlight the support to the sector, the [General Directorate for Small and Medium-Sized Enterprises](#) presented a new creative industries brochure at the Creative Industries Cluster Afterwork Session organised by Luxinnovation. The publication introduces the sector and its 12 industries and highlights the objectives of the Luxembourg Creative Industries Cluster that is managed by Luxinnovation. Designed with a sustainable perspective, it has deliberately been kept brief and timeless with additional, more time sensitive information – including a video featuring Minister Delles as well as Sasha Baillie, CEO of Luxinnovation, and Kristian Horsburgh, Creative Industries Cluster Manager – available online via QR codes.

“As the national innovation agency, our role is also to encourage and stimulate interactions and collaborations between different sectors,” Ms Baillie points out. “Creatives in our country have great potential that can directly benefit all other economic and industrial players. The Luxembourg Creative Industries Cluster facilitates this connection, for the benefit of companies and the economy in the broad sense.”

The brochure therefore invites creatives to connect to the new creative industries online community set up by Luxinnovation. The virtual community gives creatives access to their peers and help them build relationships with creatives who have converging interests. They can for example be able to post cooperation requests when looking for partners to grow their business. Being part of this national creative hub will also increase their exposure within the creative sector and towards future clients.

“I find the connections that can exist between entrepreneurship and creativity fascinating and I strive to find ways for creatives to derive value from their work. As manager of the Luxembourg Creative Industries Cluster, my job also consists of putting creative industry players in contact with other departments of Luxinnovation which can provide them with valuable support in the development of their activities and access to national and European public funding,” says Mr Horsburgh.

The brochure can be downloaded on: <https://www.luxinnovation.lu/wp-content/uploads/sites/3/2023/06/creative-cluster-brochure-2023.pdf>



Luxinnovation, the national innovation agency, empowers companies to innovate today to be ready for tomorrow and contributes to the development of the economy as a whole by identifying innovation opportunities and fostering collaborative innovation projects that stimulate the development of a sustainable, competitive, and digital economy.

Set up as an Economic Interest Group, Luxinnovation is supported by the Ministry of the Economy, the Ministry for Higher Education and Research, the Luxembourg Chamber of Commerce, the Luxembourg Chamber of Skilled Crafts and FEDIL – The Voice of Luxembourg's Industry.
www.luxinnovation.lu