



LUXEMBOURG
CREATIVE INDUSTRIES
CLUSTER



CREATIVE MINDS
FOR BUSINESS

CREATIVE

INDUSTRIES

A surrealist illustration. At the top, the word "INDUSTRIES" is written in large, bold, blue capital letters. In the upper left, a large, detailed eye looks out. In the center, a large, open mouth with purple lips and white teeth contains a miniature cityscape with a bridge and buildings. To the right, a yellow, mechanical, articulated arm with a pink, fleshy, tentacle-like end is positioned over a large, blue, amorphous, blob-like figure in the foreground. The blue figure has a pink, fleshy, tentacle-like protrusion on its back. In the background, a person in a red dress and black heels is sitting on a small orange box. A black cable runs from the box to a small black square on the floor. The scene is set in a room with a brown, textured ceiling and a red curtain on the right.

CLUSTER

LUXEMBOURG: A HISTORY OF CREATIVITY

Luxembourg is the tiny agricultural country that managed to establish itself as one of the world's largest cast iron producers in the early 20th century and, a hundred years later, as a world-leading financial centre. With innovation as its leitmotiv, the country is fertile ground for a growing creative industries sector.



RTL City, © Eric Seichen

The roots of today's creative industries date back many years. Let's begin by tracing them back to 1924 when a tiny radio station that soon became a household name all over Europe made its first broadcasts: Radio Luxembourg. Today it has grown into media giant RTL Group – still headquartered in Luxembourg – and owns stakes in 61 TV channels and 30 radio stations in eight different European countries.

With an innovative concept of multi-lingual programmes using the same wavelength, Radio Luxembourg was a European pioneer in commercial radio broadcasting. Several decades later, Luxembourg launched another highly

audacious media and communications venture when SES (Société Européenne des Satellites) was created in 1985. Now the number one satellite operator in the world with over 70 satellites in orbit, SES distributes over 7,700 TV channels as well as video-on-demand, streaming via internet and satellite broadcasting across the globe and delivers connectivity to aircraft, ships and fixed telecom sites.

And the country is not resting on its laurels. Its recent highly ambitious Space Resources initiative is drawing leading “new space” companies from all over the world to Luxembourg.

While RTL and SES might be among the most well-known companies, creative industries in Luxembourg include much more. Did you know, for example, that film production is a major business here? Since the 1990s, co-productions with foreign companies have regularly attracted leading film stars to the country for shootings of international blockbusters. Luxembourg got its first Oscar in 2014 when Zeilt Productions won an Animated Short Academy Award for its film "Mr Hublot".

The photo collection "The Family of Man", which was created by internationally renowned Luxembourgish photographer Edward Steichen, has been recognised by UNESCO since 2003 in the Memory of the World Register. Looking towards the future, Luxembourg has just launched two different college courses in game programming, game art and game design.



«The Family of Man» at the Château de Clervaux © CNA/Romain Girsan, 2018

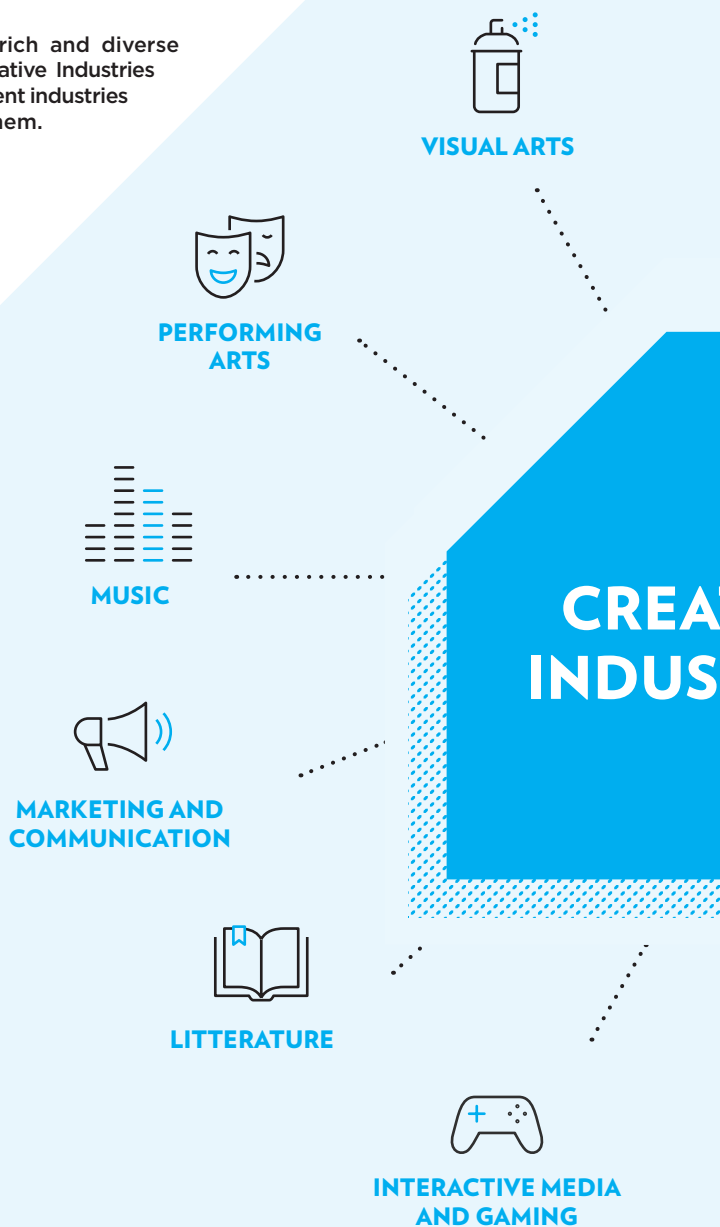


© ZEILT productions

The launch of the Luxembourg Creative Industries Cluster is yet another step forward in the development of a dynamic and flourishing sector.

1 CLUSTER – 12 INDUSTRIES

Creative industries are a rich and diverse sector. Members of the Creative Industries Cluster are active in 12 different industries with close links between them.

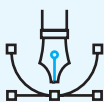




ARCHITECTURE



**CRAFTS AND
MANUFACTURING**



DESIGN



**DIGITAL MEDIA
AND PUBLISHING**



**FASHION
DESIGN**



**FILM AND
AUDIOVISUAL**



CREATIVE INDUSTRIES



ARCHITECTURE (ENGINEERING/TOWN PLANNING)

Architecture, engineering, town planning, interior design, landscaping.

.....



DIGITAL MEDIA AND PUBLISHING

Digital communication, digital marketing, mobile apps development, live streaming, digital media, education technology, software development.

.....



CRAFTS AND MANUFACTURING

Additive manufacturing, sculptures, felt making, conservation and restoration of monuments and works of art.

.....



FASHION DESIGN

Fashion design, sustainable fashion.

.....



DESIGN

Graphic design, web design, social design, product design, furniture and accessories, industrial design.

.....



FILM AND AUDIO VISUAL

TV, radio, film production, cinema, video, animation, photography, video mapping, sound editing, light production and editing, directing, screenwriting, costumes, interactive entertainment.

.....



INTERACTIVE MEDIA AND GAMING

Game production, gaming events, virtual reality production.

.....



MUSIC

Recording studios, concerts, sound production and editing, scenery production, musicians, orchestras, composing.

.....



LITERATURE

Books, translation, newspapers, magazines, blogs, reviews.

.....



PERFORMING ARTS

Theatre, dance, singing, artistic agencies.

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MARKETING AND COMMUNICATION

Marketing and communication agencies, brand development, media relations and monitoring.

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VISUAL ARTS

Sculptures, paintings, illustrations, art galleries.

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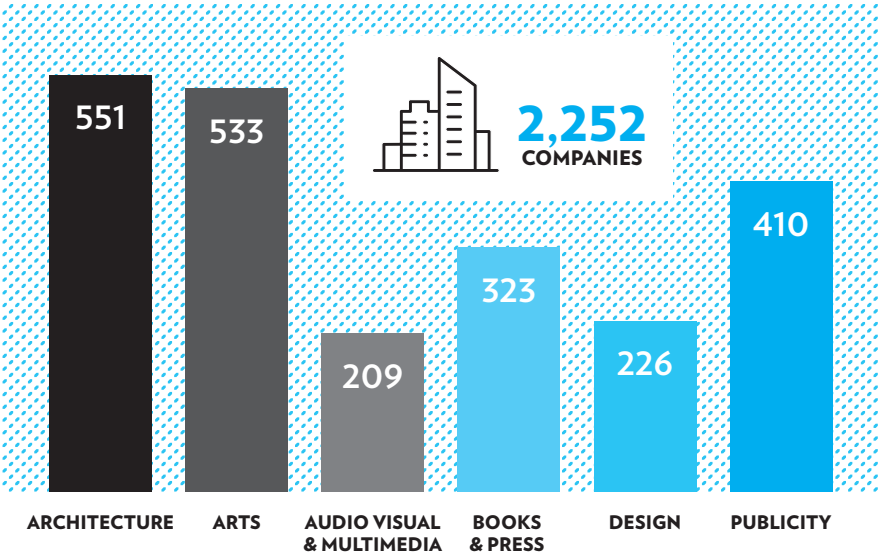
CREATIVE INDUSTRIES: A KEY ECONOMIC SECTOR

Creative industries play an important role in the Luxembourg economy. This diverse and dynamic sector contributes both to job creation and to economic growth.

*All figures in this section concern the year 2015 unless otherwise stated. Figures are taken from the study *Le poids économique des industries créatives*, edited by Philippe Robin in March 2018 on behalf of the Luxembourg Creative Industries Cluster.*

** Estimated number for 2018*

A GROWING COMMUNITY OF COMPANIES



6.1%
OF ALL
LUXEMBOURG
COMPANIES



+10.9%
NEW COMPANIES
CREATED
2008-2015

SMALL, DYNAMIC FIRMS



59%

OF CREATIVE INDUSTRY
COMPANIES ARE RUN BY
THE OWNER ALONE



35%

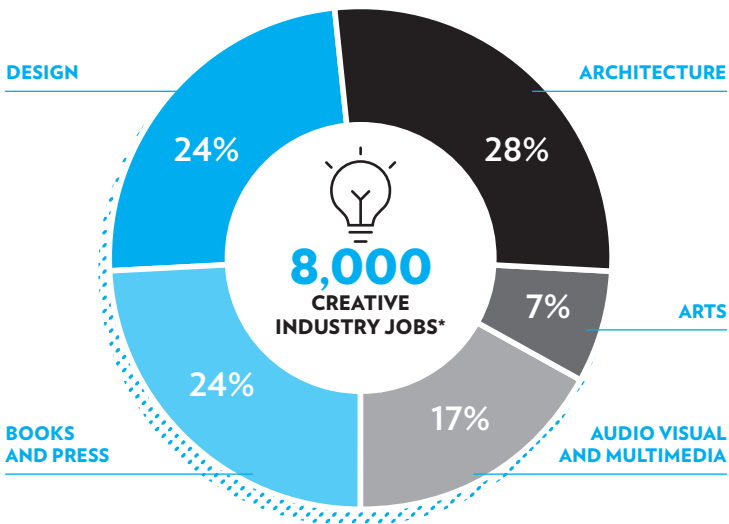
HAVE
1-10 EMPLOYEES



1%

HAS 50 EMPLOYEES
OR MORE

A SECTOR THAT CREATES JOBS



2%*

OF NATIONAL
EMPLOYMENT



+ 5.4%

OF JOBS
2008-2015



3.1%

OF TOTAL EMPLOYMENT ARE
EMPLOYMENT IN NEWLY
CREATED COMPANIES

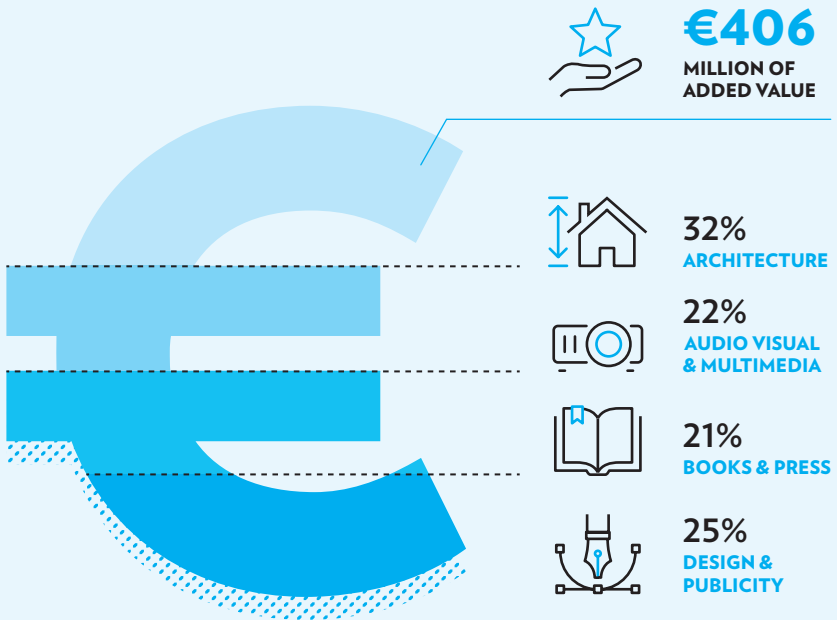


13.2%

HIGH PROPORTION
OF SELF-EMPLOYED

CONTRIBUTING TO ECONOMIC GROWTH

€1 BILLION OF TURNOVER
+21% 2013-2015



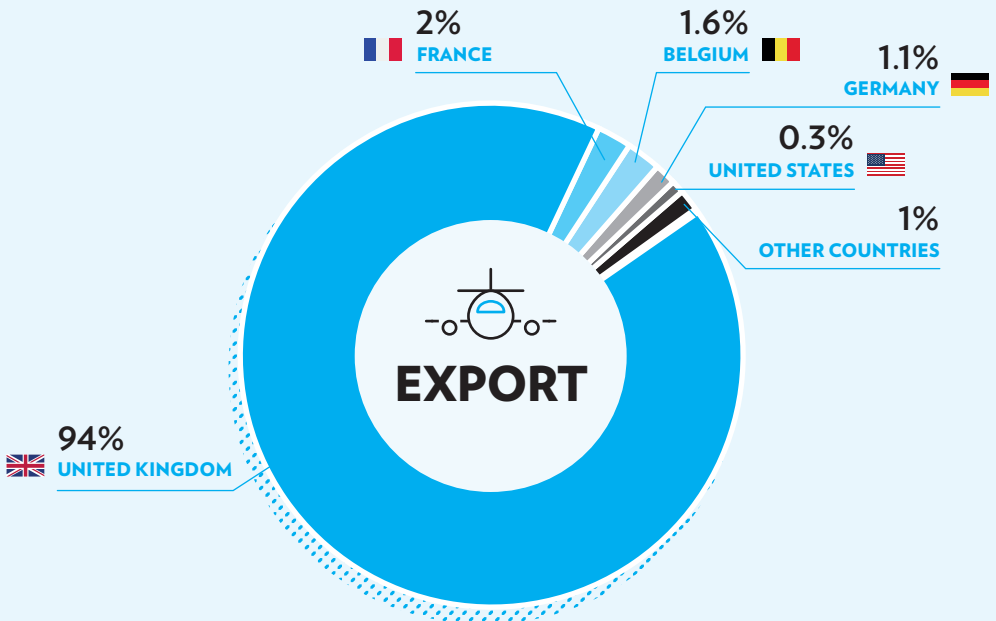
1%
OF LUXEMBOURG'S
GDP

CREATIVE EXPORTS

€146 MILLION OF TRADE SURPLUS

+276% 2014-2015

The strong increase is mainly due to the opening in 2014 of the FREEPORT Luxembourg, a multi-service platform dedicated to the storage, handling and trading of valuable goods such as artworks.

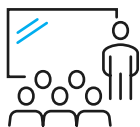


LUXEMBOURG CREATIVE INDUSTRIES CLUSTER

Developing creative industries is high on Luxembourg's agenda: the sector has strong potential to create more economic value, give birth to innovative start-ups and provide creative input for other economic fields. The Luxembourg Creative Industries Cluster was set up with creatives in the driver's seat to facilitate growth, cooperation and business expansion.

The creative industries are a very diverse sector, dominated by highly skilled and passionate professionals who are often driven by their artistic talent. The number of solo entrepreneurs, working on their own without any employees, is much higher than in the economy in general. When the Ministry of the Economy and Luxinnovation invited creatives to formulate the missions of the cluster

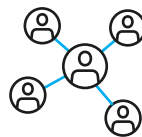
with a bottom-up approach, they expressed the need to bring the different players of the sector closer together and give the creative industries a unique voice to speak with institutions, administrations and the general public. They also asked for support with expanding business activities and enhancing entrepreneurial skills.



First workshop with over 50 creatives to define cluster priorities



A dedicated cluster manager joins luxinnovation to be in charge of the cluster

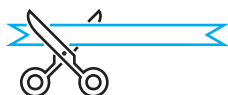


The first cluster networking event is organised

JANUARY 2017

MAY 2017

AUGUST 2017



Official launch of the Luxembourg Creative Industries Cluster

EVOLUTION OF CLUSTER MEMBERSHIP



Launch of creativecluster.lu,
the cluster platform for
creatives from all branches



Launch and presentation
of the creative yearbook
DO DO DO

MARCH 2018

MAY 2018

SEPTEMBER 2018

NOVEMBER 2018



20 members of the
cluster participate in the
economic delegation of
the Luxembourg state
visit to France



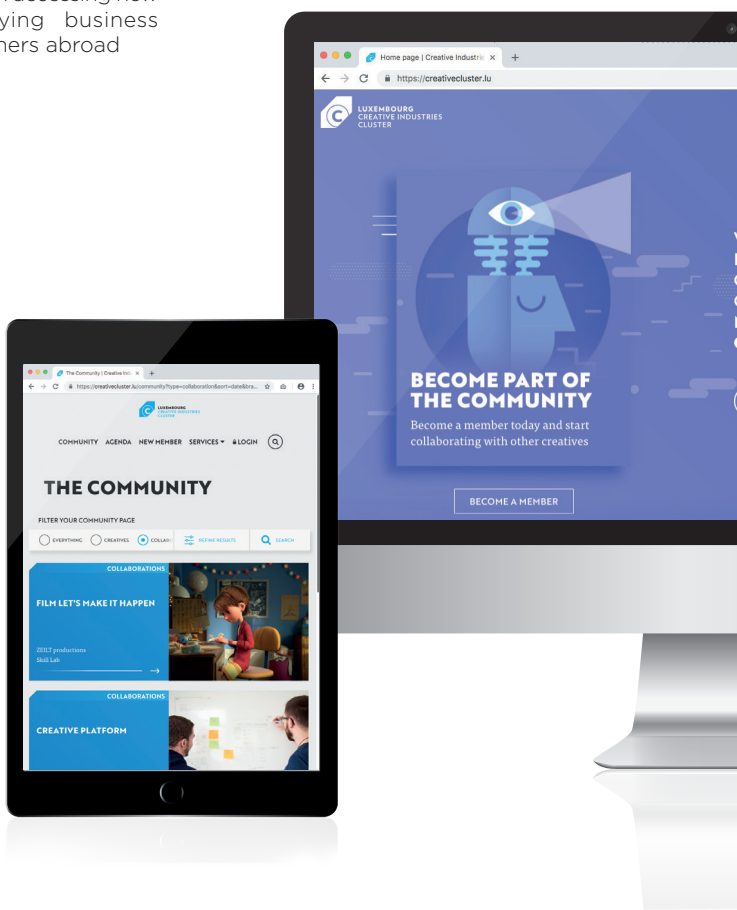
6 cluster members
participate in a trade
mission to Turin and
Genoa in Italy

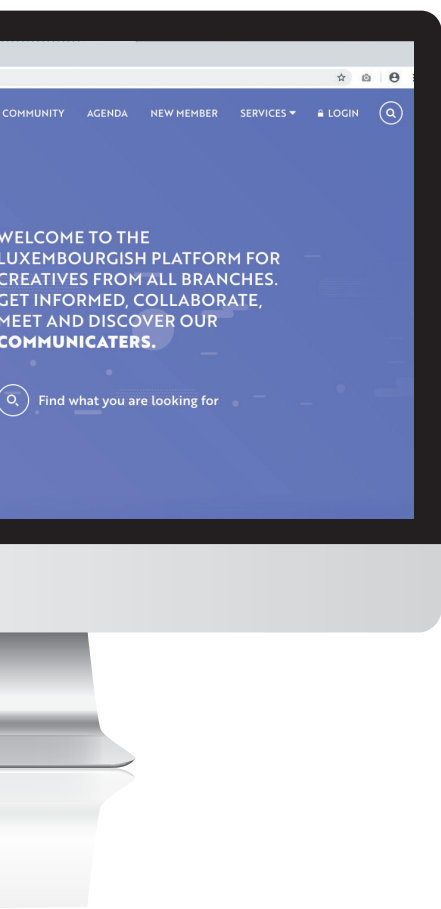
CLUSTER OBJECTIVES

COLLABORATION FOR BUSINESS SUCCESS

The main objective of the Luxembourg Creative Industries Cluster is to help cluster members fully release their business potential. Accelerating collaboration and exchange is at the core of these efforts:

- **Inter-sectoral cooperation:** facilitate business relationships and partnerships between creative industries companies
- **Cross-sectoral cooperation:** increase the visibility of the creative industries towards other economic sectors to stimulate new business opportunities for creatives
- **Cross-border cooperation:** assist creative business companies with accessing new markets and identifying business opportunities and partners abroad
- **Cooperation with institutions and governmental bodies:** help creative industries companies make better use of available subsidies, respond to governmental calls for projects and take advantage of the support provided by incubators, accelerators, business support organisations, etc.





CLUSTER ACTIONS AND SERVICES

creativecluster.lu – online platform for Luxembourg Creatives

The online platform for creatives, launched in May 2018, is the cluster's flagship tool for highlighting the skills of its members and promote new business opportunities. Platform features include:

- **Community:** presentations of the skills and realisations of cluster members. An interactive map help platform visitors find creatives near them.
- **Collaborations:** presentations of successful cooperation projects involving several cluster members.
- **News and articles:** calls for tenders, events, trainings, cluster information, etc.
- **Jobs:** employment and internship opportunities issued by cluster members.

Six months after the launch of the platform, 70% of the cluster members had registered their profiles.

DO DO DO is an annual magazine highlighting Luxembourg creatives and presenting most successful projects. Published jointly by Luxinnovation and Maison Moderne, the 2018 edition of the magazine presents 300 members of the Luxembourg Creative Industries Cluster.





CLUSTER MANAGEMENT: DOOR OPENER AND RELATIONSHIP FACILITATOR

In addition to managing the activities of the Luxembourg Creative Industries Cluster, the cluster manager connects cluster members with each other on a daily basis and helps them get in contact with other relevant organisations such as the House of Entrepreneurship, Technoport, 1535°, Bamhaus, the Chamber of Commerce and the Chamber of Skilled Crafts. Through the cluster manager, members also have privileged access to the full range of services provided by Luxinnovation as well as to the agency's excellent business networks in other priority sectors.

“ If Europe wants to remain competitive in this changing global environment, it needs to put in place the right conditions for creativity and innovation to flourish in a new entrepreneurial culture. ”

Unlocking the potential of cultural and creative industries
– European Commission Green Paper COM/2010/0183

LUXINNOVATION, TRUSTED PARTNER FOR BUSINESS

The ultimate objective of the Creative Industries Cluster is to stimulate the innovative capacity, growth and job creation of the creative industries sector in Luxembourg. Companies wishing to enhance their performance can benefit from a wide range of services offered by Luxinnovation.

ENTREPRENEURSHIP SUPPORT

The **SME performance** department supports SMEs throughout their entire lives with their innovation activities. It offers four types of services:

● Innovation diagnostics

A constructive dialogue on development opportunities that allows evaluating companies' innovation potential and optimising the support offered by Luxinnovation.

● Strategic partnerships

Technology and/or knowledge transfer is facilitated by support with searching for national and international partners that can help accelerate companies' development.

● Performance programmes

Luxinnovation's "Fit 4" programmes specifically target SMEs aiming to improve their performance and competitiveness in order to implement innovation projects.

- **Fit 4 Digital** (digitalisation of your company)
- **Fit 4 Innovation** (optimise your company's performance)
- **Fit 4 Circularity** (accelerate your company's transition to the circular economy)
- **Fit 4 Service** (enhance your customer experience)

● Growth strategies

Support offered to help companies increase and accelerate their economic benefits stemming from innovation by improving their innovation management skills.

The **Start-up** department supports entrepreneurs with innovative ideas through all stages of their life cycle, from idea to successful company. Services range from optimising the business plan to securing public funding and private investments. They also include introductions to our network of incubators and partners. The next step includes support with analysing and developing a financial road map. Dedicated tools are also available for start-ups in their development phase and for international expansion.

FUNDING

The **National funding** department offers support with defining and funding research, development and innovation (RDI) projects.

Luxinnovation's support provides companies with a better overview of the structuring and funding of an RDI project:

- Identification of the most suitable funding instrument
- Project definition and structuring
- Partner search
- Preparation of applications with high potential for success
- Optimisation of the use of project results

The **European funding** department offers support with preparing, structuring and applying for funding of European projects such as those supported by the EU's Horizon 2020 programme:

- Information about future funding opportunities
- Concept validation
- Partner search through our European networks
- Critical review of applications
- Thematic working groups
- Legal and financial support
- Representation of the interests of Luxembourg stakeholders in the definition of forthcoming calls for proposals

Luxinnovation is also the National Contact Point for European programmes, in particular Horizon 2020, which is the largest research and innovation programme ever implemented by the European Union.

HOW WE CAN HELP YOU

Would you like to find out more about the opportunities that Luxembourg could offer your company? We have extensive experience in supporting international companies and can provide you with relevant information and customised assistance.

IN-DEPTH INFORMATION

Please contact us for fast, reliable information on all aspects of doing business in Luxembourg.

START-UPS

Luxembourg has a vibrant and growing start-up ecosystem with numerous support measures for start-ups from incubation to success and acceleration and we can help to determine and provide the best support for you.

TAILOR-MADE LUXEMBOURG VISITS

We can design tailor-made visits that in just 2 days will enable you to meet all relevant contacts – government officials, service providers and potential partners. You will particularly appreciate the availability of authorities and their willingness to help.

INTRODUCTION TO KEY NETWORKS

Our sector specialists will help you identify and introduce you to business, innovation and R&D partners.

COMPANY SET-UP SUPPORT

In partnership with the House of Entrepreneurship, we can assist with setting up a company in Luxembourg and show you how to make fast and solid progress.

Contact us

Luxinnovation

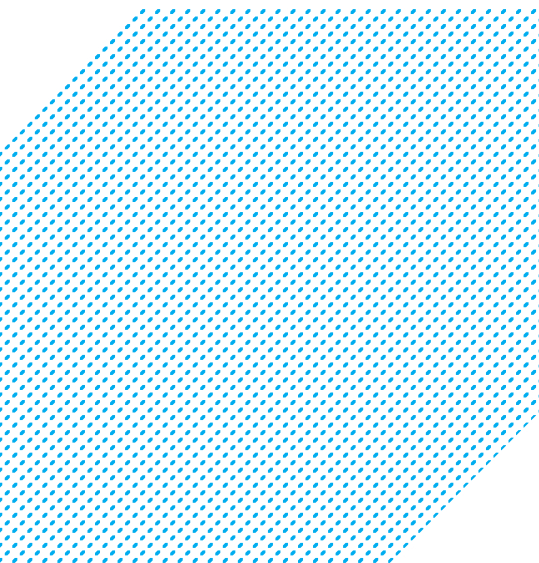
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LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie

