



Hamburg Institute  
of International  
Economics



Hamburg

## PROGRAMME:

### **Baltic Game Industry - Policy Dialogue on the cross-fertilization potentials of the game industry**

Host: Free and Hanseatic City of Hamburg & Hamburg Institute of International Economics (HWWI)

Venue: Joint Representation of the Free and Hanseatic City of Hamburg and the State of Schleswig-Holstein to the EU, Avenue Palmerston 20, B - 1000 Brussels

Date: **29 October 2019, 10:30-15:30**

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**Moderation:** Isabel Süner, Head of International Cooperation, Hamburg Institute of International Economics (HWWI)

10:15 *Arrival of participants / Coffee*

10:45 **Welcome by hosts**

Thomas Jacob, Free and Hanseatic City of Hamburg & Isabel Süner, HWWI

11:00 **Opportunities for the cultural and creative industries - Status quo and policy prospects in a European perspective**, Silvia Draghi, Policy Officer, European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs, Tourism, Emerging and Creative Industries Unit

11:25 **Cross-cluster potentials of Games & Play**, Thomas Bremer, Professor of Game Design, HTW Berlin University of Applied Sciences

11:45 *Coffee Break*

12:15 **Panel 1: Introducing technology-based creativity into established industrial production fields**

Panellists:

- Knowledge gained in the BGI project, Marie-Christin Rische, HWWI
- René Luigies, General Manager, Games for Health Europe Foundation
- Thomas Bremer, Professor of Game Design, HTW Berlin University of Applied Sciences
- Indrek Ibrus, Professor of Media Innovation, University of Tallinn

13:15 *Light Lunch*



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14:15 **Impulse presentation: Innovative governance to "enable" innovations**, Bernd Fesel,  
Director of the European Creative Business Network and Senior Advisor at the  
European Centre for Creative Economy

14:30 **Panel 2: Improving the framework conditions for a thriving cross-innovative  
collaboration between the game industry and other "established" industries**

Panellists:

- Silvia Draghi, Policy Officer, European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs, Tourism, Emerging and Creative Industries Unit
- Bernd Fesel, Director of the European Creative Business Network and Senior Advisor at the European Centre for Creative Economy
- Thomas Jacob, Free and Hanseatic City of Hamburg, Senate Chancellery, Head International Projects
- Sonia Lorini, EuroVR Communication and dissemination officer for the Interreg NWE project VR4REHAB

15:30 End of meeting

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## CONTACT:

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