



CLUSTERS IN A  
CREATIVE ECONOMY  TCI  
New Agendas for Companies and Policy Makers  
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## **Danish Clusters and the Creative Industries - Development, Growth and Cross Sectorial Cooperation**

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The report "European Cluster Panorama 2014" written by European Cluster Observatory is mentioning the creative, experience- and digital industries as emerging growing industries. In addition, those industries have shown large increase during the years of the financial crises from 2007 to 2012. Collectively those industries have shown and still have large growth potential.

In Denmark the government has made a growth plan in 2014 for the creative industries from the outset that those industries in 2010 had 6-7% of the total revenue and employment in Denmark and thereby an important part of the Danish industry. Denmark is working on maintaining this position but also ensuring use of the large potential for growth in strengthening the creative company's competitiveness.

Innonet Lifestyle- Interior & Clothing is a Danish national cluster, that has been awarded the EU benchmarking gold label is working on analyzing the challenges and opportunities for the creative industry in Denmark and is putting together a variety of activities in order to promote growth and prosperity in the creative companies. The activities do not only focus on professionalizing the creative companies themselves but also cross sectorial matchmaking as we believe there is large potential for many industries working closer together with creative companies. Betina Simonsen will talk about how the Cluster ensures that they focus on the right activities and will give an insight to some cases resulting in success and failures working with the creative companies and cross sectorial cooperation.

**TCI 2015 Secretariat**

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