27.11.2015 События

On 26 November this year, at the Business Center “Kentford”, was held a roundtable entitled “Success Stories of Creative Business”. The event was organized by AGEPI in collaboration with the Ministry of Culture, JCI Chisinau and supported by Simpals, Fautor and Ribca’s Artisan Bakery.

The purpose of this roundtable was presentation of successful models of each sector, promotion of the importance of creative industries, highlighting of solutions that would increase economic growth in this area and mediatization of the Study on economic contribution of the creative industries in the Republic of Moldova.

The event was attended by representatives of public authorities responsible for the development and promotion of policies in the field of creative industries, and exponents of the companies in the field of audiovisual, phonograph, software, publishing, artistic and advertising industries.

With a welcome speech came the Director General of AGEPI, Octavian Apostol, who urged the participants in the event to be active and participate in discussions.

The roundtable work was moderated by Ion Tiganas, Deputy Director General of AGEPI. In opening the event, he mentioned that in the context of local or regional economic crises and given the scarcity of natural resources, the creative industries can become the intellectual engine of Moldovan economy.

As speakers were invited several businessmen, who have managed to develop their successful businesses using the creativity and businesses based on the creative process.

The start was given by Dmitrii Volosin, Director of “Simpals”. His company is the leading manufacturer of 3D graphics in our country. He urged the participants in the event to combine daily work with more creativity, to sell emotions and gain satisfaction from anything would do.

In turn, Eugen Boico, Director “Publicis Moldova”, said that the role of his company is to help a brand to become successful. He said he is a fan of what is making, noting that he has a fancy for creative work, sometimes up to obsession. Eugen Boico said that, unfortunately, Moldovans are modest in the Chapter of creativity and the only barrier is the own person. An important key to success is not to be afraid to try and be able to learn quickly, added the Director of Publicis Moldova.

The next guest was Andrei Gradinari, Director of “Spooky House” company. The young man, aged 29, creates video games for mobile phones. He acknowledged that this area is not very developed in our country; in exchange there are many competitors on the international market. Andrei Gradinari said that if you want to succeed, you need to create products that have not been so far. Thus, the Director of “Spooky House” urged the businessmen present at the event to be ambitious, to be always looking for creative things and develop themselves in this spirit.

Another guest who presented his story of success was the Director General of Editorial Group “Litera”, Anatol Vidrascu. He urged those present to be persistent, to know to face the competition using creativity, to think differently, to draw upon the experience of others, to do quality things and have the desire to move forward.

Another person who has captured the attention of the participants was Vlad Costandoi, Director of “Sens Music”, the company which launched a number of known singers of the Republic of Moldova, but also organized creative events as Music Festival “Gustar” or Concert of Scorpions in Chisinau. He noted that the music industry in our country is facing three problems, namely small outlet, lack of professionals and standardization of music business. Vlad Costandoi added that we need desire, creative vision and professionalism.

The last speaker was Adrian Lupusor, Director of Independent Analytical Center Expert-Grup. He

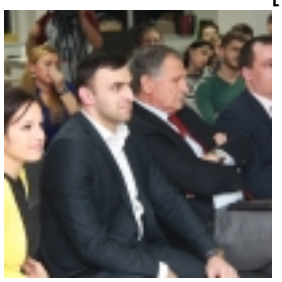
presented to the public the outcome of the Study on the economic contribution of the creative industries in the Republic of Moldova. According to the study, the creative industries are of strategic importance for the country's competitiveness and their potential remains to be explored more as the weight of creative industries is relatively small. However, the creative industries are more productive than the average economy, and the dynamics is encouraging and must be stimulated, reads the study.

The event was also attended by a group of young artists who painted a picture for each creative sector. Thus, at the end of the roundtable was organized a public auction, and participants had the opportunity to acquire the works of art.

The roundtable entitled "Success Stories of Creative Business" was held in an atmosphere less formal, which allowed participants to interact and think of new creative businesses.


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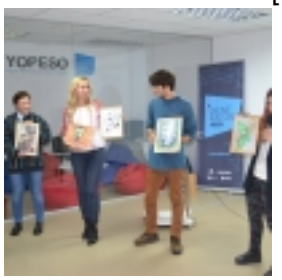

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