

EDITOR'S NOTE

Creative industry – the engine of development and prosperity

Creative industry is a topic of high political and strategic importance for Europe, considering the major challenges facing the nowadays industry due to the significant progress of the manufacturing industry and the increasingly stronger competition between the major players in this field, Europe must become proactive and willing to evolve towards industrial politics as much creative and holistic in the frame of EU in order to cope with the technological changes and to ensure the global competitiveness of the economies of member countries. Creation and innovation, digitalization, new business models, investments in human resources and an easier access to a favorable financing will be essential elements for the assurance of the industrial competitiveness of the European countries.

Creative industries are regarded with high interest by European countries, trying in this way to find new sources for the stimulating and growing the economy. The reason is simple: creativity contributes to innovation which in turn allows the industrial development and economic growth.

Creative industries envisage everything that is produced by the artistic and scientific creativity and has an industrial potential, enters the economical circuit, produces an added value, generates public income by paid taxes, creates new jobs and profit, and gives a significant help to the regional and national development, as well.

Based on many research activities, there have been elaborated sets of recommendations for sustaining and stimulating the creative industry, proved being the fact that the obtained data may be used as an instrument for monitoring the economic activity on one hand and may contribute to the industrial progress on the other hand. The research conclusions consider that the state must create a legal frame – with applicable and attractive laws – which will contain the economic component and a fiscal attractive frame as well – by simplifying the system of tax collection. Creative industry must be distinguished from other industries and a favorable fiscal frame must be created by the state for their development.

A very important aspect of the creative industries development and implementation is the education and training of the young generation, but also of the people that are already involved in this

domain. All these people must be taught how to do business, to be trained how to sell their products or services, due to the fact that creativity issues ideas, values, initiatives and products with an increased added value, unifying in this way the art and culture, research and innovation, businesses and economic growth.

Anyhow, through the cultural value that creative industries are bringing to society, they can respond to specific needs of economic politics that public authorities are asked to solve. The revitalization by culture of the areas that are on a degrading trend, the introduction within the value circuit of cultural traditions, the formation of a reputation or regional / national image, the conservation of an intellectual, artistic or industrial inheritance are only few examples of cultural products that give a considerable support to economy and the generation of significant values in society.

This is the reason for which I really consider that it is a stringent need for an integrated strategy to be settled for the development of the creative industries in the entire European Union space, strategy that should present medium or long term objectives for the development and implementation of these industries. The strategy should be accompanied by an action plan comprising concrete measures, elaborated in a close cooperation of all the member states and especially with all involved entities, as well as an evaluation of the impact of integrating the creative industry politics in the frame of the strategic initiatives of EU on medium and long term.

Prof. Petru Berce

Editor