KEDGE Business School organises in collaboration with KEA and the Central Academy of Fine Arts

The B.CREATIVE conference for creative entrepreneurship

NOVEMBER 15th, 2017
Shanghai

b.creative, the global event for creative entrepreneurship, will be held in Shanghai on November 15th, 2017 in the margin of the High Level People to People Dialogue (HPPD) Summit between the European Union and China.

The conference will focus on « Creative entrepreneurship and urban challenges », and will be organised in the scope of the EU co-funded project « Creative Tracks », which support young creative entrepreneurs from all over the world and encourage cross-cultural collaborations. The conference will also welcome the awarded team of the b.creative challenge to present the winning project « Fieldmakers » and collect the b.creative award.

The Creative Industries Culture Expertise Centre of KEDGE Business School is partner with KEA and the Central Academy of Fine Arts (CAFA) to organise the event. The conference will be held on the new campus of the Franco-Chinese Management of arts and design Institute which will be opened in October 2018.

The city of Shanghai is home to more than 100 Creative Clusters, over 4,000 innovative design-related agencies and institutions. From November 13th to 15th, will take place the HPPD Summit, the highest level of diplomatic engagement between the EU and China on Education, Youth and Culture.

Kedge Business School Creative Industries & Culture Research Centre produces and shares knowledge about the management of creative industries and culture. The Centre also studies the positioning of actors within society, and also carry out research on the nature of creative and cultural assets, and the conditions under which they are produced.

Find out more and register on bcreativetracks.com/b-creative-shanghai/

About The Central Academy of Fine Arts
The Central Academy of Fine Arts, located in Beijing, is an academy where culture, history and art are flourishing, which enjoys the best art resources of the world. CAFA, as a leading institution for modern art education in China, provides a rich land for those who wish to learn experience and engage in creativities, which has nurtured quite a lot of pre-eminent artists in the past ninety years.
http://www.cafa.edu.cn/
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About KEDGE Business School
KEDGE Business School is a benchmark French business school with four campuses in France (Paris, Bordeaux,
Marseilles, and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (25% of whom are international students), 183 full-time lecturers (44% of whom are international), 275 international academic partners and 55,000 alumni around the world. KEDGE offers a portfolio of 32 training programmes in management and design for students and industry professionals. It also provides customised educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Écoles. It is also recognised by the French government, with covered programmes, and has obtained the EESPIG label. KEDGE is ranked 33rd by the Financial Times in the European Business School ranking and 37th globally for its Executive MBA.

kedge.edu - @kedgebs - Facebook/kedgebs

About B Creative
b.creative is a global event focusing on the transversal nature of the creative sector and its capacity to foster social and economic innovation. The b.creative challenge is an international competition rewarding young creative entrepreneurs putting their ideas at work for social innovation. It is supported by Creatis Brussels, the Cultural Diplomacy Platform, Innovation & Entrepreneurship Competition Space Shenzhen and KEA.
http://bcreativetracks.com/challenge/ - Facebook/becreative - @creative_tracks
Contact: Teodora Pletosu: tpletosu@keanet.eu

Launched in 2016, Creative Tracks boasts a network of more than 2,200 creative and cultural entrepreneurs, associations or networks supporting culture and creative industries throughout the world. The project is co-funded by the EU and supported by Wallonie Bruxelles International and Shenzhen Design Week.
http://bcreativetracks.com/
Contact: info@creativetracks.org

About KEA
KEA advises territories, organisations and people to unlock the potential of cultural resources.
http://www.keanet.eu/fr/
Contact: info@keanet.eu

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