

# CREATIVE GROUND

*Sustainable cultural entrepreneurship takes centre stage at the UU/HKU international research conference*

**TOERISME  
UTRECHT**

From 20 to 23 March 2012, an international research conference about cultural entrepreneurship will take place in Utrecht for the second time. This year's theme is sustainability and the way in which cultural entrepreneurship can contribute to this. One hundred researchers from all five continents will present their research results and engage in a debate. A selection of international speakers will further elaborate on the theme.

Ms Edna dos Santos, Managing Director of the UNCTAD Creative Economy programme, will discuss the necessity of paying attention to local initiatives in order to bridge the distance between one's own region and globalisation. Professor Dr. Desmond Hui, Professor at the Chinese University of Hong Kong, will address urban developments in China where 'growth' and 'sustainability' are central concepts. The programme also includes presentations, workshops and panel discussions.

## **Utrecht input**

The programme also has a clear Utrecht input. Professors Dr. Hans Mommaas and Dr. Giep Hagoort of the Utrecht University will hold central lectures. Participants are received by the Rabobank Utrecht in the company's own premises at the Maliebaan with a programme about the UN Year of the Cooperatives. Companies Managing Director of the Rabobank, Pieter Leyssius, will give an introduction on this, and Peter de Haan, intendant of the Peace Treaty of Utrecht, will hold a presentation. On behalf of the municipality of Utrecht, Mayor Aleid Wolfsen will offer a farewell reception in the Dom tower under the auspices of the Utrecht Convention Bureau.

The conference is the result of a successful collaboration between the Utrecht University, Faculty of Humanities and the Utrecht School of the Arts, Faculty Art and Economics. On the occasion of the 25<sup>th</sup> anniversary of the school, a special research book will be published to which 25 international writers have contributed.

The conference contributes to Utrecht's international reputation in cultural entrepreneurship. In addition to innovative research, currently seven Western European cities are supported in the innovation of their districts, targeting the rapidly growing creative industry.

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