



Creative
Business
Network



NORDIC
SKTVAL

Investing in the Creative Economy,
a Driver for Sustainable
Development

NORDIC TALKS

Investing in the Creative Economy, a Driver for Sustainable Development

Despite companies in the creative industries being tremendously good and fast at addressing current societal problems with very sustainable solutions, it is still extremely difficult for actors in this industry getting investments.

Is the reason why the creative industries are underfunded that most venture funds are scared to move out of their comfort zone and invest in new and unknown territory? Is it because they don't really

understand the creative industries? Or on the contrary, is it because creatives are too afraid of taking the first steps to knock on doors? And what if creatives started to approach investors in the same way as they do end consumers?

In this second Nordic Talks session, the panel touch upon various aspects related to investment in the creative industries and gets around what the word cultural in the context of industries may mean.

SPEAKERS



Hedvig Alexander
Co-founder
Powered by People



George Gachara
Managing Founder
Heva Fund LLP

MODERATOR



Rasmus W. Tscherning
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the Nordics and Beyond 19th May
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