



**- CREATIVE INDUSTRIES EU - MEXICO -**  
**Draft outline for a joint activity on Creative Industries**  
**with the Ministry of Culture, EU Member States, including EUNIC members**  
**(under the EU- MEXICO SECTOR DIALOGUES SUPPORT FACILITY<sup>1</sup>)**

Cultural diversity and intercultural dialogue are an integral part of the values of the European Union and play an important role in the promotion of human rights, tolerance, and non-discrimination across the world. The EU is focusing on its increasingly positive role in international relations. By this, the European Union seeks to strengthen mutual learning, cross-cultural understanding and trust between the EU and its partners in external relations, while empowering local cultural sectors as engines for inclusive and sustainable development, social and cultural progress, and fostering cultural diversity, innovation and economic resilience.

The New European Agenda for Culture and the New Work Plan for Culture 2019-2022 underline the importance of cultural and creative sectors for innovation, job creation, cohesion and well-being of societies, as well as of the international dimension of EU cultural policies. Some examples are the European Creative Hubs Network, the European Creative Business Network, and the Pan-European network of Digital Innovation Hubs (DIHs).

In Mexico, the recent relaunched of EUNIC-Mexico Cluster intends to foster the vision of European culture as a unity, and at the same time, promote its richness and diversity among the Mexican audience. Through coordination between the Member States, the European Union Delegation and EUNIC-Mexico, initiatives will strive to establish an intercultural dialogue with artists, intellectuals and other Mexican creators. This could include joint-up strategies for the promotion of Mexican and European culture and audience development activities such as festivals, including film festivals.

Moreover, the Mexican government is planning to launch a new project called “SENDA”, to incentive the national and international creative circuits and create cultural markets. Although it is not officially approved yet, its draft version contemplates 22 circuits with Europe in the next three years, and the development of a Creative Economy Observatory.

In this context, the initiative of organizing the first European Creative Industries Mission to Mexico, becomes timely and coherent. This mission will comprise three-days of with seminars, round tables, workshops, networking, a B2B meeting, and field visits. This Mission intends to lead to other actions in the next three years, reinforcing cultural ties between the European Union and Mexico, such as the collaboration with the International Creative Circuits of SENDA and exchange of Artists Residencies, among others.

The Ministry of Culture of Mexico suggested a broader sector scope including: film making, dance, music, fashion and textile, literature and editorial work, gastronomy and alimentary culture, craftsmen (textile,

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<sup>1</sup> The European Union-Mexico Sector Dialogues Support Facility (SDSF) is an initiative whose overall objective is to contribute to the implementation of the EU-Mexico Strategic Partnership and to coordinate different activities related to the high-level dialogues between Mexico and the European Union. One of these high-level dialogues contemplates cooperative actions and exchanges in the cultural sphere, to reinforce existing relations between EU and Mexico.



ceramic, etc.), among others. When consulting the EU MMSS, they suggested focusing on two different industries each year, although if there is other line of funding available apart from SDSF, the scope could be expanded.

Architecture and Design, and Digital Industries, seem to be the best sectors for a first edition of the mission as those sectors has a great support of EU MMSS<sup>2</sup>.

For example, regarding **Architecture and Design**, the YTAA takes place in 2020. As "The Young Talent Architecture Award" (YTAA) has Mexico as a guest country, Mexican nominated projects could have a special place in our event.

In the YTAA, all nominated designs will be published online and in a printed catalogue; they will also become part of the EU Mies Award Archive as a recognition to their authors and their Schools. The four Winners will be supported for the creation of a architects and critics network involved in the EU Mies Award (European Union Prize for Contemporary Architecture – Mies van der Rohe Award) and the Future Architecture Platform. They will also receive 5000 € each, a profile in World Architects and furniture from USM.

Depending on the dates our joint activity, we will know if Mexican candidates are between the 4 first winners or not (it is announced in June 2020), to do some recognition, during our event. Also, as the YTAA results will be presented in a traveling exhibition that will start in Venice during the Biennale Architettura 2020 (May 2020), one of the exhibition venues could be Mexico and the inauguration could match with our event.

Regarding **digital industries**, Mexico is one of the EU's strategic partners and the country is looking towards the EU for best practice on opening the market to competition in the telecoms market. The 'agreement in principle' on the trade part of a modernized EU-Mexico Global Agreement contains an updated political pillar for cooperation on many sectors, including digital economy.

Regionally, Mexico is very active, together with Colombia, in pushing the "Mercado Digital Regional", an initiative within the CELAC members. This is the so-called "eLAC 2020" process (Digital Agenda for Latin America and the Caribbean).

Financial technology, digital entertainment and electronic commerce are some of the industries that have had the greatest growth in Mexico in recent years<sup>3</sup>.

**Main Objective:** to enhance exchanges and cooperation between European and Mexican cultural and creative sectors, within cross-cutting business models, as a tool to foster mutual understanding, increase collaboration and competitiveness of the local cultural industries and showcase the European Union as an entity united in the diversity of its cultures, societies, arts and creativity. This should lead eventually to a greater business penetration of EU companies in Mexico.

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<sup>2</sup>Film industry is also interesting, but will be covered in a different activity, probably with a Business Corner in a Mexican Film Industry.

<sup>3</sup>According to an article in Reporte Indigo published November, 20<sup>th</sup>, 2019 (original in Spanish):  
<https://www.reporteindigo.com/indigonomics/industrias-digitales-que-florece-en-mexico/>



For the first edition, the following **specific objectives** shall be sought:

- a) Encourage a greater participation of architects, digital industry and design companies and professionals, in relevant and renowned events in Mexico.
- b) Increase opportunities for networking and business, for architects' design, and digital industries professionals and companies from both regions.
- c) Enhance collaboration among architects designers, and digital industry professionals, in the EU and Mexico to maximize the competitiveness of these industries in both regions. Collaboration activities could be organized as side events to festivals, creative industries markets and events, co-productions, training programmes, artists' residencies, etc.

**This mission will comprise several conferences and trainings from EU experts, and several business activities such as networking and B2B sessions that will be organized taking advantage of already internationally renowned events in each sector in Mexico.**

**Venue for conferences:** to be discussed with the Ministry of Culture of Mexico and EUNIC

SCENARIO 1: Courtesy of Mexican Government

- Option A: CENART
- Option B: UNAM and MUAC
- Option C: Franz Mayer Museum
- Option D: Cineteca Nacional
- Option E: Centro Cultural del Bosque
- Other venues provided by the Ministry of Culture

SCENARIO 2: Courtesy of EUNIC

- Centro Cultural de España en México (CCEMX)
- Eunic members: Instituto Goethe , Alliance Francaise, British Council

**Venue for B2B and Networking sessions (for discussion). Relevant events for the B2B sessions and possible EU Business Corners:**

DIGITAL INDUSTRY

VIDEOGRAMES

- Gamer Festival of the Digital Culture Centre, in Mexico City, dates for 2020 to be confirmed.
- The Game Summit of the Spanish Culture Centre in Mexico, November, dates in 2020 to be confirmed.
- Games Celebration (25-27 oct19, CDMX, dates for 2020 tbc). It's the biggest sports gaming and culture event in Mexico).
- Festival La Mole (13, 14, 15 March2020, CDMX) La Mole is the main reference event related to video games in Mexico
- Rog E Fest (20 and 21 de December 2019 CDMX). "Competitive gaming" biggest festival in Mexico
- Electronic Game Show Live
- Festival Pixelatl (Cuernavaca, Morelos, 3-7sep 2019, dates for 2020 not confirmed yet)

DIGITAL CULTURE

- "Connecting the dots" of the Center for Digital Culture (5-8dic2019 CDMX, dates for 2020 to be confirmed).



- Industrial Transformation México de Hannover Messe (7-9oct 2020, León, Guanajuato).

ARCHITECTURE

- Arch Days Mx (oct 2019, CDMX).
- Arq Festival (Oct 2019, Guadalajara, not confirmed for 2020)

DESIGN

- Design Week México (several locations and dates, but most important ones will be in October)
- Design Fest (24, 25, 26 oct 2019, Guadalajara, Jalisco, Dates for 2020 not yet confirmed).
- Mexican Design Open (9-13oct 2019, Mexico City, dates for 2020 to be confirmed)

**Tentative dates:** Autumn (tentatively, in October 2020, to be agreed upon with EU MMSS and Mexican authorities)

**Duration:** 3-days event

**1<sup>st</sup> EDITION: Creative Industries Mission (CIM) Programme** (the contents are subject to change)

Programme		Programme Details	
Creative Industries Mission (Architecture and design, and digital Industries)	Information Session	Seminars	Thematic sessions for in-depth exploration
		Round Tables	Small group discussions on current issues of creative industries (architecture and design, digital Industries)
		Workshops	Practical sessions to work in small groups lead by a specialist.
	Networking	B2B Meetings	Networking sessions programmed between Mexican and European creative industries professionals (architects and design professionals, digital industries professionals), as side events to Mexican renowned events
		Networking space	Networking space for casual meetings and talks. as side events to Mexican renowned events
	Networking	Field Visits	Visit to specific Mexican institutions of Creative Industries (architecture and design, digital industries) to understand successful cases

**Detailed Structure**

- Two key note speakers’ presentations - Seminars: 150 attendees (one for each industry).  
topics tbd (could be related to cross-cutting business models)
- Two round tables: 80 attendees (one for each industry).  
topics tbd
- Four workshops (two for each industry).



Topics tbd

- Field visits.  
venues tbd

Draft PROGRAMME

	Day 1 (Architecture and Design focus)	Day 2 (Digital Industries focus)	Day 3
Morning	OPENING SEMINAR 1 ROUND TABLE 1	SEMINAR 2 ROUND TABLE 2	CLOSURE B2B Meetings
Lunch			
Afternoon sessions	PARALLEL WORKSHOPS 1 & 2	PARALLEL WORKSHOPS 3 & 4	Field Visits

**Possible stakeholders to be involved:**

**European Union**

- EU MMSS
- European Union National Institutes for Culture (EUNIC)
- YTAA
- Mies van der Rohe Foundation
- Creative Europe
- European Association for Architectural Education (EAAE)
- The Architects' Council of Europe (ACECAE)
- DIGITALEUROPE
- European Digital Industry Alliance (DIA)
- The Centre on Regulation in Europe (CERRE)
- BusinessEurope

**Mexico**

- Ministry of Culture – SENDA PROJECT
- Fine Arts National Institute (INBA)
- National Autonomous University of Mexico (UNAM)
- Franz Mayer Museum
- Design Week Mexico
- ZONA MACO
- Arquine
- ARQFestival
- Abierto Mexicano de Diseño
- Festival Internacional de Diseño en México
- ClústerTIC Colima



- Centro de Cultura Digital
- Foro México Economía Digital (MED)
- Asociación de Internet (AIMX, antes AMIPCI)

**Proposed Responsibilities/ contributions**

ITEMS	EU (+ SDSF team)	Mexican Ministry of Culture	EU MS	EUNIC	Others
Participation of European representatives of Architecture and Design Industries and Digital Industries Professionals	✓	-	✓ (tbc)	✓ (tbc)	
Participation of Mexican Architecture and Design professionals and Digital Industries Professionals	-	✓ (tbc)			
Venue		✓ (tbc)		✓ (tbc)	
Lunch and catering	✓				
Field Visits	✓ Transportation (tbc)	✓ The venues to visit (tbc)	✓		
Interpretation for seminars/ workshops /round tables	✓		✓ (tbc)	✓ (tbc)	
PR, photo, video	✓ (tbc)	✓ (tbc)	✓ Ambassadors' participation (tbc)		
Catalogue (EN+SP)	✓ (tbc)	✓ (tbc)		✓ (tbc)	
Promotional material	✓ (tbc)	✓ (tbc)		✓ (tbc)	