

Creative Industries in Switzerland

## Promoting Creative Excellence from Introduction to Maturity

**Creative Hub has shifted its promotion from wide-ranging to the focused promotion of excellence within the creative industries of Switzerland. From today, Monday the 20<sup>th</sup> of May 2019, Creative Hub is accepting submissions of outstanding business ideas from the creative industry. The most promising ones will be closely followed for one year; individual coaching and consulting hours with experts as well as targeted networking meetings will be offered. The goal is to develop marketable products and services.**

Creative Hub has repositioned itself. Since its founding in 2013, Creative Hub has been committed to a wide range of promotion within Swiss creative industries, but in order to align with developments and shifts within the industry, it will now focus on the promotion of excellence. With appreciation for the ongoing professionalization of their cross-sectional function throughout the whole economy, Creative Hub has adapted: selective, outstanding business ideas will be promoted. The aim is to bring relatively raw business ideas to the maturity stage, to trade with the support of coaches and experts, and to network with relevant economic players. Creative Hub and its reorientation are made possible by Engagement Migros and other supporting partners.

### The Degree of Innovation, Relevance, Boldness, Market Potential and Exportability

This call for submissions to [creativehub.ch](http://creativehub.ch) is open until midnight on June 28, 2019 and is aimed at entrepreneurs from the creative industry in Switzerland with an outstanding business idea. "Outstanding," says Regula Staub, CEO of Creative Hub, "is measured by innovativeness, relevance, boldness, market potential and exportability." The applications submitted by June 28<sup>th</sup> will be reviewed and evaluated, and on July 12<sup>th</sup>, a jury of experts will select up to eight entrepreneurial teams whose business ideas are most in line with that criteria. These teams are to be supported by coaches and experts over the course of one year, during which they will also network with relevant business players so that marketable products and services are available by the end of the program.

### Link to Call for Submissions

[creativehub.ch](http://creativehub.ch) - Deadline: June 28, 2019 - 12:00 midnight

### Learn more about Creative Hub and its call for submissions

- Regula Staub, Director Creative Hub, 079 769 44 00, [regula@creativehub.ch](mailto:regula@creativehub.ch).

- Jakob Blumer, Vice Director Creative Hub, 077 417 39 71, [jakob@creativehub.ch](mailto:jakob@creativehub.ch)

### About Creative Hub

Creative Hub helps Swiss creatives make innovative products and business ideas usable—either economically, ecologically or socially. The service includes not only professional training modules and networking events but also access to a top-class network. With these three building blocks, Creative Hub establishes an effective system for talented creatives to access the market. Creative Hub and its realignment are made possible by Engagement Migros and supported by Standortförderung Zürich, Standortförderung Bern, The Ernst Göhner Foundation, Christa Gebert, Swiss Design Transfer, Cultural Departments from Bern, Lucerne and Zug and Pro Helvetia.

[creativehub.ch](http://creativehub.ch)

### About Engagement Migros

The Migros Engagement Fund facilitates pioneering projects in social change that break new

ground and test forward-thinking solutions. The impact-oriented funding approach combines financial support with coaching services in the Pioneerlab at the Impact Hub Zurich. Engagement Migros is made possible by the companies in the Migros Group, which all together contribute an annual rate of around CHF 10 million. The fund has also supplemented the Migros Culture Percentage (Migros-Kulturprozent) since 2012.

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