

Presse-Release: "European Creativity and Innovation Day 2011 The Hamburg University of Applied Sciences is organising the first »European Creativity and Innovation Day 2011«.

The event will be held on Friday the 27th May 2011, and consists of a number of seminars, exhibitions, workshops and displays around creativity and innovation, to be held across Europe.

According to Prof. Walter Leal, initiator of this concept and founder of The »European Creativity and Innovation Day 2011«, the event is meant to draw attention to the relevance of and need for greater emphasis to creativity and innovation in Europe. "Europe is facing a number of substantial economic challenges and we need to ensure it meets the challenges set in the Lisbon and Gothenburg Declarations. By paying due attention to creativity and innovation, we may be in a better position to take advantage of the many chances these areas offer in ensuring competitiveness, sustainability and economic growth" says Prof. Leal.

The »European Creativity and Innovation Day 2011« is being organised as an activity of the Interreg IVB (North Sea) Project »Creative City Challenge«, and involves local authorities, education institutions, economic development agencies and creativity organisations from across the North Sea region and Europe. The Patron of the »European Creativity and Innovation Day 2011« is Professor Jerzy Busek, President of the European Parliament.

Further information on the project "Creative City Challenge" and on the »European Creativity and Innovation Day 2011« can be obtained by contacting the project team at:

<http://www.creative-city-challenge.net/>