

COR

THE CREATIVE INDUSTRY OF MOLDOVA



MINISTERUL
EDUCAȚIEI ȘI CERCETĂRII
ȘTIINȚIFICE



USAID
UNITED STATES AGENCY
FOR INTERNATIONAL
DEVELOPMENT



Sveția
Sverige



ukaid



INVEST
MOLDOVA



COR
CENTRUL
ROMÂN DE
DEZVOLTARE
ȘI INOVAȚIE
DIN MOLDOVA



MEDIACOR



ARTCOR
CENTRUL
ROMÂN DE
DEZVOLTARE
ȘI INOVAȚIE
DIN MOLDOVA

CREATIVE INDUSTRIES
ASSOCIATION IN MOLDOVA

2023

The creative economy

is one of the world's fastest-growing sectors. Creative industries create employment and income, promote innovation and contribute to societies' well-being.



Talent

is a concept associated with human creativity, which can be explored and capitalised by creating favourable circumstances for its manifestation.

WHAT IS A CREATIVE INDUSTRY AND WHAT ARE ITS DISTINCTIVE FEATURES?

The creative industries are sectors of organised activity whose principal purpose is the production or reproduction, promotion, distribution and/or commercialization of goods, services and activities of a cultural, artistic or heritage-related nature.

While the concept of the creative economy is still evolving, it reflects the idea that creative assets can generate economic growth, job creation and export earnings whilst promoting social inclu-

sion, cultural diversity and human development.

Over time, in the process of furtherly adapting to technological advances and the evolving place of media in society, the creative industries have incorporated sophisticated production processes and large-scale distribution methods to reach global markets.

unesco.org

THE VALUABLE CONTRIBUTIONS OF THE CREATIVE INDUSTRIES

Bringing people and communities together through shared experiences, with the purpose of developing innovative products and services.

Acting as a prominent employer of highly qualified people, thus becoming part of the "knowledge-based economy" (a branch that includes economic activities based on intellectual resources).

Adding value to other industries through services such as design, advertising, and branding.

Collaborating with institutions of higher education and supporting alternative education.

THE DIVERSE CATEGORIES OF THE CREATIVE INDUSTRY

Advertising and communication

Advertising, Marketing and PR

Architecture

Architecture, Engineering, Interior Design

Design

Products and services, including fashion

Audiovisual

Film, television, video, radio, photography, broadcasting, digital media

Literature and publishing

Books, print media, periodicals, magazines

Visual and Performing Arts

Music, theatre, dance, festivals

CreaTech

Games, Augmented Reality (RV, AR, AI)



THE POTENTIAL OF THE CREATIVE INDUSTRY GLOBALLY

The cultural and creative industries are one of the fastest growing sectors in the world. With a global worth estimated at 4.3 trillion dollars per year, the cultural sector accounts, in 2023, for 6.1% of the global economy.

They generate 2.250 billion dollars in annual revenues and millions of jobs worldwide, employing more people aged 15-29 than any other sector.

The cultural and creative industries have become imperative for inclusive economic growth, reducing inequalities and achieving the goals set out in the 2030 Sustainable Development Agenda.

MOLDOVA – A CREATIVE CENTRE FOR EASTERN EUROPE

The Republic of Moldova benefits from an advantageous and promising positioning in order to become a source of skilled talent for international creative markets, generating quality goods and services for export. Moldova's creative

potential is influenced by the IT sector (distinguished by remarkable results), the portfolio of qualified creative talents, a vast range of available technologies and an ambitious ecosystem of creative services.

THE DRIVERS OF MOLDOVA'S CREATIVE INDUSTRY:

- Cultural diversity
- Favourable geographical positioning
- Skilled local talent
- Access to the latest technologies
- High speed internet and a matured IT industry
- Emerging infrastructure and ecosystem
- Business tax incentives
- Industry support associations

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The Creative Industries Festival

Once a year, during the first days of June, the Creative Industries Center Artcor is organising the Creative Industries Festival. In 2023, the highly anticipated event will be held under the patronage of the President of the Republic of Moldova, Maia Sandu.

The festival will be gathering over 30 local and international speakers from the US, Japan, the Netherlands, Austria and Romania, arriving in Moldova to discuss the future of the creative industries. This edition's theme revolves around the perspective provided by artificial intelligence tools when meeting the lens of human capital. By combining AI and human capital, a new language-HumAIIn-could be achieved.

It is an absolute premiere for our country to host, among speakers, the graphic designer David Carson (who revolutionised the US creative industry in the '90s) and Sho Sato (Japan) - specialist in the export of digital and non-digital games.

For further details, the festival's agenda can be accessed here: <http://fic.artcor.md>

The event is organised in partnership with the Ministry of Culture, the Moldova Future Technologies Activity (financed by USAID, Sweden and Great Britain), the Moldcell Foundation, and the Invest Moldova Agency.

MOLDOVA'S CREATIVE COMPANIES AND THEIR GROWTH POTENTIAL

According to the "Creative Moldova" National Strategy for the Development of the Creative Industries 2023-2027, the creative industry in the Republic of Moldova is represented by:

\$
174 MLN

this sector's income in 2021

2 200

entities

9 000

entities

≈ **2 500**

freelancers

The creative activities that registered the most employees in 2020:

performing arts

1 837
employees

advertising agencies

1 671
employees

TV programs production and broadcasting activities

1 296
employees

architecture firms

1 266
employees

With activities in areas such as:

- design
- advertising
- digital media
- architecture
- music
- cinematography
- theatre
- animation
- book and game publishing
- augmented and virtual reality

Between the years of 2015 and 2020

two-thirds of the creative sectors have registered an increase in the number of businesses by more than 10%.

> 10%

The number of specialised design enterprises increased, annually, by an average of 24%.

24%

The creative and media businesses could achieve a greater potential for growth through collaboration with other sectors. Partnerships with talented IT professionals from Moldova in areas such as game design, augmented and virtual reality and immersive installations could be referenced as an example.

The largest increase has been registered by the film, video and television post-production activities-45%.

45%



CREATIVE YOUTH OF MOLDOVA. EDUCATIONAL RESOURCES.

Future Professions—an opportunity
to receive a quality education in Moldova

3

NEW SPECIALISATIONS

Animation, Game Design,
Multimedia

4

STATE UNIVERSITIES

UTM, USM, UPSC,
AMTAP

Employers from around the world

The graduates will be
able to work from
anywhere in the world if
they are equipped with a
laptop, an Internet
connection and, certainly,
with the required set
of skills.

Outstanding mentors

Experts (from Moldova
and abroad) with excep-
tional careers in fields
such as advertising,
animation, and cinema-
tography.

Applied knowledge

Centres of Excellence in
universities:

USM – Mediacor

UTM – Tekwill, ZIPHOUSE

UPSC – Class of the Future

AMTAP – Artcor

Three directions

The students will be able
to choose their direction
of study and further
development: artistic,
technical or conceptual.

ADMISSION 2023 FUTURE PROFESSIONS



GAME DESIGN

UTM | Faculty of Design

UPSC | Faculty of Fine Arts and Design

USM | Faculty of Mathematics and Informatics



educatie.cor.md

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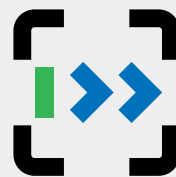
ANIMATION

AMTAP | Faculty of Decorative Arts and Design

UPSC | Faculty of Fine Arts and Design

UTM | Faculty of Design

After graduation, you could work as a: 2D animator, 3D animator, Background artist, Character animator, Clean-up Artist, Digital ink and paint artist, Image editor, Key frame animator, Layout artist, Lighting artist, Rendering artist, Rigging artist, Storyboard artist, Texture artist.



MULTIMEDIA

USM | Faculty of Journalism and Communication Sciences

After graduation, you could work as a: TV Producer, Series Producer, Documentary Film Producer, Sound Director, Graphic Designer, Motion Designer, Image Editor, Screenwriter, Colorist, Dubbing Mixer.

In the Republic of Moldova, the creative industries operate according to the model of an ecosystem. Their evolution is influenced by several entities that act as a network of support, collaboration and promotion of excellence in the creative fields.

The Moldova Future Technologies Activity (FTA)

has the goal of increasing the competitiveness and integration on the global market of the key industries from Moldova – IT, engineering, the light industry, the creative

industries, and digital media. With a budget exceeding 50 million dollars and an implementation period lasting until 2026, the Moldova Future Technologies Activity builds on the firm commitment of its strategic partners (USAID, Sweden, UKaid) of the past eight years: to propel the creative industry as a hub for Central Europe; the creative economy acting as an essential engine for the promotion of national image, social cohesion and economic development of the country.

THE ECOSYSTEM OF THE CREATIVE INDUSTRY

The Creative Industries Association in Moldova (COR)

was launched in 2017 with the purpose of acting as a unified voice for the creative industries of Moldova and enabling growth and representation for each subsector of the industry. COR gathers among its members: creative and marketing agencies, graphic design and architecture companies, video production, sound design, music produc-

tion and animation studios. The Association supports the collaboration of these industries in order to reach international markets and encourages excellence by providing learning and development opportunities.



Innovate Moldova



www.cor.md



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ig.com/cor.moldova

The Ministry of Culture

manages the strategic approach for the development of the creative industries. For 2022, the budget of the Ministry of Culture is estimated to be approx. 23 million euros (0.76% of the state budget). In all, 80% of its financial resources are distributed to 14 institutions (theatres, concert halls), 7 museums, 2 libraries, 2 public institutions in the field of art education, 3 magazines and 8 other sector-specific institutions (art centres, agencies etc.).

It acts as an important member of the country's cultural ecosystem and the foundation of the wider creative industries.

The National Cinematography Center of Moldova

is a public institution dedicated to the promotion of the Moldovan cinematographic industry and the protection, development and capitalization of the national cinematographic heritage.

As a public organisation, CNC Moldova is subordinated to the Ministry of Education, Culture and Research, with activities ranging from encouraging the development of the film industry and stimulating the local film culture to protecting the national cinematographic heritage and implementing state policies to improve the creative sector.

The Invest Moldova Agency

is the key agency of the Government of the Republic of Moldova for the development of international trade and the main source of information and assistance for potential investors.

The agency provides personalised services for potential investors during the decision-making process, supports existing investors in expanding their operations in Moldova and works with the country's SMEs to promote their services on the international market.

Moldova IT Park

is the first virtual IT park from Moldova. It creates a competitive business environment by applying a single tax in the amount of 7% on the sales income, reducing bureaucratic barriers, exempting company employees from taxes, facilitating the issuance of residence permits and the virtual presence for IT companies and the creative sector (including R&D, design, game development, post production, VFX and special effects).

CENTRES OF EXCELLENCE

ARTCOR

is a development hub for the creative industries that brings creative communities together and connects their members.

Acting as a focal point for Moldova's emerging creative community, Artcor aims to support the creative sub-sectors by providing access to cutting-edge training and supporting startups to increase their opera-

tional capacity. Artcor provides access to the latest technology, co-working spaces, training opportunities and builds a dynamic ecosystem for Moldova's creative services industries.



artcor.md



[fb/artcor](https://fb.com/artcor)



[ig/artcor](https://ig.com/artcor)

MEDIACOR

is a state-of-the-art audiovisual production hub in the heart of Chisinau. It provides a safe space for media and creative collaboration among professionals and rising stars in the areas of multimedia, film production and post-production, game development, animation, AI-generated content, digital media and others.

Mediacor provides space for education and community building for creative entrepreneurs and students. Everyone interested in a future that is centred around digital media and

entertainment production could meet his/her expectations here. Mediacor acts as a platform to facilitate and train skills needed for the industry, supports media diversity, new media content and startups and serves as a collaborative platform for the digital media businesses to export their products and services.

Mediacor builds its activity according to four core values: curiosity, inclusion, care, and open-mindedness.



mediacor.md



[fb/mediacor](https://fb.com/mediacor)



[ig/mediacor](https://ig.com/mediacor)

THE MOLDOVA FOR PEACE INITIATIVE

As a response to the war in Ukraine, in just 48 hours, the creative community of Moldova managed to accomplish the impossible, developing the national communication campaign "Moldova for Peace".

Although the creative industries community is relatively young, it has taken on a role both difficult and pivotal: assisting the strengthening process of a divided society, offering tenacious help to the Ukrainian refugees, and fighting against fake news and disinformation.

An impressive number of communicators working in the public, associative and private sectors and 15 communication, design, media and video production agencies came together at Artcor, with the goal of developing the campaign strategy, establishing the key messages and outlining the visual identity.

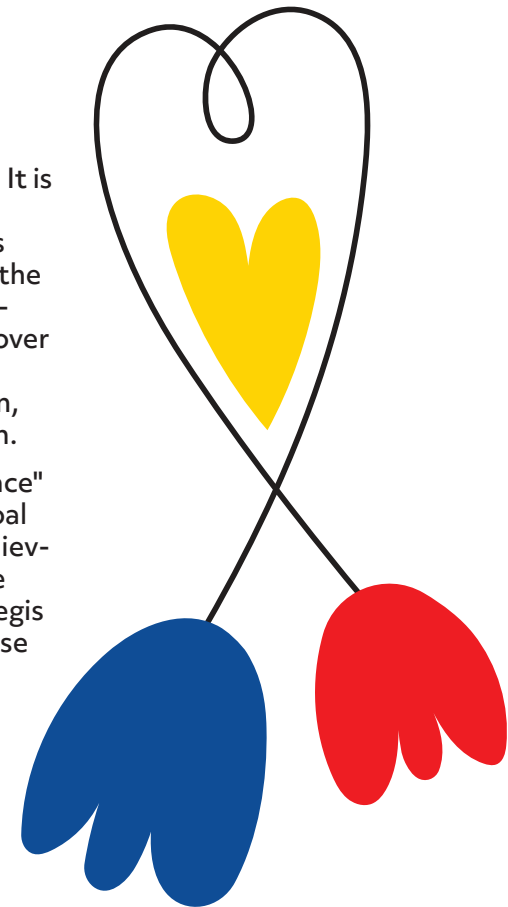
On March 1, the "Moldova for Peace" campaign was launched. Later on, the campaign's messages and visual identity have been shared by the president, the prime minister and

the speaker of the Republic of Moldova. It is estimated that more than 2 million citizens have interacted with the messages of this campaign, distributed in over 100,000 information materials in Romanian, Russian and Ukrainian.

The "Moldova for Peace" campaign has set a goal and succeeded in achieving it: bringing people together under the aegis of a symbol and a cause that transcends the multiple differences among them.



[youtube.com](https://www.youtube.com)



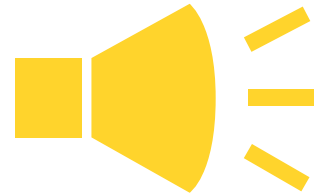
THE CREATIVE INDUSTRY'S HEROES

4



cor.md/#membri

Why become a COR member?



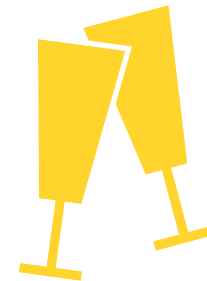
Representation through *lobbying* and *advocacy* by an entity that aims to act as a promoter of the industry.



Establishing connections and collaborating with people with similar or close fields of expertise.



Common access to donor funds, granted for industry development.



Access to COR events and projects. Promotion on the international markets.

LIST OF COR MEMBERS (JUNE 2023)



A.O. Asociația Națională
a Industriei Muzicale



A.O. CUIBUL Societatea
Republicană Muzicală



Bully Studio C SRL



Business-TV Media SRL



A.O. Centrul Tehnologic
Educațional "M.I.T - CENTER"



Abpartners Studio SRL



Calujac Architecture



Casa Imago SRL



Academia Rockit AO



Adcenter SRL



Curilov Grup SRL



Dax Tandem SRL



AF Architects SRL



AO Calumea



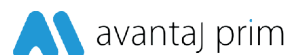
Design Arhitectură
și Stil SRL



Dimgan Service SRL



Asociația pentru dezvoltare durabilă
și bunăstare socială A.O.



Avantaj Prim SRL



Editura Cartier



Floresitas A.O.



BR Films SRL



Bright Communications SRL



Gorgona SRL



Idea Studio SRL



InHarmony MGMT SRL



Interact Media SRL



PRoimage SRL



ProPro Agency SRL



JURNAL TV

Reforma ART SRL



Mihai Stamati Atelier de designR"



Moldcell Moldova Foundation



Rozum IT SRL



Ringtail Studios Group SRL



Selectcanal-TV



Nahaba Studio SRL



Nayada SE SRL, IM



Shaw and Partners LLC



Sacralium Games



bonsanco creative studio

Soleos Services SRL



NRG Media



Ogilvy Advertising SRL



Stellar Group SRL



Simpals Studio SRL



Suhiih Production SRL



Pascaru Production SRL



Piko Creative Services SRL



Tagme Studio SRL



Studio 43oz SRL



Wegosocial SRL



Pixel Film & Animation SRL



Pot Music

The current list can be found at www.cor.md/#membri

This material was developed in 2023, as part of the assistance for Moldova's Creative Industry provided by the Moldova Competitiveness Project, funded by USAID, Sweden and Great Britain.

The content of this material is the responsibility of the creator and does not necessarily reflect the views of USAID, of the United States, Sweden and Great Britain Governments.