

New Business Models For Cultural Companies

A public seminar by Professor Xavier Greffe

Professor of Economics, University Paris 1 - Sorbonne



Date: Friday 17 October

Commencing: 2:00 pm

Venue: Macquarie University E4A.523

Cost: Free

Professor Greffe is a distinguished academic with the University of Paris at the Sorbonne. He is internationally renowned as one of the leading figures within the LEED Programme of the OECD where he has been a consultant on Economic Development in both Western and Eastern Europe. He is the current Chair of the LEED/OECD Forum on Partnerships and Local Governance. Join us as Professor Greffe shares his insight on local development, economic policy and the economics of culture.

Digitalisation, new spaces of cultural consumption and shifts in support have challenged the traditional business models used in the cultural field. It is necessary to create or import new models, and many initiatives are developing. New small cultural companies, as well as big companies, have to face these challenges. This seminar will outline issues and strategies that companies confront as they adopt new and relevant business models.

RSVP Essential

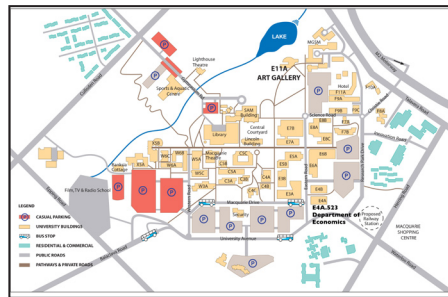
Blanche Menadier 15 October

Telephone: +61 2 9850 7915

Email: macquarie@iueu.mq.edu.au

This event is sponsored by Department of Economics, Macquarie University and the Innovative Universities European Union Centre

Department of Economics
Building E4A, room 523
Macquarie University



Please note: casual parking is now only available in the car parks marked in red on the map.