

DST-CII
INDIA  NETHERLANDS
TECHNOLOGY
15-16 OCTOBER 2019: NEW DELHI **SUMMIT**
CELEBRATING 25TH YEAR OF DST-CII TECHNOLOGY SUMMIT

CO-CREATING INNOVATIVE SOLUTIONS FOR GLOBAL CHALLENGES

Creative Industries

From Rembrandt and Van Gogh to Viktor & Rolf, Dick Bruna, Armin van Buuren and Tiësto: Dutch creativity inspires the world. These iconic names exemplify the strengths of Dutch design: pragmatic, open-minded, conceptual, out-of-the-box, and adhering to the principle ‘less is more’.

The astonishing Dutch creative industry

There is an idiosyncratic mentality particular to the creative industry in the Netherlands. Rather than seeking safety the Dutch embrace risks in creative processes. This leads to unpredictable outcomes. The Dutch creative industry is accustomed to cooperation and collaboration across different domains. This results in valuable contributions to solutions for societal issues such as healthcare, safety, and energy. The Dutch creative industry:

- is in the top 10 of the world;
- combines creativity and business (representing 1.9% of the Dutch economy);
- pioneers in different areas all around the country and beyond;
- is famous for prestigious Dutch architecture all around the globe;
- creates original and well-known TV programme concepts;
- has an active online gaming industry.