



Project co-financed by the European Regional Development Fund

### EVENT: CHIMERA FINAL EVENT 26/9/2019

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## **ChIMERA**

Innovative cultural and creative clusters in the MED area

**CULTURE • CREATIVITY • INNOVATION** 

# CITY OF MÁLAGA, AN STRATEGY FOR CULTURE





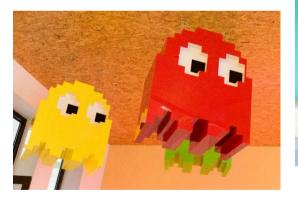
# MÁLAGA, VIDEOGAMES AND CINEMA REGION

## VIDEOGAMES CLUSTER

### DINAMIZATION

- 3 LIVING-LAB MODEL DEVOLEPED
- SINERGIES AND KNOWLEDGE GENERATED
- INCREASE OF THE ANDALUSIAN VIDEOGAMES SECTOR COMPARING TO SPAIN.
- ANDALUSIA IS NOW THE 3°SPANISH REGION











## MÁLAGA, VIDEOGAMES AND CINEMA REGION CINEMA PRODUCERS

ASSOCIATION PROCINEMA

- REDEFINITION OF THEIR
  BUSINESS PLAN
- ATTRACTION OF NEW ASOCIATES AND CUSTOMERS
- PROFESSIONALISATED SERVICES TO THEIR COMMUNITY













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