The MediaCluster in a nutshell

The MediaCluster pursues the objective of concentrating media expertise and creating new strengths in the media industry.

- ➲ Promotion of southeast Austria and southeast Europe as a media site in the EU-Future Region
- ➲ Special focus on integration in the form of partnerships between Slovenia, Croatia, upper Italy and western Hungary
- ➲ Interlinking of experts in the fields of media industry, media science and media politics
- ➲ Media-specific training and further education opportunities of international standing
- ➲ Initiation of cross-border innovative projects in the media sector

- **Western Hungary**
- **Croatia**
- **Upper Italy**
- **Slovenia**
- **Southern Austria**
- **EU-Future Region**

Das Land Steiermark

EU ZUKUNFTS REGION

ZUKUNFTSfonds STEIERMARK

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MEDIACLUSTER

A Media Network for the Future Region

Southern Austria, Upper Italy Croatia, Slovenia & Hungary

Waltraud Klasnic

Governor of Styria

Strengthening media expertise in the EU-Future Region

In the context of the forthcoming enlargement of the EU, we have the great opportunity to win over our old neighbours as new partners. And it is Styria, especially, that has always striven for good partnership contacts with its neighbouring regions, always promoting economic, cultural and political dialogue.

With the MediaCluster, yet another network is evolving with the objective to combine and thus to strengthen the media industry in southern Austria, Croatia, Hungary, upper Italy and Slovenia.

It is in this spirit that I would like to address myself to all media experts and those interested in the media and warmly invite them to collaborate in establishing a media network for the Future Region.

Waltraud Klasnic

Establishing networks

Each cluster draws on the efficiency of its networks. The MediaCluster aims at establishing all relevant information and communication structures required in order to sustainably interlink media enterprises, media experts and media-associated branches with each other.

In doing so, Slovenia, Croatia, western Hungary and upper Italy shall be intensively involved right from the beginning. In this way, it will be possible to quickly find new partners, and with their help a comprehensive exchange of experience to back up media expertise will be enabled.

Promoting innovation

The basic conditions in the dynamic field of the media are constantly changing, forcing the media industry to be highly flexible and constantly innovative.

This is where networks create a promising foundation for the joint development and implementation of innovative projects across borders in a spirit of partnership.

Training employees

Training and continuous education in the field of the media is of great importance to the MediaCluster. Graz has a wide range of offers in this context and has thus positioned itself as a centre of excellence. In fact, Styria has some tradition in media training. At the University there has been, for almost 30 years now, the „Medienkundliche Lehrgang“, and at the Graz technical colleges, the syllabus includes „Journalism and business communication“, „Information design“, „Marketing“ and „IT/IT Marketing“.

From May 2004 onwards, the Berlin-based Steinbeis University will, in co-operation with the MediaCluster, offer extra occupational management qualification courses in Graz. They will cover the fields of media, entertainment and technology under the so-called M.E.T. programme. It will be divided into a university certificate course qualifying participants as M.E.T. managers (1st year) and a further year upon the completion of which students qualify as MBA in media management (2nd year). Both courses are internationally oriented and address themselves mainly to senior managers and specialists geared towards the high potential in the EU-Future Region.