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Shanghai | b.creative



b.creative – the global event for creative entrepreneurship – will be held in Shanghai on 15 November 2017 in the context of the **High Level People to People Dialogue** (HPPD) Summit between the European Union and China. The conference, which will focus on **Creative entrepreneurship and urban challenges**, is organised in the scope of the EU co-funded project **Creative Tracks** supporting young creative entrepreneurs worldwide and encouraging cross-cultural collaborations. The conference will also welcome the awarded team of the b.creative challenge to present the winning project 'Fieldmakers' and collect the b.creative award.

The city of Shanghai is home to more than 100 Creative Clusters, over 4,000 innovative design-related agencies and institutions. On 13-15 November, it will host the HPPD Summit, the highest level of diplomatic engagement between the EU and China on Education, Youth and Culture.

b.creative reveals a great opportunity for cities, creative entrepreneurs, designers and architects from all over the world to exchange experiences on cultural and urban management.

KEA is partnering with the **Central Academy of Fine Arts** (CAFA) and the Creative Industries Culture Expertise Centre of **KEDGE Business School** for the organisation of the event.

