

Global Visionaries

Leading the Future of Creative Industries

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Social Leadership Association director,
member of the board of the
National Association of Creative and Cultural Industries
(KIK Lithuania)



The National Association of Creative and Cultural Industries is Lithuania's leading umbrella organization for the CCI sector.

Founded in 2008.

Unite 70 members: associations, creative enterprises, incubators, institutions, and individuals – working across the cultural and creative industries.



Knowledge & Research

We collect and share data, insights, and policy updates relevant to the CCI sector. By connecting academia and entrepreneurship, we drive research and innovation, and run training programs to strengthen CCI capacities.

Training Programs

We organize annual workshops and seminars tailored to CCI professionals, helping them grow skills, adapt to change, and stay ahead in a dynamic sector.

CCI Advocacy

We actively shape cultural and education policy, proposing improvements to national and EU investment programs. We represent the CCI in various government bodies and provide expert input to ensure the sector's value is recognized and supported.

Networking

As a CCI hub, we build strong ties across the Baltic Sea region and globally, encouraging collaboration, cluster development, and shared growth in the sector.

Volunteering

We work closely with student volunteers, offering them practical experience while benefiting from their fresh ideas and energy—building a stronger, more engaged cultural community.



CCI SECTOR IN LITHUANIA

KIK Lietuva

Economic Impact of the CCI Sector and Economic Contributions

The CCI sector is one of the largest employers and fastest-growing sectors in Lithuania	In 2021, CCI companies accounted for 4.8% of all economic entities in Lithuania.	The sector employed 55,85 k people, representing around 4% of total employment in the country	Total production value is €1,94 billion	Total added value is €1 billion	In 2022 the CCI sector contributed nearly 3.3% of the total added value (GDP) in Lithuania
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Comparative Economic Contributions (2022)

3.3%

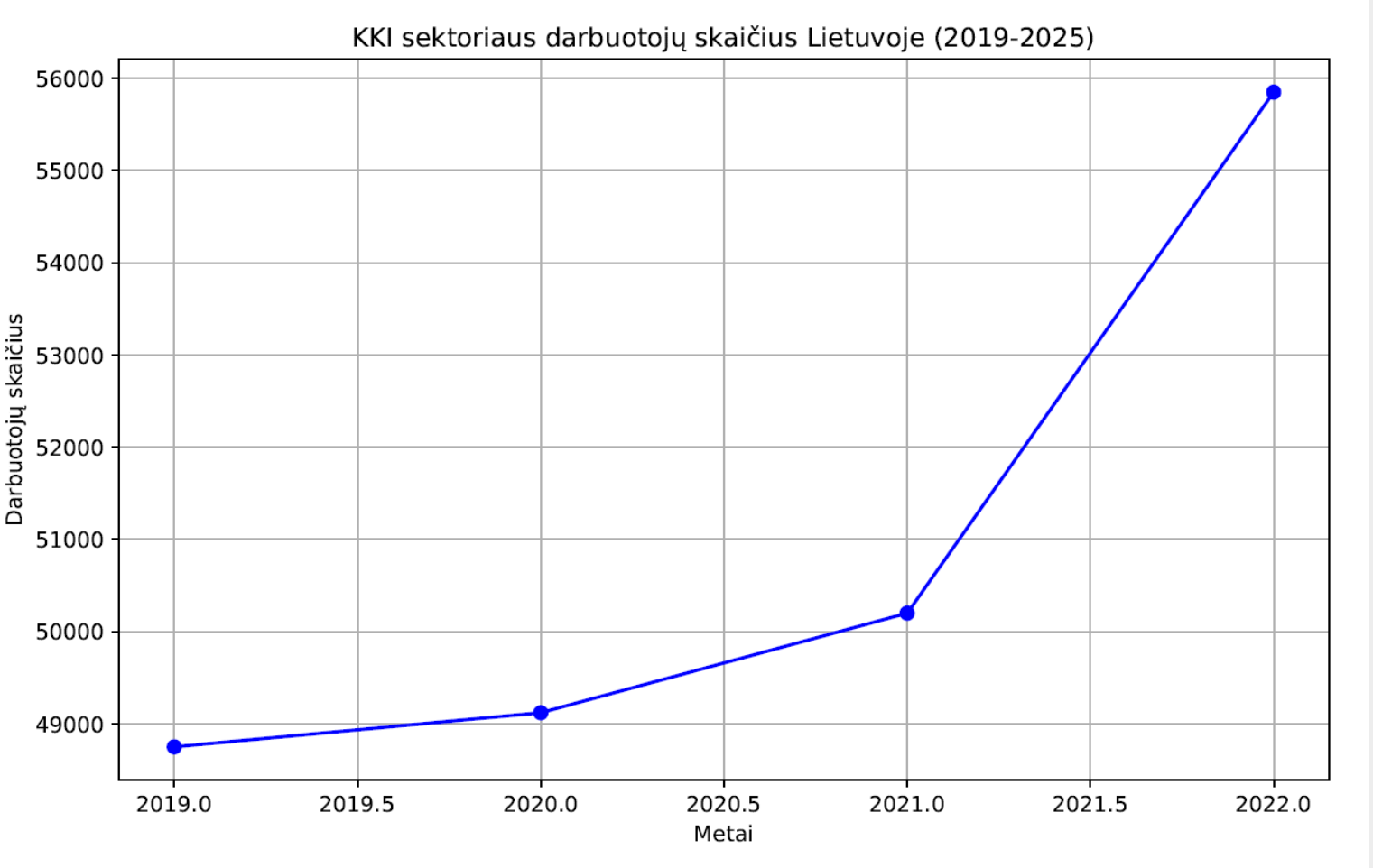
The creative and cultural
sector's GDP in 2022

Comparative Economic Contributions (2022)

Comparison with other sectors

Agriculture, Hunting and Related Services: 2.8%	Food, Beverages and Tobacco Manufacturing: 3.19%	Real Estate Operations (excluding owner-occupied housing): 3.1%	Electricity, Gas, Steam Supply and Air Conditioning: 1.8%	Accommodation and Food Services: 1.2%	Telecommunications: 0.9%
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Employment Growth



Steady increase in employment within the CCI sector

2019	2020	2021	2022
48,75 k employees	49,12 k employees	50,2 k employees	55,85 k employees

High employment rates among youth (15-29 years),
aligning with European Commission findings on the sector's dynamism

Social Impact of the CCI sector

Enhances cultural identity and social cohesion, provide platforms for social interaction and cultural exchange

Stimulates innovation and creativity, which can spill over into other industries, fostering a dynamic and adaptable economy

Promotes youth employment and attractive work forms

Recognized as a dynamic and fast-growing sector

Strategic Goals and Actions

Recognize the CCI sector as a priority for national economy	Develop an advanced CCI ecosystem to attract global talent	Improve conditions for employment and creation of high value-added products	Establish a favorable tax environment for the CCI sector	Enhance international cooperation and market entry	Develop infrastructure meeting the highest technical standards
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The Lithuanian creative and cultural sector
is a vibrant and essential part
of the national economy and society

Let's meet our dynamic
and fast-growing CCI sector

Performing Arts / Dance

Sun & Sea an opera

Golden Lion at the Venice Biennale in 2019

33 cities in 26 countries:

Brooklyn Academy of Music in New York

MOCA Museum in Los Angeles

LIFT International Theatre Festival in London

Sydney Arts Festival

E-Werk Luckenwalde in Berlin

Colón Fábrica Opera House in Buenos Aires

Paris Autumn Festival at the Grand Violette

Taipei Arts Festival

Teatro Argentina in Rome, and many more.



Lithuanian Season in France culture & arts

More than 200 events, 500 artists, 120 partnerships, 500 000 visitors – all over France. The cultural program spread through the following topics:

- Global Neighborhoods
- Enabled Identities
- Released Imagination

Partners: Pompidou centre, Palais de Tokyo, KADIST Paris, Théâtre de la Ville, Festival d'Automne, Biennale Chroniques; Festival d'Automne, Europavox, Les Frac, Opera de Nice, and more.

LA SAISON
DE LA
LITUANIE

12 SEPT.
12 DÉC.

EN
FRANCE

Se voir
en l'autre

2024



The Olympiad of Olympiads dance

An opera production
at Opéra Nice Côte d'Azur (France)

Music director: Jean-Christophe Spinosi
Director and choreographer: Éric Oberdorff
Lithuanian breakdancers performing: Rokas
Šaltenis and Laurynas Žakevičius



Breaking at the Olympics dance sport

The first-time innovative dance and sport discipline Breaking will be presented at the Paris Olympics 2024.

17 years old Lithuanian talent, World Champion, European champion, and winner of many high-standard competitions – Dominika Banvevič (B-Girl Nicka) will compete for the Olympic gold.



Presented worldwide

Lithuanian dance troupes and theaters
presented their works:

2023–2024 – more than 400 times in 25
countries around the world;

2019–2022 – more than 200 times in 25
countries around the world;

2016–2018 – more than 450 times in 30
countries around the world.



What can we give?

Creative minds – Intelligent bodies

healthy ecosystems
mind–body–soul experience
critical thinking
community resilience
emotions
occasions to meet
culture for health
inclusion



What kind of dance
partner are we
looking for?

The partner to:

Build international partnerships

Learn from recognized coaches and lecturers

Adapt performing art methodologies to other areas

Share performances, workshops, courses, training

Support student exchange programmes

Provide internship programmes

Invest in talents

Develop dance house as part of the CCI hub



Design

What design is?

Definition:

Design is a problem-solving process that is integrating technology, appearance and user experience by blending creativity and practicality.

Key Elements:

Functionality: Making things work better.

Aesthetics: Making things look better.

User Experience: Making things feel better.

What design is not?

Misconceptions:

Just Decoration: Design is more than making things look pretty.

One-size-fits-all: Each design is tailored to specific needs.

Only for Creative Fields: Design benefits every industry.

Let's remove design

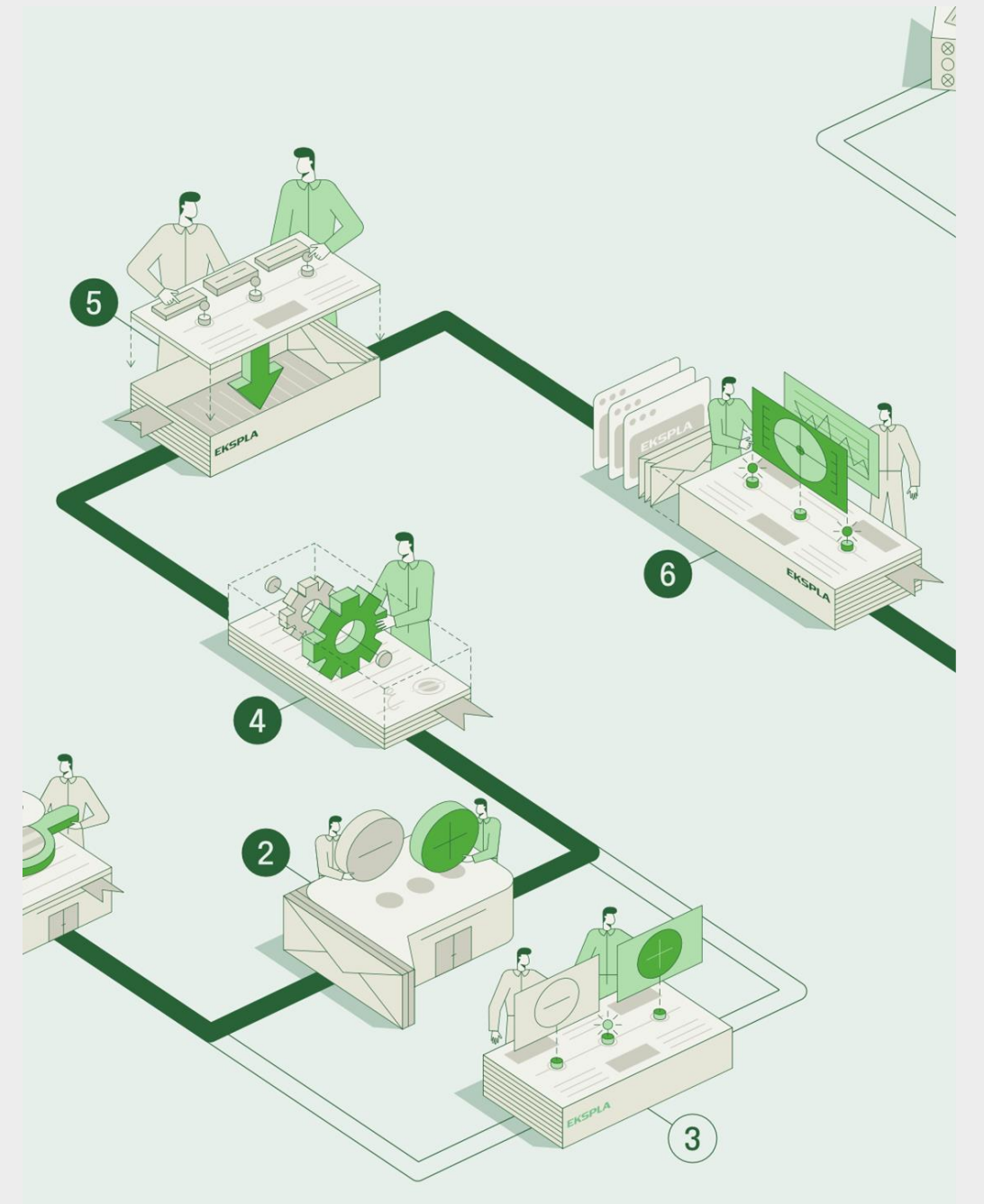
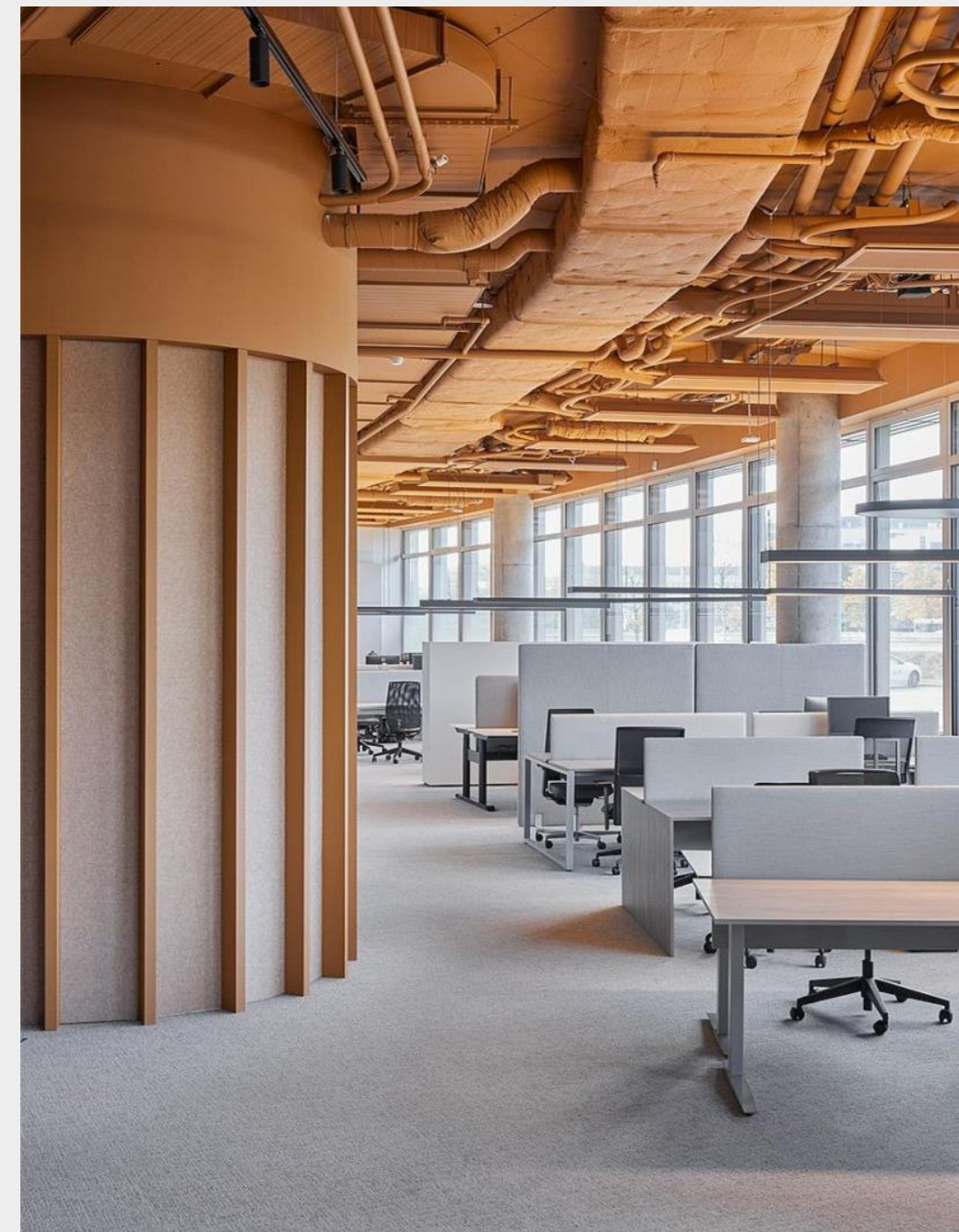
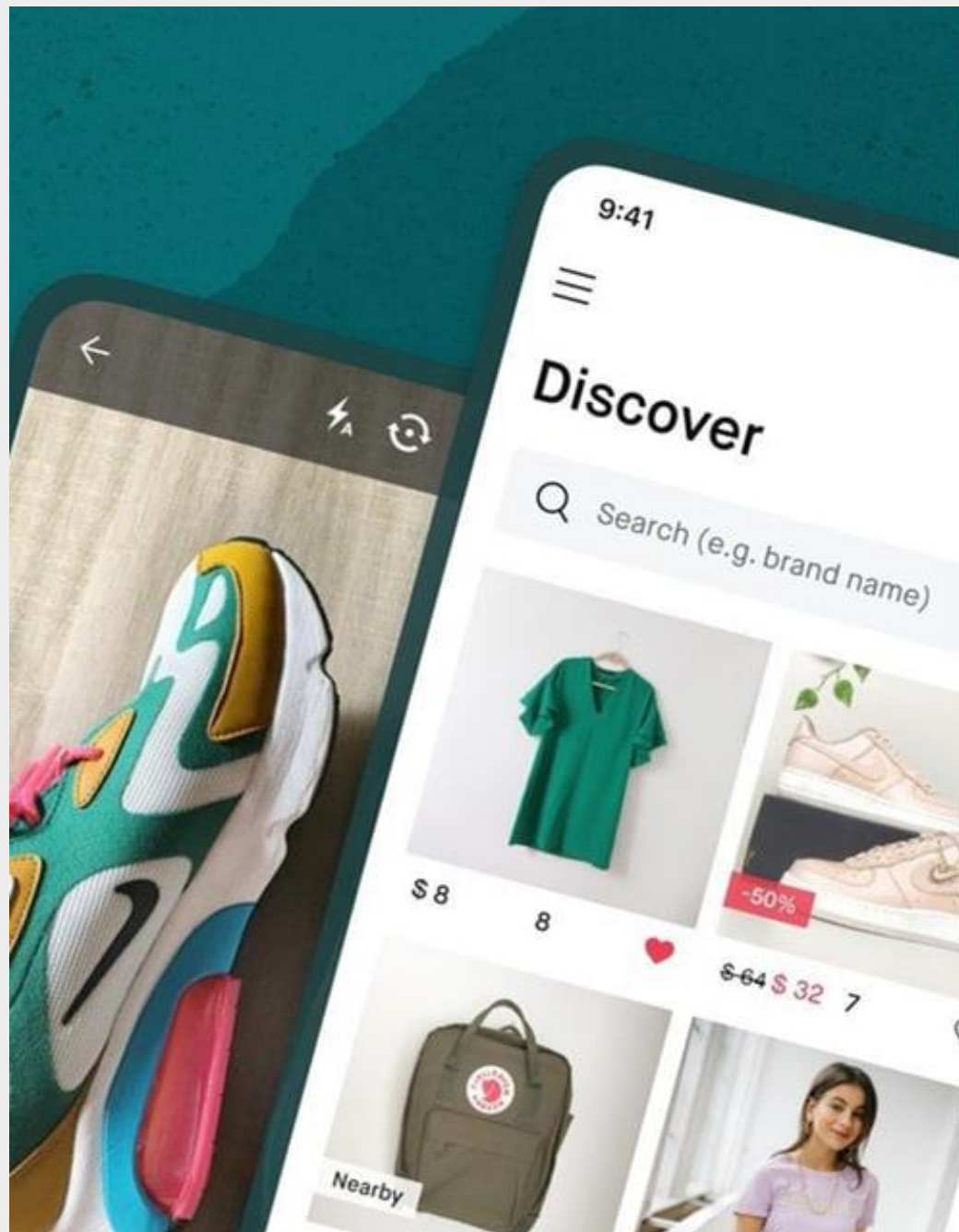
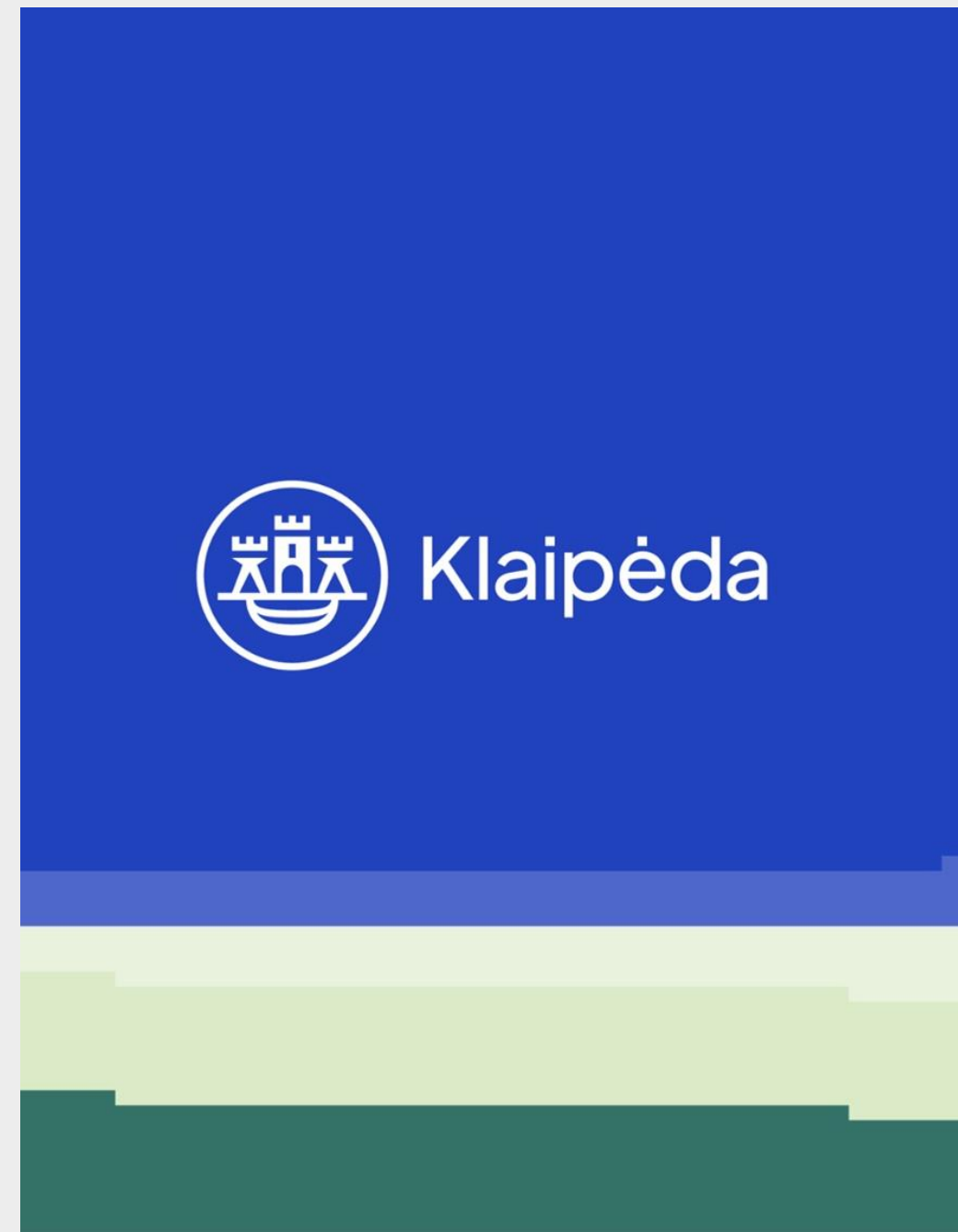
What can we give?

Innovative Solutions: Creative and efficient ways to solve complex problems.

Competitive Edge: Stand out in the market with unique designs.

Sustainability: Eco-friendly and efficient solutions.

Design Education: Comprehensive education to enhance design skills and knowledge.



What are we looking for?

Collaboration: Partner with us to create solutions and advance design education.

Feedback: Help us understand the needs, challenges and potential of foreign markets.

Investment: Support to fuel further innovation and growth.

Film Industry

Lithuanian Film Industry

30 years of constant evolution towards global recognition

1993	2010	2011	2013	2014	2016	2017	2021
New film makers generation	Lithuanian Film Studio destruction	Vilnius Film Cluster	Tax incentives take effect	First sound stage (10500 sq.ft) (EU investment)	NEBULA cluster	Second sound stage (2x10500 sq.ft) (EU investment)	Baltic Film & Creative Tech cluster



Lithuanian Box Office In Numbers

During The Period 2019-2023

	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>
Total tickets sold	4 141 900	1 533 084	1 337 598	2 994 832	3 441 469
Attendance per capita	1,48	0,55	0,48	1,06	1,20
Total number of cinemas	26	25	27	22	23
Lithuanian films market share, %	19,64	21,87	6,17	19	14,55
Total number of Lithuanian feature films produced	23	17	13	12	16

What About 800 000 Lithuanians Abroad?

Lithuanian Film Industry In Numbers

During The Period 2017-2021

19,000 workplaces created;
\$58.94M was spent on wages;
Added value totaled \$96.44M

Also Worth To Mention:

The turnover of the Lithuanian audiovisual
content production is \$94.5M / year;
88% of this revenue in 2021 was generated by
companies based in Vilnius

What is missing?



Sound Stage Hubs In Europe

Europe:

Prague 1.4 M sq.ft,

Budapest 0.55 M sq.ft,


Bucharest 348 K sq.ft,

Warsaw 143 K sq.ft,

Tallinn 46 K sq.ft (by end of 2024);

Currently In Lithuania

Vilnius 34.5K sq.ft.



What is coming?

Audiovisual Industry Hub By 2027:
Environmentally Friendly/Sustainable
> 162,000 sq.ft
3 sound stages (32,000/2; 16,000; 11,000 sq.ft)
VPS
Immersive technology lab
ArtTech community centre

2024

Land-plot, technical project

2025

Business plan, funding model,
construction process

2027

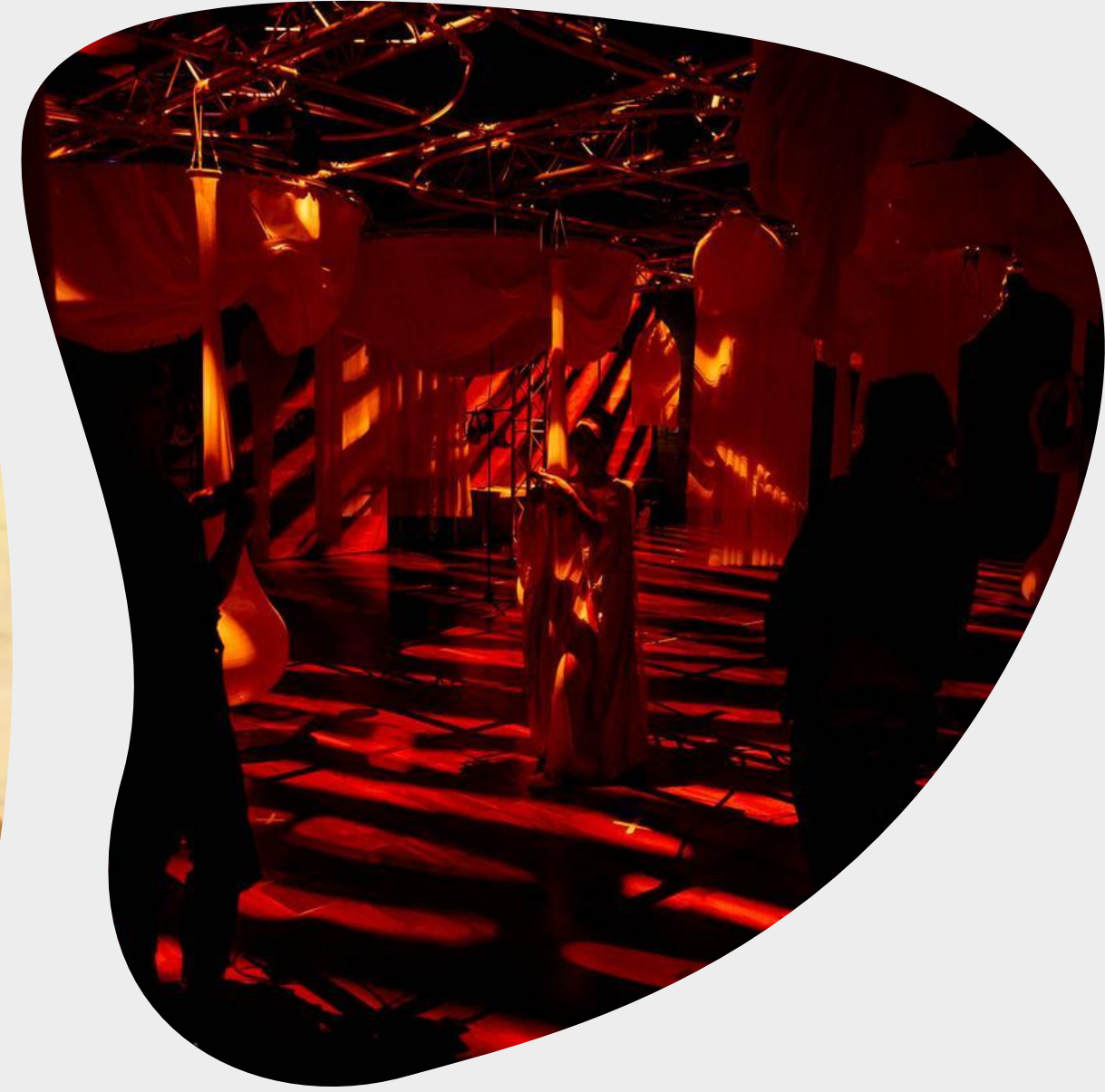
Launch

2029

3-5 big projects from major
studios per year, industry
spending \$200M per year

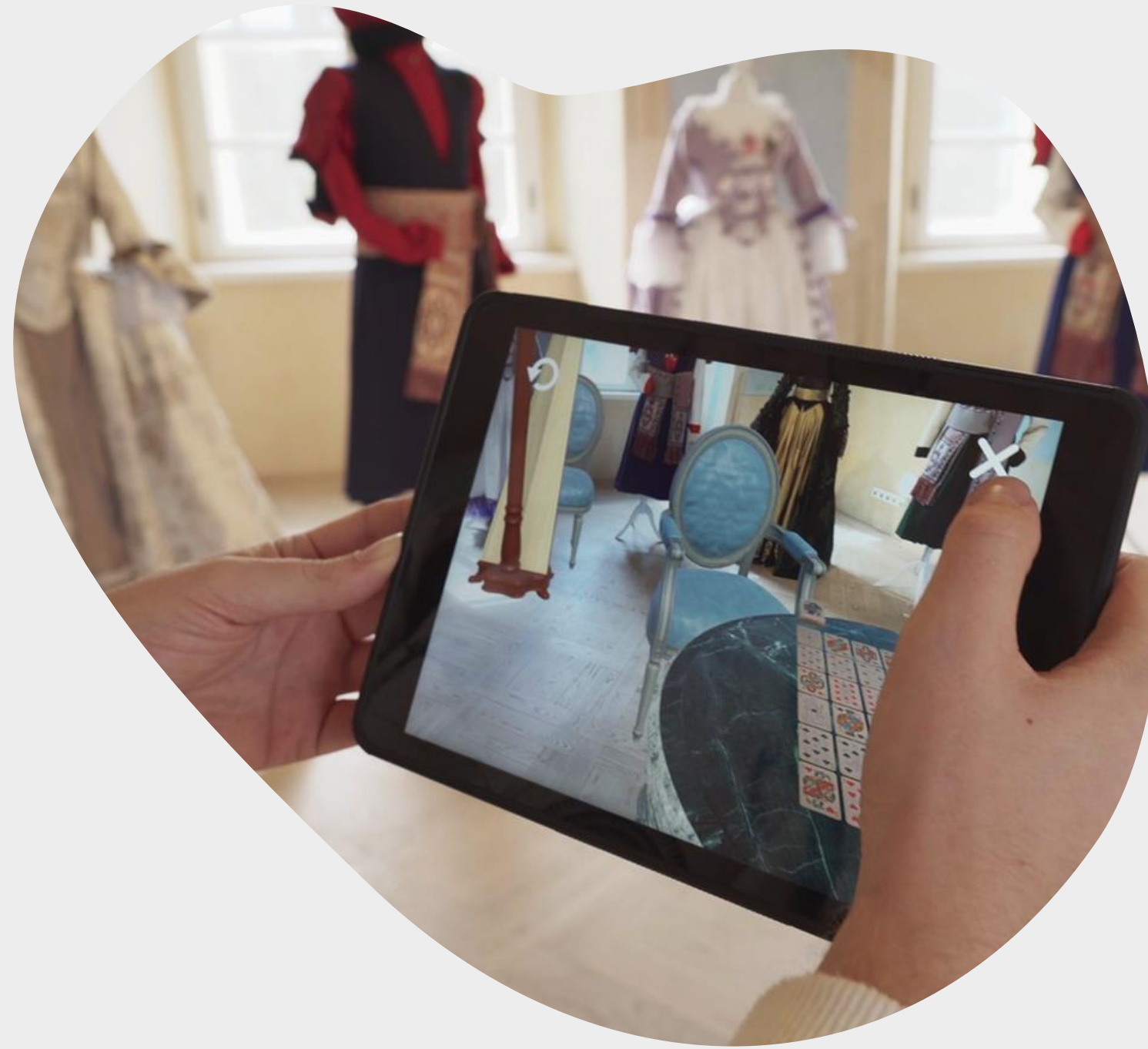


VR/ AR/ Multimedia/ Interactive/ Kinetic



At The Highest International Level

Applications



VR/AR in Trainings and education
Performance arts and VR art production
Innovative marketing and heritage experiences
Devices like Holograms, tracking systems, HMD

Games Industry

Global & Local

Massive: 3,2 billion players globally

Profitable: 170 billion EUR global, 300 million EUR Lithuanian revenue

Talented: 200+ professions, 2250 employed in Lithuania

Hit Driven

Flooded: 40 new games daily on Steam, 300 on mobile.

Expensive: Only 1% are larger games.

“Winners take all”: Top 10 games get 60% revenue.

Cooking Fever

10 years in the market
400 million downloads
2nd most popular app from Baltics
Collaboration with global brands



Human Fall Flat

Started as solo project
40+ million copies sold
Among Top 20 best-selling games of all time
Hundreds of millions gameplay views on YouTube
Sequel with famous US publisher



Connections-Based

Publishing: new teams, solo creators.

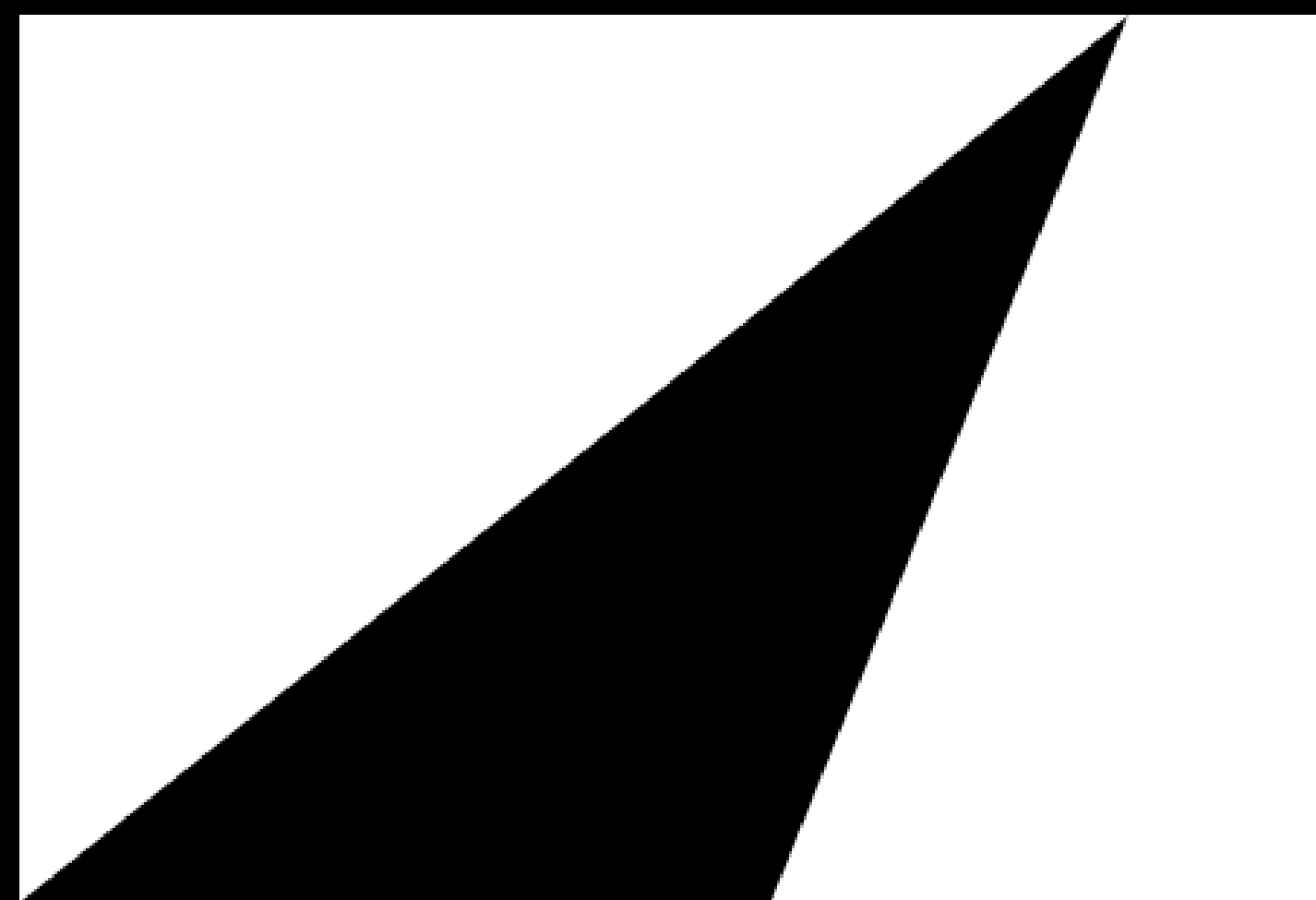
Investment: larger studios.

Outsourcing: both inside and outside industry.

Talent: everyone!

Let's Chat & Play!

Music Industry

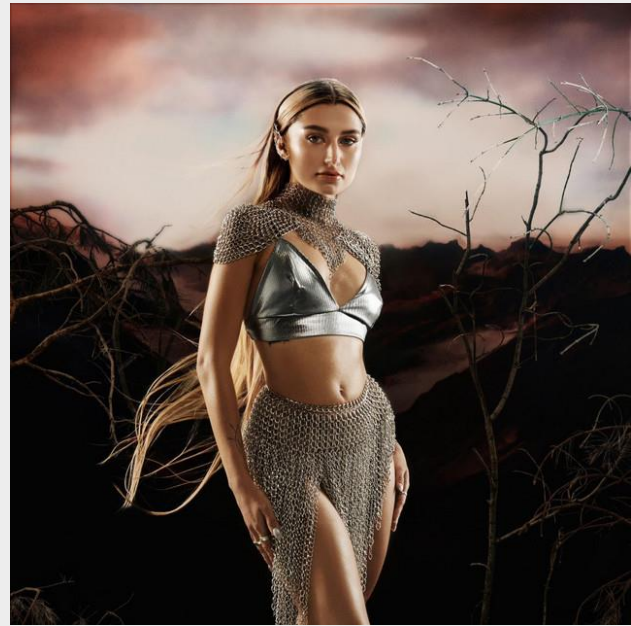


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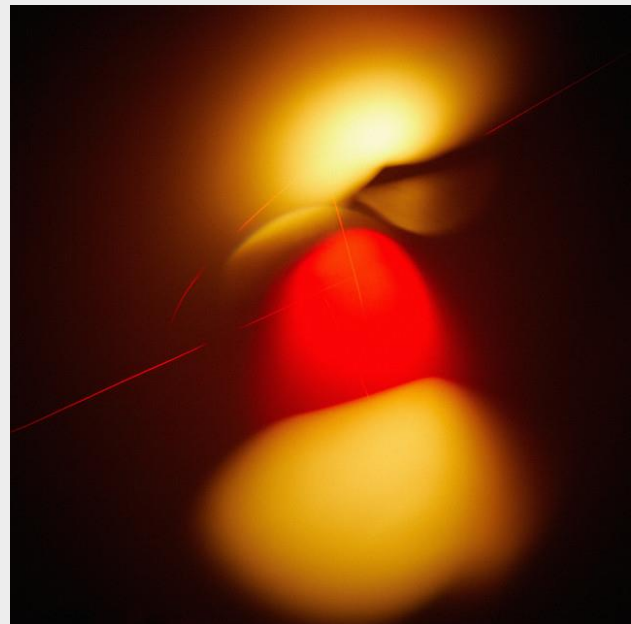
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Association of Music Performers, Actors and Phonogram producers.

Lithuanian Music Chart: Top 9 Albums



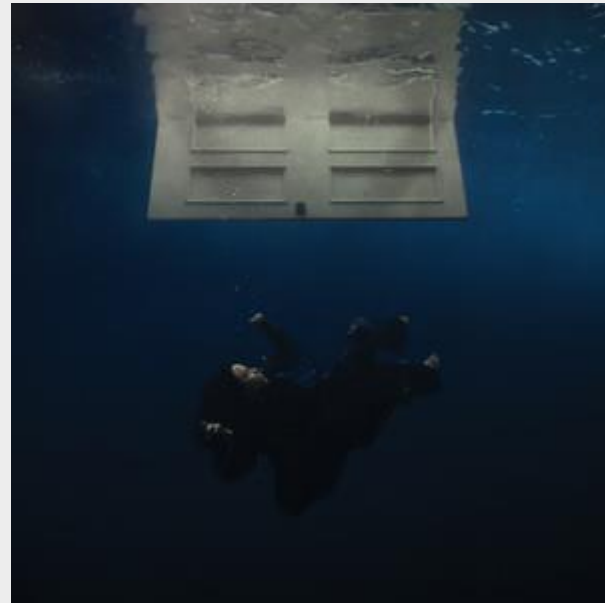
1. Jessica Shy -
Pasaka



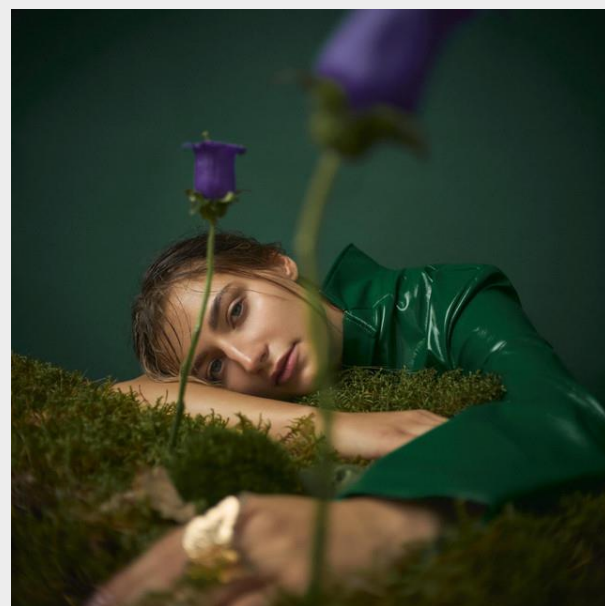
2. Free Finga -
Plastika



3. Jessica Shy -
Sutemos



4. Billie Eilish -
**HIT ME HARD
AND SOFT**



5. Jessica Shy -
**Apkabinti
Prisiminimus**



6. Proflame -
Kiek Tik Galiu



7. Ty Dolla
\$ign, Kanye
West -
Vultures 1

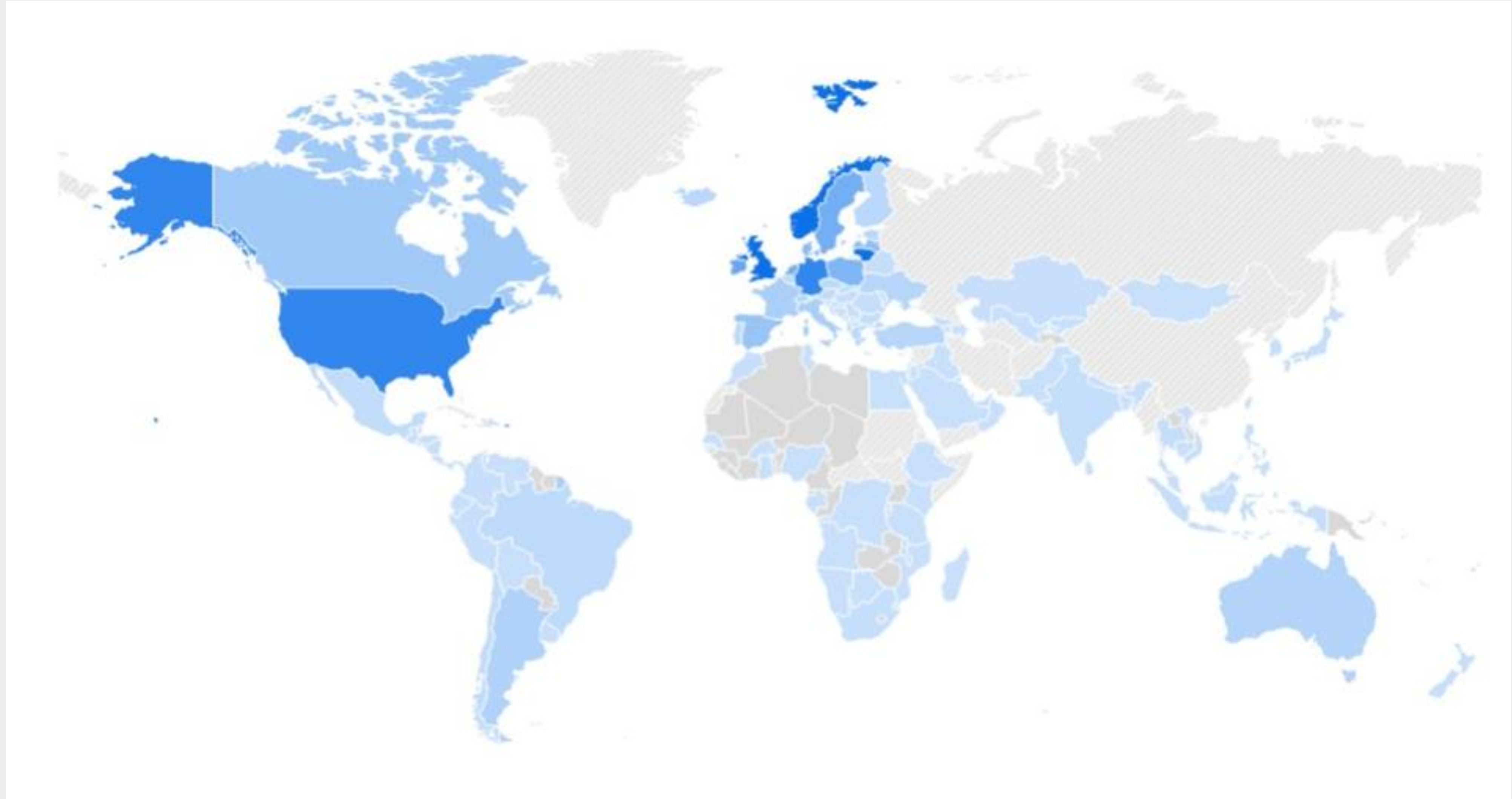


8. Rokas Yan -
Melodramos



9. Arctic Monkeys -
AM

Justinas Jarutis' global heatmap



Lithuanian music export:
from Sweden to Brazil.

Proudly performed
lietuviškai

Let's meet our dynamic and fast-growing CCI sector

- Performing arts – residencies, implement joint projects.
- Literature/cinema - joint projects.
- Music - festivals, concert venues, etc. We would like to implement joint projects, exchange performers/expand the geography of performers' performances when they are in the region.
- Education, Design, Technology - attract partners to cooperation in implementing joint projects through educational processes.

Let's innovate together

Let's chat at our table

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KIK Lietuva