

REGIONAL SWOT ANALYSIS

Partner: *CHAMBER OF COMMERCE OF TERRASSA*



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Character dynamic sector. • Good reputation outside of the Catalonia and Barcelona brands, in particular, of the creative sector. • Quality professionals: <ul style="list-style-type: none"> ◦ Professionals with good technical preparation. ◦ Flexibility and adaptability to customer needs. ◦ High or creativity, motivation and entrepreneurship. • Existence of specialized schools and training programs of high quality and great demand. • Existence of regional clusters that bring together industry, training and research. <p>The capacity of the sector to incorporate technological digital and innovations.</p>	<ul style="list-style-type: none"> • Inadequate funding and inaccessible to public support policies. • Little sector and inter sectorial cooperation and lack of utilization of synergies despite the existence of collaboration initiatives. • Poor co-operation public-private as consequence of the weak coordination between the bodies involved. • Strong entry barriers in the industry. • Difficulties of access to the international market. • Difficult adaptation of the professional training to the new business needs. • The companies are mostly small size. <p>Difficulties for finding channel marketing and international promotion.</p>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • The Evolution of the technology. • Continue development of new business opportunities and market niches untapped. • Large size of the digital content market. • New and attractive ways to distribute content to the public. • Creative Industry 4.0: Opportunities related to the evolution of technology: new sources of income (crowdfunding), the streaming offer, the online marketing, collaborative economy, increased demand for audiovisual products. • Current favourable economic environment locally and globally. • Existence of international opportunities in a global market. • The possibility for collaborating and working in an international network. • Trend proximity and the "hand-made" for the craft sector. 	<ul style="list-style-type: none"> • Unfavorable legal environment for the sector: Law patronage. • The consequences related to the VAT rate associated with cultural products, despite repeated intentions announced by the government to amend it at the reduced rate. • Excessive dependence on public support policies (subsidies). • Lack of evaluation of creative work from the point of view of the consumer (low cost). • Large global competition both emerging economies such as large-scale international companies that can lead to job insecurity, the decline of labor and the flight of talent. • Piracy and lack of culture of payment. Violation of intellectual property ownership and lack of models for economic evaluation. • The delay in payment. • Rapid technological change requires a continuous and rapid adaptation for remaining competitive. • Low valuation of the local culture.

FINAL CONSIDERATIONS

Participants expressed great concern about piracy and intellectual property.



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