Dr Ladislau Cristian Andriș, Dr. habil., professor, WUT

*Special intensive programme “Creative Entrepreneurship”. West University Timisoara, WUT, May 29th-31st, 2023*

The speech showed the historical framework and situation for Romania's professional creative and performing musicians.

Landislau pointed out the challenges in creating entrepreneurial value chains with supplementary competence teams across cultural sectors, authorities, and businesses, especially in Romania.

Most of the funding for culture in Romania comes from public sources, whereas very little from business/industry. There is a potential to develop cooperative relations across sectors for mutual benefit, but experience shows that it is hard to establish networks like this.

This insight calls upon higher music education's responsibility to develop concert production skills, both for creative program creation and entrepreneurial sides.

This situation applies to Romania as well as other European countries.