

CM MÁLAGA CALLS FOR ENTREPRENEURS WITH INNOVATIVE SOLUTIONS TO MEET THE CHALLENGES OF THE DIGITALISATION OF THE CULTURAL SECTOR



CM Málaga, Culture and Museums International Tech Forum, launches as a novelty in this second edition its first Call for Startups, which seeks to promote emerging companies, entrepreneurs and digital artists of national and international scope, who contribute to the challenge of digital transformation in the cultural industry, with a focus on sustainability.

Four categories have been established from which the four finalist companies will be chosen. Participants will have the opportunity to boost the visibility of their projects during CM Málaga, which takes place this year at FYCMA (Palacio de Ferias y Congresos de Málaga) on 20 and 21 June. The selected initiatives will also receive a prize of 1,000 euros for each category.

CM Málaga, Culture and Museums International Tech Forum launches in its second edition the first Call for Startups, with the aim of promoting startups, entrepreneurs and digital artists who are providing the most innovative solutions to the challenges of digitisation of the cultural sector. In this way, the initiative includes four categories corresponding to 'best startup in terms of social sustainability', 'best startup in terms of environmental sustainability', 'best startup in terms of economic sustainability', as well as a special mention in the 'art and technology' section. Four winners will be selected from these categories and will have the opportunity to showcase their projects at CM Málaga, which will be held at FYCMA (Palacio de Ferias y Congresos de Málaga) on next 20 and 21 June.

The call is aimed at startups and EDT companies in the cultural field, with innovative capacity both nationally and internationally. Likewise, entities related to artists, cultural and creative industries, tech companies specialising in culture, as well as suppliers of products, technological coverage and services related to museums and emerging cultural spaces are called to participate in this initiative. In this sense, the proposals must offer solutions to the

main future challenges facing the management of the cultural sector, in general, and museums and cultural spaces, in particular.

Thus, the initiative aims to create a global community that promotes and consolidates the growth of cultural management based on technological solutions, as well as to improve the competitiveness of cultural companies through innovation strategies. The deadline for submitting applications opens on 18 April and will run until 4 May. Registrations can be completed through the [CM Málaga website](#).

In addition to the actions aimed at increasing the visibility of the selected projects, the rules establish a financial prize of 1,000 euros per category, as well as participation in the exhibition area of this second edition of CM Malaga. The four finalists will also have the opportunity to increase their business opportunities with the programming of specific networking activities, the presentation of their projects to potential opinion leaders and commercial activities with visitors and exhibitors.

Specialised jury

The call has a specialised jury, made up of representatives of companies and cultural driving forces such as the FINNOVA Foundation; the Association of Museologists and Museographers of Andalusia (AMMA); ElektrART; Apuntes de Arte; the University of Malaga (UMA); Diario Sur; the Ministry of Culture and Historical Heritage of the Andalusian Regional Government; Andalucía Emprende, Andalusian Public Foundation - Ministry of Employment, Training and Self-Employment of the Andalusian Regional Government; the Andalusian Knowledge Agency - Ministry of Economic Transformation, Industry, Knowledge and Universities of the Andalusian Regional Government; Malaga City Council and FYCMA.

CM Malaga has positioned itself as one of the main events in the international calendar based on the digital and technological transformation of the cultural sector. The event is thus configured as a meeting point for the main public and private entities that promote culture, related professional sectors and cultural industries, as well as service companies that support this field. The first edition of CM Malaga was attended by more than a thousand registered professionals from 700 public and private entities. During its two days of celebration, representatives from a total of 38 countries were able to share knowledge, business and experiences. The second edition of the event, which will also offer business opportunities through a full networking programme, as well as training spaces with practical workshops that will address current issues related to new management models, digital transformation, marketing and communication, sector synergies, financing opportunities and internationalisation.

CM Málaga is organised by FYCMA and the Department of Culture and Historical Heritage of the Andalusian Regional Government, with the support of Diario Sur. The Ministry of Culture and Sport, Malaga City Council, Malaga Provincial Council and Acción Cultural Española participate as institutional partners. Eulen Art and MuseumMate are also golden partners. Gnos is a technological partner. The Andalusian Knowledge Agency - Andalusian Ministry of Economic Transformation, Industry, Knowledge and Universities, the Spanish Agency for International Development Cooperation of the Ministry of Foreign Affairs, European Union

and Cooperation, the Association of Museologists and Museographers of Andalusia (AMMA), Andalucía Emprende, Andalusian Public Foundation - Andalusian Ministry of Employment, Training and Self-Employment, the Spanish Association of Cultural Heritage Managers, the Spanish Association of Museologists, Hispania Nostra, the British Association of Cultural Heritage Managers and the Spanish Association of Museologists are collaborating entities, Hispania Nostra, the British Council, the Peruvian Chamber of Commerce in Spain, Elektrart, eNEM, Extenda - Andalucía Exportación e Inversión Extranjera - Consejería de la Presidencia, Administración Pública e Interior de la Junta de Andalucía-, Factoría de Arte y Desarrollo, Finnova, Gestores Culturales de Andalucía, International Council of Museums, the Polo Nacional de Contenidos Digitales, Principia Science Centre, the Network of Museums and Digital Strategies, the University of Málaga, Apuntes de Arte, the Federación Estatal de Profesionales de la Gestión Cultural, as well as YGBART Advising and Management.

More information at www.cmmalaga.com, on the [Facebook](#) page and on the Twitter [@cmmalagafair](#), [LinkedIn](#) and [Instagram](#) profiles.