

V A I V È N

ENTREPRENEURSHIP | INNOVATION | INTERNATIONAL MOBILITY

WHAT IS VAIVÉN?

Vaivén is a multidisciplinary team engaged in developing creative, innovative and sustainable programmes and projects based on the international mobility of entrepreneurs.

It contributes to the development of the local and national economy through the promotion of emerging entrepreneurs, by building bridges with counterparts and with different members of the entrepreneurial ecosystem; and by fostering cultural exchanges and establishing partnerships and synergies for the creation and/or consolidation of innovative and sustainable enterprises.

KEY CONCEPTS



Development of entrepreneurial skills



International mobility and business development



Collaboration and networking between experts



Development of the local and national economy



Strategic alliances



Cultural and creative industries



Application of new innovations and technologies

04 To identify needs and niches for opportunities in the international market and to encourage the development of bi-national businesses.

HOW DO WE DO IT?

Our project **Vaivén: Entrepreneurship and Innovation in the Cultural and Creative Industries** targets entrepreneurs, professionals and students mainly in Mexico, Europe and Canada. It uses a learning model **Vaivémonos a**, developed to draw on the international mobility of emerging talents in the Cultural and Creative Industries (CCI). The model aims to develop and/or strengthen competencies, identify new and emerging opportunities in the international market, create and enhance alliances to expand emerging businesses abroad, encourage exchanges with experts, and promote the development of cooperation and support networks for CCI ventures.

MAIN OBJECTIVES

- 01** To promote the professionalization and strengthening of entrepreneurial skills;
- 02** To facilitate the insertion of Mexican entrepreneurs into international markets;
- 03** To encourage learning through experiences that generate team building and promote learning and continuous development;

LATEST EVENTS

Vaivémonos a Francia 2016: 2nd Franco-Mexican Meeting of Young Entrepreneurs of the Cultural and Creative Industries

The event took place from 31 August to 11 September in Paris, France and was organized in partnership with SEDESOL, IMJUVE, FONART, CORAIL, UNESCO, the Ministry of Culture, CDI and COMFEI.

The young participants of Vaivémonos a Francia 2016 are currently work-

ing together on a collection under the concept *See with the hands*.

Vaivémonos a Québec 2015: 1st Meeting of Young Entrepreneurs of the Cultural and Creative Industries

This multimedia event took place from 29 May to 4 June and was organized in partnership with the International Youth Organizations of Quebec (LOGIQ) and IMJUVE.

Vaivémonos a Francia 2015: 1st Franco-Mexican Meeting of Young Entrepreneurs of the Cultural and Creative Industries

The event took place from 22 to 28 October 2015 in Paris, France, and was organized in partnership with SEDESOL, IMJUVE, FONART and CORAIL.

STRATEGIC PARTNERS

UNESCO, SEDESOL, IMJUVE, FONART, INADEM, CONMFEI, Red de Talentos Mexicanos en el Extranjero, Instituto de los Mexicanos en el Exterior, LOGIJQ, CORAIL.

COLLABORATIONS

Vaivén is supporting the development of the Directory of Mexican Professionals in the Creative Industries Sector. This directory of Mexican professionals working in the creative industries sector outside Mexico links and fosters interactions between professionals in order to promote the exchange of knowledge, explore joint collaborations and encourage the diffusion of creative and artistic services. The directory is a project of IndustriaCreativa.mx.

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