

## Ibiza Music Cluster - the details

Posted by: admin in ibiza music cluster

Update 27/05/10 - Were at the IMS 2010 Ibiza Music Cluster presentation and they have just launched their new website - [www.ibizamusiccluster.org](http://www.ibizamusiccluster.org) As the consell had delivered their presentation at the International Music Summit in Catalan we're relieved to now get the information in English.



Project

## IBIZA MUSIC ISLAND

Strategy for the Positioning of the Island of Ibiza as the greatest international location for the Musical Innovation Industry

What is IBIZA MUSIC ISLAND?

Why IBIZA MUSIC ISLAND?

What do we want from IBIZA MUSIC ISLAND?

How IBIZA MUSIC ISLAND?

When IBIZA MUSIC ISLAND?

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### What is IBIZA MUSIC ISLAND?

A Shared Strategy between both private and public sectors for the complete and integrated competitive repositioning of Ibiza as the World Capital of Musical Innovation.

### Why IBIZA MUSIC ISLAND ?

How should we react to the current economic crisis?

to "Change" or to "Innovate"?

If "change" is to substitute one thing for another,

How can Ibiza "change" its model of Tourism?

By "Changing" its productive structure?!!

“Change” those that have no remedy

“Innovate” those that are above the average

“Innovate” those that have the ability and capacity to reprogramme and reorientate their future activities

“Innovate” those that promote activities oriented towards the generation of added value using unique, exclusive and differentiated resources and services

## **IBIZA MUSIC ISLAND**

The island accepts the challenge of reinventing itself and innovate through a new approach. A new fundamental start, not only in the models of our proven experience and expertise in tourism but also by the management of the business of leisure and the creation of music that Ibiza has already demonstrated.

Modern Music as a Cultural Phenomenon has positioned Ibiza Internationally Ibiza is an international reference for musical trends and leading edge companies at an international level. We want to innovate and create more “added value” to what we already are: the World Capital of Modern Music.

## **What do we want from IBIZA MUSIC ISLAND?**

1. To mobilise business already established in Ibiza
2. To attract leading companies which are to arrive in Ibiza
3. To create synergies between the existing and the upcoming actors

\* Increased profitability in the hotel and hospitality sector by increasing the number of visitors

\* Increase of the expenses in businesses due to a greater acquisitive power of the new visitors

\* Settle TALENT (teachers, researchers, professionals) on the Island: a creative community present throughout the year.

\* To orientate the benefits generated by the Brand towards external companies not present in the Cluster.

\* Maximise the commercial interaction between the companies forming the Cluster.

\* Develop products and services from the cluster generating Added Value for the constant repositioning of the branding.

## **How IBIZA MUSIC ISLAND?**

Not just from the Public Administrations

Not just from a group of specific businesses or sectors

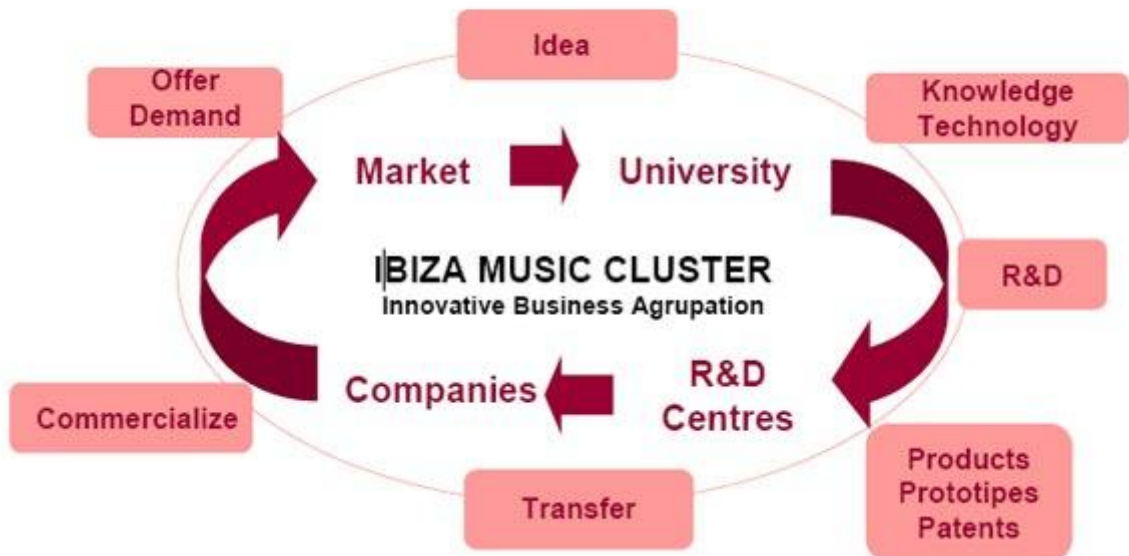
Not from an academic or theoretical approach

But YES, between all the responsible public bodies

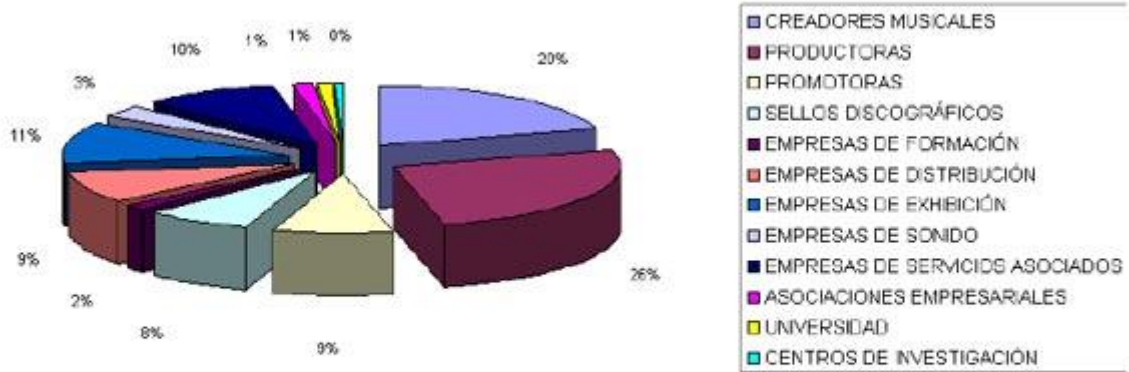
& private interests, working together to cooperate, collaborate and locally compete in a global market.

## IBIZA MUSIC CLUSTER

### How IBIZA MUSIC ISLAND?



### Who makes up IBIZA MUSIC CLUSTER?



**Total number of companies:**  
**Volume of Business:**  
**Employment (direct/indirect) :**

**+ 235 companies**  
**+ 175 M€/year**  
**+ 2500 people**

## IBIZA MUSIC CLUSTER is not a project – it's a Reality!

Public Administrations	Universities
	
R&D Centres	Companies & Professionals
	

("Agrupacion Empresarial Innovadora", AEI) Has been reviewed and Officially Certified as an Excellent Project of importance in the National Programme of Networks in the National Plan for Scientific Investigation. "Desarrollo e Innovacion Tecnologica 2008-2011 del Ministerio de Industria, Turismo y Comercio"

Programas y acciones iniciadas y previstas	ENTIDAD PROMOTORA	AÑO
✓) Elaboración del Plan Estratégico "IBIZA MUSIC CLUSTER"	Consell d'Eivissa CAIB / MITYC	2008/09
2) Agrupación Empresarial Innovadora (AEI) "IBIZA MUSIC CLUSTER"	Consell d'Eivissa CAIB / MITYC	2009
3) Celebración del 2º Congreso Internacional "IBIZA MUSIC SUMMIT"	Consell d'Eivissa IIMS S.L.	2008/09
4) Registro y promoción de "IBIZA MUSIC TRADE MARK"	Consell d'Eivissa CAIB	2010
5) 1era Promoción de Estudios Profesionales "IBIZA MUSIC SCHOOL"	Consell d'Eivissa CulturaSónic AC	2009/10
6) Constitución grupo I+D "IBIZA MUSIC TECHNOLOGICAL CENTER"	Consell d'Eivissa CAIB/UIB/UPC	2010
7) Construcción de la ESCUELA TURISMO y OCIO: "SA COMANDANCIA"	Consell d'Eivissa CAIB / MITYC	2011
8) Celebración del primer "IBIZA MUSIC FESTIVAL"	Consell d'Eivissa Ibiza Musio AEI	2010
9) Desarrollo de Plataforma web "IBIZA MUSIC DOWNLOAD"	Ibiza Musio AEI MITYC	2010
10) Proyecto "IBIZA MUSIC DISTRICT" (Pl. d'en Bossa i Bahia S. Antoni)	Promotores públicos y privados	2010/20