



Rio de Janeiro, June 29th, 2012

To
Central Denmark Region
Mr. Morten Falbe-Hansen

Rio de Janeiro is the host-city of the 9th Creativity World Forum 2012, with the theme REDESIGN AND URBAN TRANSFORMATION. We'd like to invite your Region for our Creativity Festival, next November 20th to 23rd.


We believe that creativity is a key factor for improving the city's social, economic and urban structures. Important projects related to the creative fields are happening in our city, such as the creation of business hubs, museums, events, trainings, developing creativity clusters and R&D centers. Our city is known for hosting major events as well, such as Rio+20, 2014 Soccer World Cup and 2016 Olympic Games. We want Rio to become a reference for creativity in Latin America.

DC Network is an important institution for the development of the Creative Economy, offering means to spread the best practices of this sector around the world and developing specialized trainings. It was DC Network's initiative to do the Creativity World Forum, which reaches its 9th edition in Rio after being held in Europe and the United States.

As we know, Central Denmark Region is a reference in Smart Cities projects. It would be extremely welcome if you could bring a delegation, as well as speakers and projects, related to the theme. Living in the urban environment is a challenge for all of us. Sharing your expertise in Rio's Creativity World Forum will be very enlightening and fruitful.

We believe that sharing knowledge and experiences with the best professionals in the creative field will greatly enrich the Forum. That's why you and your delegation will be most welcome in the 9th Creativity World Forum 2012 – Rio de Janeiro.

Hope to see you soon, in Rio.



Paula de Oliveira Camargo
Manager for Design Policies
Coordinator RIO CWF 2012