



Karin Drda-Kühn
media k GmbH
Founder and General Manager

Sector	Creative Industries
Region	Baden-Württemberg
Employees	6
Nomination as an Ambassador	<p>Karin Drda-Kühn is active in the field of creative industries where many companies are established by women. There, support mechanisms for start-ups are of special importance in order to ensure the sustainability of the companies. One of media k's clients is Kultur und Arbeit e.V. (Association Culture and Work). For the Association media k is operating a German speaking web portal which offers an own information sector for start-ups in creative industries: www.vertikult.de. It is a well established offer for start-up companies and their staff because support and advice is given for setting-up a company as well as information in communicating job opportunities and service contracts. Karin Drda-Kühn is also publishing information about start-up companies in the creative industries Europe-wide on www.gruenderinnenagentur.de. Her running projects are focused in culture tourism and fostering the economic values of cultural heritage. E.g., she is developing a cultural-tourism network in the German Westerwald region as an example for creating new businesses in rural areas. Her current areas of work are development of innovative business models in the cultural tourism market and the transfer of results of the European cultural heritage research.</p>
About the company	<p>media k was founded 1990 and is targeting the European market since 2000. Today it is a company specialised in services in European knowledge transfer. The company has branches in Germany and Austria and cooperates with offices in Italy, Hungary, Poland and the Czech Republic. media k is offering the support of 12 experts from all over Europe as well as a qualified infrastructure. media k is supporting institutions in the public sector, research, industry and services by the development, realization, evaluation and utilization of European services mainly in the creative industries. The company is concentrating on market transfer of research results, development and implementation of communication strategies and project management. media k is offering services for companies and institutions which want to work Europe-wide. Core issues are the analysis of market trends, the identification of strategic partners Europe-wide and support for new business fields and the respective qualification of staff.</p>
Further information	<p>www.media-k.eu www.vertikult.de www.gruenderinnenagentur.de</p>