

Performing, digital and visual arts, fashion, architecture, heritage, plastic arts, videogames, music, publishing, radio, television, design – so called creative or cultural companies represent a variety of roles in vastly different fields. Passion, talent, creation and culture are central to these activities.

Due to their specificities and despite their dynamism and professionalism creative companies often find it difficult to obtain the financial resources needed for development.

St'art investment fund is an unique financial instrument in Brussels and Wallonia and is the product of the joint efforts of the Wallonia Region and Wallonia-Brussels Federation to support the development of the creative economy.

Today, the capacity of the fund is 17 million EUR and the shareholders are the Wallonia Region, the Wallonia-Brussels Federation and the Regional Investment Company of the Brussels Region (Finance Brussels, SRIB).

St'art is aimed at small and medium companies, including non-for-profit organisations. The fund contributes to the creation of companies and the development of existing structures in order, for example, to undertake new projects, create new products and win new markets. The fund provides financing in the form of loans and investments.

The objective is also to influence banks and private investors. St'art will work closely with public bodies and regional investment funds. Therefore St'art complements and not replaces other existing financial mechanisms and possible public subsidies.

St'art

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Market(s)

**Interactive media, gaming,
transmedia, web, mobile,
social networks**

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Cinema, TV and Animation

Strategic lines

Finance