



# Creative Sectors of the Knowledge-Based Economy in Poland

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## Abstract

The creative class exerts a strong influence on establishing new businesses and jobs. Usually, talented people create new ideas and implement them. This leads to an increased innovation level in companies. The purpose of this article is to present the development of the creative sector in Poland. Information and knowledge play an important role in the knowledge-based economy. Members of the society are talented in terms of using their knowledge to enhance creativity in companies. Consequently, the creative sector is rapidly growing recently. Creative sectors generally encompass economic sectors which develop through innovativeness and creativity. Thus, the creative industry is a combination of creativity and entrepreneurship. *Creative industries* are considered to be the equivalent of *cultural industries* and *experience economy* depending on the criteria adopted. Since creativity is multifaceted in nature a straight forward definition is not possible. Development of the creative industry is driven by dynamic and mobile companies, which manufacture unique products and are frequently organized into networks. In recent years, the importance of creative sectors and their influence on economic growth attracted interest of politics, in particular, in the context of formulating and implementing support programmes. Ideas formulated in creative sectors may contribute to the development of the sector, its branches and other fields of the economy.

**Keywords:** *creative industries, knowledge-based economy, talents*