



**CREACT**  **MED** 

CREATIVE MEDITERRANEAN

CREACT4MED ANNUAL CONFERENCE

# Cultural and Creative Industries in the Mediterranean

24TH - 25TH NOVEMBER 2021 14:00 - 17:00 CET



Co-Funded by the European Union  
بتمويل مشترك من الاتحاد الأوروبي



EURO-MEDITERRANEAN  
ECONOMISTS ASSOCIATION

# The Mission

Cultural and creative industries (CCI) are proven to be a source of **job creation** for young people and to promote **innovative, sustainable and inclusive growth**, but their potential is currently **under-exploited** in the Southern Mediterranean.

The CREAT4MED project seeks to strengthen CCI businesses and entrepreneurship in the Southern Neighbourhood of the EU, with a particular focus on young people and women.







---

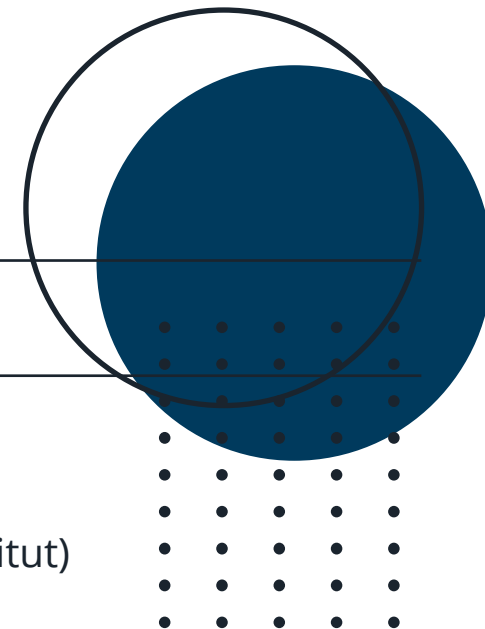
## Our Objective

The objective of the CREAT4MED Annual Conference is to raise awareness of **the role of culture and creativity as a vector for employment and value generation in Southern Mediterranean Countries**. The conference will showcase the project's progress and provides a space for incubators, entrepreneurs, policy-making bodies, regional initiatives and international organizations to present their projects and achievements in the CCI sectors.

# Agenda: Day 1 – November 24th

14:00 – 14:15	Rym Ayadi (EMEA) European Commission*	Welcome Address
14:15 – 14:30	Pierluigi Sacco (University of Milan)	Keynote Speech
14:30 – 15:00	Yeganeh Forouhesfar (EMEA)	<b>Session 1: CCI Mapping for the Mediterranean: Salient Features</b>
15:00 – 15:10	BREAK	
15:10– 15:55	Roger Albinyana (IEMED)	<b>Session 2: International Organisations' CCI Support</b> <ul style="list-style-type: none"> <li>• Karim Hendili(UNESCO)*</li> <li>• Nahla Zeitoun (World Bank)</li> <li>• Talel Sahmim (UNIDO)</li> <li>• Mohammed Elrazzaz (UfM)</li> </ul>
15:55 – 16:05	BREAK	
16:05 – 16:50	Cristina Giner (Euronews)	<b>Session 3: Roundtable – ecosystem enablement and barriers</b> <ul style="list-style-type: none"> <li>• Theo Edmonds (the University of Colorado Denver, College of Arts &amp; Media)</li> <li>• Monsterrat Pareja (University of Barcelona)</li> </ul>
16:50 – 17:00	Rym Ayadi (EMEA)	Closing of the first day

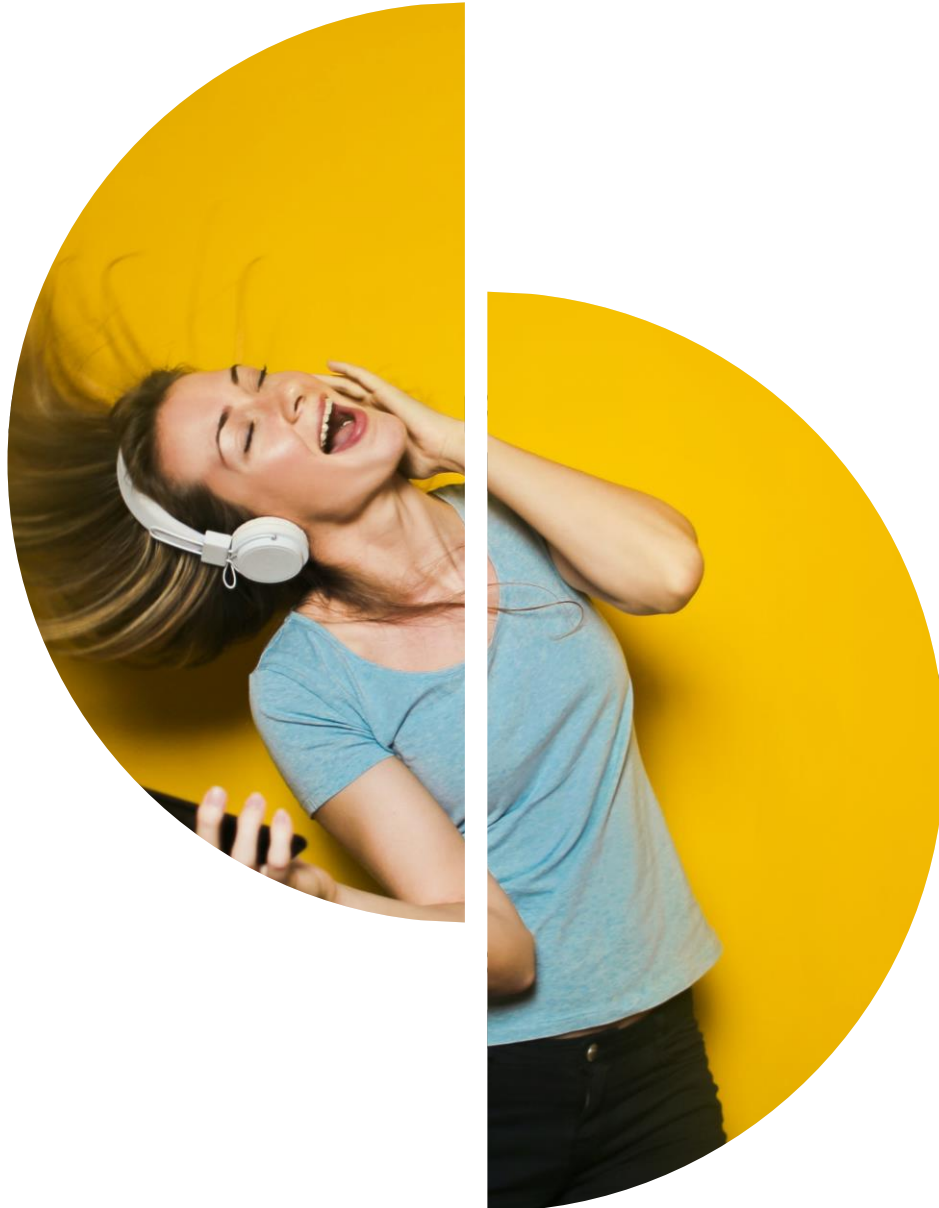
# Agenda: Day 2 – November 25th



14:00 – 14:10	Rym Ayadi (EMEA) European Delegation*	Welcome Address
14:10 – 15:00	Cynthia Echave (EMEA)	<b>Session 4: Regional CCI Initiatives</b> <ul style="list-style-type: none"> <li>• Paolo Zanicchi (Afrique Creative)</li> <li>• Ismail Lahlou (Drosos)*</li> <li>• Laura Hartz/Imke Gremmer (Goethe-Institut)</li> <li>• Sana Ouchtati (All About Culture)</li> </ul>
15:00 – 15:10	BREAK	
15:10 – 16:00	Hana Lakhdar Ghazal (Positive Agenda Advisory)	<b>Session 5: Roundtable – CCI enablement and actions</b> <ul style="list-style-type: none"> <li>• Soufiane Zanifi (Federation for Cultural and Creative Industries, Morocco)</li> <li>• Ghada Khalil (Egyptian Ministry of Planning)</li> <li>• Musa Al Saket (King Abdallah II Fund for Development, Jordan)</li> <li>• Saloua Abdelkhalek (Ministry of Cultural Affairs, Tunisia)</li> <li>• Natalia Menhall (Beyond Group, Lebanon)</li> </ul>
16:00 -16:10	BREAK	
16:10 – 16:55	Tassos Vasileiadis (iED)	<b>Session 6: Incubation and acceleration of CCI</b> <ul style="list-style-type: none"> <li>• Announcement of CREAT4MED selected incubators</li> </ul>
16:55 – 17:00	Rym Ayadi (EMEA)	Conference closure

*\*Participation not confirmed*





## Practical aspects

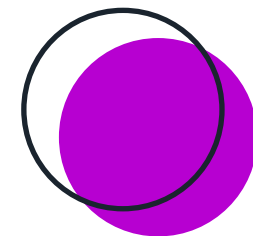
- ✓ The Conference will be online and will be broadcast live on Facebook:

<https://www.facebook.com/EMEA.org>

<https://www.facebook.com/CreativeMediterranean>

# Join the community:

## creativemediterranean.org



CREACT4MED is funded by the EU under the EuropeAid Programme and focuses on strengthening CCI businesses and job creation, giving support to entrepreneurs, start-ups and SMEs, and targeting young people and women in the Southern Neighbourhood of the European Union.



COORDINATING INSTITUTION

EURO-MEDITERRANEAN ECONOMISTS ASSOCIATION (EMEA)

Carrer de Sant Antoni Maria Claret 167, 08025 Barcelona, Spain

Tel: +34 934462414

Email: [info@euromed-economists.org](mailto:info@euromed-economists.org)

EMEA is an independent regional research institution and forum of debate that provides innovative, forward-looking thinking and political, socio-economic and financial integrated analyses on the Euro-Mediterranean region and Africa



CREACT4MED (CReative Entrepreneurs ACTing FOR the future MEDiterranean) is

funded by the European Commission 2019 - 2024 under the grant contract

ENI/2019/412-505

