



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



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.





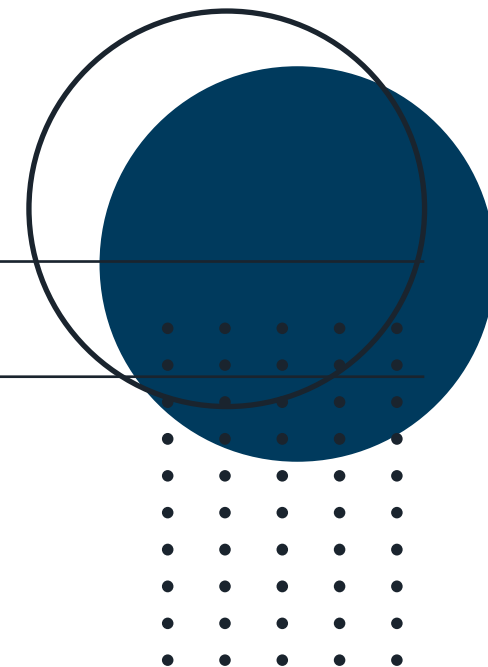
Our Objective

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

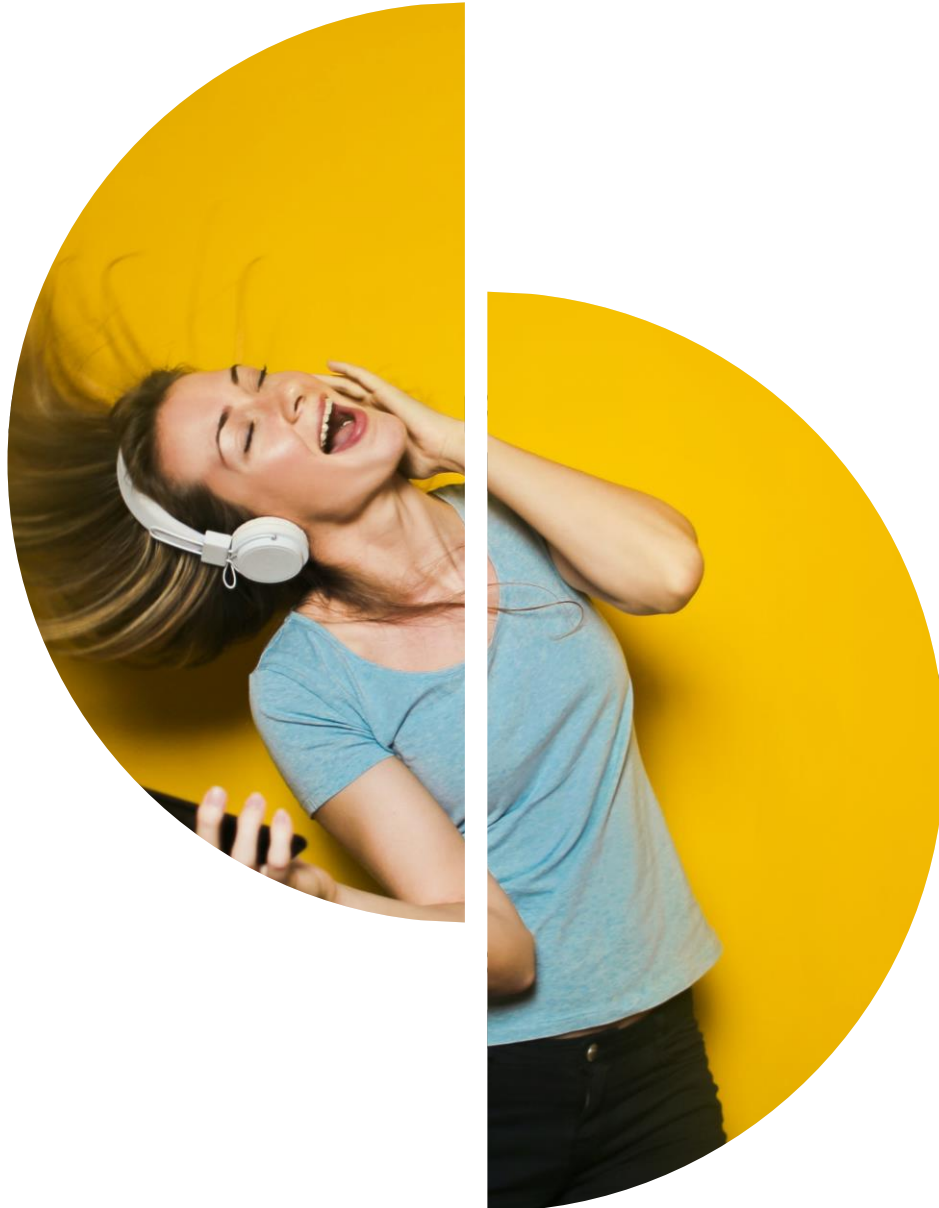
14:00 – 14:15	Rym Ayadi (EMEA) European Commission*	Welcome Address
14:15 – 14:30	Pierluigi Sacco (University of Milan)	Keynote Speech
14:30 – 15:00	Yeganeh Forouhesfar (EMEA)	Session 1: CCI Mapping for the Mediterranean: Salient Features
15:00 – 15:10	BREAK	
15:10– 15:55	Roger Albinyana (IEMED)	Session 2: International Organisations' CCI Support <ul style="list-style-type: none"> • Karim Hendili(UNESCO)* • Nahla Zeitoun (World Bank) • Talel Sahmim (UNIDO) • Mohammed Elrazzaz (UfM)
15:55 – 16:05	BREAK	
16:05 – 16:50	Cristina Giner (Euronews)	Session 3: Roundtable – ecosystem enablement and barriers <ul style="list-style-type: none"> • Theo Edmonds (the University of Colorado Denver, College of Arts & Media) • Monsterrat Pareja (University of Barcelona)
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)	Session 4: Regional CCI Initiatives <ul style="list-style-type: none"> • Paolo Zanicchi (Afrique Creative) • Ismail Lahlou (Drosos) • Imke Grimmer (Goethe-Institut) • Sana Ouchtati (All About Culture) • Jihen Boutiba Mrad (EBSOMED/SOLiD)
15:00 – 15:10	BREAK	
15:10 – 16:00	Hana Lakhdar Ghazal (Positive Agenda Advisory)	Session 5: Roundtable – CCI enablement and actions <ul style="list-style-type: none"> • Soufiane Zanifi (Federation for Cultural and Creative Industries, Morocco)* • Ghada Khalil (Egyptian Ministry of Planning) • Musa Al Saket (King Abdallah II Fund for Development, Jordan) • Saloua Abdelkhalek (Ministry of Cultural Affairs, Tunisia) • Natalia Menhall (Beyond Group, Lebanon)
16:00 -16:10	BREAK	
16:10 – 16:55	Tasos Vasileiadis (iED)	Session 6: Incubation and acceleration of CCI <ul style="list-style-type: none"> • Announcement of CREAT4MED selected incubators
16:55 – 17:00	Rym Ayadi (EMEA)	Conference closure

*Participation not confirmed



Practical aspects

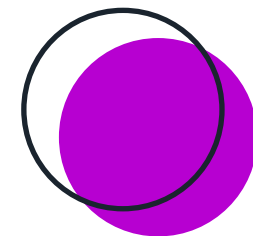
- ✓ The Conference will be online and will be broadcast live on Facebook:

<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

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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



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