

**CREACT MED**

CREATIVE MEDITERRANEAN

# ANNUAL CONFERENCE 2022

## *Agenda*

28-29th November 2022



Funded by the  
European Union  
(90%, 2020-2024)

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



Coordinated by the  
Euro-Mediterranean  
Economics Association

## UNLEASHING THE FULL POTENTIAL OF THE CULTURAL AND CREATIVE INDUSTRIES IN THE MEDITERRANEAN

Cultural and creative industries (CCI) are increasingly being recognised as an important source of economic independence, job creation, social cohesion, and wellbeing. The Mediterranean's rich cultural background and dynamic young population means there is great potential for the CCI to be real drivers of growth and prosperity, but industries and infrastructures are fragmented and poorly supported.

CREACT4MED seeks to strengthen CCI ecosystems in the region and unleash the full potential of the CCI to create empowered and flourishing societies. The CREAT4MED Annual Conference 2022 aims to build on the progress achieved so far, strengthen links between identified stakeholders, and fortify the foundations of a solid CCI Med Hub to create a productive and sustainable enabling environment for budding cultural and creative industries.

The conference will showcase the project's achievements to date, set forth goals for the coming year, and provide a space to discuss innovative ideas for programmes, policies, and financial models to support CCI entrepreneurs and businesses in the Southern Mediterranean.

The conference is organised by the Euro-Mediterranean Economists Association (EMEA) and the European Institute of the Mediterranean (IEMed) in collaboration with CreativeForum.si, the Ministry of Foreign Affairs of the Republic of Slovenia, and Medwaves. The event will take place in hybrid format, live streamed from Barcelona, Spain.

### ABOUT CREAT4MED

CREACT4MED is a project funded by the European Union (EU) through the EuropeAid Programme, that aims to strengthen businesses and entrepreneurship in the cultural and creative industries (CCIs) in the Southern Neighbourhood of the EU, with a particular focus on young people and women. CREAT4MED is led by the Euro-Mediterranean Economists Association (EMEA), and project partners and associates include: the European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED), RedStart Tunisia, the Med Confederation, Beyond Group, LUMSA University, the Association of Organisations of Mediterranean Businesswomen (AFAEMME), Positive Agenda Advisory, Womenpreneur Initiative, Neapolis University Pafos, FEPS Business Incubator, and Medwaves.

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 <https://creativemediterranean.org/>

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

 <https://twitter.com/creact4med>



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REPUBLIC OF SLOVENIA  
MINISTRY OF FOREIGN AFFAIRS

## AGENDA

**Monday, 28 November 2022**

**10:00 – 10:30 Welcome coffee and registration**

**10:30-10:45 - Welcome address**

**Prof. Rym Ayadi**, Euro-Mediterranean Economists Association (EMEA), Spain

**Veronika Stabej**, Ministry of Foreign Affairs of the Republic of Slovenia

**10:45-11:30 – CREAT4MED: supporting the CCI in the Southern Mediterranean**

**Giulia Dimonopoli**, European Institute of the Mediterranean (IEMed), Spain

**Maria Dalakoura**, Institute of Entrepreneurship Development (iED), Greece

**Maria Ruiz**, Euro-Mediterranean Economists Association (EMEA), Spain

**Yeganeh Frouheshfar**, Euro-Mediterranean Economists Association (EMEA), Spain

**11:30-12:15 – CREAT4MED: funded projects**

**Christine de Visser**, Euro-Mediterranean Economists Association (EMEA), Spain

**Israa Asaad**, Nucleus Ventures, Lebanon

**Leila Hizaoui**, Minassa, Tunisia

**Marwa Cheikh Youssef**, LaStartupStation, Morocco

**Salam Nawaiseh**, TTI Innovation, Jordan

12:15-14:00 – Lunch break

**14:00 -15:15 – CCI programmes: identifying and bridging the gaps**

Moderated by: **Roger Albinyana**, IEMed, Spain

**Alessandro Miraglia**, MedWaves, Spain

**Alia Arasoughly**, Shashat Woman Cinema, Palestine

**Amina Benjelloun**, Federation of Cultural and Creative Industries, Morocco

**Jessica Carson**, ZenBusiness, Georgetown University and American Psychological Association, USA

15:15-15:30 - Break

**15:30-16:45 - Supporting innovative development of creative and cultural hubs**

Moderated by: **Luka Piskoric**, Poligon Creative Centre, Slovenia

**Lina Maddah**, Lebanese Center for Policy Studies, Lebanon

**Ouafa Belgacem**, Culture Funding Watch, Tunisia

**Salvador Simó**, University of Vic, Spain

**Samer Yamani**, Creativedialogue.net, UAE

**Theo Edmonds**, University of Colorado Denver and Imaginator Academy, US

**16:45-17:00 – Closing day 1 and family picture**

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**Tuesday, 29 November 2022**

**10:00 – 10:30 Welcome coffee and registration**

**10:30-10:45 - Welcome address**

**Kristina Prunerová**, European Commission, Belgium

**Prof. Rym Ayadi**, Euro-Mediterranean Economists Association (EMEA), Spain

**10:45-11:15 – Keynote - Entrepreneurship, creativity, and wellbeing:  
Beyond the economic value**

**Seda Röder**, Sonophilia Foundation, Germany

**11:15-13:15 – Financing schemes: perspectives for the cultural and  
creative industries**

Moderated by: **Prof. Rym Ayadi**, Euro-Mediterranean Economists  
Association (EMEA), Spain

**Albert Lorente**, Catalonia Trade & Investment, Spain

**Jonàs Sala**, Verkami, Spain

**Jasmine Busson**, Globinvest, Lebanon

**Maral Mikirditsian**, Arab Fund for Arts and Culture, Lebanon

**Michelle Mouracade**, Alfanar, Lebanon

**Nagla Bahr**, Credit Guarantee Company, Egypt

**13:15-13:30 – Closing day 2 and family picture**

**13:30 – 15:00 – Networking lunch**

**15:00-18:00 – Creative hubs meetup (Face-to-Face)**

Moderated peer-to-peer dialogue between European and Southern Mediterranean  
creative hubs

Participants:

Moderated by: **Luka Piskoric** and **Eva Matjaž**, Poligon Creative Centre,  
Slovenia

**Alejandro Papadopoulos**, PAU, Spain

**Ayah Awwad**, ASALA, Palestine

**Esra Gonen**, Originn, Turkey

**Israa Asaad**, Nucleus Ventures, Lebanon

**Ivan Manojlovic**, Nova Iskra, Serbia

**Leila Hizaoui**, Minassa – INCO Tunisie, Tunisia

**Marwa Cheikh Youssef**, LaStartupStation, Morocco

**Mohamed Abbas**, Nilepreneurs Initiative, Egypt

**Ouafa Belgacem**, Culture Funding Watch, Tunisia

**Salam Nawaiseh**, TTI Innovation, Jordan

**Tania Santos**, CRU Creative hub, European Creative Hubs Network, Portugal

**Viorica Cerbusca**, Artcor, Moldova

**18:00-20:00h – Networking cocktail**

**End of Annual Conference**

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