

Navigating the Waves of Cultural and Creative Entrepreneurship in the Southern Mediterranean

CREACT4MED Annual Conference III and Med CCI Hub Event

Online, via the Airmeeet Platform

Link to Register: <https://forms.gle/fkHZJMH2twHEpgk38>

Background

Cultural and creative industries (CCI) are increasingly being recognized 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 often fragmented and poorly supported.

By enhancing and promoting the cultural and creative sectors as catalysts for job creation and economic development, **CREACT4MED** seeks to strengthen CCI ecosystems in the region and unleash the full potential of the CCI to create empowered and flourishing societies.

CREACT4MED's 3rd Annual Conference will showcase the project's achievements to date, set goals and expected achievements for its final year, and provide a space to discuss innovative ideas on creativity's social and economic role, cultural policies, and job creation within the sector. Additionally, the conference aims to celebrate the talents of the artists and Cultural and Creative Industries (CCI) entrepreneurs in the Southern Mediterranean. Keynote speeches, panel discussions and interactive debates will address the many challenges, opportunities and unlocked potential that lay within these multifaceted industries.

Organized by project coordinator, the Euro-Mediterranean Economists Association (**EMEA**) and project partner, the European Institute of the Mediterranean (**IEMed**), in collaboration with Culture Funding Watch (**CFW**), the conference will take place online via *Airmeeet Platform*, from Tuesday **30th** to Wednesday **31st of January 2024**. Open sessions of the event will also be live streamed from Barcelona on the [CREACT4MED Facebook page](#), guaranteeing accessibility and representation from all participating countries.

Likewise, the **MED CCI Hub Event**, taking place during the afternoons, will

offer a unique platform to exchange ideas and opportunities among the various stakeholders of the Mediterranean region. These dynamic sessions, taking the form of spin-tables, networking and B2B sessions, will highlight a series of opportunities, best practices and success stories in empowering youth and women through cultural and creative industries, fostering collaboration between creative actors and encouraging cross-border cooperation in the Southern Neighborhood of the Mediterranean.

CREACT4MED's 3rd Annual Conference & MED CCI Hub Event will be a key opportunity to foster an ongoing dialogue where experts and practitioners, along with other stakeholders and cultural and creative actors can exchange their knowledge and experiences and identify the best ways to create a productive and sustainable environment for the development of the cultural and creative industries. The engagement of new players will generate new connections and opportunities for all members involved and help expand and dynamize CREAT4MED's community.

DAY 1: Tuesday, 30 January 2024

10:00-10:15 LIVE STREAM	Welcoming Remarks Prof. Rym Ayadi, President and Founder EMEA, and CREAT4MED Director Roger Albinyana, Managing Director, IEMED Maria Ruiz de Cossío, CREAT4MED Project Coordinator
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Rym Ayadi is the Founder and President of the Euro - Mediterranean Economists Association (EMEA). She is Founder and Director of the Euro-Mediterranean and African Network for Economic Studies (EMANES). She is Senior Advisor at the Centre for European Policy Studies (CEPS); Professor at the Bayes Business School, City University of London and Member of the Centre for Banking Research (CBR); Chair of the European Banking Authority - Banking Stakeholders Group (EBA- BSG). She is also Associated Scholar at the Centre for Relationship Banking and Economics (CERBE) at LUMSA University in Rome.



Roger Albinyana is Managing Director at the European Institute of the Mediterranean (IEMed). He is also associate professor at the Faculty of Economics of the University of Barcelona, where he teaches international economic policy. He is also a board member at CIDOB, Barcelona Centre for International Affairs, and member of the advisory board at the Euro-Mediterranean Economists Association (EMEA). He holds a Master's Degree in Economic History from the University of Barcelona and the Autonomous University of Barcelona. From 2013 to 2016, he served as secretary general for Foreign and EU Affairs of the Government of Catalonia. During the same period, he was also a member of the EU Committee of the Regions. From 2010 to 2013 he served as advisor and expert on private sector development at the Secretariat of Union for the Mediterranean.



Maria Ruiz de Cossío is an experienced Project Manager with a degree in International Business from the University of Barcelona. She brings extensive experience in managing international projects, particularly in the cultural and creative industries, as well as the life sciences and healthcare value chain. With transversal expertise in legal, technical, financial, reporting, and communication aspects of EU project management, Maria joined our team in 2021 as Project Manager for CREAT4MED. Currently serving as a Senior Project Manager, she leads initiatives that foster entrepreneurship and enhance cooperation in the Southern Mediterranean region.

10:15-10:45
LIVE STREAM

Keynote Address from Prof. Pier Luigi Sacco on
Unlocking the Economic Power of Creative Industries



Pier Luigi Sacco, PhD, is Professor of Economic Policy, University of Chieti-Pescara, Senior Advisor to the OECD Center for Entrepreneurship, SMEs, Regions, and Cities, and Affiliate Researcher at the metaLAB (at) Harvard. He has been Interim Director of the Policy AP of EIT-KIC Culture and Creativity, Visiting Professor, Visiting Scholar at Harvard University, Faculty Associate at the Berkman-Klein Center for Internet and Society, Harvard University, and Special Adviser of the EU Commissioner to Education, Culture, Youth and Sport. He is a member of the scientific board of the Foundation for the School of Cultural Heritage and Activities, Italian Ministry of Culture, of Europeana Foundation, Den Haag and of the Jameel Arts & Health Center, New York University, and of the Advisory Council on Scientific Innovation of the Czech Republic, Prague. He regularly gives courses and invited lectures in major universities worldwide. He works and consults internationally in the fields of culture-led local development and is often invited as keynote speaker in major cultural policy conferences worldwide. He has published more than 250 papers on international peer-reviewed journals and edited books with major international publishers.

10:45-11:15
LIVE STREAM

CREACT4MED: Overall Project Progress

Over the last year, CREAT4MED has made significant milestones in its implementation, including the award of subgrants to enterprises in the cultural and creative industries, the launch of the call for Best Practices to showcase good examples of boosting CCI in the Southern Mediterranean, and the close of the training pillar of CREAT4MED with the Summer School taking place in September and the completion of the Training Academy. This session will be led by the CREAT4MED Project partners.

Speakers:



Maria Ruiz de Cossío is an experienced Project Manager with a degree in International Business from the University of Barcelona. She brings extensive experience in managing international projects, particularly in the cultural and creative industries, as well as the life sciences and healthcare value chain. With transversal expertise in legal, technical, financial, reporting, and communication aspects of EU project management, Maria joined our team in 2021 as Project Manager for CREAT4MED. Currently serving as a Senior Project Manager, she leads initiatives that foster entrepreneurship and enhance cooperation in the Southern Mediterranean region.



Christine Devisser is a recent graduate from the Master's program in International Development offered by the Institut of Barcelona d'Estudis Internacionals. She completed her undergraduate in the School of Business Economics at Maastricht University in International Business. She has experience working in the private sector developing new business units and monitoring their evolution. She has also worked with local NGOs in Colombia to fight child malnutrition. Christine is interested in sustainability, development economics, and public policy to enhance human well-being.



Douja Ben Mahmoud Gharbi has more than 20 years of entrepreneurial and managerial experience. She has been an expert on entrepreneurship, counsellor, and mentor for more than 15 years, trained and certified by UNIDO and ITPO Bahrain. She is also a specialist of private sector and she works with several international organizations such as the EU, GIZ, etc. She is co-founder and CEO of the accelerator REDSTART Tunisia, launched in 2019. Douja is also co-founding and vice president of the crowdfunding network FPAM -Finance Participative Afrique et Méditerranée - and Cofounder and president of DAMYA Angels, the 1st women business angel network in Tunisia.



Kirsty Fairhurst is Communications and Research Officer at EMEA. She has been the communications officer for several EU funded projects and supported in project management. She holds a degree in Law and Spanish from the University of Edinburgh and has an LLM in European and Global Law from the Universitat Pompeu Fabra. She has worked as a research and policy assistant on various international environmental projects dealing with the energy transition, the circular economy, and the just transition.



Yeganeh Forouheshfar, is an economist and a researcher at EMEA, she holds a PhD in economics from Université Paris-Dauphine. Her research interests are economic modeling, entrepreneurship, digitalization, sustainable transition and demographic change. She is also an affiliate researcher at DIAL and a Member of EMANES network.

Yeganeh is involved in the implementation of EMEA's EU-funded projects: CREAT4MED and INVESTMED and in charge of mapping of the Cultural and Creative Industries (CCI) as well as blue and green economy in the South Mediterranean countries. In parallel, Yeganeh is currently working on several research projects and development of data observatories.

11:30-12:15

CREACT4MED: Funded Projects Progress

LIVE STREAM

The projects provided with financial support from CREAT4MED have successfully kicked off their workplans and are well into the implementation of their proposed activities. In this session, we will hear from 6 of the CREAT4MED entrepreneurs, one from each country, their progress and the impact they have made.



Abo Alazem is the founder of Duma Toys, Egypt. Duma Toys specializes in premium quality hand-knitted products and toys for children. Based out of Cairo, Duma has empowered and supported over 200 Egyptian and refugee women by providing sustainable job opportunities in handmade toy production. Since Launching in 2018 Duma has sold over 9000 toys. Prior to that, Abo held a position with Fard Foundation as Economic Empowerment Program Coordinator.



Sherazade Amous has been a music lover since her childhood and a musician for many years. She graduated in Music and Musicology, and she had a Master 1 in Musicology at the Higher Institute of Music and musicology of Tunis.

In 2012, she founded Becomm, a communication and event agency. She dealt with key problems faced by artists in accessing the labor market, as well as those encountered by events' organizers when they look for artists. She decided to launch a startup to overcome these difficulties. That's how Klink was born.



Hala Shakhshir is CEO and Founder of Askadar for Arts and Culture in Palestine. Askadar is a creative cultural centre in the city of Nablus in the Northern West Bank. The centre opened its doors in March 2017 and has been providing much needed culture and arts activities to the children and teens (5 to 15 years old).



Bilal Zahalan is the CEO of Tourific, in Lebanon. Tourific is a marketplace for self-guided audio and augmented reality tours, where tour guides can create their tours on the Tourific platform and share their experience and knowledge for tourists to purchase and enjoy their experience. Bilal is a solution-orientated Entrepreneur, highly regarded for more than 5 years of progressive experience developing, implementing, and supporting complex technical solutions.



Ban Zainab, co-founder of Puppets World for Development of Children, is a certified puppeteer dedicated to the holistic development of children. With a passion for puppetry, Ban creates engaging theatrical experiences that explore social, cultural, and environmental topics. Through Puppets World, she aims to make learning a joyful journey for children, fostering creativity and awareness.



Wafae Zaoui, a Moroccan residing in Rabat and the driving force behind CRÉ ARTISANAT as its General Manager. Her journey in the realm of handcrafting spans five enriching years. Originating from an engineering background, she embarked on a transformative path to pursue her passion for arts, creativity, and the rich Moroccan savoir-faire. Beyond personal aspirations to enhance her creative expertise, her vision for CRÉ ARTISANAT is to propel it to greater heights. She aims to position it as a dedicated project committed to social and professional integration for the youth in Morocco's artisanal domain, the acknowledgment and valorization of artisans' contributions, the preservation of artisanal savoir-faire, and facilitating access to creative spaces and opportunities.

12:15-13:30

LIVE STREAM

Panel Discussion:

Creative Economies: Strategies for Job Creation in Arts and Culture

The panel discussion aims to delve into the landscape of the Cultural and Creative Industries (CCI) in the Southern Mediterranean and explore avenues for sustainable job creation and economic growth. Bringing together diverse perspectives, the session will feature key stakeholders, such as labour market experts, entrepreneurs, researchers, and government representatives to collectively address the challenges and opportunities within the CCI. By examining current policies, industry trends, success stories, and investment climates, the discussion seeks to identify strategies and policies conducive to job creation, promoting collaborative networks, and providing actionable insights for stakeholders.



Yeganeh Forouheshfar (moderator), is an economist and a researcher at EMEA, she holds a PhD in economics from Université Paris-Dauphine. Her research interests are economic modeling, entrepreneurship, digitalization, sustainable transition and demographic change. She is also an affiliate researcher at DIAL and a Member of EMANES network.

Yeganeh is involved in the implementation of EMEA's EU-funded projects: CREAT4MED and INVESTMED and in charge of mapping of the Cultural and Creative Industries (CCI) as well as blue and green economy in the South Mediterranean countries. In parallel, Yeganeh is currently working on several research projects and development of data observatories.



Ahmed Amine Azouzi is managing director of Pencils Consulting, a company founded in 2017 that specializes in media and creative industries strategy and transformation.

He is also CEO of media production company qlm. He previously worked for international consulting firms Accenture and BearingPoint. Azouzi managed the 2019 launch of Pathé Tunisia cinemas. He also served as an advisor to the Tunisian minister of culture on the creative economy in 2020. Azouzi holds Master's degrees in both engineering and media economics.



Serving since 2014 as UNIDO Head of Office in Palestine, **Mr. Elfarra** has over 23 years of operational and leadership experience of international and national organizations. For the public sector, Mr. Elfarra formulated the final PA E-Government Strategy that was endorsed in 2006. He also served as Senior Economic Advisor with the ILO's regional Office in Beirut and operated as Chief Representative to the Agreement on Movement and Access between Israel and the PA. As founder of PALiNVEST Corporation, Mr. ElFarra collaborated with various multinational organizations in the West Bank and Gaza Strip, for advancing socio-economic conditions in the region. He is an MBA graduate of the Craig Business School of Fresno, California in 2003.



Rola Fayyad is an innovative and performance-driven entrepreneur from Jordan, with a deep passion for products and over a decade experience in business leadership. Starting her career at a young age, she successfully has over a decade of commercial management experience in the travel industry. In 2014, Rola was selected top 10 innovative startups in the Gulf region, by Hadafi women entrepreneurship competition, and followed to be their ambassador. She serves as a founding member for Girls in Tech - Jordan Chapter, which is focused to empower, engage and educate women in the technology sector. Rola is a fellow with Open Hands Fellowship & IVLP US State program, and her latest achievement is winning Challenge 22 competition, focused on enabling technology and innovation for World Cup 2022 in Doha, Qatar.

13:30-14:30	Lunch Break
14:30-15:30	MED CCI HUB Success Stories & Best Practices Session THIS SESSION WILL BE RECORDED AND LATER UPLOADED TO SOCIAL MEDIA

This session will showcase exemplary practices and success stories from the rich variety of cultural and creative industries around the Mediterranean. Some of the selected top scoring Best Practices will present their businesses and initiatives in this session across three themes: Cultural Entrepreneurship, Ecosystem Enablement, and Local/Regional Cooperation. The session provides a unique platform for networking, knowledge exchange, and celebrating the vibrant cultural contributions shaping the Mediterranean's economic, social, and artistic landscape. **These sessions will take place simultaneously, meaning you must pick one session to attend!**

Room 1: Cultural Entrepreneurship

Moderator: Christine de Visser, Project Manager, EMEA



Christian Almurr, Co-founder & CEO of [Jedo](#), Lebanon

Christian is a Designer at heart, and entrepreneur based in Amsterdam, with 12 years of consulting experience in design thinking, digital transformation, and product development. He began his design career in France where he also cofounded 2 startups, then moved to consulting in the MENA region. He was working with Fortune 100 companies on their digital transformation efforts, while also teaching Digital Media Studies at USEK Lebanon. As a leader in Design Operations, Christian works also mentors entrepreneurs to prioritise the product development process, over domain expertise.



Renad Ennassiri, Meteor Airlines, Morocco

is a member of the group Meteor Airlines whose mission is to rekindle and preserve the vibrant Amazigh cultural heritage of Morocco, addressing cultural erosion and disconnection among Amazigh communities through disruptive Amazigh rock music. They believe that by infusing traditional Amazigh cultural elements with contemporary influences, they can make this heritage relevant and appealing to younger generations. This fusion can serve as a bridge between the past and the present, ensuring that Amazigh culture not only survives but thrives, and that the sustainable practices its people have promoted for centuries can be rekindled to face the current climate emergency.



Seevana Hawari, Founder of KUVRD, Jordan

Founder of KUVRD, Seevana's vision originates from her lifelong opposition to cultural appropriation, her fashion background, her family's textile legacy, and desire to educate the Western world about Arab and Palestinian culture. By creatively transforming traditional elements into innovative and modern styles, Seevana conveys the story of her Arab-Palestinian roots. Throughout the design and production process, KUVRD proudly employs underserved and marginalized communities in Jordan



Rym Jâafra, CousCous Publishing House, Tunisia

Rym is a Tunisian artist, comics creator and co-founder of the social company Couscous publishing house based in Tunisia. Graduated from the Higher Institute of Fine Arts of Nabeul in science and techniques of Arts: Theories of Artistic creation. Rym has participated in many international festivals of comics, including 'Jetez l'encre' at Fabrègues (France) in 2014, FIBDA festival in Algeria and the European cultural festival Lector in Fabula, Conversano (Italy) in 2018. Rym is the artistic director of a webzine of comics entitled 'Superheroes' aimed at children between 7 and 12 years old funded by the European Union in partnership with the EUNIC network (National Cultural Institutes of the European Union) and the British Council.

Room 2: Ecosystem Enablement

Moderator: Kirsty Fairhurst, Communications and Research Officer, EMEA



Driss Khayi, FeMENA, Morocco

Entrepreneur, consultant and trainer, **Driss Khayi** has acquired expertise in the fields of digital innovation, digital marketing, cultural innovation and in Company and cultural organizations management.

He has developed a solid understanding of the challenges and opportunities specific to these fields, enabling him to offer effective, innovative solutions tailored to the needs of the various organizations and businesses he supports. His diverse professional background gives him versatility and the ability to adapt to different contexts and projects. In 2016, he co-founded the 4S association (electronic music and digital arts), of which he is general manager.



Lamiaa Nail, [San3Tech](#), Egypt

Lamiaa believes that everyone deserves a chance of meaningful and fulfilling learning. Thus, she combined her passion for technology, education, and research, to help the young generation of makers and creators to realize their potential and dreams through STEM education and education technology. Lamiaa holds the position of Education Manager at **San3a Tech (Fab Lab Egypt)** where she leads the design and development of learning experiences and educational programs for makerspaces, such as Maker Diploma and Girls Make.

Lamiaa is a Co-founder and an Executive Committee Member at the Arab Science Week (ASW), and formerly, she was a Co-founder and School Program Manager at the Egyptian Science Week (ESW). Additionally, Lamiaa held the position of Science Communication Specialist at the Department of Physics at the American University in Cairo (AUC).



Ms. Renad Qubbaj, [Tamer institute for Community Education](#), Palestine

Ms Renad Qubbaj has been the General Director of Tamer institute for Community Education since 2006. She completed her BA in Physics and Electrical Engineering and her Master degree in atomic Physics from Western Michigan University in 1993.

Ms. Qubbaj is a visionary in the fields of Culture, Education, community-based approaches, informal education and child-centered learning. She presented a number of papers in local, regional and international conferences including in Chile, Sweden, Denmark, United Arab Emirates, Lebanon and Norway. Among her papers was (Reviewing Palestine: Child Oral History) in a conference in Oslo. Another paper focused on (Palestinian residence under occupation: Informal and Community-based education) in Mexico. In addition, she participated in the "Translation for Dialogue" Conference in Piran that was held in 2016 and organized by Anna Lindh Foundation and presented a paper on the Tamer emancipatory approach to children through literature. Through her leadership, Tamer Institute rose to unprecedented levels where Tamer won the most prestigious prize in the field of child literature, the Astrid Lindgren Memorial Award.



Asmahan Sinokrot, [Smart Art](#), Palestine

Asmahan Ilian/Sinokrot is a dynamic leader in the business and entrepreneurship field, serving as the Founder and CEO of Smart Art Company since 2012. Her strategic vision led to the establishment of Talleh Cultural Center in 2016. Armed with a Master's Degree in Strategic Marketing, Asmahan has empowered over a thousand women across Jerusalem, the West Bank, and Gaza through training in entrepreneurship and marketing. Her global recognition is highlighted by her selection among 61 women for significant business potential by Vital Voices in 2015, and she is a proud recipient of the Awa Prize (People's Choice Award by the Belgium Government in 2022) She was also featured in the Geneva Business School Magazine in 2021 on her efforts empowering women. Asmahan's impactful reach extends to international mentorship, where she supports women globally through various organizations such as Cherie Blair Foundation.

Room 3: Local and Regional Cooperation

Moderator: Angela Campos, Events Officer, IEMed



Abdulkareem Abu Rathegh, Director, [South Band Association for Theatrical Performances](#), Jordan

The South Band Association for Theatrical Performances works to spread culture and media, and theater culture in particular, and provides specialized training in acting, writing theatrical scripts, and training related to creating cultural content and cultural management. The band works continuously and throughout the year to provide artistic works and qualitative training through cooperation with several local bodies and international organizations.



Nader Akoum, [Studio Madane](#), Lebanon

Nader is an architect, instructor, and multi-disciplinary strategist that has lived in Muscat, Abu Dhabi, Beirut, and Barcelona. He has completed a Master of Advanced Architecture & post graduate in 3d Printing Earthen Architecture at IAAC. Akoum founded the Studio Madane collective in the beginning of 2020 in the midst of Lebanon's unprecedented crises. Studio Madane, initiated by Akoum, is deeply rooted in Beirut's dynamic youth culture, and it collaborates with local and European bodies to drive systemic change in Lebanon, focusing on urban regeneration, socio-economic development, and progressive political transformation that reimagine Lebanon's future.



Selim Ben Safia, [Hors Lits Tunisie](#), Tunisia

Selim Ben Safia is a Franco-Tunisian artistic director and choreographer who trained in hip hop dance at the Sybel Ballet Théâtre in Tunis. He then joined the Centre Méditerranéen de Danse Contemporaine and began working with choreographer Imed Jemaa. It was there that his attraction for contemporary choreography was born.

From 2010 onwards, Selim choreographed several pieces and began to extend the sequences into developments of gestural phrases. He focuses his body on the occupation of space and its dynamics. He focuses his choreographic research on the difficulty of creating, the role of art in Arab-Muslim societies, the social pressures faced by dancers and the future of the profession in the wake of the Arab Spring. Selim is particularly interested in the artist in everyone. It is in this spirit that he stages young dancers, circus artists, actors and amateurs.



Mai Salama, Founder, [Creative Industry Summit](#), Egypt

Accomplishment & driven marcom professional with over 20 years of experience in the marketing communication field. Growing up with the belief that communication can break every barrier, Salama followed her passion & began her career working as a Dubbing Director at Media Concepts where she dubbed several Disney Original cartoons. From there, she moved publishing where she assumed the role of Editorial Associate at Egypt's first English lifestyle Magazine Enigma (Formerly Cleo). In less than 4 years they managed to take the market by storm, with the platforms they created, built & introduced to the market, including the Creative Industry Summit, the Mena Region's leading platform for Celebrating The Creative Economy.



Neamat Khalil, Founder, [Creative Industry Summit](#), Egypt

Neamat developed a passion for events from her early years & she dedicated her career to this industry working on both sides, both the client & the agency sides, when finally, she decided to open her own event management consultancy. In December 2014 Khalil established The Worx for Events, a woman led company with her Business Partner Mai Salama. The extraordinary ladies are completely redefining the marketing, advertising & events landscape in their region & they are building everything hand in hand, defying the perceptions about cultural & gender limitations.

15:30-17:30

MED CCI HUB Spin Tables and Networking Session

CLOSED

The MED CCI Hub Spin Tables will provide a dynamic opportunity to engage with experts and program managers at up to 20 interactive tables. Entrepreneurs will be able to learn a diverse range of opportunities presented by these professionals, gaining valuable insights into cultural and creative industries within the Mediterranean region. This hands-on networking event is designed to facilitate meaningful connections, foster collaborations, and provide entrepreneurs with a unique platform to discover resources, guidance, and potential partnerships that can propel their ventures to new heights.

IMPORTANT:

For this session, look for the logos over at the tables. Simply join a table and the spin host will tell you about their organization, the opportunities available and how to get involved. This session is completely interactive, so please open your microphones and make the most of having the speakers here! Below, find the session description and click on the logo to get to their website.

Spin table hosts:

Kystel Khalil, Berytech, Lebanon

Berytech
powering potential

Berytech is an ecosystem for entrepreneurs, providing a dynamic environment for the creation and development of startups and SMEs, fostering innovation, technology and entrepreneurship in Lebanon. Shaping economies in the MENA region by supporting

Pascale Assad, Fondation Diane, Lebanon



Fondation Diane is a non-profit, non-governmental

innovative companies to start, grow and scale. Berytech manages over 30 programs in agriculture and food, water, energy and food, clean technology, green entrepreneurship and circular economy, and social entrepreneurship, all involving ICT and innovation.

and non-political organization that aims to educate, mobilize and support communities to create an environmentally sustainable future and to increase citizen awareness of ecological issues in Lebanon. "Fondation Diane" takes sustainability to the next level; besides education, awareness and mobilization, we identify the best green start-ups, provide them with financial and operational support, to help them grow and achieve their goals. By demonstrating that eco-sustainability and profitability are not incompatible but rather reconcilable, Viridis strives to make green businesses emerge and serve as an example for the country

Samer Makhoulf, Al-Kasaba Theatre & Cinematheque, Palestine



مسرح وسينما الكسبة
Al-Kasaba Theater & Cinematheque

Al-Kasaba Theatre & Cinematheque aims to provide comprehensive arts and cultural services to the community, and to promote cultural exchange on a local, Arab and international level. Throughout the last thirty-three years Al-Kasaba has worked hard to establish its reputation, primarily through its own theatre productions, as well as hosting international artists and providing activities and training across all art disciplines, for both adults and children. Its main objective is to activate the Palestinian cultural life in general, and its theatrical work in particular as well as to nurture talent in all fields of artistic and creative expression. Furthermore, Al Kasaba aims to make art and culture accessible and relevant to all sectors of society.

Ahmed Mamdouh, KEMET Hub, Egypt



KEMET is Arts & Creative Industries hub in Egypt, linking creativity and entertainment. Focused on the empowerment of young artists, creative makers, and arts entrepreneurs, we invest in local talent by providing workshops, mentorship, and resources to aspiring artists and craftspeople, as well as access to art spaces such as (Theater - visual arts exhibition hall - Studio - workspace), and further support in the implementation of projects and programs in collaboration with Museum of Fine Arts in Alexandria and Creative Center and Arts complex in Alexandria.

We work with communities to revive and safeguard traditional crafts and art forms and organize entrepreneurship incubation cycles to help creative maker establish their startups and network with stakeholders and investors.

Samer Jaradat, Jafra Productions, Palestine



Jafra Productions is a pioneering independent label and artist-incubator based in Ramallah, Palestine, with its roots dating back to 2010. It has been playing a crucial role in shaping and modernizing the future of the Palestinian music

Shereen Allam, AWTAD, Regional



The Association for Women's Total Advancement and Development (AWTAD) is an NGO dedicated to the professional and personal development of Egyptian women and youth as a means to empower them on both the social and economic level.

industry and its infrastructures to support artists and professionals alike to thrive on global stages.

Our mission, vision, and values all coalesce into one powerful purpose: to champion extraordinary musical talent, protect musicians' rights, and empower innovation. We firmly embrace music as a unifying force, transcending borders and cultures, as we amplify the rich voices and stories of Palestine to the world.

Through training sessions, workshops, mentoring programs, and knowledge-sharing events, we aim to create a trust-based network that facilitates the exchange of ideas and expertise. We believe this is essential to give women and youth the encouragement they need to implement their business ideas, as well as to foster a culture of entrepreneurship in Egyptian society, which AWTAD strongly supports and actively encourages.

Ahmed Bastawy, IceAlex, Egypt



Icealex is an ever-growing international network of hubs and nodes in Cairo & Alexandria (Egypt), Addis Ababa (Ethiopia) and Weimar (Germany). ice seeks to enable innovation, collaboration and entrepreneurship in terms of actions and behaviors - create, share and benefit, bringing together individuals with ideas and potential startups, who are motivated to become change-makers in their local environment.

Icealex is a community driven technology innovation space with a strong social and environmental commitment. The main approach for ice activities in Alexandria is to provide an enabling ecosystem for action-oriented minds co-creating sustainable solutions for local challenges.

Mohammad Issa, Yes Theatre, Palestine



Yes Theatre (YT) works in Hebron governorate and in other Palestinian governorates since its inception in 2008, Yes Theatre aims at creating a generation that is aware of the significance of theatre and its positive effects on the individual and society. It's core programmes include plays for adults, youngsters and kids. In addition to that, YT offers trainings for teachers and school counsellors to use drama, storytelling, acting and other methods in teaching and dealing with students at schools, besides YT's projects such as Kids4Kids, Play4Kids, drama workshops, puppet workshops, Yes4Youth Training Programme, and Yes4Future. Most of their activities are implemented through cooperation with the Palestinian Ministry of Education, UNRWA, and other governmental and non-governmental organizations. Yes Theatre offers a program called Focus. Through the Focus program, Arab cultural entrepreneurs receive technical assistance and assistance in obtaining financing and investment.

Lamia Nail, San3aTech, Egypt



San3a Tech is a social enterprise, kicked off by young Egyptians with the goal of democratizing technical innovation and personalized manufacturing, and building a platform to empower the community of makers and innovators.

At the cultural level, they are dedicated to

Maya Rahal, Alfanoor, Regional



Alfanoor is a venture philanthropy organization that supports social enterprises in the Arab region by helping them to reach financial sustainability and increase their social impact. They have funded 74 social enterprises and impacted the lives of 273,525 vulnerable individuals across the Arab region. Alfanoor's venture philanthropy support can provide up to £500,000 in financial investment over a four-

spreading the culture of making and establishing accessible makerspaces. Through the creation of nodes, they provide free or reasonably-priced access to these spaces, enabling individuals to explore their creativity and participate in innovation programs. These programs encompass educational and professional development initiatives, equipping individuals with the skills and knowledge they need to thrive.

year period, in addition to extensive management support and training.

Merna Ziadeh, ASALA, Palestine



Asala is a Palestinian NGO, whose mission is, and has always been, to provide services that help women in poverty to change their lives, their social position, and their future by enabling and encouraging their successful participation in sustainable economic activities. In pursuing this goal, ASALA's staff and supporters commit to the values of transparency, democracy, social equity, professionalism and coherence. ASALA NGO has developed a variety of services since its foundation to better enable women entrepreneurs to make use of economic opportunities.

Alaa Aridhi, Westerwelle Haus Tunis



The Westerwelle Foundation for International Understanding is a nonprofit organization based in Berlin, Germany. Our mission is to create equal opportunities for all by uplifting emerging markets through empowered entrepreneurship. We empower entrepreneurs in Africa, Asia & Latin America.

At its core the Westerwelle Foundation aims at creating opportunities for young people in emerging countries. How do we do this? Through our startup hubs and support programmes.

We currently have three startup hubs in Africa: Tunisia, Rwanda and Tanzania. Each Westerwelle Startup Haus offers co-working, capacity building and access to the local startup community. Our programmes support startups all the way from ideation to international acceleration. Our Tunisian Entrepreneurship Programme supports digital and tech-enabled startups with the goal of bridging the gap from early-stage to growth-stage startups that are ready for international fundraising and expansion. With support from GIZ Tunisia, the programme offers workshops and consultancy on topics such as investment readiness, operational expansion, and building teams.

Oussama Lamine, RedStart Tunisie



Redstart Tunisie is the strategic partnership of innovative SMEs and startups within the entrepreneurial ecosystem in Tunisia. It is an accelerator and incubator that supports entrepreneurs to achieve their goals and ensure the sustainable development of their companies.

The RedStart Tunisie accelerator is the result of a valuable partnership with the French incubator Redstart. This partnership offers a network of experts, mentors and national and international investors to innovative startups and SMEs. Each entrepreneur supported by RedStart Tunisia will have a programme tailored to their needs and objectives in order to maximise the impact of the support provided and ensure the growth of the accelerated companies and the development of their business.

Culture Funding Watch, Regional



Culture Funding Watch is the leading platform dedicated to capacity building, information and research in the field of funding in the cultural sector in the MENA region and increasingly in the African continent. Through data collection, analysis, and training, it connects artists, policy makers, cultural managers, and philanthropist to the resources they need to effectively foster cultural sector development at national, regional, and international. Culture Funding Watch's online database focusing on Arts and Culture opportunities is unique in the region, offering support to financers, artists, and CC entrepreneurs on how to strategize and raise resources.

Logistics and Registration:

The CREAT4MED Annual Conference and MED CCI Hub will take place on the Airmeeet platform. Registration is via [the Google Form](#). Once registered, the CREAT4MED team will send you a link to the Airmeeet platform. There, enter your email address and you will receive a link to the event. We have limited space on the Airmeeet platform. If you cannot join, we will be streaming the event online on our [Facebook page](#)!

Networking and the Fluid Space:

The Airmeeet platform allows for many formats for networking and connecting with other stakeholders. One of these is **the fluid space**. During the event, you will be able to enter here and chat freely with any of the other participants also in that space. We invite you to go there whenever you have a coffee break or lunch break, to chat with other participants and build connections outside of the formal conference space. To move, use your arrow keys. To join a conversation, simply move closer to someone else and start talking! Enjoy!