

AGENDA

DAY 2: Wednesday, 31 January 2024

10:00-11:15

LIVE STREAM

Panel Discussion:

The Art of Progress: A Dialogue on Creativity as a Cross-Cutting Theme to Social, Economic, and Environmental Change

This panel session will explore the transformative power of creativity in addressing interconnected global challenges. The panelists will delve into the ways in which imaginative thinking can drive positive impacts on social dynamics, economic systems, and environmental sustainability. By examining case studies, innovative projects, and successful initiatives, the session aims to showcase the multifaceted role of creativity as a catalyst for change.

Speakers:



Prof. Rym Ayadi (introductory remarks) 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.



Kirsty Fairhurst (moderator) 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.



Salvador Simó Algado PhD, MsC, MBA, is an international consultant in themes related to mental health, social participation, and inclusive economic development. Lecturer, researcher, Adjunct Director of the Mental Health Chair, and Coordinator of the Mental Health and Social Innovation Research group at UVIC-UCC. Lecturer of Entrepreneurship at the European Business School. He has been visiting lecturer at more than 24 international universities (in Canada, Sweden, France, Germany, Belgium, Denmark, Portugal, The Netherlands, Ireland, England, Greece, Cyprus, Bulgaria, Latvia, Turkey, Chile, Argentina, Costa Rica, and Guatemala). He was responsible for mental health and social entrepreneurship projects working with refugee communities in Bosnia, Guatemala, and Kosovo with NGO's as Medecins sans Frontiers. His main experience is designing and implementing European projects, integrating health, social participation, and economic development.



Dr. Matthias Röder is an award-winning music and technology strategist and director of the Beethoven AI project. He is Co-Founder and Managing Partner at The Mindshift, a consultancy on creative leadership and innovation strategy. Matthias currently serves as a board member of the Karajan Foundation and is the Managing Director of the Eliette and Herbert von Karajan Institute. He is also a member of the board of trustees of the Mozarteum Foundation. Matthias founded the Karajan Music Tech Conference, a cross-industry event to promote breakthrough technologies in music, media and audio. He is also the founder of the Classical Music Hack Day series. Together with his partner, Seda Röder, Matthias co-founded the Sonophilia Foundation, a non-profit that supports and promotes scientific research into creativity. Matthias has won numerous prizes and accolades for his work, including an Effie Bronze for the completion of Beethoven's 10th symphony with AI and the "Game Changer" Award of the Chamber of Commerce Salzburg. He is a sought-after speaker and lecturer who has taught at Harvard University, the Change & Innovation Management Program at University of St. Gall, and Salzburg University. He holds a PhD in music from Harvard University and is an alumnus of the Mozarteum University Salzburg.



Theo Edmonds is an experienced builder of industry-university collaborations in social innovations that humanize the future of working, healing and learning. He's a cultural analytics inventor and developer of next-generation Corporate Social Responsibility initiatives in the creative economy, as well as an artist and poet. He grew up in a nine-generation Appalachian family in southeastern Kentucky. He was named one of "50 People Changing the Face of the South" by Southern Living Magazine. He's the culture lead for several international work groups operating at the intersection of arts, creativity, technology, neuroscience, and economics.



Giulia Maria Ferraresi has a strong academic background in International Relations and Diplomatic Studies and she earned as well a Master's in Management and Communication for Social and Solidarity Entities. Giulia's professional experience reflects her commitment to social and civil affairs, particularly in the realm of gender equality and disability issues within the Euro-Mediterranean region. At the Union for the Mediterranean (UfM), she has a current role as a Social and Civil Affairs Project Analyst. Previously, she gained professional experience at the European Institute of the Mediterranean (IEMed), at the European Parliament, and at the United Nations Information Center for Brazil - among others. Giulia Maria Ferraresi's comprehensive skill set encompasses project management, event organization, research, and communication. She is driven by a passion for promoting social and civil causes, working together with different partner institutions towards more inclusive societies.

11:15-11:30	Coffee Break
11:30-13:15 LIVE STREAM	Interactive Panel Discussion: <i>Breaking Barriers: Addressing Disenablers in the Cultural and Creative Industries</i>

This interactive panel session will provide a dynamic platform for a comprehensive exploration of challenges hindering the growth and sustainability of cultural and creative industries. Esteemed panelists representing diverse sectors within these industries will engage in a dialogue to identify and analyze the disenablers, such as regulation hurdles, economic barriers, and technological gaps, that often prevent the development of these sectors full potential. Through interactive discussions and audience participation, the session aims to foster a deeper understanding of the obstacles faced by cultural and creative entrepreneurs and a unique opportunity for stakeholders to collectively strategize and work towards overcoming the challenges faced by the Cultural and Creative Industries.

Speakers:



Ouafa Belgacem (moderator) is an expert in Resources Mobilization and sustainability and a researcher interested in topics related with arts and culture funding, cultural policies and art financial engineering. She is the founder and CEO of Culture Funding Watch www.culturfundwatch.com, a leading Cultural and Creative Industries financing intelligence platform in the MENA & Africa regions. CFW connects creatives with decision makers and funders. It creates spaces where CC entrepreneurs and artist can be visible and build connections with their funders and supporters. She is also the founder of the Resources Mobilisation Digithon (www.Rmdigithon.com), the largest online biannual gathering of creatives and financiers, the www.CCiboost.com the platform that create a virtual ecosystem to connect cultural entrepreneurs with their peersclients and funders and the www.artnstay.com platform that helps cultural spaces generate revenues. She holds 4 Masters degrees in History, in Archaeology, Heritage management and an MBA. She has worked and lived

in the Middle East, Africa and Asia.

She is the writer/contributor of several global reports : UNESCO special report on creative economy 2013, Compendium of cultural policies in the Arab region 2010, CS report on 2005 convention 2019, Cultural policy in the MENA region (UNESCO) 2019. Ouafa is Awarded one of the 100 most influential creative of African descent 2021 and 500 most Powerful African Doers 2002, and is the Creative director at the Pan-African chamber of Commerce.



Raïssa Leï is an Amazigh Moroccan choreographer and dancer based in Paris who has evolved through Waacking and North-African dance styles. She is also an engineer and executive coach.

She created Kif-Kif Bledi which is a dance company and cultural industry specialized in North-African traditional cultures. Her team is composed of immigrants and children of immigrants from Africa and Middle-East living in France who share their heritage with authenticity and both tradition and modernity.

Raïssa Leï is also passionate about Amazigh jewelry and is constantly researching the history of the Amazigh, in particular by raising awareness of orientalism and cultural appropriation in arts. She traveled across Europe, USA, North-Africa, India and Japan to improve her knowledge and to perform, give conferences and workshops. She is also a speaker, including for TEDx in Paris.



Mai Salama, Founder, Creative Industry Summit

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,

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.



Brahim El Mazned is a cultural entrepreneur, associated with the ANYA Cultural Agency. He is also the Founding Director of Visa For Music, as well as the artistic director of the Timitar World Music Festival.

Selected in the Guide to Cultural Diversity "Les Aventuriers de la culture" among the 100 exemplary actors of sustainable cultural development around the world, Brahim El Mazned was also selected by the Moroccan weekly "Tel Quel" as one of the hundred personalities who are moving Morocco. After more than twenty years of activity in the Moroccan cultural world, it has become an essential reference in the organization of major artistic events.

Brahim El Mazned has finally been named a member of the EU/UNESCO Expertise Bank 2019-2022, intended to support initiatives aimed at implementing and promoting the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Chaymaa Ramzy is currently the Executive Director of Shelter Art Space.



A Creative Economy Entrepreneur from Alexandria- Egypt, with more than 15 years of experience in Executive Management and Strategic planning in Egypt and the Euro-Mediterranean region. Her current focus is on the strategic development of Art and Education institutions through implementation of diverse programs addressing community engagement and fostering partnerships.

Chaymaa has a BA in Business Administration from the Alexandria University and she is an International Fellow of Arts Management at the Devos Institute, The Kennedy Center for Performing Arts (Washington DC) and graduate from the Business School of Arts of the University of Maryland, USA.

Throughout her career, Chaymaa has succeeded to establish strategic international cooperation within different countries in Europe and the Mediterranean region together with government's bodies, institutions and civil society actors. Years of practice include executive programming, strategic planning, policies research and analysis, production of art programs and festivals, designing capacity building programs for creatives, grants making, monitoring and evaluation and communication of impact. Her current mission includes promoting and supporting established and young contemporary artists to showcase, connect and dialogue. Towards an enabling environment that is based on intercultural values, inclusion and creative expression. Her professional career involved consultancies to major cultural institutions in Africa and in Europe. A previous Art Manager at the Anna Lindh Foundation for Intercultural Dialogue and formerly with the Art Center of the Library of Alexandria.

13:15-13:30

LIVE STREAM

Annual Conference Closing Remarks



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.

13:30-14:30	Lunch Break
14:30-15:30	MED CCI HUB - Free Networking Head to the fluid space! Use your arrow keys to move around and join a conversation. Move your icon close to someone else and start talking.
15:30-17:30	1-1 Mentoring Sessions These sessions have been pre-booked with a mentor. You can have your mentoring session in the fluid space, or head to a table and sit down there together.

This session is dedicated to the Med CCI Hub where stakeholders can network and reflect on the discussions had over the last 2 days and make new connections to strengthen the cultural and creative industries ecosystem. The first part is free networking to strike up a conversation with any of the conference participants. The second section is focused on pre-arranged 1-1 mentoring sessions.

Thank you for joining the CREAT4MED 3rd Annual Conference and Med CCI Hub! Join our engagement platform here to keep the conversation going. Also follow us on social media!

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