



CREACT4MED Closing Event

Forging Future Paths for Creativity and Culture

10th and 11th July 2024

[Sant Pau Recinte Modernista](#), Carrer de Sant Antoni Maria Claret, 167, Barcelona

The cultural and creative industries possess a remarkable and transformative power that transcends borders and differences, uniting individuals from every corner of the globe. They are the universal languages that connect us profoundly, reminding us of our shared humanity and bringing us together to face global and complex challenges. Culture and creativity act as bridges in a world marked by conflicts, fostering understanding and empathy among diverse communities. Moreover, given that entrepreneurship can act as a force for inclusion as well as being social and economic development engines, the industries can empower marginalised voices and breathe life into struggling economies. By enhancing and promoting the cultural and creative sectors as catalysts for job creation and economic development, CREAT4MED, a project co-funded by the European Union, seeks to strengthen CCI ecosystems in the region and unleash the full potential of the CCI to create empowered and flourishing societies.

Over the past 4 years, CREAT4MED has provided financial support to cultural and creative entities, launched a training programme to upskill budding entrepreneurs, and has built a community of over 1200 creative minds across the Mediterranean region. On the 10th and 11th of July 2024, we will be celebrating the project's final event in Barcelona to present the impact made and to gather key stakeholders from across the Mediterranean to solidify the CREAT4MED community and spark further action for stronger and brighter cultural and creative industries in the Mediterranean. Attending the event will be the CREAT4MED MSMEs/NGOs/CSOs, the BSOs who provided incubation services, and organisations who implemented projects related to regional cooperation, the winners of the CREAT4MED Best Practices, as well as investors and other experts in the region.

The event is co-organised by the lead partner, the Euro-Mediterranean Economists Association (EMEA) and project partner, the European Institute of the Mediterranean (IEMED). Join us as we celebrate the transformative potential of the cultural and creative industries in promoting economic prosperity in harmonious, peaceful, inclusive societies. Remember to use the #CREACT4MED and tag us in your posts!

- X: @creact4med
- LinkedIn: Euro-Mediterranean Economists Association
- Facebook: @creativemediterranean
- Instagram: @emea_thinktank





Agenda

10th July, 2024

10:00-10:30	Arrival and Registration
10:30-12:30	Best Practice Award Ceremony – Announcement of the Winners!
12:30-14:30	Lunch Restaurant: Insólita Gea - C/ de St. Antoni Maria Claret, 216, L'Eixample, 08025 Barcelona
14:30-16:30	CLOSED SESSION: Catalysing the CCI: Building Bridges for CCI Entrepreneurs and Incubators (2 sessions in parallel) Participants will explore strategies for building bridges between diverse cultural and creative enterprises through interactive discussions, networking activities, and collaborative exercises. The session will emphasise the importance of cultural exchange, creative partnerships, and cross-sector collaborations in driving growth and sustainability within the CCI ecosystem. Participants will also gain insights into leveraging cultural diversity as a catalyst for innovation and market expansion. Ultimately, the workshop aims to empower CCI entrepreneurs with the tools, connections, and inspiration needed to thrive in an increasingly interconnected and dynamic global marketplace. Workshop 1: CREAT4MED Entrepreneurs Workshop 2: CREAT4MED Incubators and Regional Cooperation Entities If you are not sure which workshop you are attending, please let us know!
16:30-17:00	Refreshment Break
17:00-19:00	CLOSED SESSION: CREATIVE GAMES: Fostering Creativity through Movement by Caitlan Maggs
20:30-22:00	Official Dinner Restaurant: Port Vela - Pg. de Joan de Borbó, 103, Local 7/8, Ciutat Vella, 08039 Barcelona

11th July, 2024

10:00-10:30	Arrival and Registration
10:30-10:45	Welcoming Remarks Prof. Rym Ayadi, President and Founder, EMEA, and CREAT4MED Director Stefano Dotto, Head of Sector, DG NEAR
10:45-13:00	CREACT4MED Achievements and Findings Moderated by Maria Ruiz de Cossío, Senior Project Manager, EMEA, and CREAT4MED Coordinator Part 1 Sara Fascetti – Freelance Artist Dr. Yeganeh Forouheshfar, Senior Researcher, EMEA Maria Dalakoura, Project Manager, IED Christine de Visser, Project Manager, EMEA and Douja Gharbi, CEO and Founder, Redstart Tunisie Hend Mgaïeth, Outreach Coordinator, BUSINESSMED, and Ameni Abdelli – Executive Assisant Angela Campos, Events Officer of the CREAT4MED Project, IEMED Part 2



Fatma Zahran – training and business skills
 Leila Hizaoui, Project Manager, MINASSA – an incubator dedicated to CCI
 Bilal Zahalan, CEO, Tourific – CCI and technology
 Ayah Awwad, Project Manager, ASALA - challenges in the CCI
 Sherazade Amous, CEO, KLINK – performing arts going international
 Maryam Azzam, Bazarna Pop Up – regional cooperation

13:00-
14:30

Lunch

14:30-
15:45

PITCHING SESSION - Please refer to your name badge for your pitch room. If you have not been assigned a room, please go to the main room.

15:45-
16:00

Coffee Break

16:00-
17:15

Fostering Creative Ventures: Access to Finance Fireside Chat in the Southern Mediterranean

Moderator: Douja Gharbi, CEO, RedStart Tunisie
 Jonàs Sala, Founder, Verkami
 Tarek El Kady, CEO, Med Angels
 Zineb Rharrasse, CEO, Start-Up Maroc
 Michelle Mouracade, Head of Investor Relations, Impact & Operations, Anara Impact Capital
 Maral Mikirditsian, Deputy Director, Arab Fund for Culture and Arts

17:15-
17:30

Coffee Break

17:30-
19:00

Entrepreneur’s Exhibition – each entrepreneur will be provided with a booth to showcase their business to investors, BSOs, and other experts in the Southern Mediterranean Region.

Egypt		Jordan	
Maryam Hazem, Co-founder, REFORM Studios		Rola Abuqerayyan, Founder & CEO, VIAVII Ramzi Madanat, Co-founder, VIAVII	
Beshoy Saber, Co-founder, Teatro Al Saeed Keroles Bedier, Founder, Teatro Al Saeed		Rami Bader, Co-founder & CEO, Puppets World for the Development of Children Loiy Bader, Puppeteer, Puppeys World for the Development of Children	
Karen Tadrous, Creative Director, Almah Abo Alazem, Founder, Duma Toys		Farah Ajlouni, Founder, GIOIA	
Lebanon		Morocco	
Jad Issa, Co-founder, Climberspace		Hiba Ghiati, CEO, Hkids	
Abeer Mahmoud, Finance Officer, Cezar’s Projects		Lucie Strack, Co-founder, Help Mariage	
Bilal Zahalan, Product Owner, Tourific		Wafae Zaoui, Co-founder, Cré Artisanat	
Simon Souaid, Co-founder, Mlouk Productions			
Palestine		Tunisia	
		Sherazade Amous, CEO, Klink	
Naim Shakshir, General Manager, Askadar for Culture & Arts		Meriem Aouadi, MAFT Studios	
		Soukaina Bessouda, Product Manager, Digital Cultural Experience	

19:00-
21:00

Networking Cocktail and Live Music by [Café d’Alger](#) - [YouTube](#)