



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 and online

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.





Agenda

10th July, 2024 (online only)

10:30- | **Best Practice Award Ceremony – Announcement of the Winners!**
12:30

11th July, 2024 (Sant Pau Recinte Modernista, Carrer de Sant Antoni Maria Claret, 167, Barcelona and online)

9:30- 10:00	Press Conference (Closed, limited seating) EMEA, IEMED, CREAT4MED Beneficiaries
10:00- 10:30	Arrival and Registration (Refreshments Available)
10:30- 10:45	Welcoming Remarks Prof. Rym Ayadi, President and Founder, EMEA, and CREAT4MED Director Representative from DG NEAR (TBC)
10:45- 13:00	CREACT4MED Achievements and Findings Moderated by Maria Ruiz de Cossío, Senior Project Manager, EMEA, and CREAT4MED Coordinator Dr. Yeganeh Frouheshfar, Senior Researcher, EMEA Maria Dalakoura, Project Manager, IED Christine de Visser, Project Manager, EMEA and Douja Gharbi, CEO and Founder, Redstart Tunisie Hend Mgaieih, Outreach Coordinator, BUSINESSMED, and Francesca Pugliese, Project Manager, IEMED CREACT4MED Beneficiaries
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	Fireside Chat with Access to Finance Providers + Q&A
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 Hend Riad, 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
Manal Saleh, Founder and CEO, Almah Abo Alazem, Founder, Duma Toys	Farah Ajlouni, Founder, GIOIA Saja Zeadeh, Talaween
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,	Felicity (TBC)
Palestine	Tunisia
	Sherazade Amous, CEO, Klink
Hala Shakshir, General Manager, Askadar for Culture & Arts	Meriem Aouadi, MAFT Studios
	Soukaina Bessouda, Product Manager, Digital Cultural Experience
	Mohamed El Wed, CPO, The Virtual Art Gallery

19:00-21:00 Networking Cocktail and Live Music