**Closing Remarks by the UfM Secretary General, H.E. Nasser Kamel**

**Creative Forum Ljubljana**

*Poligon Creative Center*

*Ljubljana, 14 November, 2019 – 17h40*

Distinguished Ministers,

Excellencies,

Ladies and Gentlemen,

At the end of a long and fruitful day of dialogues and exchanges of views and experiences, I would like to congratulate all the participants for the inspiring discussions and for the clear expression of a sincere will to coordinate our efforts and boost the Creative Economy in the Euro-Mediterranean Region, unlocking its full thrust and realizing its full potential.

The cave paintings in France and Spain may be the first material evidence of human creativity in our region, a region that gave the world its first cities, its first universities, its first theatres and its first notion of the Liberal Arts and Humanities.

It is this very same region that stands again at the verge of a new creative metamorphosis, peering into a future where the economic, social and cultural potential of creativity are harnessed through supporting policies and the investment in a creative class.

Today’s discussions have clearly helped us outline the challenges and the critical success factors in the Cultural and Creative Industries landscape.

Proper mapping of major actors, facilitating access to finance, developing platforms and fora for networking and exchanging best practices and lessons learned, and adopting multi-stakeholders’ approach are all elements of an enabling environment that we all would like to see in our region.

Please rest assured that the recommendations and the takeaways from this landmark Forum will feed directly into our coming activities and events, starting with UfM Workshop on The Future of Work and Skills for the Future which we will co-organize with the European Training Foundation in Italy on November 25th.

These recommendations will also inspire the policymakers in our UfM Region to honor the ambitions of our people and take tangible and concrete steps to further invest in the Creative Sector and remove the barriers that hinder its growth.

Finally, I reiterate my gratitude to the Ministry of Foreign Affairs of Slovenia and to GIZ/BMZ, and I extend this gratitude to all the Ministers, government official, representatives of regional and international organizations, creative hubs, entrepreneurs, academics, and other stakeholders that have turned this Forum into an extraordinary learning environment for us all, and I look forward to welcoming you in future events.

Thank you very much.