



Final Agenda

UfM Conference on Creative Economy

Creative and Cultural Industries as Drivers of Sustainable Development

Tirana, 4-6 November 2024

DAY 1: 4 November 2024

Local Time	Agenda Item
17:30 – 19:30	<p>Guided City tour (Upon invitation)</p> <p>A 2-hour walking tour of Tirana with English speaking guide will be organized to showcase its rich history and modern culture. Starting at Skanderbeg Square, it will include landmarks such as Bunk'Art 2, Et'hem Bey Mosque and the trendy Blloku district with cafes and art.</p>
19:30 – 22:00	<p>Welcome dinner (Upon invitation)</p>

DAY 2: 05 November 2024

Venue: Tirana International Hotel & Conference Center (Scanderbeg Square)
- Balsha Room -

Local Time	Agenda Item
09:00 – 09:30	<p>Registration of participants and welcome coffee</p>
09:30 – 10:00	<p>Opening Remarks</p> <ul style="list-style-type: none"> - Lira Pipa, Deputy Minister, Ministry of Economy, Culture and Innovation of Albania - Anuela Ristani, Deputy Mayor, City of Tirana - Joan Borrell Mayeur, Deputy Secretary General, Union for the Mediterranean
10:00 – 11:30	<p>Panel I: The Global Impact of the Creative Economy</p> <p>Discussion topics:</p> <p>This session will showcase the positive impact of the creative and cultural industries on both the economy and society. Economically, these industries contribute through value creation, driving innovation, and generating employment across various</p>



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	<p>sectors. Beyond their economic benefits, they play a vital role in shaping societal values, fostering cultural identity, and enhancing social cohesion by promoting creativity, diversity, and inclusion. To provide a comprehensive understanding of these effects, the panelists will present relevant data and figures at global, regional, and national levels, drawing from the latest studies and available statistics.</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> - Sabrina Boukhorssa, Adviser on international cooperation and cultural diplomacy <p><u>Panelists:</u></p> <ul style="list-style-type: none"> - Joleza Koka, Elected Official, Creative Director at MENA Hope - Carlos Manuel Simões Da Silva, Member of the European Economic and Social Committee, Euromed Follow-Up Committee - Yeganeh Frouheshfar, Senior Researcher, Euro-Mediterranean Economists Association - Ouafa Belgacem, Founder and CEO, Culture Funding Watch
11:30 – 11:45	Coffee Break
11:45 – 13:15	<p>Panel II: Creative and Cultural Industries as Drivers of Sustainable Development</p> <p>Discussion topics:</p> <p>In this session, the discussion will shed light on the key role that the creative and cultural sectors can play in driving the green transition within the region, thereby addressing urgent climate challenges and ensuring environmental protection. The interventions will feature concrete examples and case studies from diverse economic sectors, demonstrating how creative approaches foster resource efficiency, promote sustainable consumption, and support the circular economy.</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> - Sebastian Berwanger, Team Leader EU4Innovation Multi-Donor-Action <p><u>Panelists:</u></p> <ul style="list-style-type: none"> - Jonid Jorgji, Director, Agency for Creative Economy, Tirana - Ozgenur Reyhan Guler, Dr. Lecturer, University of Marmara - Karen Tadrous, Multidisciplinary Designer, Almah



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	<ul style="list-style-type: none"> - Erida Krasi, co-founder, 1001 Albanian Adventures
13:15 – 14:30	Lunch Break
14:30 – 16:00	<p>Panel III: Best Practices in Enabling Policies for the Creative Economy</p> <p>Discussion topics:</p> <p>To unlock the full potential of the creative economy, particularly as a key enabler of the green transition, it is essential to establish an enabling environment. This includes developing a favorable legal framework, enhancing access to finance, fostering a robust innovation ecosystem, and cultivating a skilled labor market, among other factors. In this context, the panelists will discuss international, regional, and national best practices that have proven effective in strengthening creative and cultural industries.</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> - Said Charna, Senior Economic Advisor, UfM Secretariat <p><u>Panelists:</u></p> <ul style="list-style-type: none"> - Genci Kojdheli, General Director of Integration, Strategic Planning and Economic Development, Municipality of Tirana - Zied DEBBABI, Communication Director, BUSINESSMED - Eva Matjaž , Poligon Creative Centre - Meriem Aouadi, Maft, Ecosystem builder - Loubna Karroum, CEO – Kardev
16:05 – 16:15	<p>Closing Remarks</p> <ul style="list-style-type: none"> - Said Charna, Senior Economic Advisor, UfM Secretariat



DAY 3: 6 November 2024

Local Time	Agenda Item
10:00 – 12:00	Field Visit to the Creative Industries Agency of Tirana (Upon invitation) As the European Capital of Youth for 2022, Tirana established the Creative Industries Agency—a dynamic new structure dedicated to fostering innovation in art, culture, and technology. This Agency, depending on the Municipality of Tirana, aims to promote the creative economy, empowering entrepreneurship, creativity and innovation. The field visit will provide a closer look at the Agency’s mission and the exciting initiatives currently underway, as well as those on the horizon.
12:30 – 14:00	Good-bye lunch

Translation will be provided into Arabic, English and French