

## Programme of the Conference “Financing Creativity”

Thursday 20 February 2014			
<b>09:00-9:30</b>	Registration and Refreshments (Nikos Skalkotas Foyer– Athens Concert Hall)		
<b>9:30-10:00</b>	<table border="0"> <tr> <td style="vertical-align: top;"> <p>Official Opening</p> <p>Opening statements</p> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>- Panos Panagiotopoulos, <i>Greek Minister of Culture and Sports</i></li> <li>- Androulla Vassiliou, <i>Commissioner for Education, Culture, Multilingualism and Youth, European Commission</i></li> <li>- Silvia Costa, <i>Member of the Culture and Education Committee, European Parliament</i></li> </ul> </td> </tr> </table>	<p>Official Opening</p> <p>Opening statements</p>	<ul style="list-style-type: none"> <li>- Panos Panagiotopoulos, <i>Greek Minister of Culture and Sports</i></li> <li>- Androulla Vassiliou, <i>Commissioner for Education, Culture, Multilingualism and Youth, European Commission</i></li> <li>- Silvia Costa, <i>Member of the Culture and Education Committee, European Parliament</i></li> </ul>
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<b>10:00-10:45</b>	<p><b>Panel discussion</b> «<i>Financing Culture. Public policies and private initiatives. Strategies and modern models for the development of Cultural and Creative Industries (CCIs)</i>»</p> <p><b>Moderator</b> Rasmus Wiinstedt Tscherning, <i>Chairman of ECIA (European Creative Industries Alliance), Managing Director of CKO (Danish Center for Cultural and Experience Economy)</i></p> <ul style="list-style-type: none"> <li>- Lina Mendoni, <i>Secretary General, Hellenic Ministry of Culture and Sports</i></li> <li>- Jan Truszczyński, <i>Director General for Education, Training, Culture and Youth, European Commission</i></li> <li>- Ioannis Manos, <i>Chairman of The Athens Concert Hall</i></li> <li>- Elly Andriopoulou, <i>Co-Chief Operating Officer, Stavros Niarchos Foundation Cultural Center</i></li> </ul>		
<b>10:45-11:00</b>	Discussion		
<b>11:00-11:20</b>	Coffee Break (Nikos Skalkotas Foyer)		
<b>11:20-11:55</b>	<p><b>Panel discussion</b> «<i>Cultural Entrepreneurship and Economic Development. The contribution of the creative economy in the increase of employment and the creation of new jobs Opportunities and Sustainability of creative SME's</i>»</p> <p><b>Moderator</b> Johanna Bolhoven, <i>Cluster Development Manager, Creative England</i></p> <ul style="list-style-type: none"> <li>- Giorgos Giannousis, <i>Secretary General for Public Investment &amp; NSRF, Hellenic Ministry of Development &amp; Competitiveness</i></li> <li>- Carsten Schierenbeck, <i>Policy Officer in the SME's: Clusters and Emerging Industries Unit, DG ENTR, European Commission</i></li> <li>- Dominique Lambert, <i>Director, Centre d'Affaires Entreprises, HSBC Bank - Member of the IFCIC Board</i></li> </ul>		
<b>11:55-12:10</b>	Discussion		

12:10-12:45	<p><b>Panel discussion</b> «Evidence of the importance of cultural industries to national economies»</p> <p><b>Moderator</b> Philippe Chantepie, Associate Researcher, Chair of Innovation and Regulation of Digital Services, Ecole Polytechnique / Orange, Missioner of General Inspection of the French Ministry of Culture &amp; Medias</p> <ul style="list-style-type: none"> <li>- Nikos Leandros, Professor, Chair of the Communication, Media and Culture Department, Panteio University</li> <li>- Trine Bille, Associate Professor, Copenhagen Business School, PhD</li> <li>- Jordi Sellas i Ferrés, General Director of Creative and Cultural Companies, Government of Catalonia</li> </ul>
12:45-13:00	Discussion
13:00-13:50	Break
13:50-14:20	<p><b>Presentation of Economic Studies for the Cultural and Creative Sector</b></p> <ul style="list-style-type: none"> <li>- European Commission, «Survey on access to finance for cultural and creative sectors», Isabelle De Voldere, Expert in Competitiveness, Innovation and Creative Industries, IDEA Consult</li> <li>- Bank of Greece, «The smart economy: cultural and creative industries in Greece. Can they be a way out of the crisis?», Dr. Sofia Lazaretou, Senior Economist - Researcher, Economic Research Department, Bank of Greece</li> </ul>
14:20-14:55	<p><b>Panel discussion:</b> «Effects of cultural activities and events to local economies»</p> <p><b>Moderator</b> Beatriz Garcia, Head of Research, Institute of Cultural Capital, University of Liverpool</p> <ul style="list-style-type: none"> <li>- Dimitri Eipides, Director of the Thessaloniki International Film Festival and Thessaloniki Documentary Festival</li> <li>- Thodoris Abazis, Artistic Director, Patras Municipal Regional Theatre</li> <li>- Johanna Skantze, Entrepreneur, Former Director of Generator Sverige</li> </ul>
14:55-15:10	Discussion
15:10-15:45	<p><b>Panel discussion</b> «Financial and business dimension of the contemporary cultural institutions, NGO's, cultural and creative industries etc»</p> <p><b>Moderator</b> Joost Heinsius, Manager for Knowledge and Innovation, Cultuur - Ondernemen</p> <ul style="list-style-type: none"> <li>- Christos J. Carras, Executive Director, Onassis Cultural Center</li> <li>- Nan Van Houte, Secretary General of International Network for Contemporary Performing Arts (IETM)</li> <li>- Elina Kountouri, Director, NEON, Organization for Culture and Development D.Daskalopoulos</li> </ul>
15:45-16:00	Discussion

<b>16:00-16:35</b>	<p><b>Panel discussion</b> «<i>Cultural Entrepreneurship in Action: The business aspects of cultural activity - Audience Development</i>»</p> <p><b>Moderator</b> George Michael Klimis, <i>Assistant Professor, Department of Communication Media and Culture, Panteion University</i></p> <ul style="list-style-type: none"> <li>- Myron Michailidis, <i>Artistic Director, Greek National Opera</i></li> <li>- Michael Wimmer, <i>Founder and Director of EDUCULT</i></li> <li>- Frédéric Bokobza, <i>Deputy Director, Economy of Culture at the Directorate General for Media and Cultural Industries, French Ministry for Culture and Communication</i></li> </ul>
<b>16:35-16:50</b>	Discussion
<b>Friday 21 February 2014</b>	
<b>9:00-9:30</b>	Coffee & Refreshments (Nikos Skalkotas Foyer)
<b>09:30-10:05</b>	<p><b>Panel discussion</b> «<i>Cultural synergies and startups. From idea to implementation</i>»</p> <p><b>Moderator</b> Rasmus Wiinstedt Tscherning, <i>Founder and CEO of Creative Business Cup</i></p> <ul style="list-style-type: none"> <li>- Vassilis Charalampidis, <i>Founder of Bios Cultural Center</i></li> <li>- Dr. Nikos Voyatzis, <i>Chief Business and Technology Officer, Corallia Clusters Initiative</i></li> <li>- Andres Lomander, <i>Partner Manager, Zinc Shower</i></li> </ul>
<b>10:05-10:20</b>	Discussion
<b>10:20-11:05</b>	<p><b>Panel discussion</b> «<i>Fundraising. New Tools and Financial Intervention Mechanisms</i>»</p> <p><b>Moderator</b> Xavier Troussard, <i>Head of Unit, Creative Europe programme – MEDIA, European Commission</i></p> <ul style="list-style-type: none"> <li>- Liam Collins, <i>Policy Adviser at Nesta</i></li> <li>- Virginie Civrais, <i>General Director of St'Art</i></li> <li>- Dimitris Anagnostou, <i>Co-founder of Groopio.com</i></li> <li>- Javier Echarri, <i>Private Equity and Venture Capital expert</i></li> </ul>
<b>11:05-11:20</b>	Discussion

11:20-11:55	<p><b>Panel discussion</b>  «Internationalization and Cultural Exports: Opportunities and Challenges in the Digital Era»</p> <p><b>Moderator</b>  Ragnar Siil, <i>Co-Chairman of the EU Expert Group on Cultural and Creative Industries</i></p> <ul style="list-style-type: none"> <li>- Grigoris Karantinakis, <i>CEO, Greek Film Center</i></li> <li>- David Loscos, <i>CEO, Tenzing Media - Faculty Member of Berklee Valencia (International Marketing and Branding)</i></li> <li>- Klaus Haasis, <i>Creative Coach and Business Angel - CEO, Combine Innovation GmbH, Stuttgart-Rome</i></li> </ul>
11:55-12:10	Discussion
12:10-13:00	Break
13:00-13:45	<p><b>Panel discussion</b>  «Professionals of the Creative Industries: New skills, training and mobility of artists and culture professionals. Training initiatives»</p> <p><b>Moderator</b>  Ann Branch, <i>Head of Unit, Coordination of the Lifelong learning programme, European Commission</i></p> <ul style="list-style-type: none"> <li>- Poka Yio, <i>Multidisciplinary artist, Co-founder of the Athens Biennale</i></li> <li>- Anita Debaere, <i>Director, Pearle* (Performing Arts Employers' Associations League Europe)</i></li> <li>- Xenia Kaldara, <i>Director General of Michael Cacoyannis Foundation</i></li> <li>- Edgar Garcia Casellas, <i>Director of the Business Development Area of ICEC (Catalan Institute for Cultural Companies)</i></li> </ul>
13:45-14:00	Discussion
14:00-14:15	<p><b>Conclusions of the Conference</b>  - Zoe Kazazaki, <i>Director General of Contemporary Culture, Hellenic Ministry of Culture and Sports</i></p>
	<p><b>Concluding Remarks and Closing of the Conference</b>  - Lina Mendoni, <i>Secretary General, Hellenic Ministry of Culture and Sports</i></p>