

b.creative

Zagreb

24 – 25 October 2019

Program

The Museum of Contemporary Art Zagreb
Avenija Dubrovnik 17
Zagreb, Croatia

organisers



high patronage



Predsjednica
Republike Hrvatske
Kolinda Grabar Kitarović

patronage



partners



media partners



Theme:

Funding of creative and cultural industries

Organization:

Croatian competitiveness cluster for creative and cultural industries

b.creative association

Partners:

Croatian chamber of economy

Sponsors:

The President of Croatia

The Ministry of Culture

The Ministry of Economy, Entrepreneurship and Crafts

The Ministry of Tourism

The Ministry of Science and Education

City of Zagreb

Tourist board City of Zagreb

Croatian Chamber of Economy

HBOR

HAMAG BICRO

Croatian Radio television

Večernji list

Lider

Ultra

Privredni vjesnik

B.Creative is a global network of cultural and creative professionals aimed at connecting young professionals worldwide to encourage cross-cultural collaborations and foster creative entrepreneurship. Originally funded by the EU's Creative Europe programme, the network benefits the involvement of around 2500 networks, hubs and cultural/creative professionals from throughout the world.

b.creative is a global event focusing on the transversal nature of the creative sector and its capacity to foster social and economic innovation. b.creative aims to build bridges between the diversity of stakeholders linked to creative entrepreneurship, coming from the business, the technological, the scientific, the arts, cultural and creative sectors. The event will focus on the various skills and competences required to be a creative entrepreneur in a globalised environment.

Furthermore, for the first time in Croatia, b.creative conference will open a debate on financing the creative and cultural industries. The guarantee program of the European Investment Fund will be presented, as well as the financial mechanisms and possibilities for obtaining funding. The conference will highlight the main problems of creative entrepreneurship and seek concrete solutions and actions of responsible policy makers.

b.creative is about presenting talents, ideas, products, financial mechanisms as well as enabling networking at international level.

What? A two-day interactive networking conference gathering 200 professionals.

When? 24th and 25th of October 2019

Where? Zagreb in Croatia, (Museum of Contemporary Art Zagreb)

Who should attend?

Artists, creative entrepreneurs, cultural networks, creative hubs, makers, investors, business consultants, technology companies, policy makers and researchers from all over the world. If you are a creative and cultural stakeholder who wants to connect with peers, engage in stimulating discussions leading to concrete policy actions, learn about existing supporting tools, meet investors and attend workshops with passionate professionals, then this is the event for you.

The format: interactive and fun

The conference will focus on achieving maximum interactivity and participation from the audience (workshops, speed-networking, panel discussions, breaks).

Participants can choose their activities according to their personal needs. It will be possible to arrange speed dating with international mentors, investors, potential business or creative partners.

Interdisciplinary interactions will be encouraged between CCIs, technology, innovation, business, finance.

DAY 1, 24/10/2019

09:00 – 11:30 Creative tour of Zagreb by the city tourism board

~~09:00~~ 11:00 – ~~13:30~~ 14:30 Registration

12:00 – 13:00 Press brunch

OPENING – introductory speeches

- Ivana Nikolić Popović (HKKKKI)
- Philippe Kern (KEA)
- Tomislav Radoš (HGK)

14:30 – 18:00 Speed dating organised by HAMAG BICRO

The 'speed dating' is a structured system of networking allowing participants to know in advance who is attending and who they can meet: international entrepreneurs, peers, mentors or potential partners. The pre-arranged 'dates' last 15 minutes.

9:30 – 21:00 Cocktail networking event – Belgian Ambassador's residence

(invitation only)

DAY 2, 25/10/2019

08:30 – 09:00 Registration

09:00 – 09:30 Introductory speeches

- Ivana Nikolić Popović – HKKKKI
- Luka Burilović – HGK
- Milan Bandić – Grad Zagreb
- Nicolaas Buyck – Ambassador of the Kingdom of Belgium
- Darko Horvat, The Minister of Economy of the Republic of Croatia
- Nina Obuljen Koržinek - The Minister of Culture of the Republic of Croatia

09:30 – 10:30 Plenary Session – Creative Entrepreneurship for the 21st Century

Moderated conversation with leading European cultural and creative entrepreneurs.

Moderation: Philippe Kern, Managing Director, KEA

Panelists

- **Davor Bruketa** (Bruketa&Žinić&Grey)
- **Silvija Jonjić** (ZIDD)
- **Tomo in der Muhlen** (IDM Music)
- **Sergiu Ardelean**, Founder Artivive (AT)
- **Susa Pop**, Artistic Director and Co-Founder Public Art Lab (DE)

10:30 – 11:30

Panel Discussion: Triggering investment in Creative Entrepreneurship

Panelists will discuss funding needs, opportunities and requirement.

Moderation: **Alex Traila**, Film Policy consultant (RO)

- Introductory presentation **Laoura Ntziourou**, Strategy & Business Development at the European Investment Fund (EIF) (LUX)

Panelists

- **Nenad Marčec**, Chief Executive Officer HDS ZAMP
- **Ivana Nikolić Popović** – president, HKKKKI
- **Julia Youngs** (Creative Startups)
- **Ivan Vrdoljak**, predsjednik HNS
- **Virginie Civrais**, Director, St'art Invest (BE)

11:30 – 12:30

Panel Discussion: The barriers to the development of creative Industries

Panelists will discuss the obstacles to development faced by creative entrepreneurs.

Moderation: **Mislav Šimatović**, journalist

- Introductory presentation **Ivana Nikolić Popović** – president, HKKKKI

Panelists

- **Christopher Marcich**, CEO Croatian Audiovisual Centre
- **Tomislav Radoš** – HGK
- **Krešimir Partl** – secretary of state Ministry of Culture
- **Ioana Ciolacu**, Founder and Director of Ioana Ciolacu womenswear fashion label (RO)
- **Marko Radenkovic**, General Manager of Nova Iskra (RS)
- **Luka Piskoric**, co-founder and Managing Director of Polygon Creative Centre (SI)

12:30 – 13:30

Lunch Break

13:30 – 14:00

Plenary Session—b.creative network – Membership and Benefits

Presentation of the Network by KEA Presentation of the afternoon's activities: workshops and speed-networking. Presentation by KEA.

14:00 – 17:30

Creative Networking Opportunities

Workshops from 14:00 to 17:30 with a half-hour coffee break at 15:30 until 16:00	
Session 1 (14:00 – 15:30)	Session 2 (16:00 – 17:30)
<p>Choose 1 workshop from:</p> <ol style="list-style-type: none"> 1. Stimulate cross-disciplinary innovation 2. Making the most of international networking 3. Access to Finance 4. Creative Ecosystems 	<p>Choose a second different session from:</p> <ol style="list-style-type: none"> 1. Stimulate cross-disciplinary innovation 2. Making the most of international networking 3. Access to Finance 4. Creative Ecosystems

Workshop 1: Stimulate cross-disciplinary innovation

Moderator: **Rui Quinta**, Managing partner, With Company / Toyno (PT)

Rapporteur: **Mislav Balković** (Algebra)

Workshop 2: Making the most of international networking

Moderator: **Ossi Luoto**, managing director, EARS (FI)

Rapporteur: **Kiril Gjozev**, Film industry professional and advisor, Northern Macedonia

Workshop 3: Access to Finance

Moderator: **Alex Traila**, Film Policy consultant (RO)

Rapporteur: **Gordona Gelenčer**, Informer, Business Show host Croatian TV (HR)

Workshop 4: Creative Ecosystems

Moderator: **Rubin Beqo**, Director, Tulla Culture Centre (AL),

Rapporteur: **Zuzanna Stanska**, Founder, Moiseum (PL)

17:30 – 18:00

Break

18:00 – 18:30

Workshop Wrap-up

Workshop rapporteurs report back on main learning points with a view to influence policy making. (7 min each)

- **Mislav Balković**
- **Kiril Gjozev**
- **Gordona Gelenčer**
- **Zuzanna Stanska**

18:30 – 19:00

Closing session – Creative Policy Making

A policy perspective on Creative entrepreneurship and policies.

*Short presentations from local policy makers to stimulate CCS Development
In Croatia.*

- Philippe Kern, KEA (BE)
- Ivana Nikolić Popović, HKKKKI (HR)

19:00

End of the Conference