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EIT CULTURE & CREATIVITY
CLC South West

European Culture & Creativity Days Barcelona

25th October 2023



Organized by:



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With the support of:



PROGRAM

Presents: Patricia Castillo, Interim Chief Communication and Engagement Officer EIT Culture & Creativity

9.00-9.30h: Welcome addresses

*Carmen Páez Soria, General Director of Cultural Industries, Intellectual Property and Cooperation
Ministry of Culture and Sport, Government of Spain.*

Daniel Altimiras, President, Eurecat.

9.30-9.45h European Vision of Culture and Creativity Industries

Daria Tataj, Chair of the Supervisory board of the EIT Culture & Creativity

9.45-10.15h: EIT Culture & Creativity

Bernd Fesel, Chief Executive Officer EIT Culture & Creativity

10.15-10.20h: European Commission

Manuel Szapiro, Director of the European Commission Representation in Barcelona

10.20-10.50: It's all about CrossCreativity! How Design and Creativity impact are the new narratives in all the Industries. Presenting: Fran Iglesias, CEO, Fundació ÈPICA La Fura dels Baus. Speaker: Jofre Banquells, Creative Director Ogilvy Barcelona.

10.50-11.20h Coffee break

11.20-11.55h: VR, AR and AI Technologies crossing borders. Presenting: Joan Guasch, Director of International Development and R&I Policies, Eurecat Participants: Dr. Pere Vila, Director of Technological Planning and Innovation RTVE and Jorge Garcia, Project Manager, Fundació Tecnalia Research & Innovation

12.00-12.50h: How to create and grow Culture and Creative industries in Europe. Moderator ROUNDTABLE: Mehjabeen Patrick, CFO EIT CC. Participants: Noaa Barak, 4YFN Senior Strategy & Engagement Manager; Carlos Anton, Business Development Director EGEDA and Luis Cueto, Advisor Spain Audiovisual Hub and Luis Cueto, Advisory member of the Secretary of State for Telecommunications and Digital Infrastructure of the Ministry of Economic Affairs and Digital Transformation, Government of Spain.

12.50-13.05h: The AV Industry in Europe. Michael Blackman, Managing Director, ISE

13.15-14.30h Networking Lunch

Presents: Àurea Rodríguez, Interim Director CLC South West, CCO EIT Culture & Creativity

14.30-15.30h: Innovation without limits: South west experiences. Chairman: M. Carmen Fernández, Innovation and New Business Director, Mediapro. Participants: Núria Oller, Music and Digital Projects Director, "la Caixa" Foundation and Aníbal Santaella, Creative Director, GRUP MEDIAPRO.

15.30-16.00: Creativity and AI technology. Joan Mas, Director Digital Technologies Division, EURECAT

16.00-17.00h: Creative and tech talent in Digital Arts, the Rainassancers. Chairman ROUNDTABLE: Jean-François Trubert, President, MIN4CI. Participants: André Forte, Head of Business Development UPTec, Malika Touddimte, CCSI Project manager, MIN4CI.

17.00-17.30h: Closing. Francesc Vilaró, Head of the Technical Cabinet, Ministry of Culture, Government of Catalonia.

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