

**Doing Business
in the Creative and Cultural Field
How to develop your business idea**

8th March 2019

University of Sarajevo
Center for Interdisciplinary Studies
Zmaja od Bosne 8, 71000 Sarajevo, BiH

DRAFT AGENDA

9:00 – 9:30: Registration

Working language: English

9:30 - 10:00: OPENING SESSION – Welcome Greetings

- **Prof. Dr. Rifat ŠKRIJEL**, University of Sarajevo Rector
- **H.E. Nicola Minasi**, Ambassador of Italy in Bosnia and Herzegovina
- **Phd. Marko ŠANTIĆ**, President of Chamber of Economy of the Federation of Bosnia and Herzegovina, member of Forum AIC
- **Stavros KALOGNOMOS**, Executive Secretary of the CPMR Balkan and Black Sea Commission, AI-NURECC Coordinator – AI-NURECC state of play and future initiatives (tbc)
- **Francesca FARINELLI**, General Manager Ecapital Culture

I SESSION TRAINING

10:00 – 11:00 “Doing business in the Creative and Cultural Field”

Introduced and moderated by Dr Giuseppe De Maso, Marche Polytechnic University

- **Prof. Jovo ATELJEVIĆ**, Faculty of Economics, University of Banja Luka

Tourism Industry in Bosnia-Herzegovina

- **Prof. Almir PESTEK**, University of Sarajevo

Strategic management and marketing in the creative and cultural industries

11:00 - 13:00 Training Session and World Cafe “How to develop your business idea in the creative and cultural field” – First session

Introduction by Dr Giuseppe De Maso, Marche Polytechnic University, on “Entrepreneurship concept, structuring and presenting a business idea”

Workgroup

13:00 – 14:00 light lunch

II SESSION TRAINING

14:00 – 15:00 “Supporting cultural and creative sectors”and the Adriatic Start-up School, 2019 Edition

Introduced and moderated by Prof. Donato Iacobucci, Marche Polytechnic University

- **Francesca Farinelli**, General Manager Ecapital Culture - Presentation of the Adriatic Start-up school

The project intends to encourage creation and development of innovative cultural companies aimed at enhancing the cultural heritage of the Adriatic-Ionian Macroregion (topics to be addressed: archeological sites; architecture; events; food; live performance and theatre; movies; museum; music; publishing; theme parks; visual arts).

Case Study TBD

15:00 – 17:00 Training Session and World Cafè “How to develop your business idea in the creative and cultural field”– Second session

17:00 - 17:30 Presentation of the results of the workgroups

Award ceremony

17:30- 18:00 Conclusions & Networking