

CREATIVE AND CULTURAL INDUSTRIES IN THE EUSAIR AREA

Training Workshop on ICC Start-up “Adriatic Start-up School” model

Wednesday 21 November 2018

Venue: Tirana International

DRAFT AGENDA* (updated 31/10/2018)

13:30 – 14:00: Registration

14.00-15:00: OPENING SESSION – Welcome greetings

- **Andrea XHAVARA**, President of the Durrës Chamber of Commerce, member of the board of governance of Forum Aic
- **Amb Fabio Pigliapoco**, Adriatic and Ionian Initiative
- **Amb Alberto Cutillo**, Italian Ambassador to the Republic of Albania
- **Elida Petoshati**, Adriatic and Ionian Initiative Senior Official - Albania
- **Erion VELIAJ**, Mayor of Tirana
- **Vangjush Dako**, Mayor of Durrës
- **Blendi KLOSI**, Minister of Tourism and Environment, Republic of Albania

15:00 – 15:30 SESSION I: Adriatic Start-up School model within AI-NURECC Initiative

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). The Adriatic Start-up School final purpose is to draw up business plans to be submitted to the institutional, entrepreneurial and financial world of EUSAIR.

- **Ms Francesca Farinelli**, General Manager Ecapital Culture
- **Case study – Genta Ahmeti**, CEO of “Life on boat” company

15:30 – 16:00 coffe break

16:00 – 18:30 Training workshop ICC Start-ups: “Adriatic Start-up School” model

- *Introduced and moderated by Professor Dr Donato IACOBUCCI*, Training Coordinator Ecapital Culture, Professor of Applied Economics at Università Politecnica delle Marche, representative of UniAdriion.