

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

**8<sup>th</sup> 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**

- **Financing opportunities (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**