



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

8th March 2019

University of Sarajevo

DRAFT AGENDA

9:00 – 9:30: Registration

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

- **Prof. Dr. Rifat ŠKRIJE**, University of Sarajevo Rector
- **Stavros KALOGNOMOS**, Executive Secretary of the CPMR Balkan and Black Sea Commission, AI-NURECC Coordinator - AI-NURECC state of play and future initiatives

Working language: English

I SESSION TRAINING

9:30 – 11:30 “Doing business in the Creative and Cultural Field”

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

- Entrepreneurship Concept , Structuring and presenting a business idea
- Territory, Identity and Opportunity

11:30 - 12:00 The Adriatic Start–up School, 2019 Edition

- **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**

12:00 – 13:00 Supporting cultural and creative sectors - financing opportunities (TBD)

13:00 – 14:30 light lunch

II SESSION WORKSHOP

14:30 - 17:00 World Cafe “How to develop your business idea in the creative and cultural field”

17:00 - 18:00 Conclusions & Networking