



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

AGENDA

9:00 – 9:30: Registration

Working language: English

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

- **Prof.dr. Aleksandra NIKOLIĆ**, University of Sarajevo Vicerector
- **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
- **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 Cafè “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: Genta Ahmeti, CEO of “Life on a boat” company - video

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