

Creative Industries like advertising, architecture, arts, fashion, design, IT and media are seen as the hidden jewels of an innovative community.

You will have a unique chance to spend 2 days (23.-24. October 2019) with Slovak and Albanian experts from the field of creative industry and experts on start-ups. These two days will be packed with exclusive presentations, discussions and consultations, which are designed to help the Creative Industries sector in Albania.

If you want to join this conference please fill the following form <http://bit.ly/33cf8PF>

AGENDA:

Wednesday, October 23 (9:30 – 17:00)

09:00 – 09:30 - Registration and welcome coffee

09:30 – 10.00 - Opening REMARKS

Kushtrim Shala, Managing Director at ICTS Media

Daniel Straka, Director at SOVVA

Erion Veliaj Mayor of Tirana Municipality

Florensa Haxhi, Prime Minister Office, Albania

Lucia Kišš, Director, Slovak Agency for International Development Cooperation

10:00 – 10:30 - How to create a successful company in creative industries: The case study on flying cars Aeromobil and Aircar

Stefan Klein, inventor and founder of Aeromobil and AirCar

10:30 – 10:50 - Accessing the market. Creating innovative marketplace for crafts: The case study of Sashe.

Saša Miklášová, SAShE.sk

10:50 – 11:20 - Coffee Break

11:20 – 11:35 - Forming unifying representative organization. The case study of SLOVAK FASHION COUNCIL.

Dana Kleinert

11:35 - 11:50 Being a player or spectator. Creating a new Balkan film market, the difficulties, the obstacles, the challenges.

Ilir Butka Co-Founder of Balkan Film Market, Film Producer

11:50 - 12:05 - How to communicate and market your unique value proposition?

Rafaela Rica Founder & Ceo at Iceberg Communication

12:05 – 12:25 - How to create a creative incubator? The case of Cvernovka. Simon Kliman, Nová Cvernovka

12:25 - 12:35 - Policy-making as a tool to foster the development of startups and innovation.

Florensa Haxhi, Director General of the Development Programs and Cooperation Unit, office of Albania's Prime Minister.

12:35 – 13.30 - Networking Lunch

13:30 - 13:45 - Public Speaking through ventriloquism Arjeta Dhima

13:45 - 14:00 - City as a living lab for creative innovators

Case study: Bratislava, Kosice (the EU capital of culture)

Zora Jaurová, creative industry expert and Vice Chairman of the party Progressive Slovakia

14:00 – 14:30 - City as a lab - Transforming Tirana and Bratislava into living laboratories?

Chat: Simon Battisti and Zora Jaurová

14:30 – 14:45 - Bring architecture and entrepreneurship together to tackle social and ecological challenges

Pezana Rexha

14:45 - 15:00 - Helping entrepreneurs succeed: Connecting techies and creatives: Startup

Awards, Uplift.

Zora Jaurová, Kristína Korčeková, Michal Laco

15:00 – 15:30 - Coffee Break

15:30 – 15:45 - Can you educate students to be entrepreneurial?

Ledian Bregasi

15:45 – 16:30 - Panel: Educating creative entrepreneurs

Stefan Klein

Ledian Bregasi

Dana Kleinert

Kushtrim Shala

Dritan Tan Mezini

Mustali Arjodita

Moderated by Daniel Straka

16:30 - 16:40 - End of the Conference

Thursday, October 24 (9.00 – 12:00)

09:30 – 12:00 Workshop setting up a creative incubator. Hosted by Universiteti Polis.

9:00 – 11:00 1:1 meetings with experts. It will be possible to sign up for the meeting at the conference. Hosted by ICTSlab.

The event is part of the project SAMRS/2018/ZB/1/2, which is financially supported by SlovakAid.