

**INTERNATIONAL FORUM «CREATIVE UKRAINE»**  
**PROGRAMME**

\* **module's formats:** **+**) lecture/presentation    **o**) interactive    **X**) presentation/interactive

**19.10.2017**

09:00 - 09:45	Registration / tea / coffee / communication
09:45 - 11:30	<p><b>+) Module 1: Opening session «Creative economy: creativity, knowledge and access to information as engines for growth»</b></p> <ul style="list-style-type: none"><li>• <b>V. Groysman</b>, Prime-Minister of Ukraine</li><li>• <b>Y. Nyschuk</b>, Minister of Culture of Ukraine</li><li>• <b>H. Zubko</b>, Deputy Prime-Minister, Minister of Regional Development, Construction and Housing</li><li>• <b>H. Mingarelli</b>, Ambassador, EU Delegation to Ukraine</li><li>• <b>M. Magnier</b>, Director for Culture and Creativity of the EC</li></ul> <p>Introductory lectures:</p> <p><b>“Creative industry strategies when everybody produces creative contents”</b> by <b>P.L. Sacco</b>, Special Adviser to the EU Commissioner for Education and Culture, EC; Prof. of Economics, IULM University of Milan, Italy</p> <p><b>“Understanding New Cultural Policies”</b> by <b>P. Kern</b>, CEO, KEA European Affairs, Brussels, Belgium</p> <p>Moderator: <b>S. Fomenko</b>, First Deputy Minister of Culture of Ukraine</p>
11:30 - 12:00	Tea / coffee / communication / networking
12:00 - 13:30	<p><b>+) Module 2: panel discussion «CCIs in Europe and EaP: addressing the main challenges»</b></p> <ul style="list-style-type: none"><li>• <b>A. Chistol</b>, State Secretary of the Ministry of Education, Culture and Research of the Republic of Moldova</li><li>• <b>L. Kharatishvili</b>, Deputy Minister of Culture and Monument Protection of Georgia</li><li>• <b>V. Chernik</b>, Head of the Main Department of Culture and Analytical Work of the Ministry of Culture of the Republic of Belarus</li><li>• <b>E. Zakova</b>, Head of the Arts and Theatre Institute (Ministry of Culture of the Czech Republic), Expert of Culture and Creative Industries</li><li>• <b>C. Farinha</b>, Expert of the EU - EaP Culture and Creativity Programme, Institute of Sociology University of Porto, Portugal</li><li>• Q&amp;A</li></ul>

	Moderator: <b>I. Prokofieva</b> , Programme Coordinator of the EU - EaP Culture and Creativity Programme
13:30 - 14:30	<i>Lunch / communication / networking</i>
14:30 – 16:00	<p><b>+) Module 3: panel discussion «Unleashing CCI Potential for Ukraine: the latest trends and perspectives»</b></p> <ul style="list-style-type: none"> <li>• <b>S. Fomenko</b>, First Deputy Minister of Culture of Ukraine</li> <li>• <b>N. Mykolska</b>, Deputy Minister of Economic Development and Trade of Ukraine</li> <li>• <b>G. Chyzykyov</b>, President of Ukrainian Chamber of Commerce and Industry</li> <li>• <b>Y. Nazarov</b>, Head of information and communication technology and information security executive body of the device KMR, coordinator of the initiative Kyiv Smart City</li> <li>• <b>U. Khromyak</b>, Deputy Director UkraineInvest (Investment Promotion Office)</li> <li>• <b>I. Petrakov</b>, Senior Sectoral Policy Fellow, Association4U Project</li> <li>• Q&amp;A</li> </ul> <p>Moderator: <b>A. Obratsova</b>, Head of Unit for Creative Industries Development Ministry of Culture of Ukraine</p>
16:00 - 16:30	<i>Tea / coffee / communication / networking</i>
16:30 – 17:45	<p><b>x) Module 4: special session «Mainstreaming of Ukrainian and EaP cultural and creative sector institutions and professionals in the EU networks»</b></p> <ul style="list-style-type: none"> <li>• <b>E. Deltuvaite</b>, Head of Creative Europe Desk in Lithuania</li> <li>• <b>Ph. Kern</b>, CEO, KEA European Affairs, Brussels, Belgium</li> <li>• <b>M. Hladky</b>, Director Creative Industry Košice, Co-Chair of ECBN, Slovakia</li> <li>• <b>A. Schramme</b>, ENCATC President, Academic Director of the Competence Centre Creative Industries at the Antwerp Management School, Belgium</li> <li>• <b>T. Biletska</b>, ENCATC member from Ukraine, Association4U Senior Sectoral Policy Fellow, Ukraine</li> <li>• <b>M. Both</b>, judge of the Hungarian national selection in the Eurovision Song Contest, ex-director Cafés &amp; Citizenry, Hungary</li> <li>• <b>O. Tsyba</b>, National Operetta of Ukraine/Opera Europa</li> <li>• <b>A. Palatny</b>, "Dakh" Theatre/European Theatre Convention</li> <li>• <b>O. Pravylo</b>, Congress of Cultural Activists/Culture Action Europe</li> </ul> <p>Moderator: <b>Y. Fediv</b>, Head of Creative Europe Desk in Ukraine</p>
18:00 - 18:30	<b>Artistic Programme by Kyiv Academic Drama Theatre on Podil</b>

**20.10.2017**

09:00 - 09:30	<i>Registration / tea / coffee / communication</i>	
09:30 - 11:00	<p><b>+) Module 5: presentations «Easing access to specific funding &amp; institutional support to cultural and creative sectors»</b></p> <ul style="list-style-type: none"> <li>• <b>Y. Rybachuk</b>, Deputy Minister of Culture of Ukraine</li> <li>• <b>M. Magnier</b>, Director for Culture and Creativity of the EC</li> <li>• <b>J. Ezanno</b>, National Centre for Cinema and the Moving Image, France</li> <li>• <b>S. Williams</b>, Director of the British Council in Ukraine</li> <li>• <b>M. Smith</b>, Special Adviser, the Ingenious Group (UK) and Visiting Fellow in Creative Industries, Goldsmiths in the University of London, UK</li> <li>• <b>T. Attard</b>, Director of Strategy, Arts Council Malta, visiting lecturer in arts management at the University of Malta</li> </ul> <p>Moderator: <b>I. Petrakov</b>, Senior Sectoral Policy Fellow, Association4U Project</p>	
11:00 - 11:30	<i>Tea / coffee / communication / networking</i>	
11:30 - 13:30	<p><b>x) Module 6: Business consultations «Creative SMEs»</b></p> <ul style="list-style-type: none"> <li>• <b>A. Schramme, M. Hladky, A. Wills</b> – Director of Cultural Transitions, <b>A. C. Ruiz Soria</b> - International consultant &amp; researcher expert Creative Economy, Economia Creativa Consultancy, Spain, <b>T. Stakhovska</b>, Director of <b>Creapro, Ukraine</b>, <b>U. Boyko</b>, Chief editor of L'Officiel Ukraine, <b>N. Gnatyuk</b>, Head of Stara Volyn' NGO, <b>Ukraine</b>, <b>J. Balcius</b>, Director Creative Industries Incubator "Menu Pirtis", Lithuania</li> </ul> <p>Moderator: <b>O. Babiy</b>, Co-Founder of Sustainable Business Club, Business Consultant, Project Manager, Fundraising Expert</p>	
13:30 - 14:30	<i>Lunch / communication / networking</i>	
14:30 - 16:00 <i>In parallel</i>	<p><b>+) Module 7-1: «Public policies for CCI support in Ukraine». Policy workshop on formulating recommendations and creating future working groups (Introduction)</b></p> <p>Participants: <u>by registration</u></p> <ul style="list-style-type: none"> <li>• <b>Ph. Kern, P. L. Sacco, T. Attard, V. Vorobey</b> – Director PPV Knowledge Networks, UA, <b>A. Wills, V. Zhaldak</b> – Director of the department of intellectual property of the Ministry of Economic Development of Ukraine, <b>Y. Boyko</b>, Coordinator of Kyiv Smart City Initiative, <b>A. Khudo</b>, Co-founder and Head of the Board, "IFEST" Holding of Emotions, UA</li> <li>• Q&amp;A</li> </ul>	<p><b>o) Module 7-2: Knowledge &amp; skills development workshop «Audience &amp; market development for cultural institutions and creative businesses. Reaching more youth» by Antonio Carlos Ruiz Soria</b></p> <p>Participants: <u>by registration</u></p> <p>Facilitators: <b>O. Pravylo, Y.Fediv</b></p>

	Moderators: <b>A. Obraztsova</b> and <b>T. Biletska</b>	
16:00 - 16:30	Tea / coffee / communication / networking	
<b>16:30 - 18:30</b> <i>In parallel</i>	<p><b>o) Module 7-1: «Public policies for CCI support in Ukraine». Policy workshop on formulating recommendations and creating future working groups (<i>Working session and conclusions</i>)</b></p> <p>Trainer: <b>P. L. Sacco</b></p> <p>Rapporteur / summary of conclusions: <b>T. Biletska</b></p> <p>Facilitators: <b>I. Petrakov, E. Deltuvaite, V. Vorobey</b></p>	<p><b>o) Module 7-2: Knowledge &amp; skills development workshop «Audience &amp; market development for cultural institutions and creative businesses. Reaching more youth» by Antonio Carlos Ruiz Soria</b></p> <p><b>(Continuation)</b></p>
<b>18:45 - 19:15</b>	<b>+ ) Module 8: Concluding session (Moderator: A. Obraztsova)</b>	