

# International Policy Forum on the Creative Industries

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## Agenda

**Thursday 24 November 2022**

**Zorlu PSM, Sky Lounge**

- 09.00 – 09.30      **Arrival and Registration**
- 09.30 – 09.50      **Welcome and Overview**  
*\*Simultaneous translation in English and Turkish, and Turkish sign language translation will be available.*
- **Forum Moderator:** Elif Bereketli, Journalist
  - Gill Caldicott, Director Turkey, British Council
  - Claire De Braekeleer, Director Arts, Wider Europe, British Council
- 09.50 – 10.00      **Introducing ‘A Global Agenda for the Cultural and Creative Industries’**  
The session will introduce the Global Agenda that sets out 11 key actions for international creative industries and governments worldwide to support the growth of creative industries and help them to tackle some of the biggest challenges of the 21st century.
- Speakers:**
- John Newbigin OBE, Chair, PEC International Council
  - Rehana Mughal, Director Creative Economy, British Council
- 10.00 – 11.00      **Session 1. Recognising Creative Skills, Entrepreneurship, and Informal Livelihoods**  
The PEC Council calls on integrating the arts and culture in every aspect of education and training alongside skills in science and technology; supporting the value of innovative business models and the distinctive challenges they face and recognising the role of the informal economy. In this context, this session will cover initiatives taken to address issues and developments focusing on creativity, enterprise and the informal economy.

**Speakers:**

- Eliza Easton, Head of Policy Unit, Policy and Evidence Centre (UK)
- Leandro Valiati, Lecturer, Researcher and Programme Director in Cultural and Creative Industries, Institute of Cultural Practices, the University of Manchester (Brazil, France and the UK)
- Avril Joffe, Head of Cultural Policy and Management Department, Wits School of Arts, University of the Witwatersrand (South Africa)
- Omar Nagati, Architect, Urban Planner and Co-founder, CLUSTER (Egypt)
- Jairaj Mashru, Innovation Executive at Salesforce.com (India)
- Daniar Amanaliev, Co-founder and CEO, ololo coworking spaces, Chair of Kyrgyzstan's Creative Industries Association (Kyrgyzstan)

11.00 – 11.30

**Session 1 Moderated Q&A**

11.30 – 11.45

**Coffee Break**

11.45 – 12.45

**Session 2. Calling on opportunities for R&D, Alternative Finance and Local and International Cooperation**

This session addresses the opportunities and challenges for the cultural and creative industries in R&D, alternative finance, creative cities and global standards for international cooperation towards the CCIs' development worldwide. The Council will share their experiences, recommendations, and highlights.

**Speakers:**

- Marcel Kraus, Technology and Knowledge Transfer Center - Charles University, Head of Hybernska Campus (Czech Republic)
- Laura Callanan, Founding Partner of Upstart Co-Lab (US)
- Edna dos Santos Duisenberg, Economist, Policy Advisor and Researcher on Creative Economy and Development (Switzerland and Brazil)
- Dr Dwinita Larasati, Head of Strategic Partnerships, Indonesia Creative Cities Network (Indonesia)

12.45 – 13.15

**Session 2 Moderated Q&A**

13.15 – 14.15

**Networking Lunch**

14.15 – 14.30

**Performance by Beril Sarialtun and Ezgi Karadayı,  
Beats By Girlz Turkey**

14.30 – 15.00

**Session 3. Sharing of Experiences and Case Studies of Regional Initiatives**

This session will provide insight into experiences and examples of work from Turkey, Georgia and Serbia.

**Speakers:**

- Dr Erman M. Demir, Lecturer and Researcher at Baskent University, Creative Industries Research Centre (Turkey)
- Elene Toidze, Head of Creative Industries Division, Creative Georgia (Georgia)
- Relja Bobic, Program Director at Serbian Games Association and Co-founder at Nova Iskra (Serbia)

15.00 – 15.30

**Session 3 Moderated Q&A**

15.30 – 15.45

**Coffee Break**

15.45 – 16.15

**Session 4. Sharing of Experiences and Case Studies of Regional Initiatives**

This session will provide insight into experiences and examples of work from Azerbaijan, Uzbekistan, Kazakhstan and Ukraine.

**Speakers**

- Ramil Abbakirov, Head of Department of Creative Industries and Digital Development, Ministry of Culture of the Republic of Azerbaijan (Azerbaijan)
- Madina Badalova, Head of Education and Inclusive Division at the Art and Culture Development Foundation under the Cabinet Ministers of the Republic of Uzbekistan (Uzbekistan)
- Kairat Sadvakassov, Deputy Chairman, Kazakh Tourism (Kazakhstan)
- Luiza Moroz, Ministry of Culture and Information Policy of Ukraine (Ukraine)

16.15 – 16.45

**Session 4 Moderated Q&A**

16.45 – 17.15

**Keynote**

- John Newbiggin OBE, Chair, PEC International Council

17.15 – 17.30

**Closing Remarks**

17.30 – 19.00

**Networking Cocktail**