



UNIDO Workshop: Resilience through creativity, 25 February 2016- Programme

Context:

The workshop is organized in the framework of the EU and Italy funded project Development of Clusters in Creative and Cultural Industries in the Southern Mediterranean.

Objectives:

- 1. Provide recommendations for the successful operationalization of the 9th UfM Ministerial Meeting declaration on Euro-Mediterranean industrial cooperation to promote entrepreneurial collaboration and pilot initiatives in the cultural and creative industries.*
- 2. Identify needs for additional resources and support for Clusters and Creative Industries in preparation of the 10th Ministerial Meeting on Euro-Mediterranean industrial cooperation in 2017.*
- 3. Holding of the Regional Steering Committee.*

Venue

The Square - Brussels Meeting Centre

Adresse: rue Mont des Arts, 1000 Brussel, Belgique



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Programme: Developing successful Clusters initiatives

Introduction	08:30-09:00	Opening Speech by the European Commission Opening Speech by the Union for the Mediterranean Overview of the project by UNIDO
Session 1	09:00-09:45	Engaging the private sector: - Testimonials from entrepreneurs: Mr. Wassim Cherrada, Souk Ceramic - Structuring the Private sector: Mrs. Nacera Haddad Le Forum des Chefs d'entreprise (FCE), Vice President - Mr. Mohamed Nader Egyptian Junior Business Association Vice-Chairman - Mr. Mohammed Bennani , UNIDO National Coordinator, Morocco
Session 2	09:45-10:15	Relying on a Cluster policy - Ms. Somaya Iraqui: Director, Advanced Technologies, Innovation and R&D, Ministry of Industry, Morocco - Ms. Asma Medhioub, Director-General, Office National de l'Artisanat, Tunisia - Ms. Manal Ibrahim Farhan Ministry of National Economy DG of Industry and Natural Resources, Palestine - Mr. Basheer Salayta JEDCO Director of Policy Support Jordan
Coffee Break	10:15-10:45	
Session 3	10:45-11:30	Innovation and Creativity - Creative Mediterranean, Resilience through Creativity: Mr. Giulio Vinaccia, International Product Designer - Integrating the design culture in craftsmanship: M. Talel Sahmim, UNIDO National Coordinator, Tunisia - Partnerships with Universities : Mr. Habib Chabbouh, Nabeul Cluster and Beaux arts University, Tunisia - Ms. Nahla Kamal, UNIDO National Coordinator, Egypt/ Mr. Ahmed El Farrah, UNIDO National Coordinator, Palestine
Session 4	11:30- 12:15	Access to Markets and Finance - International Purchasing requirements: Mr. Joseph Krief, <i>Habitat</i> North Africa Sales Manager - Mrs. Caterina Occhio, <i>SeeMe</i> Founder and Director - Mr. Khater Abi Habib <i>KAFALAT</i> Lebanon - Mr. Adli Kandah Association of Banks Director General/A2F Advisor Jordan - Ms. Meriem Terki, UNIDO National Coordinator, Algeria
Lunch Break	12:15-13:00	
RSC	13:00-14:00	Regional Steering Committee (members only)



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