



BULGARIA GOES CREATIVE

THE FIRST INTERNATIONAL CREATECH SUMMIT SOUTH-EAST EUROPE 2023

Wednesday, 01.03.23, [TOPLOCENTRALA](#)
5 "Emil Bersinski" str., Sofia, Bulgaria

Draft Agenda	
09:30 – 10:00	Welcome Coffee and Registration
10:00 – 13:15	HIGH LEVEL SESSIONS Hall 1 Big Hall
10:00 – 10:30	Opening addresses by: Mariya Gabriel – Commissioner for Innovation, Research, Culture, Education and Youth Genoveva Christova-Murray – President of Createch Bulgaria Boyko Takov – Executive director BSMEPA Miroslav Borshosh - Deputy Mayor of Sofia for Culture, Education, Sport and Youth Activities
10:30 – 11:30	Panel „EU Policy in Creative Industries 2022 - 2027” Oscar Seguro-Apostolo - GD Education, Youth, Sport and Culture, EC Veronika Manova – Policy Advisor at City Council Sofia, Digital Transition Partnership Coordinator Dr. Diana Andreeva - Popyordanova – Director Observatory of Cultural Economics Alice Jacobasch - Vienna Business Agency, Creativity&Business, Austria Ivan Lopez Garrido – Board Member ECHN, General Manager of REPUBLIKKEN Geerart Bourlon - VP Motion Picture Association, Alliance for Creativity and Entertainment Moderator: Daniel Kaddik, EU Policy and Strategy Expert
11:30 – 12:15	Panel “Financial support and available programmes” Gencho Kerezov - Deputy Mayor of Sofia for Digitalization, Innovation and Economic Growth

Project № BG16RFOP002-2.052-0001 "Supporting the internationalization of Bulgarian enterprises through organisation of trade missions, business forums, conferences, brokerage events and bilateral meetings"

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	<p>Kalin Marinov - Deputy Director DG "European funds for competitiveness" Karina Angelieva - Deputy Minister of Innovation and Growth (2021-2022) and Deputy Minister of Education and Science (2018 – 2021), Executive Board Member ESFRI, Fulbright Commission Bulgaria Board Member Dr. Petya Koleva - International CCI and innovation expert, founder of Intercultura Consult</p> <p>Moderator: Teodora Jilkova, European Clusters Alliance, ECCP</p>			
12:15 – 13:15	<p>Panel “Regional policy in Creative Industries”</p> <p>Genoveva Christova – Createch Bulgaria Cluster, Bulgaria Ciprian Morcan - Cluj Innovation Park, Romania Elena Bojadjieva – Union of Macedonian Professional Associations in the Creative Industries, North Macedonia Ivan Manojlović - Nova Iskra Cluster, Serbia Alejandro Papadopoulos - Board of Directors ECHN, Founder & CEO We are PAU</p> <p>Moderator: Sophia Shtereva – Director Createch Bulgaria Cluster</p>			
13:15 – 14:15	Lunch break			
14:15 – 17:15	<p>BREAKOUT SESSIONS</p> <p>“HOW TO MAKE BUSINESS IN CREATIVE INDUSTRIES”</p>			
14:15 – 15:30	<p>Session 1. Game Development Industry</p> <p>Participants: Mariela Tzvetanova, CBDO Imperia Online; Martin Rusev, Studio Marketing Director, Gameloft; Venelin Tonchev, co-producer StarForge;</p>	<p>Session 2. Films & TV Series</p> <p>Participants: Marek Solon-Lipiński - Director of international relations at TVP; Kateryna Udut - CEO, Kiev Media Week; Izzet Pinto - founder and</p>	<p>Session 3. Photography</p> <p>Participants: Dimitri Stefanov – photographer, founder of BECA Antonio González Caro – documentary photographer;</p>	<p>Session 4. Design and Architecture</p> <p>Participants: Elena Mustakova – Head Designer Ligna Group; Konstantin Achkov – Designer, Sculptor; Prof. Jelena Matic, University of Belgrade;</p>

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	<p>Milin Djalaliev, co-founder Arc Academy;</p> <p>Dimitar Tsaprev – CEO Dreamteck;</p> <p>Mila Staneva - Director of Communications CHIBIPHOENIX</p>	<p>president, Global Agency;</p> <p>Ekin Koyuncu - OGM Universe;</p> <p>Emanuele Galloni - CEO, VideoPluggger;</p> <p>Hristo Dermendzhiev - Film Producer and Distributor;</p> <p>Geerart Bourlon - VP Motion Picture Association</p> <p>Stanislav Kimchev - SVP CEETV.net;</p> <p>Hristo Hadzhitanev - Director of Programming at bTV Media Group;</p> <p>Georgi Chakarov is the President and CEO of TVBIZZ Group</p>	<p>David Linuesa - Photographer, filmmaker;</p> <p>Elena Bojadjieva – Photographer, President of UMPACI;</p> <p>George Todoroff - Portrait and Commercial Photographer;</p> <p>Ivaylo Donchev - Action Photographer, Red Bull;</p> <p>Alexander Kartchinski - President, BECA Foundation;</p> <p>Janeta Paneva - Digital Arts and AI;</p> <p>Velina Stefanov - Managing Director BECA</p>	<p>Prof. Vassil Jivkov, University of Forestry;</p> <p>Adriana Andreeva & Boiana Gjaurova - Studio Komplekt;</p> <p>Petar Zaharinov - Architect / Designer;</p> <p>Ilian Milinov – Product Designer;</p> <p>Anelia Kassabova – CEO Ligna Group;</p> <p>Maja Lalic - Architect, President of Mikser</p> <p>Gena Sabeva – AIDB;</p> <p>Gencho Goev - Founder & CEO dibla, DeSense, Goev</p>
15:30 – 16:00	Coffee break			
16:00 – 17:15	BREAKOUT SESSIONS CONTINUE			
	Session 1. Game Development Industry	Session 2. Films & TV Series	Session 3. Photography	Session 4. Design and Architecture
17:15 – 18:00	CLOSING SESSION – REPORTS FROM THE SECTORAL SESSIONS AND MAIN CONCLUSIONS Hall 1 Big Hall			

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