
AGENDA

AI-NURECC PLUS Side-Event

“CREATIVE AND CULTURAL INDUSTRIES IN THE ADRIATIC-IONIAN REGION”

Focus: Cinema and Films

6 April, 2022 - MOSTAR (Bosnia and Herzegovina) [*Hybrid Event*]

14:30-16:30 (CET)

Working languages: English, Croatian

Cultural and creative industries (CCIs), composed of all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions, are a part of European identity. AI-NURECC Plus is a preparatory action financed by DG REGIO that will capitalise on the results of the AI-NURECC Initiative, ended in December 2019. The *Cultural and Creative Industries Action* aims at fostering the potential of CCIs for the economic and innovation development of the Adriatic-Ionian Region. Within this action, this Side-Event will present the results of the two Conferences held on the [1st December 2021](#) and on the [28th February 2022](#) which have started mapping the variety of Creative and Cultural Industries existing in the Adriatic and Ionian region and observed the latest developments and trends at EU level that contribute to the implementation of the Cultural and Creative Regional Ecosystems (CCRE-S3). With interventions from experts and representatives of the sector, this Side-Event will dig more in detail into the Audiovisual sector, with a special focus on Cinema and Films, analysing the evolution of the former Yugoslavia to date, with the aim of understanding how to make the sector more attractive at European and international level, therefore, support growth and job creation.

14:30-14:50 INSTITUTIONAL GREETINGS

- **Mr. Jozе Tomaš**, President of the Forum of the Adriatic and Ionian Chambers of Commerce (Forum AIC) - AI-NURECC PLUS Partner;
- **Mr. Marko Šantić**, President Federation of Bosnia and Herzegovina Chamber of Economy (Bosnia and Herzegovina);
- **Mr. Marco di Ruzza**, Ambassador of Italy in Sarajevo (Bosnia and Herzegovina);
- **Mr. Stavros Kalognomos**, Executive Secretary of the Balkan and Black Sea Commission (BBSC), Conference of Peripheral Maritime Regions (CPMR) - AI-NURECC PLUS Coordinator

14:50-15:10 OPENING SESSION

- **Mr. Paolo Seri**, Centre for Innovation and Entrepreneurship, Marche Polytechnic University (Italy)
- **Ms. Ana Devic**, Department of Political and Social Sciences University of Bologna (Italy)

15:10-16:20 ROUND TABLE “THE EVOLUTION OF THE FILMMAKING PROCESS IN THE ADRIATIC AND IONIAN REGION”

Moderator: **Ms. Nataša Kučera**, Sarajevo UNESCO City of Film Project Manager; Sarajevo Film Festival (Bosnia and Herzegovina);

- **Ms. Nataša Bučar**, Director of the Slovenian Film Centre (Slovenia);
- **Ms. Mia Pečina Drašković**, Head of office of Zagreb Film Office (Croatia);
- **Ms. Tatjana Žeželj Gojković**, Chief producer of Archangel Digital Studios (Serbia);
- **Ms. Ieva Ubele**, Head of Beldocs Industry (Serbia)
- **Mr. Jo Mühlberger**, Deputy Managing Director Producers on the Move European Film Promotion e.V. (Germany)

16:20-16:30 CONCLUDING REMARKS

- **Mr. Paolo Seri**, Centre for Innovation and Entrepreneurship, Marche Polytechnic University (Italy)