

International Policy Workshop

CREATIVE INDUSTRIES AND THEIR IMPACT ON ECONOMIC GROWTH

Thursday 19th March 2015 h. 10.00
Global Entrepreneurship Congress 2015
Milano Congressi, Piazzale Carlo Magno, 1 - Milan (ITALY)

09.15 - 09.45: PARTICIPANTS REGISTRATION

Opening by moderator

10.00 - 10.30: PRESENTATION OF THE 10 STRATEGIC RECOMMENDATIONS BY THE ECIA PLATFORM

Rasmus Wiinstedt Tscherning

Chairman of the ECIA Policy Learning Platform and
Managing Director of the Center for Cultural and Experience Economy (CKO) - Denmark

Mattia Corbetta

Member of the Italian Minister of Economic Development's Technical Secretariat

10.30 - 11.00: CREATIVITY AND INNOVATION POLICIES IN LOMBARDY REGION

Dario Parravicini

Director of Economic Development Sector - Metropolitan City of Milan • Partner ECIA

Daniela Protti

Manager Officer for Cultural Promotion and European Projects for Culture
DG Culture, Identities and Autonomies - Lombardy Region

Renato Galliano

Director of Economic Development, Innovation, University and Smart City - Municipality of Milan

11.00 - 13.00: ROUNDTABLE: THE IMPACT OF CCIs IN THE WIDER ECONOMY

Jordi Sellas

Director General for Creation and Cultural Companies Government of Catalonia - Barcelona
Partner ECIA

Boris Meggiorin

Head of International development at SAMOA, redevelopment agency of the Island of Nantes - Nantes
Partner ECIA

Johanna van Antwerpen

Innovation advisor at the Amsterdam Economic Board - Amsterdam • Coordinator ECIA

Leo van Loon

Director European Creative Business Network (ECBN) - Rotterdam

Gian Paolo Manzella

Councillor for Lazio Region

Sergio Valentini

Director - Local Development and Promotion, Union of Lombardy Economic Chambers

Fabrizio Pierandrei

Member of the Steering Committee of the Lombardy Delegation of Industrial Design Association (ADI)