

## CONFERENCE AGENDA

### 10<sup>th</sup> INTERNATIONAL CULTURAL AND CREATIVE ECONOMY AND DEVELOPMENT

ATHENS 2019

10<sup>th</sup> ICCEDA 2019

1<sup>st</sup> Day: Friday 4 October 2019

ACROPOLIS MUSEUM – AMPHITHEATRE

Free Entrance only by online registration

PLEASE, HAVE YOUR ID AVAILABLE

Honored Countries for the Year 2019: Canada, Malta, Scotland, Czech Republic

13:00-14:00	Registration
14:00-14:30	Welcome Greetings: <b>Panayiotis Neufelt</b> , Founder and Chairman of the International Independent (NGO Consortium, Cultural, Research, Policy and Economy) and Arts Council Greece. <b>Minister of Culture or Representative</b> , Ministry of Culture (to be confirmed) <b>Dimitris Fragkakis</b> , General Secretary, Hellenic Tourism Organisation <b>Simon Brault</b> , Director and CEO, Canada Council for the Arts, Chair International Federation of Arts Councils and Culture Agencies (IFACCA) (to be confirmed) <b>Ambassador of Ukraine, H.E. Mr Sergii Shutenko</b> (by Mrs Olena Masneva) <b>Anna Maleta</b> – 3 <sup>rd</sup> Secretary, Embassy of the Republic of Poland <b>Embassy Cultural Attaché</b> of the Kenya Embassy (Rome) <b>Moses Elisaf</b> , Mayor of Ioannina (Representative) <b>Fokion A. Zaimis</b> , Regional Vice-Governor of Western Greece <b>Anna Rokofillou</b> , President, City of Athens Cultural Sport and Youth Organisation (OPANDA) <b>Konstantinos Zoulas</b> , President, Greek Radio Television (ERT) S.A. (TBC)
	<b>1<sup>st</sup> Module: Coordination, Ginger F. Zaimis</b>
14:30-14:40	1 <sup>st</sup> Presentation: <b>Ambassador, H.E. Mrs Orla O'Hanrahan</b> , Embassy of Ireland, " <i>The Value and Impact of Cultural Diplomacy</i> "
14:40-14:50	2 <sup>nd</sup> Presentation: <b>Ambassador of Slovakia, H.E. Ms Iveta Hricova</b> , Embassy of Slovakia, " <i>Digitalization of the Slovakia's Cultural Heritage for Prosperity</i> "
14:50-15:00	3 <sup>rd</sup> Presentation: <b>Lucie Kuligová</b> , Director, Czech Cultural Center of Athens, Czech Embassy " <i>Cultural Organization as an Active Tool in The Field of Public Diplomacy</i> "
15:00-15:10	4 <sup>th</sup> Presentation: <b>Kristina Winther-Jacobsen</b> , Danish Institute in Athens (TBC)
15:10-15:50	<b>Interventions-Discussion-Conclusions</b>
	<b>2<sup>nd</sup> Module: Coordination, Foteini Papatheodorou</b>
15:50-16:00	1 <sup>st</sup> Presentation: <b>Petros Kapsaskis</b> , President and Founder, Hellenic Institute of Cultural Diplomacy, " <i>Influence, Persuasion and Seduction: The Power of Cultural Diplomacy</i> "
16:00-16:10	2 <sup>nd</sup> Presentation: <b>Ginger Zaimis</b> , Literary & Arts Chair (Greece), International Friends of the Library of Alexandria, " <i>Literary Diplomacy as Cultural Capital</i> "
16:10-16:20	3 <sup>rd</sup> Presentation: <b>Mina Dragouni</b> , President, Consulting Society of Cultural Heritage Management, " <i>Challenges in the field of Cultural Management and Promoting Good Practices for the Sustainability of Cultural Heritage</i> "
16:20-16:30	4 <sup>th</sup> Presentation: <b>Elena Soulioti</b> , Prehistoric Archeology, Vice President of the Association of Licensed Tourist Guides of Athens, " <i>Tourist Guide: The Invisible Ambassador of Greece</i> "
16:30-16:45	<b>Interventions-Discussion-Conclusions</b>

16:45-17:00	<b>Break</b>
	<b>3<sup>rd</sup> Module</b> , Coordination: <b>Ginger F. Zaimis</b>
17:00-17:10	1 <sup>st</sup> Presentation: <b>Dimitris Yolassis</b> , Cultural Management Consultant, Business Planning Manager, Michael Cacoyannis Foundation, <i>“Cultural Imperialism vs Cultural Diplomacy”</i>
17:10-17:20	2 <sup>nd</sup> Presentation: <b>Michalis Diakantonis</b> , General Director, Hellenic Institute of Cultural Diplomacy, <i>“The Importance of Cross Cultural Analysis in Nation Branding”</i>
17:20-17:30	3 <sup>rd</sup> Presentation: <b>Fotini Nakou</b> , External Trade Promotion and Promotion Department Enterprise Greece Invest & Trade, <i>“Greek Cultural and Creative Industry drives Growth”</i>
17:30-17:40	4 <sup>th</sup> Presentation: <b>George Pleios</b> , Head, Department of Communication and Media Studies, Director of Laboratory for Social Research and Mass Media, National and Kapodistrian University of Athens, <i>“Cultural Diplomacy in the Era of Fake News”</i>
17:40-18:00	<b>Interventions-Discussion-Conclusions</b>
	<b>4<sup>th</sup> Module</b> , Coordination: <b>Ginger F. Zaimis</b>
18:00-18:10	1 <sup>st</sup> Presentation: <b>Evangelia Psychogiopoulou</b> , Senior Research Fellow, Hellenic Foundation for European and Foreign Policy (ELIAMEP), <i>“Cultural Diversity in the EU. The Recent Reform of Exceptions and Limitations to Copyright and Related Rights”</i>
18:10-18:20	2 <sup>nd</sup> Presentation: <b>Konstantina Iliopoulou</b> , Department of Communication, of Media and Culture, Panteion University - <b>Dimitria Papadopoulou</b> , Department of Communication, of Media and Culture, Panteion University & University of Paris-Est, <i>“Authenticity as a Prelude to the Emergence of New Creative and Cultural Industries in Tourism”</i>
18:20-19:00	<b>Interventions-Discussion-Conclusions</b>
	End of the 1 <sup>st</sup> day of the Conference

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### 10<sup>th</sup> INTERNATIONAL CULTURAL AND CREATIVE ECONOMY AND DEVELOPMENT

ATHENS 2019

10<sup>th</sup> ICCEDA 2019

2<sup>nd</sup> Day: Saturday 5 October 2019

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**Honored Countries for the Year 2019: Canada, Malta, Scotland, Czech Republic**

11:00-12:00	Registration
12:00-12:30	Welcome Greetings: Member or Associate of the Board of Directors of the Arts Council Greece
	<b>5<sup>th</sup> Module</b> , Coordination: <b>Foteini Papatheodorou</b>
12:30-12:40	1 <sup>st</sup> Presentation: <b>Shona McCarthy</b> , CEO, Edinburgh Fringe Festival Society, " <i>Edinburgh Fringe Festival</i> "
12:40-12:50	2 <sup>nd</sup> Presentation: <b>Sissy Papathanasiou</b> , Analogio Theatre
12:50-13:00	3 <sup>rd</sup> Presentation: <b>Adèle Fourcade</b> , Chargée de Production et de Communication, REMA Réseau Européen de Musique Ancienne - European Early Music Network, " <i>REMA: Early Music in Europe!</i> "
13:00-13:10	4 <sup>th</sup> Presentation: <b>Vassilios Laopodis</b> , Founder and President CulturePolis, " <i>Cultural Diplomacy in Practice: The Role of European Programs and Initiatives inside and outside the European Union</i> "
13:10-13:30	<b>Interventions-Discussion-Conclusions</b>
	<b>6<sup>th</sup> Module</b> , Coordination: <b>Foteini Papatheodorou</b>
13:30-13:40	1 <sup>st</sup> Presentation: <b>Venia Vergou</b> , Director, Hellenic Film Commission, Greek Film Center, " <i>International Audiovisual Productions: Policy Making in an Age of Content Explosion</i> "
13:40-13:50	2 <sup>nd</sup> Presentation: <b>Antonis Korkontzilas</b> , Young Cinema Festival, ABCinema), " <i>Cultural Entrepreneurship: Developing a Society through Cinematography</i> "
13:50-14:00	3 <sup>rd</sup> Presentation: <b>Christos Papadopoulos</b> , Culture Spokesman, Cultural Center of Municipality of Ioannina, " <i>Cultural Diversity and Interculturalism in the Region of Europe: The Role of Local Cultural Institutions</i> "
14:00-14:20	<b>Interventions-Discussion-Conclusions</b>
14:20-14:40	<b>Break</b>
14:40-16:00	<b>7<sup>th</sup> Module-Discussion</b> , Coordination: <b>Panayiotis Neufelt</b>
	1 <sup>st</sup> Presentation: expected
	2 <sup>nd</sup> Presentation: <b>Bharat Gupt</b> , Trustee - Indira Gandhi National Centre for the Arts, Associate Professor of English (former) University of Delhi, " <i>Reviving Heritage Sites in India and Greece, a Proposal for Cooperation</i> "
	3 <sup>rd</sup> Presentation: <b>Foteini Papatheodorou</b> , Expert in Sociology, Politics, Geopolitical Strategy and Media
	4 <sup>th</sup> Presentation: <b>Pavlos Kavouras</b> , Professor of Cultural Anthropology & Ethnomusicology, National and Kapodistrian University of Athens, " <i>Rethinking cultural diplomacy: a cultural anthropological perspective</i> "
	<b>Interventions- Discussion-Conclusions-Closing</b>