



COMUNE DI BOLOGNA



United Nations
Educational, Scientific and
Cultural Organization



Bologna

City of Music
Member of the UNESCO
Creative Cities Network since 2006

Creativity at work
B2B and workshop
Bologna, 21st September 2013
I Portici Hotel

Aims of the initiative:

- ✓ Stimulate an open dialogue between contexts that are geographically distant but similar as for the topics.
- ✓ Allow each Creative City to introduce its own excellence points within an international context.
- ✓ Give the professionals of the creative industry sector in Bologna and Emilia Romagna the chance to get in touch with interesting experiences coming from all over the world, thus favouring an exchange of know-how and contacts for business development.

PROGRAMME

Venue. Salone delle feste (Party Hall)

9.00 –11.00

B2B meetings in the informal atmosphere of the party hall.

The creative industries of the region and of the member cities meet one another and meet a selection of enterprises from the traditional fields, to start up common synergies and projects.

The hall will be the place where the multiple contexts, in which the cultural and creative industries work, find their way to express. There will be a thematic division, based on the 7 categories of the Creative Cities taking part in the UNESCO meeting, by creating different "corners", such as:

- ✓ Crafts & Folk Art
- ✓ Design
- ✓ Film
- ✓ Gastronomy
- ✓ Literature
- ✓ Media Arts
- ✓ Music

11.00 - Networking Coffee break

11.30 – 13.00

WORKSHOP "MAKERS IN THE CREATIVE CITY"

Chair: **Luca De Biase**, journalist, Il Sole 24 Ore

Opening speeches

Matteo Lepore, Deputy Mayor for International Relations, City Marketing, Innovation, Smart City and Digital Agenda, City of Bologna

Morena Diazi, General Director in charge of Industry, Trade and Tourism, Emilia Romagna Government

Breaking The Silos: The Relation Between Creative Sectors And Traditional Economy, **Valentina Montalto**, KEA European Affairs

Keynote speakers

- ✓ **Massimo Bottura**, Chef at *Osteria Francescana*, ranking 3rd in The World's 50 Best Restaurants 2013
- ✓ **Benedetto Vigna**, Executive Vice President at STMicroelectronics