



MONDAY 28 JUNE

Track 1

10:30 – 11:30

OPENING OF BRIGHT

[Cecilia Lonning Skovgaard](#), Mayor of Employment and Integration, City of Copenhagen, and [Marisa Henderson](#), UNCTAD.

13:00 – 14:15

INVESTMENT PITCH PART I

[Andrei Korobeinik](#), ESTBAN, [Stefan Alfsson](#), NARC, [Trine Dahl Hede](#), Vækstfonden, [Rosa Monge](#), IDEAL, [Otho Kerr](#), Federal Reserve Bank of New York, and [Chioma Ogbudimkpa](#), Redbutton.

15:00 – 16:00

PLAY & LEARN: THE FUTURE OF WORK

[Yaki Dayan](#), Edtech Israel, [Donatella Solda](#), Future Education Modena, [Esben Trier](#), Edtech Denmark, and [Lotta Vuoristo](#), Ph.D, Trainer & Head of Culture, Kone.

16:10 – 16:45

PLAY & LEARN: A PLATFORM FOR LEARNING INNOVATION

[Devrim Uygam](#), TEGV Education Volunteer Foundation of Turkey.

Track 2

10:00 – 12:30

CAST INVESTMENT FORUM

[Alessandra Priante](#), UNWTO, [Helena Deane](#), WestBic, and [Juliane Schulze](#), Media Deals.

12:45 – 13:30

UNIDO - PROGRAMS TO EMPOWER CREATIVE ENTREPRENEURS

[Dr. Hashim Hussein](#), UNIDO.

14:00 – 15:00

INVESTING IN THE CREATIVE INDUSTRIES IN ASIA-PACIFIC

[Gareth Seah](#), Acebound Ventures, [Dr. Hashim Hussein](#), UNIDO, [Caterina Meloni](#), Connecting Founders, and [Jeffrey Paine](#), Golden Gate Ventures.

15:00 – 15:30

PORTOBELLO PEOPLE: A NETWORK OF CULTURE INCUBATORS IN THE NORDIC AND BALTIC COUNTRIES

[Martin Larsson](#), Klump Culture Incubator and New Music Incubator, and [Leena Janhila](#), Creve Incubator.

15:45 – 16:45

CO-INVESTING IN THE AFRICAN CREATIVE INDUSTRIES

[Wakiuru Njugana](#), HEVA Fund, [Cinthia Loïs Ta](#), ACCS, and [Akinyemi Ayinoluwa](#), Hightower Solicitors.

www.cbnet.com
www.thisis.cbnet.com



TUESDAY 29 JUNE

Track 1

09:00 – 09:30	CREATIVE ECONOMY FOR SUSTAINABLE DEVELOPMENT <u>Hans d'Orville</u> , Advisor for International Policy, Strategic Planning, Sustainable Development and Communications.
09:30 – 10:15	SLUSH: HOW TO CREATE PROGRESS <u>Mikko Mäntylä</u> , Slush.
11:00 – 13:00	CREATIVE BUSINESS CUP GLOBAL SEMI-FINALS 2020 & 2021
13:00 – 13:15	VIRTUAL TOUR OF IDEAL MUSEUM <u>Nuria Navarro</u> , IDEAL Barcelona.
13:30 – 14:00	CREATIVE DNA OF DENMARK <u>Majken Kalhave</u> , Creative Denmark.
14:00 – 15:45	PLAY & LEARN: HOW TO DISRUPT EDUCATION <u>Alejandra Luzardo</u> , Inter-America Development Bank, <u>Ash Kaluarachchi</u> , StartEd New York, <u>Iuliia Shnaj</u> , Marble, and <u>Devrim Uygan</u> , TEGV - Education Volunteer Foundation of Turkey. <u>Matteo Bagnato</u> , Pearson, <u>Sara De Benedetti</u> , Oltre Venture, <u>Amit Gupta</u> , NCR Eduservices, <u>Ratnesh Kumar Jha</u> , The Barlington Group, and <u>Enrico Poli</u> , Zanichelli Venture.
16:00 – 17:00	FOSTERING THE CULTURAL AND CREATIVE INDUSTRIES THROUGH IMPACT INVESTMENT <u>Phil Kirshman</u> , Syntrinsic Investment Counsel, <u>Laura Callanan</u> , Upstart Co-Lab, <u>Francesca Sanderson</u> , Nesta, and <u>Carolina Biquard</u> , Fundación Compromiso.

Track 2

09:00 – 10:00	THE IMPACT OF EUROPEAN CAPITALS OF CULTURE <u>Marilyn Gaughan Reddan</u> , Programme, <u>Rossella Tarantino</u> , Matera-Basilicata 2019 Foundation, <u>Lene Øster</u> , Aarhus Kommune, and <u>Sylvain Pasqua</u> , European Commission.
10:15 – 10:30	CREATIVITY AND INNOVATION FOR PEACE AND STABILITY <u>Petra Kezman</u> , Public Diplomacy & International Relations in Culture, and <u>Natalija Medica</u> , National Expert in Industrial Policy, Slovenia.
13:15 – 14:00	CORNWALL: A LEADING RURAL CREATIVE ECONOMY <u>Tamzyn Smith</u> , Cornwall Council, <u>Léa Guzzo</u> , Cornwall Council, <u>Laura Giles</u> , Screen Cornwall, and <u>Jane Sutherland</u> , Cultivator Director.
14:05 – 14:50	CREATIVE INDUSTRIES, THE COMMONWEALTH AND ENTREPRENEURS: TIME TO JOIN THE DOTS? <u>Arif Zaman</u> , Commonwealth Businesswomen's Network, <u>Nneka Okekearu</u> , Enterprise Development Center, Pan-Atlantic University, and <u>Nicolette Chinomona</u> , Spark Ideas Group, <u>Dr. Nnamdie Madichie</u> , Bloomsbury Institute London.
15:00 – 17:00	DEUS: DISRUPTIVE EDUCATION FOR CREATIVES <u>Joao Santos</u> , European Commission, <u>Rita Orlando</u> , Matera-Basilicata 2019 Foundation, <u>Becky Riches</u> , Matera-Basilicata 2019 Foundation, <u>Nicola Dowdle</u> , University of Wales Trinity Saint David, <u>Gisa Schosswohl</u> , Creative Region Linz&Upper Austria, <u>Raffaele Vitulli</u> , Consortium Materhub, <u>Dario Mazzella</u> , Amazon Web Services, <u>Manuel Ribeiro Bacelar</u> , Fédération Wallonie-Bruxelles, <u>Barbara Stacher</u> , European Commission.



WEDNESDAY 30 JUNE

Track 1

10:00 – 11:00	INVESTOR PITCH PART II Torsten Kolind , YouNoodle, Stefan Alfsson , NARC, Jesper Lilledal , Vækstfonden, Chioma Ogbudimkpa , Redbutton, Rosa Monge , IDEAL, and Otho Kerr , Federal Reserve Bank of New York.
11:30 – 12:30	NEW WAYS OF CONSUMING MUSIC Andreas Nielsen , Koda, Efe Omorogbe , NowMuzik, Lena Ingwersen , Music Cities Network, Jesper Mardahl , Promus, Clara Marie Friis , CPHChill, and Andreas Ledet , Universal Music.
12:30 – 13:15	SANTANDER UNIVERSIDAD Adriana Tortajada , Global Entrepreneurship Director.
13:30 – 14:00	A TALK WITH STEPHANIE BAILES
14:00 – 16:00	GLOBAL FINALS AND AWARDS SHOW Creative Business Cup 2020 and 2021 Lisa Russell , Emmy winning filmmaker, Arts Curator and founder of Create2030.

Track 2

09:15 – 09:40	PLAY AND LEARN: WOMEN INNOVATING EDUCATION Iuliia Shnai , Marble.
10:00 – 11:00	SMART FASHION Fredrik Timour , Fashion Innovation Center, Lars Mattiasson , xPlot, Thierry Baujard , Media Deals, Riccardo Aimerito , ERA KI, Chhail Khalsa , ANUVAD, Lisa Lang , Euratex, and Katarina Scott , Future by Lund.
11:15 – 12:00	CROWDFUNDING, DIGITAL FUNDRAISING FOR CCS Mauricio O'Brien , European Crowdfunding Network, and Michael Eis , Danish Crowdfunding Association.
12:00 – 13:15	MINDSCAPES: CULTURAL UNDERSTANDINGS OF INTERNATIONAL MENTAL HEALTH Ken Arnold , Cultural Partnerships at Wellcome, Nils Fitje , WHO, Cecilie Falkenstrøm , Artificial Mind, and Sofie Kragh Muller , Forfatterskolen
13:15 – 14:00	MERCEDES - BENZ: HOW TO DESIGN A CORPORATE STARTUP PROGRAM Michael Vormittag , Mercedes - Benz.