


# Skopje Forum

## Skopje Forum – Sector Consultations

**25 November 2024**

Venue: Public Room

- 13.00**                      **Welcome and opening remarks**  
Matthew Lawson, UK ambassador to North Macedonia  
UMPAKI  
British Council
- 13.15**                      **State of play in North Macedonia – creative industry trends in the country**
- 13.45**                      **Overview of the creative economy in the UK**
- 14.15**                      **Lunch break**
- 15.00**                      **Introduction to sector consultations**  
Speaker: Andy Brydon, Curated Place
- 15.30**                      **Working groups**  
  
*Working group 1*  
Building a new identity through major cultural events (rebranding)



*Working group 2*

Improving communication within the sector (network building)

*Working group 3*

Education for creative careers

*Working group 4*

How to enhance the overall conditions for creative production

**17.00**

**Coffee break**

**17.15 – 18.30**

**10 recommendations for the sector**

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## Skopje Forum – International Conference


**26 November 2024**

Venue: Laboratorium

The forum aims to explore how creativity and innovation serve as essential drivers in the global economy, particularly in the era of information and communication technology (ICT). The focus is on the creative industries, recognizing skills, abilities, and expertise as crucial resources in this sector. The Forum will highlight the critical role of creative industries in promoting sustainable development, empowering small and medium enterprises (SMEs), and supporting gender equality, particularly through female entrepreneurship and youth engagement. This event will feature leaders, experts, and representatives from creative hubs, institutions, organizations, and associations across Europe. The focus will be on fostering intersectoral collaboration, promoting sustainability, and generating actionable strategies for developing the creative economy locally and internationally.

- 9.30-10.00**                    **Registration**
- 10.00 – 10.30**                **Opening remarks from high officials, including Government representatives, creative industries representatives and international partners**
- 10.30-10.40**                **Introduction session: Creativity as a New Economy**
- 10.40 – 11.30**                **Panel 1: Identifying Key Barriers for SME Growth and Access to Global Markets and Necessary Interventions for Capacity Building and Investment**
- Moderator: Jovana Avramovska
- Participants: Nikica Mojsavska (Macedonia 2025), Olimpia Hristova-Zaevska (Elson Solutions), Sanja Lazarevska (April22), Hayley Pepler (West Midlands, UK)
- 11:30 – 11:40**                **Short presentations**
- Ami Larsson Jain, Ambassador of Sweden to North Macedonia
- Gorast Cvetkovski, Macedonian Game Developers Association MGA

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- 11:40 – 12:25**      **Panel 2: Innovations in Business Models for Cultural and Creative Industries: How Digital Tools, Artificial Intelligence, and Technological Innovations are Transforming Creative Business Models**
- Moderator: Arthur Le Gall (KEA Brussels)
- Participants: Aneta Antova-Pesheva (MASIT), Nikola Dodov (FITR), Anis Sefidanis (UIST St. Paul the Apostle), Susan Finnegan (Culture Liverpool)
- 12:25 – 12:45**      **Short presentations**
- David Ristovski, Paragons MK
- Ilija Tiricovski, Zootrop MK
- Riste Tutureski, Intetic gaming company
- 12:45 – 13:30**      **Matinee**
- 13:30 – 13:40**      **Short presentations**
- Carlos Vaz de Carvalho (Polytechnic University of Porto, Portugal) - Project DIGITCRESHE
- Zhivko Kokolanski, Vice-dean for Finance and Cooperation with the Economy at FEIT – Digital innovation hub
- 13:40 – 14:25**      **Panel 3: The Role of Universities (and Other Stakeholders) in Developing the Creative Economy**
- Moderator: Dimitar Jovceski (Professor, Faculty of Economics; Director of Pixel)
- Participants: Carlos Vaz de Carvalho (Polytechnic University of Porto), Iris Canaj (University of Arts Tirana), Gordana Vrencoska (FAD, European University), Dimitar Trajanov (FINKI), Layla Conway (London Legacy Development Corporation)
- 14:25 – 15:15**      **Panel 4: Cloud-Based Creativity and Fair Compensation: The Future of Private Copying Levies**
- Moderator: Nikola Sekulović (Kopriva, Slovenia)
- Participants: Gregor Štibernik (AIPA Slovenia), Rebecca Bouvier (Auvibel, Belgium), Christophe Van Vaerenbergh (PlayRight, Belgium), Peter Kep (AIPA Slovenia)



**15:15 – 15:25**

**Short break**

**15:25 - 16:10**

**Presentations on Innovative Models in the Creative Industries (hubs, cultural centres, repurposed spaces for cultural and creative industries)**

Presenters:

Ana Ilic (Lozionica, Belgrade, Serbia)

Benoît Garret (Bazaar.Coop, Lille, France)

Branimir "Bane" Zugić (Kotor, Montenegro)

Stefan Momić (Laboratorium, Skopje)

**16:10 – 16:30**

**Conclusions and Recommendations: Summary of the day's discussions with clear, concrete steps for businesses and stakeholders**