



**CULTURE FOR ALL:
International Mobility, Creative Economy and Entrepreneurship**

Universidade Lusíada Lisbon | 26 – 28 June 2013

26° June – Plenary	
15h00	<p>Opening of the Meeting</p> <p>María do Céu Crespo Director National Agency for the Management of the Lifelong Learning Programme</p>
15h15	<p>Jorge Barreto Xavier * Secretary of State for Culture</p>
15h30	<p>Education and vocational training (2014-2020)</p> <p>António Silva Mendes Director Directorate General for Education and Culture European Commission</p>
16h00	<p>Culture and Creativity (2014-2020)</p> <p>José Carlos Diogo Marques dos Santos Vice-Dean Universidade do Porto</p>
16h30	<p>New forms of student mobility – the role of institutional networking</p> <p>António Rendas President CRUP - Council of Rectors of Portuguese Universities</p>
17h00	<p>Economic Diversity in Europe</p> <p>Jürgen R. Thumann * President BUSINESSEUROPE</p>
17h30	<p>Nuno Crato * Ministry of Education and Science</p>
18h00	<p>End of 1st day meeting</p>
19h – 23h	<p>Networking Dinner</p>

* T.B.C. – Confirmation ongoing



Hosted by:



Day 2 – Portugal

27 ^o June – Plenary			
10h00	Education and Entrepreneurship José Couto – CEC – Conselho Empresarial do Centro Rede de Incubadoras de Empresas da Região Centro * Cândida Malça – Instituto Politécnico de Coimbra		
10h45	International mobility and employability Henrique Carreiro - Microsoft Portugal		
11h45	Coffee-break and creative economy products show		
12h00	Creative clusters in Portugal Carlos Martins - ADDICT		
13h00	Lunch		
	Room 1	Room 2	Room 3
14h30	<i>Innovation, Mobility and Cooperation</i> Paulo de Carvalho Câmara Municipal de Lisboa	<i>Cognition, culture and creativity</i> Peter Hanenberg Universidade Católica Portuguesa Per Aage Brandt Aarhus, Cleveland, USA Eelco van Es University of Groningen, NL	<i>Marketing and Advertising</i> Catarina Lisboa IADE José Ferro Camacho IADE
16h15	Coffee-break and creative economy products show		
17h15	<i>Creativity in games and games for creativity</i> Etelberto Costa APG Maja Pivec FHJ - Áustria Panagiotis Petridis SGI – UK Carlos Vaz de Carvalho ECGBL – Porto Nelson Zagalo Universidade do Minho	<i>Design as a trans-disciplinary crossroads</i> Ana Couto Faculdade de Arquitectura Universidade de Lisboa Heitor Alvelos Universidade do Porto Fátima São Simão Universidade do Porto - Creative Industries Incubator Nuno Martins Instituto Politécnico do Cávado e do Ave João Cruz Universidade do Porto	<i>Tourism, Heritage and Gastronomy</i> Manuela Sarmento Universidade Lusíada
18h30	End of 2nd day meeting		

* T.B.C. – Confirmation ongoing



Day 3 – Europe | World

28° June – Plenary			
10h00	Mobility, cooperation and creative behavior Colin Mercer * Independent Consultant		
10h45	Markets, networks and creative economy Pier Luigi Sacco * Samy Dana Fundação Gertúlio Vargas São Paulo		
11h30	Coffee-break and creative economy products show		
12h00	The marketing of higher education: mobility and transnational marketing Ibrahim Sirkeci – European School Economics\Regents College in London		
12h45	Lunch		
	Room 1	Room 2	Room 3
14h30m	Cross Innovation Carlos Alcobia Faculdade de Belas Artes - Universidade de Lisboa Julia Warmers Hybrid Platform	Creative Cities and City Branding Sara Albino Universidade de Lisboa Exeter University Scott Parsons Glasgow School of Art Rui Coelho InvestLisboa	Education for Creativity Bruno Pereira ESMAE -Instituto Politécnico do Porto José Bártolo ESAD – Matosinhos Katja Tschimmel ESAD – Matosinhos Daniela Coimbra ESMAE - Instituto Politécnico do Porto
15h30	Coffee-break and creative economy products show		
16h30	Collaborative Research on Culture in Europe Isabel Capelo Gil Universidade Católica Portuguesa Peter Hanenberg Universidade Católica Portuguesa	Creative Industries, Entrepreneurship and Employability João Vasconcelos, StartUp Lisboa Hugo Neto Câmara Municipal do Porto	Theatre / cinema and performing arts Ricardo Pinheiro Universidade Lusíada
17h30	End of 3rd day meeting		

* T.B.C. – Confirmation ongoing

<http://cultureforall2013.blogspot.pt>



Registrations:

Registrations must be done up to 7 June, 2013, at the latest.

Fee of registration, per participant: 100€

Cost of the participation includes:

- . "kit" with documentation;
- . Access to the display of products of creative economy;
- . Welcome Dinner (26/06/2013);
- . Lunches (27/06/2013);
- . 4 coffee-breaks.

For more information and registrations, please send a message to cultura@proalv.pt