



INTERNATIONAL CONFERENCE

NOTION OF CULTURE AS A FORCE FOR ECONOMIC GROWTH –

NEW APPROACH FOR SOUTH CAUCASUS

&

THE EXHIBITION - CONTEST

THE BEST HERITAGE CRAFTS FROM SOUTH CAUCASUS

September 26-28, 2013

Hotel Radisson Blue Iveria

Rose revolution sq. # 1

Tbilisi Georgia



Koninkrijk der Nederlanden

<u>Thursday, September 26, 2013</u>	
Venue: Radisson Blue Iveria	
09:00- 09:30	REGISTRATION OF PARTICIPANTS
09:30- 10:00 Opening of the Conference	<p>WELCOME SPEECHES:</p> <p>Miriane Odisharia, <i>Minister of Culture and Monuments Protection of Georgia</i></p> <p>Ambassador Philip Dimitrov, <i>Head of EU Delegation to Georgia</i></p> <p>Hovhannes Manukyan, <i>Ambassador of the Republic of Armenia to Georgia</i></p> <p>Azer Huseyn - <i>Ambassador of the Republic of Azerbaijan to Georgia</i></p> <p>Dimitry Kumsishvili, <i>First Deputy Minister, Ministry of Economy and Sustainable Development of Georgia</i></p> <p>Maka Dvalishvili – <i>Conference and EU EPCP Heritage Crafts Project Leader</i></p>
SESSION A. 10:00-13:30 <i>Moderator</i>	<p>CULTURAL POLICIES TOWARDS ECONOMIC DEVELOPMENT</p> <p>Oliver Reisner, <i>Delegation of the European Union to Georgia (DE)</i></p>
10:00- 10:40 Key Note Speech	<p>THE CREATIVE ECONOMY FOSTERING ECONOMIC GROWTH, TRADE AND INNOVATION</p> <p>Edna dos Santos-Duisenberg, <i>Policy Advisor on Creative Economy and Development; Associated Fellow, United Nations Institute for Training and Research – UNITAR; Former Chief Creative Economy Programme – UNCTAD (CH)</i></p>
10:40 – 10:45	Q/A
<u>10:45-11:00</u>	COFFEE BREAK
11:00- 11:20	<p>CULTURAL POLICIES – GEORGIA</p> <p>Marine Mizandari, <i>First Deputy Minister of Culture and monument protection of Georgia (GE)</i></p>
11:20-11:40	<p>CULTURAL POLICIES – ARMENIA</p> <p>Yeranuhi Margaryan, <i>Deputy head of the department of cultural heritage and folk crafts, Ministry of Culture Republic of Armenia (AM)</i></p>
11:40-12:00	<p>CULTURAL POLICIES – AZERBAIJAN</p> <p>Azada Huseynova, <i>Head of Museum Department at Ministry of Culture and Tourism of the Republic of Azerbaijan (AZ)</i></p>
12:00 -12:20	<p>TURNING CULTURE INTO GDP IN THE CAUCASUS</p> <p>Simon Ellis, <i>International Research Executive, UNESCO, London Skills Forecasting Unit (UK)</i></p>

12:20-12:40	<p>CULTURE: A STRATEGIC DRIVER OF SUSTAINABLE DEVELOPMENT THAT NEEDS FRIENDLIER FRAMEWORK CONDITIONS TO UNLEASH ITS POTENTIAL</p> <p><i>Luciano Gloor, Team Leader RMCBU, Eastern Partnership Culture Programme (IT)</i></p>
12:40 - 13:00	<p>CULTURAL POLICY IN GEORGIA: CULTURAL CONSUMPTION AND PARTICIPATION</p> <p><i>Nino Gunia-Kuznetsova, National Expert of EC of the Cultural Policy (GE)</i></p>
13:00-13:30	PANEL DISCUSSIONS
13:30 – 14:30	LUNCH BREAK
SectionB	
14:30-17:00 <i>Moderator</i>	<p>CREATIVE/CULTURAL INDUSTRIES AND THEIR ECONOMIC POTENTIAL</p> <p><i>Zviad Archuadze, Head of Economic Affairs Office, Tbilisi City Hall (GE)</i></p>
14:30-15:10 Key Note Speech	<p>CREATIVE AND CULTURAL INDUSTRIES AND THEIR ECONOMIC POTENTIAL</p> <p><i>David Throsby, Professor of Economics at Macquarie University, Sydney, Australia (AU)</i></p>
15:10 – 15:15	Q/A
15:15 -15:35	<p>FINANCIAL DIMENSION OF CULTURE IN GEORGIA</p> <p><i>Alexander Margishvili, Deputy Minister Culture of Georgia (GE)</i></p>
15:35- 15:55	COFFEE BREAK
15:55 – 16:15	<p>GREEN ECONOMY</p> <p><i>Nino Kvernadze, Head of Sustainable Development Department at Ministry of Economy and Sustainable Development of Georgia (GE)</i></p>
16:15-16:35	<p>SEVERAL SPECIFICS OF CULTURAL ECONOMY</p> <p><i>Nino Mikiashvili, Professor at Ivane Javakhishvili Tbilisi State University, (GE)</i></p>
16:35-17:00	PANEL DISCUSSIONS
17:00 Hall 3	OPENING OF THE EXHIBITION-CONTEST

Friday, September 27, 2013

09:30 - 10:00	REGISTRATION OF PARTICIPANTS
SESSION C 10:00-13:40 <i>Moderator</i>	TRADITIONS AND CULTURAL HERITAGE AS A SOURCE FOR DEVELOPMENT Tribute to Professor Walter Santagata Nato Tsintsabadze, <i>Secretary General, ICOMOS Georgia (GE)</i>
10:00-10:10	TRADITIONS AND CULTURAL HERITAGE AS A SOURCE FOR DEVELOPMENT David Throsby, <i>Professor of Economics at Macquarie University, Sydney, Australia (AU)</i>
10:10 – 10:30	HERITAGE AS AN ESSENTIAL INVESTMENT IN HUMANITY’S FUTURE Lina Khamis, <i>Cultural policy specialist, Assistant Professor, Humanities Department, Bethlehem University (PS)</i>
10:30 -10:50	ECONOMIC ASPECTS OF UTILIZATION OF INTANGIBLE CULTURAL HERITAGE (EXPERIENCE, RISKS AND PERSPECTIVES) Konstantine Natsvlshvili, <i>Chief specialist of intangible cultural branch of Agency for Preservation of Cultural Heritage of Georgia, (GE)</i> Marina Taktakishvili, <i>Expert in intangible cultural heritage Agency for Preservation of Cultural Heritage of Georgia, (GE)</i>
10:50-11:10	SOCIAL DEVELOPMENT CASE: BETLEMI HISTORIC QUARTER Manana Tevzadze, <i>ICOMOS Georgia ; Chairperson Blue Shield National Committee,(GE)</i>
11:10 – 11:30	ETHNIC SYSTEM AS A SOURCE OF IMPETUS FOR DEVELOPMENT Sergo Dadunashvili, <i>Georgian Technical University; "International Academy of Innovation Research and Design", (GE)</i>
11:30 – 11:45	PANEL DISCUSSIONS
11:45 – 12:00	COFFEE BREAK
12:00 – 12:20	MOBILIZING CULTURAL POTENTIAL OF LANDSCAPES Paata Shanshiashvili, <i>Landscape Architect, US Department of the Interior, ITAP Representative (GE)</i>
12:20-12:40	TRADITIONS AS TOOLS FOR BUILDING OF SUSTAINABLE OPEN AIR MUSEUMS IN GEORGIA Nana Meparishvili, <i>Union "Georgian House", Managing Partner (GE)</i>

12:40 – 13:00	MULTICULTURAL HERITAGE DEVELOPMENT AS AN ECONOMIC SOURCE - ISLAMIC ART AND ARCHITECTURE IN GEORGIA, CAUCASUS <i>Emad Hani Ismaeel Alallaf, Hassan Kasim, Lecturers at the Department of Architecture, College Of Engineering, University of Mosul, (IQ)</i>
13:00 – 13:20	WINE TRADITIONS, WINE TOURISM AND ECONOMIC IMPACT <i>Ia Tabagari, Head of Association of Georgian Tour Operators (GE)</i>
13:20 – 13:40	PANEL DISCUSSIONS
13:40-15:00	LUNCH BREAK
<u>SECTION D</u> 15:00-18:00 <i>Moderator</i>	CREATIVITY, ENTREPRENEURSHIP AND INNOVATION AS AN IMPETUS FOR DEVELOPMENT <i>Luciano Gloor, Team Leader RMCBU (IT)</i>
15:00-15:40 Key Note Speech	CREATIVITY, ENTREPRENEURSHIP AND INNOVATION AS AN IMPETUS FOR DEVELOPMENT <i>Giep Hagoort, Professor of art and economics at Utrecht University, Amsterdam School of Management, (NL)</i>
15:40 – 15:50	BOOK PRESENTATION: Georgian translation of Giep Hagoort’s book “Art Management: Entrepreneurial Style”, published by Stichting Caucasus Foundation
15:50 -15:55	Q/A
15:55 – 16:15	THE COST OF EVERYTHING: PUTTING A VALUE ON CULTURE <i>Ruth Ur, Head of Arts &Development, British Council (UK),</i>
16:15- 16:35	FILM AND EMPLOYMENT <i>Nana Janelidze, Director of Georgian National Film Center (GE)</i> <i>Giorgi Khabashvili, Deputy director of Georgian National Film Center (GE)</i>
<u>16:35-16:50</u>	COFFEE BREAK
16:50-17:10	FUNCTIONING AND ECONOMICAL FORMS OF CULTURAL INDUSTRIES - ACCORDING TO REGIONAL RESOURCES <i>Nini Sanadiradze, Georgian National Museum (GE)</i>
17:10-17:30	GEORGIAN FILM - DEVELOPMENT PERSPECTIVES <i>Gela Sulikashvili, Director of “Georgian Film” (GE)</i>
17:30-18:00	PANEL DISCUSSION
	FREE TIME

Saturday, September 28, 2013

9:30-10:00	<i>Registration</i>
SECTION E 10:00-14:00 <i>Moderator</i>	THE ROLE OF CRAFTS IN CREATIVE ECONOMY <i>Maka Dvalishvili, Georgian Arts and Culture Center, Director (GE)</i>
10:00- 10:40 Key Note Speaker	THE ARTISAN ENTREPRENEUR IN THE GLOBAL MARKET TODAY <i>Karen Gibbs, President of ByHand Consulting, expert of handcraft-focused export marketing and business development (USA)</i>
10:40 – 10:45	Q/A
10:45- 11:05	EFFECTIVE MARKETING FOR TRADITIONAL CRAFTS <i>Tamar Melikishvili, Founder of the Union of Art-Gene and crafts coordinator (GE)</i> <i>Sergi Baramidze, Research administrator. Group Art-Gene (GE)</i>
11:05-11:25	CARPETS FROM AZERBAIJAN AS AN IMPETUS FOR ECONOMIC DEVELOPMENT <i>Roya Tagieva, Director of the Azerbaijan State Carpet and Applied Arts Museum, ICOM Azerbaijan president. (AZ)</i>
11:25-11:45	CRAFTS AS FIRST CHOICE INDUSTRY FOR DEVELOPING ECONOMIES <i>Aram Sharambeian, Craft Expert, Founder of AramAra & Sharan Center (AM)</i>
11:45 -12:00	ECONOMIC CONTEXT OF TRADITIONAL BLUE TABLECLOTH AND BLOCK PRINTED TEXTILES <i>Tinatin Kldiashvili, Interim Rector of Tbilisi State Academy of Arts (GE)</i>
12:00 - 12:15	COFFEE BREAK
12:15-12:30	CRAFTS IN GEORGIA, RESULTS OF THE STUDY IN THE FRAMEWORK OF THE EU EPCP HERITAGE CRAFT PROJECT <i>Ana Shanshiashvili, GACC Heritage Crafts project coordinator (GE)</i>
12:30- 12:45	CRAFTS IN ARMENIA, RESULTS OF THE STUDY IN THE FRAMEWORK OF THE EU EPCP HERITAGE CRAFT PROJECT <i>Karen Khachatryan, Ruzanna Khachatryan, Arkanel, Project Country Coordinator in Armenian (AM)</i> <i>Vahe Galstyan, IPSC-Institute for Political and Sociological Consulting, (AM)</i>

12:45-13:00	CRAFTS IN AZERBAIJAN, RESULTS OF THE STUDY IN THE FRAMEWORK OF THE EU EPCP HERITAGE CRAFT PROJECT <i>Firuza Sultan Zadeh, EkoSfera, Project Country Coordinator in Azerbaijan (AZ)</i> <i>Khebib Kerimov, Researcher State University of Baku, Centre for Science and Development of the Azerbaijan Republic. (AZ)</i>
13:00-13:30	PANEL DISCUSSION
13:30-14:00	CLOSING OF THE CONFERENCE
	LESSONS LEARNED
	Maka Dvalishvili, GACC President EU EPCP Heritage Crafts project Leader (GE)
	Representative from the Ministry of Culture and Monument Protection of Georgia (GE)
	Representative from the Ministry of Economy and Sustainable Development of Georgia (GE)
	<i>Zviad Archuadze, Head of Economic Affairs Office, Tbilisi City Hall (GE)</i>
	<i>Oliver Reisner, Delegation of the European Union to Georgia (DE)</i>
14:00-15:00	Awarding the winners of the competition
HALL 3	“BEST HERITAGE CRAFTS PRODUCTS OF SOUTH CAUCASUS “
15:00-16:00	Farewell Reception

CONFERENCE OFFICE

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