Creative Entrepreneurship and Urban Challenges

Draft PROGRAMME

Creative Tracks Conference
14/15 November 2017, Shanghai (China)

Co-funded by the European Union

In association with

With the support of
b.creative is an event by Creative Tracks, a EU co-funded project aimed at connecting young creative professionals worldwide to encourage cross-cultural collaborations and foster creative entrepreneurship. The project, launched in 2016, gathers today more than 2200 contacts and associations or networks supporting the culture and creative industries throughout the world.

b.creative is a global event focusing on the transversal nature of the creative sector and its capacity to foster social and economic innovation. b.creative aims to build bridges between the diversity of stakeholders linked to creative entrepreneurship, coming from the business, the technological, the scientific, the arts, cultural and creative sectors.

b.creative in Shanghai will focus on creative entrepreneurship and urban challenges. It will also present the winners of the b.creative Challenge and will showcase the Creative Tracks digital platform designed to interconnect stakeholders internationally (www.creativetracks.org).

**What?** A one-day interactive networking conference gathering around 100 professionals and policy makers.

**When?** on 15 November 2017

**Where?** China Academy of Fine Arts Shanghai, China

**Who should attend?**
Artists, creative entrepreneurs, cultural networks, creative hubs, makers, investors, business consultants, technology companies, policy makers and researchers.

**The format:** interactive and fun
The conference focuses on achieving maximum interactivity and participation from the audience. The event is free of charge. Participants can choose their activities according to their personal needs.

Website of the event: www.bcreativetracks.com
DAY 1 – Shanghai – 14 November

Check-in at hotel on the 13th November.

Invitation for b.creative participants to attend the HPPD Summit on Cities of Culture and the Joint Session on 2018 EU-China Tourism Year and European Year of Cultural Heritage (All day)

Evening at the International Art Festival cultural event.
**DAY 2 - Shanghai – 15 November**

Venue: 1099, No.2 South Huanhu Road, Nanhui Xincheng, Pudong New District, Shanghai

**9.00-9.30**
Registration/Welcome

**9.30-9.50**
Welcoming Speeches

**10.00-10.50**
Keynote - Design to Confront Urban Challenges (50 minutes)

**10.50-11.50**
Panel Discussion: Extracting Cultural Resources to Address Urban Challenges
Followed by Session Q&A

**11.50-12.15**
Break

**12.15-12.45**
Plenary Session: Creative Tracks interactive platform – Status and What next?
Presentation of Creative Tracks digital platform: [www.creativetracks.org](http://www.creativetracks.org)

**12.45-14.00**
Lunch break

**14.00-15.30**
Panel Discussion: Urban transformation and Community Involvement
7 minutes presentation – Case Study for each speaker

**15.30-16.00**
Break

**16.00-16.30**
Presentation Winner of the the b.creative challenge
Showing video presenting the winning team

**16.30 – 17.30**
Creative Tracks and Then?
Panel Discussion on the Future of International Networking

**17.30 – 18.00**
Wrap up – Closing Speech - Officials
Dinner / Reception