



SEMINÁRIO DE POLÍTICAS PARA A ECONOMIA CRIATIVA: G20 + IBERO-AMÉRICA

Seminar "Policies for the Creative Economy:
G20 + Ibero-America

PROGRAM

CASA FIRJAN . RIO DE JANEIRO . AUGUST 7 TO 9



Secretaria de
Cultura e Economia
Criativa



GOVERNO DO ESTADO
RIO DE JANEIRO



MINISTÉRIO DA
CULTURA





**AUGUST 7, 10:30 AM - 12 PM,
CASA FIRJAN | SELARON ARENA**

**PANEL: TRANSFORMATIVE EXPERIENCES IN CREATIVE
ECONOMY - SUSTAINABLE DEVELOPMENT**

Laurene Ataíde - Cultural Producer of the Folkloric and Cultural Association Colibri de Outeiro (PA)

Giulia Santana - Resource Mobilization Coordinator - The Human Project (SE)

Mariana Soares - Specialist in Public Policies and International Cultural Cooperation (Portugal)

Renata Tupinambá - Founder of the Indigenous Producer Originárias Produções (SP)

Moderator: Guilherme Suertegaray - Senior Project Manager at Ellen MacArthur Foundation for Latin America (RJ)

**AUGUST 7, 10:30 AM - 12 PM, CASA FIRJAN |
CONFERENCE ROOM 1 - COPACABANA**

**WORKERS' RIGHTS IN CULTURE: REMUNERATION OF
ARTISTS ON PLATFORMS**

Devnarain - Actor and President of the South African Actors Union (South Africa)

André Campos Rocha - PhD Candidate in Social Sciences at PUC-MG (Toronto)

Abel Aronátegui - Cultural Manager and Specialist in Public Policies, Presidential Advisor of the United Nations Permanent Forum on People of African Descent and Executive Director of the Contra-peso Foundation of Colón Province (Panama)

Raquel Evangelio - Full Professor of Civil Law - University of Alicante (Spain)

Moderator: Deryk Santana - Director of Policies for Cultural Workers – Ministry of Culture of Brazil (DF)





AUGUST 7, 10:30 AM - 12 PM, CASA FIRJAN | CONFERENCE ROOM 2 - BOTAFOGO

PANEL: TRANSFORMATIVE EXPERIENCES IN CREATIVE
ECONOMY - PRODUCTIVE INCLUSION WITH DIVERSITY AND
INCOME GENERATION

Celina Hissa - Creative Director - Catarina Mina (CE)

Patricia Magalhães - Tourismologist - Creative Tourism Lagoa do Carro (PE)

Rafael Ferraz - Arts Director - British Council (SP)

Walter Junior - Subsecretary of Culture and Tourism of Salvador (BA)

Moderator: Adriana Barbosa - Executive Director - Feira Preta / Pretahub (SP)

AUGUST 7, 2 PM - 4 PM, CASA FIRJAN | CORCOVADO AUDITORIUM

SEMINAR OPENING SESSION, 2 PM

KEYNOTE LECTURE CREATIVITY: THE WEALTH OF NATIONS,
2:30 PM

Benjamín González Pérez - Cultural Manager - Ninguna (Mexico)

Moderator: Cláudia Leitão - Doctor in Sociology, Professor, Researcher, and
Consultant in the field of Culture and Creative Economy - UNESCO and Ministry of
Culture (CE)



AUGUST 8, 10 AM - 12 PM, CASA FIRJAN | CORCOVADO AUDITORIUM

KEYNOTE LECTURE ARTIFICIAL INTELLIGENCE AND COPYRIGHT

Daniel Gervais (ONLINE) - Director of the Intellectual Property Program at Vanderbilt University Law School, United States (USA)

Moderator: Dr. Vanisa Santiago – Copyright Lawyer (RJ)

AUGUST 8, 2 PM - 3:30 PM, CASA FIRJAN | SELARON ARENA

PANEL: TRANSFORMATIVE EXPERIENCES IN CREATIVE ECONOMY - CITIZENSHIP AND DEMOCRACY

Isabela Souza - Geographer - Observatory of Favelas (RJ)

Marco Antonio Teobaldo - Curator - Iyá Davina Memorial Museum (RJ)

Rodrigo Savazoni - Writer and Researcher, Doctor in Human and Social Sciences (UFABC), Director of Casa Comum (DF)

Moderator: Carlos Paiva - Special Advisor to the Ministry of Culture (DF)





AUGUST 8, 2 PM - 3:30 PM, CASA FIRJAN | CONFERENCE ROOM 1 - COPACABANA

PANEL: CREATIVE TERRITORIES AND ECOSYSTEMS: BETWEEN CHALLENGES AND POSSIBILITIES

Leo Amato - Creative Strategist, Mentor, and Professor - LA.B CRIA / FACHA (RJ)

Liana Vallicelli - Director of Information at the Urban Planning and Research Institute of Curitiba - IPUCC (PR)

Jordi Tresserras - Consultant in Heritage, Creative Economy, and Sustainable Tourism - Culture Commission of the Organization of Ibero-American States (Spain)

Eva Bañuelos Trigo - Director of the Cultural Center of Spain in Guatemala - Spanish Agency for International Development Cooperation - AECID (Guatemala)

Jairo Chaparro Valderrama - Strategic Advisor at the Ministry of Cultures, Arts, and Knowledge of Colombia and Master in Rural Development (Colombia)

Moderator: Alexandre Kieling - Coordinator of the Master's Program in Creative Economy - Catholic University of Brasília - UCB (DF)

AUGUST 8, 2 PM - 3:30 PM, CASA FIRJAN | CONFERENCE ROOM 2 - BOTAFOGO

PANEL: CULTURAL BIODIVERSITY AND TECHNODIVERSITY


Catarina Ribeiro - Performer and Community-based Cultural Manager - Confluência Roda de Prosa Popular Cultures Network (RR)

Ricardo Piquet - General Director of the Institute for Development and Management - IDG (RJ)

Andrea Lombardi - Institutional Relations Manager - Instituto Inhotim (MG)

Moderator: Martin Giraldo - Cultural Marketing Consultant - Culture People (Colombia)





AUGUST 8, 2 PM - 3:30 PM, CASA FIRJAN | CONFERENCE ROOM 3 - SUGARLOAF

PANEL: INTERNATIONALIZATION AS A FUNDAMENTAL AXIS OF THE CREATIVE ECONOMY

Mariele Laís Christ - Coordinator - ApexBrasil (DF)

Galo Sandoval - Economist - Ministry of Culture and Heritage of Ecuador (Ecuador)

Christiano Braga - Audiovisual Manager - Embratur (DF)

Danielle Barros - Secretary of State for Culture and Creative Economy (RJ)

Moderator: Márcio Tavares - Executive Secretary - Ministry of Culture (DF)

AUGUST 8, 4 PM - 5:30 PM, CASA FIRJAN | SELARON ARENA

PANEL: THE CHALLENGE IN TRAINING AND QUALIFYING PROFESSIONALS IN THE AUDIOVISUAL INDUSTRY

Mauricio Hirata Filho - Investment Director - RioFilme (RJ)

Alex Braga - President-Director of ANCINE (RJ)

Marcos Braz - Director of Rocinha Film Academy (RJ)

Leonardo Monteiro de Barros - Vice-President - SICAV (RJ)

Arianne Marie Benedetti - Deputy Minister of Culture of Panama (Panama)

Antonia Pelegrino - Director - Empresa Brasileira de Comunicação - EBC (RJ)

Moderator: Leonardo Edde - Vice-President of FIRJAN (RJ)





AUGUST 8, 4 PM - 5:30 PM, CASA FIRJAN | CONFERENCE ROOM 1 - COPACABANA

PANEL: INDICATORS AND INFORMATION MANAGEMENT AS A TOOL FOR TRANSFORMATION IN CULTURAL POLICIES

Raphael Callou - Director of Culture - OEI (Spain)

Leonardo Athias - Researcher - IBGE (RJ)

Carla Dirlikov Canales - Senior Advisor and Envoy for Cultural Exchange for the President's Committee on the Arts and the Humanities - PCAH (USA)

Federico Bonazzi - Cultural Information System of Argentina - SInCA (Argentina)

Ana Claudia Silveira - Senior Technician at the Department of International Relations of the Office of Strategic Planning, and Cultural Evaluation (Portugal)

Moderator: Miguel Jost - Professor/Researcher - PUC-Rio (RJ)

AUGUST 8, 4 PM - 5:30 PM, CASA FIRJAN | CONFERENCE ROOM 2 - BOTAFOGO

PAINEL: MERCADOS DAS INDÚSTRIAS CRIATIVAS: PANEL: CREATIVE INDUSTRIES MARKETS: EXPERIENCES AND FUTURE

Cris Barreto - Director Rio2C (RJ)

Isadora Leighton Bou - Director of International Programs - Ministry of Cultures, Arts, and Heritage of Chile (Chile)

Humberto López La Bella - Director of Planning, Development, and Cultural Innovation (Paraguay)

Viviana Luna - Management and Development of Cultural Projects – Secretariat of Culture (Argentina)

Moderator: Andrea Guimarães - Director of Economic Development of Culture - Ministry of Culture (DF)





AUGUST 8, 4 PM - 5:30 PM, CASA FIRJAN | CONFERENCE ROOM 3 - SUGARLOAF

PANEL: TRANSFORMATIVE EXPERIENCES IN CREATIVE ECONOMY: INNOVATION

Leonardo Andrade - Entrepreneur, Community Leader - Association of Rural and Cultural Tourism of Areia - Atura (PB)

César Piva - President-Director - Development Agency of the Audiovisual Hub of Zona da Mata of Minas Gerais (MG)

Raquel Virginia - CEO - Nhai Diversitech (SP)

Yamal Nasser Michelén Stefan - Architect and Deputy Minister of Culture of the Dominican Republic (Dominican Republic)

Moderator: Silvana Bahia - Executive Director of OLABI (RJ)

AUGUST 9, 10 AM - 11:30 AM, CASA FIRJAN | SELARON ARENA

PANEL: PROMOTION AND FINANCING OF CREATIVE INDUSTRIES

Milton Bittencourt Neto - Sector Manager - Cultural Sponsorship Petrobras (RJ)

Clarice Calixto - Secretary-General of the Attorney General's Office - AGU (DF)

Santiago Herrero Amigo - Director of the Spanish Agency for International Development Cooperation - AECID (Spain)

Joaquim Melo – Social Entrepreneur - Banco Palmas (CE);

Santiago Trujillo Escobar – Secretary for Culture, Recreation and Sports - Bogotá (Colômbia).

Moderator: Antenor Neto – Manager for Culture and Art - FIRJAN SESI (RJ)



AUGUST 9, 10 AM - 11:30 AM, CASA FIRJAN | CONFERENCE ROOM 1 - COPACABANA

PANEL: CARNIVAL CULTURE AND ITS IMPLICATIONS FOR CITIES

Guilherme Varella - Professor at the School of Communication – Federal University of Bahia - UFBA (BA);

André Brasileiro – Executive Secretary for Articulation – City of Recife (PE);

Paulo Miguez – Rector of the Federal University of Bahia - UFBA (BA).

Moderator: Rita Fernandes – Journalist, Cultural Producer and President of Sebastiana – Street Blocos Association in Rio (RJ)

AUGUST 9, 10 AM - 11:30 AM, CASA FIRJAN | CONFERENCE ROOM 2 - BOTAFOGO

PANEL: EDUCATION FOR CREATIVE SKILLS: CASES AND CHALLENGES

Cláudia Ramalho - Superintendent - SESI Lab (DF);

João Alegria – Secretary-General at Roberto Marinho Foundation (RJ);

Eduardo César Cordeiro - Director-President - Sapiens Parque S.A. (SC);

Ángel Cardenas – Manager for Urban Development, Water and Creative Economies at CAF – Latin America Development Bank (Venezuela).

Moderator: Cyntia Uchôa – Public Policy Analyst at Sebrae Nacional/ Expert on Management of Cultural Policies and Public Management (DF)





AUGUST 9, 11:30 AM – 1 PM , CASA FIRJAN | SELARON ARENA

PANEL: ARRANGEMENTS FOR SHARED MANAGEMENT OF PUBLIC CULTURAL EQUIPMENT: EXPERIENCES, CHALLENGES, AND PERSPECTIVES.

Rachel Gadelha - President Director - Instituto Dragão do Mar (CE);

Andrés Gribnicow - Executive Director of the Association of Friends of the National Museum of Fine Arts (Argentina);

Sandra Sérgio - Executive Director of the Museum of Art of Rio - MAR - OEI (RJ);

Marcelo Calero - Municipal Secretary of Culture - City of Rio de Janeiro (RJ);

Rafa Rafuagi - MC - National Construction of Hip Hop Culture (RS).

Moderator: Leticia Schwarz - Subsecretary of Strategic Management - Ministry of Culture (DF)

AUGUST 9, 11:30 AM TO 1 PM - CASA FIRJAN | CONFERENCE ROOM 1 - COPACABANA

PANEL: CREATIVE ECONOMY IN MOTION: THE ROLE OF FESTIVALS AS CATALYSTS FOR CULTURAL DIFFUSION AND CIRCULATION

Luciana Simões - Curator/Cultural Producer - Festival BR135 (MA);

Eulícia Esteves - Director of Music - National Arts Foundation - Funarte (RJ);

Khulood Khoory - Director of Art of Dubai (United Arab Emirates);

Dr. Shah Faesal - Deputy Secretary - Ministry of Culture of India (India)

Moderator: Melina Hickson - Artistic Entrepreneur - Porto Musical / Fina Produção (PE)

