CREATORS CONFERENCE

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SERBIAN MUSIC AND INNOVATIVE EUROPEAN PROGRAMMES OF SYNERGY, CREATIVITY, BUSINESS
PROGRAMME

15:00
WELCOMING WORDS

- ALFONS KARABUDA – PRESIDENT OF THE EUROPEAN COMPOSER AND SONGWRITER ALLIANCE (ECSA) AND INITIATOR OF THE CREATORS CONFERENCE
- PRESENTATION OF A SPEECH WRITTEN BY PRIME MINISTER OF SERBIA ANA BRNABIĆ
- REPRESENTATIVE OF THE DELEGATION OF THE EUROPEAN UNION TO THE REPUBLIC OF SERBIA
- IVANA TRIŠIĆ – PRESIDENT OF COMPOSERS ASSOCIATION OF SERBIA (CAS)

15:15 – 16:30
FIRST PANEL – CREATIVE INDUSTRIES IN EUROPE AND SERBIA – DIFFERENCES AND SIMILARITIES

Ana Ilić Advisor to the Prime Minister of Serbia for digital and creative industries, film and tourism
Creative Sector in Serbia and Creative Industries Council of Serbia

Dr Petya Koleva Director of Intercultura Consult, co-founder of the Cultural Policy Designers Network
Cultural values in public: EU policies supporting the creative sector

Dr Milena Dragičević Šesić Professor of Management in Culture and Theory of Media at the Faculty of Dramatic Arts, Belgrade
Music in Serbia: from exclusivity to marginalization (policies and practices at the times of algorithm decision-making)

Antun Tomislav Šaban Secretary General of the Croatian Composers` Society, Vice- President of ECSA, composer and conductor
Creative Industries in Croatia

16:20 – 16:55 COFFEE BREAK

16:55 – 17:50
SECOND PANEL – CREATIVE INDUSTRIES AND TOURISM – MUSIC MEETS TOURISM – EXAMPLES AND POSSIBILITIES

Martin Cuff Strategist, Marketer, Speaker, Writer and Trainer in the development and marketing of Creative Industries
Creative Industries and Tourism

Andrea Minnich Sales & Marketing Manager, Salzburg Tourism (Austria)
The importance of culture and music events for Salzburg’s tourism strategy

Miodrag Popović CEO of the Tourist Organization of Belgrade
The Role of Music in Belgrade’s Touristic Offer

Olaf Furniss Managing Director, Music Tourist, (UK)
Music Tourism - A World Of Opportunities

Moderator: Mr. Miodrag Popović

18:10 – 19:00
THIRD PANEL – THE SITUATION OF THE MUSIC SECTOR IN SERBIA

Srdan Hofman Composer, Professor emeritus of composition at the Faculty of Music in Belgrade and President of the governing board of SOKOJ
The social position of Art Music in Serbia

Aleksandar Kovačević CEO of SOKOJ
Challenges of Collective Management of music rights in Serbia

Vladimir Grajić Composer, Head of RTS Music Production
Music Publishing in Serbia - between Ambition and Reality

Moderator: Dr Ivana Medić
ALFONS KARABUDA is a Swedish composer born in Stockholm in 1967. Composing mainly film and theatre music, he has worked with BBC, Zentropa, DR, SVT, The Swedish Film Institute, Dansens Hus and Stockholm City Theatre. Mr. Karabuda currently holds the position as chairman of SKAP (Swedish Society of Songwriters, Composers and Authors), president of ECSA (European Composer and Songwriter Alliance) as well as a member of the board of STIM (Swedish Performing Rights Society). In addition to this, he is president of the Polar Music Prize Award Jury and chairman of the Polar Music Prize Award Prize Committee. Mr. Karabuda currently is executive vice-president of the International Music Council.

Over the years Mr. Karabuda has collaborated with different international organizations, among others, Music Creators North America (MCNA) and the Songwriters Guild of America (SGA). In 2012, Mr. Karabuda assisted in the establishment of MCNA. As ECSA President he has contributed to the International Council of Creators of Music (CIAM), the Pan-African Composers and Songwriters Alliance (PACSA) and The Alliance of Latin American Creators of Music (ALCAM). Since November 2015, he has been the Executive Vice-President of the International Music Council.

IVANA TRIŠIĆ, musicologist. During her substantial career, she was editor-in-chief of the Radio Belgrade Third Program, and later Music Director of Radio Belgrade. Between 1991 and 2000, she was Art Director of the Belgrade Music Festival. In 2004 she was Art Director of the Mokranjac Days in Negotin.

Since 2007 she holds the position of the President of the Composers Association of Serbia. She was a member of the jury of the Mokranjac Award for Composition, and selector for the grants sponsored by the Karadordević Royal Fund. Among numerous awards, the one which stands out is Prix Italia at the international festival of the same name, Palermo 1983.

ANA IČ serves as Advisor to the Prime Minister of Serbia for digital and creative industries, film and tourism. Prior to this appointment, Ana served as Chief of Staff to the Minister for Public Administration and Local Self-Government. For eight years, Ana was Executive Director at the Serbia Film Commission, non-profit association of the Serbian film industry that aims at developing and promoting Serbia as a competitive destination for international filmmaking. Ana has significant experience working at international business consulting companies such as Booz Allen Hamilton on USAID funded projects in the fields of local economic development, tourism and creative industries. She holds a BA degree in law.

DR. PETYA KOLEVA is an international expert, trainer and researcher, founder of Intercultura Consult. Since 2004, Dr Koleva is developing synergies between arts and innovation via international cooperation initiatives in research, training and cultural policy development. She is founding board member of the Cultural Policy Designers Network, an Expert of the Research Executive Agency and of the Education and of the Culture and Audiovisual Executive Agency of the EC. She has been expert advisor of the European Cultural Foundation, expert of National Fund for Culture Bulgaria and of the Culture Programmes of Sofia and Plovdiv Municipalities as well as a key CCI expert of the Eastern Partnership Culture Programme. She is experienced in designing collaborative processes and network management including work at the European League of Institutes of the Arts.

Dr Koleva is visiting professor on Cultural Entrepreneurship and Innovation and on Network Entrepreneurship and Social networks at the National Academy of Theatre and Film Arts, Sofia, Bulgaria. Through Intercultura Consult she has initiated and run successful research and policy development projects as well as international professional development platforms for managers and arts professionals.
MILENA DRAGIĆEVIĆ ŠEŠIĆ, former President of University of Arts, Belgrade, professor of Cultural Policy & Art Management at the UNESCO Chair in Interculturalism, Art Management & Mediation. UNESCO’s, ECF’s & Council of Europe’s expert. Published 150 essays, 17 books: Interested in culture management, animation, marketing; Neo-folk culture; Art and alternative; Horizons of reading, Art management in turbulent times, Intercultural mediation in the Balkans, etc. Translated in 17 languages. Commandeur dans l’Ordre des Palmes Academiques, Member of National Council for Science (2006-2010).

ANTUN TOMISLAV ŠABAN is a composer of classical and jazz music whose works have been performed by leading orchestras, chamber ensembles and soloists in his native Croatia, as well as in numerous European countries, Australia, and the USA. He also acts as a conductor and a music producer in various musical setups on concert stages and in recording studios. He holds the post of the Secretary General of the Croatian Composers’ Society (HDS) since 2001. In 2013 and 2016 he was elected Vice-President of the European Composer and Songwriter Alliance (ECSA) and chairman of its committee for the classical/arts music. He is also active within the International Confederation of Societies of Authors and Composers (CISAC) where he is a member of the Executive Committee of its International Council of Music Authors (CIAM) since 2007.

MARTIN CUFF is a strategist, marketer, speaker, writer and trainer with over two decades experience in the development and marketing of Creative Industries. Working with governments and their agencies across all five continents, he has delivered projects from Namibia to Georgia, from Tanzania to Peru and from Indonesia to Sweden. He is the former Executive Director of the Association of Film Commissioners International, the Colorado Film Commission in the USA and the Cape Film Commission in South Africa and is a leading authority globally on Film Tourism. He is currently Advisor to Prime Minister Brnabic of Serbia as Advisor on Digital and Cultural Industries and Tourism.

ANDREA MINNICH. With over 20 years of experience in tourism marketing, Andrea is currently Sales and Marketing Manager at the Tourismus Salzburg GmbH, the Salzburg City Tourist Office and is responsible for promoting Salzburg as a tourist destination.

MIODRAG POPOVIĆ, CEO of the Tourist Organization of Belgrade. BA in journalism and media management from UCLA (University of Los Angeles) and Singidunum University (Belgrade). New producer, foreign politics analyst, editor of the world news program of the Serbian Radio and Television. CEO of the Tourist Organization of Serbia. Deputy Information Minister in the Government of the Republic of Serbia.
**OLAF FURNISS** is managing director of Music Tourist, a consultancy established to develop partnerships between the music and tourism sectors by providing advice to businesses and public-sector organisations, as well as hosting networking events, workshops and presentations.

The company is currently working with Newcastle University on a specially commissioned piece of research and has partnered with Glasgow City Marketing Bureau, Scottish Enterprise, the Scottish Music Industry Association, Arts South Australia and the City of Adelaide on individual projects. These include the world’s first Music Tourist Summit in 2016 and a bespoke, workshop-based event during the Edinburgh Festival Fringe.

Furniss is also the founder of Born To Be Wide CIC, which organises Scotland’s key music industry events including the award-winning Wide Days convention and previously worked for Bylarm, Popkomm and Reeperbahn Festival. He is an occasional contributor to The Guardian, Musik Woche and BBC Radio Scotland and for several years wrote for trade publications Billboard, Music Week and I-Q. Furniss is one of only 300 members of the Scottish Tourist Guides Association and has more than 25 years’ experience in the sector giving him a unique insight into both the music and tourism industries.

**SRĐAN HOFMAN.** He has won several prestigious awards in composition. He is one of the founders of the International Review of Composers in Belgrade. He has also founded the electronic studio of the Faculty of Music in Belgrade. He was the dean of the same institution, and the ambassador of the Republic of Serbia in the Republic of South Africa. He is the president of the governing board of SOKOJ.

**ALEKSANDAR KOVAČEVIĆ** was born in Vršac, Serbia, in 1973. Graduated from the Faculty of Law, University of Belgrade in 2002. Since 2003 he has been employed in Sokoj as a lawyer, and since 2006 he has been a director in the third term now. Married, the father of two children.

**VLADIMIR GRAJIĆ.** Composer, arranger, producer born in 1968 in Belgrade. Music education received at Stevan Mokranjac School of Music in Belgrade and then earned a BA degree from the Faculty of Electric Engineering in Belgrade. He was named Composer of the year at MESAM, 1995, Popularity Oscars, 2000 and Golden Melos, 2006. Grajić co-founded the pop music festival Beovizija and participates in all major festivals in Serbia and the region, whether as an author, jury member, or music director. His song “Molitva” (Prayer), performed by Marija Šerifović, won, as Serbia’s entry, the 2007 Eurovision Song Contest in Helsinki.

**DR IVANA MEDIĆ** is a Research Associate of the Institute of Musicology SASA, Visiting Research Fellow of the Centre for Russian Music at Goldsmiths, University of London, a convenor of the Study Group for Russian and Eastern European Music with the British Association for Slavonic and East European Studies (REEM / BASEES) and Vice President of the Serbian Musicological Society. She is Head of the main project of the Institute of Musicology SASA Serbian Musical Identities within Local and Global Frameworks: Traditions, Changes, Challenges and Editor-in-Chief of the scientific journal Musicology.