



2nd EU-MEXICO CREATIVE INDUSTRIES FORUM

Webinars: June 14 – 28, 2021

B2B Meetings: September 13 – 30, 2021

1. INTRODUCTION

The “2nd EU-Mexico Creative Industries Forum (CIF)” is an activity organised by the European Union Delegation to Mexico, in collaboration with the EU MS Embassies to Mexico, and with the Mexican Ministry of Culture, and the Mexican Centre for Digital Culture.

In the 1st edition 12 webinars and roundtables were organized, plus a closing session, led by EU experts, with internationally acknowledged speakers from the EU and Mexico, and also EU officials from the Directorate-General for Education and Culture (DG EAC) of the European Commission and from the Commission’s Directorate-General for Communications Networks, Content and Technology (DG CONNECT). In total, 31 EU specialists participated in the Forum (two of them from DG EAC, and one from DG CONNECT), as well as 24 Mexican experts. An average of 78 people connected to each of the webinars (938 total connections). Regarding the B2Bs, there were 8 days for business meetings between sector-interested companies, and, 112 companies registered and participated (89 from Mexico and 23 from the EU) having 97 successful digital business meetings (50 EU-Mexico meetings).

This new forum aims to: design, organize, implement, follow-up on the basis of the work and lessons learned from the 1st Forum. It will have the following purposes: disseminate EU experience and key policies in the field, consolidate ideas/initiatives that resulted from the first forum, identify areas of opportunity and cooperation between Mexico and the European Union, as also, identify potential business opportunities for EU companies in Mexico.

Due to the COVID-19 pandemic restrictions, this activity will be totally digital. It will comprise a set of ten specialized webinars (to take place in the second half of June 2021) followed by 10-15 days of B2B sessions (September 2021) that will be facilitated through a dedicated marketplace designed to this purpose.



2. GENERAL ORGANIZATION

Due to the COVID-19 pandemic, the Forum will be totally digital and will be divided in two main sections.

The first one will be a series of ten webinars, taking place from June 14 to 28, 2021, focused on a specialized audience. A closure session will be organized on the 28th of June, with a summary of relevant interventions. In this first activity, officials of the EU, technical experts and executives of private companies and innovation centres will present public policies, trends, success stories and collaboration opportunities identified between the EU and Mexico.

The second part of the Forum will be held from September 13 to 30 (final dates tbc) and will take the form of virtual B2B meetings among interested participants. A dedicated marketplace and a virtual platform will be available for this purpose.

FORMAT

Webinars

- Online seminars with the participation of three to five experts in a specific subject.
- Number: 9 webinars
- Duration: 90 minutes in average, that could be extended exceptionally to 120 minutes. The structure of each webinar is as follows: 60 minutes for panellists' presentation and interaction, and 30 minutes for questions and answers.
- Participants: Keynote experts from the EU, the European Union Member States and Mexico. Ideally 2 EU experts and 2 Mexico experts, maximum 5 panellist per webinar.
- Involvement in each webinar of EU public officers from related DGs (Example: DG GROW, DG CONNECT, DG EAC, etc.), or EU programmes and initiatives (Example: Creative Europe, Europa Nostra, etc.) will be facilitated.
- Audience: Industry, think tanks, chambers, academy, journalists, and other relevant participants according to each webinar subject. (Example, IP lawyers when IPR is the subject of the webinar.
- Expected audience per webinar: approximately 80-100 people.
- Live interpretation services (ESP-ENG-ESP) will be provided.

B2B Meetings

- A dedicated marketplace will be designed and made available on-line for interested companies and professionals from the EU and Mexico. Registry an interaction through this platform will be available from the 14th of June to the 30th of September. In this platform participants will be able to:
 - o Register and create their detailed business/networking profile that will



be shared to other participants so they can identify suitable partners and invite them for meetings.

- o Invite for meetings, reject invitations when not interested.
 - o Manage their dating agenda.
 - o Use the virtual meeting room provided by the application (similar to Zoom, Google meets, or Teams).
 - o Relate to other participants using the InMail section within the platform.
- There will not be translations services in B2B Meetings, participants will have to be fluent in English or Spanish.

Closure Session:

- There will be a closure session of this forum by the end of September/beginning of October 2021 (whose format is yet to be agreed among organizers) with the purpose of summarizing results, proposals, potential follow up activities, etc. In this session there will be a protocol section for the participation of EU and Mexican authorities involved in the forum.
- Duration: Tentatively of 60-90 minutes
- It will be broadcasted on-line but contents will be shared with relevant media for higher dissemination.

2. PROGRAMME

Programme summary

WEBINAR 1: Monday, 14th June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

Kick-Off Webinar – Creative Industries Markets and Value-Chains

9:00-9:05	Welcome and introduction to participants Moderator: Mariana Delgado, Director, Digital Culture Centre, Mexico
9:05-9:20	Inauguration Opening remarks <ul style="list-style-type: none"> - Marina Núñez, Under Secretary for Cultural Development, Mexico City Ministry for Culture - Jean-Pierre Bou, Deputy Head of Delegation, EU Delegation to Mexico
9:20-10:15	Creative Industries Markets and Value-Chains: business opportunities; assessment of economic results within international value chains. Description: Business models within creative industries, and international value chains. <u>Speakers:</u> <u>Mexican Panellists:</u> <ul style="list-style-type: none"> - Ana Bárbara Mungaray, Head of the Productive Development Unit, Secretary of Economy



	<ul style="list-style-type: none"> - Graciela Kasep, Coordinator of the Creative Economy Research Center (CIEC) of the university CENTRO <p><u>EU Panellists:</u></p> <ul style="list-style-type: none"> - Clémentine Daubeuf, Associate Director at KEA - Dr. Jakub Jasiczak, Manager and President of the Poznań University of Económica and Business Knowledge Transfer Company, Poland - Fátima São Simão, Head of Business Development-Arts from the Science and Technology Park of University of Porto, Portugal
10:15-10:35	Q&A
10:35-10:40	Closure and Group Photo

WEBINAR 2: Tuesday, 15th June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

Legislation and protection of intellectual property rights in creative industries

9:00-9:05	Welcome and introduction to participants Moderator: Julián López Richart, Professor of Civil Law at the University of Alicante, Spain
9:05-10:00	<p>Legislation and protection of intellectual property and collective property rights Description: Intellectual Property Rights (IPRs) in Creative Industries, legislation and enforcement</p> <p><u>Speakers:</u> <u>Mexican Panellists</u></p> <ul style="list-style-type: none"> - Alberto López Cuenca, PhD in Philosophy, Meritorious Autonomous University of Puebla, Faculty of Philosophy and Letters - Eréndira Cruzvillegas Fuentes, Head of the Legal Affairs Unit, Secretary of Culture - Juan Miguel Ruiz, Director of Protection Against Copyright Violation, Mexican Institute of Copyright <p><u>EU Panellists:</u></p> <ul style="list-style-type: none"> - Caecilie Kjaerside, Policy Officer, Copyright, DG CONNECT, European Commission - Rene Otto, Van Iersel Luchtman Advocaten, Lawyer specialized in games. What to know about IPs in Europe, The Netherlands - Mathilde Persuy, Head of International Affairs of the High authority for the dissemination of works and the protection of rights on the internet (HADOPI), France
10:00–10:25	Q&A
10:25-10:30	Closure and Group Photo



WEBINAR 3: Wednesday, 16th June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

Funding schemes and programmes supporting creative industries in Mexico and in Europe.

9:00-9:05	Welcome and introduction to participants Moderator: Pablo Raphael de la Madrid, Director of International Affairs, Secretary of Culture, tbc
9:05-10:00	Funding schemes and programmes supporting creative industries in Mexico and in Europe, notably alternatives for joint EU-Mexico initiatives. Description: Analysis of the existing public programmes and schemes in Mexico and Europe for creative industries. Presentation of alternatives for EU-Mexico projects' funding. <u>Speakers:</u> <u>Mexican Panellists</u> <ul style="list-style-type: none"> - Mtr. Ana Isabel Ceballos Novelo, Directorate of Artistic Development and Cultural Management, Secretary of Culture and Arts - Juan Carlos Bonet, Executive Secretary of the support system for creation and projects (EFIARTES - Finance) <u>EU Panellists:</u> <ul style="list-style-type: none"> - Jari-Pekka Kaleva, Managing Director at European Games Developer Federation (EGDF), Finland - Arnaud Dauphin, Deputy Director of the French Development Agency (AFD) in the regional office of Mexico, France
10:00-10:25	Q&A
10:25-10:30	Closure and Group Photo

WEBINAR 4: Thursday, 17th June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

E-commerce, selling of creative digital contents, and collaborative funding schemes, (sustainable business models, and crowdfunding)

9:00-9:05	Welcome and introduction to participants Moderator: Cristina Novio, team leader of the EU – Mexico Sector Dialogues Support Facility
9:05-10:00	E-commerce, selling of creative digital contents, and collaborative funding schemes, (sustainable business models, and crowdfunding) Description: Private funding alternatives for creative industries, different business models to monetize creative content. <u>Speakers:</u> <u>Mexican Panellists</u> <ul style="list-style-type: none"> - Marcela Landgrave, Director, Atelier Inspira - Isabel Gil, CEO and co-founder of AURA, a creative consultancy based in Mexico City



	<p><u>EU Panellists:</u></p> <ul style="list-style-type: none"> - Carolina Dalla Chiesa, Economist and Cultural Anthropologist. Researcher on Creative Industries, Erasmus Universiteit Rotterdam, The Netherlands - Marco Cataño, Head of distribution at Believe, a French music marketing service and label, established in Mexico, France
10:00-10:25	Q&A
10:25-10:30	Closure and Group Photo

WEBINAR 5: Monday, 21st June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

Esports: Collaborations and business opportunities.

9:00-9:05	<p>Welcome and introduction to participants Moderator: Sabina Dirks, Founder and CEO, Eventina, The Netherlands</p>
9:05-10:00	<p>Esports: Collaborations and business opportunities Description: Analysis of esports, their business model, and existing business opportunities.</p> <p><u>Speakers:</u> <u>Mexican Panellists</u></p> <ul style="list-style-type: none"> - Agustín de Lomo, Sub Director GGTech Entertainment América <p><u>EU Panellists:</u></p> <ul style="list-style-type: none"> - Steven Leunens, Team Meta, Belgium - Stijn Jacobs, Insightful, The Netherlands
10:00-10:25	Q&A
10:25-10:30	Closure and Group Photo

WEBINAR 6: Tuesday, 22nd June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

Development of software for interactive solutions in culture

9:00-9:05	<p>Welcome and introduction to participants Moderator: Marcela Flores</p>
	<p>Development of software for interactive solutions in culture Description: How software and apps can be developed and put to use to support a wider access to cultural contents in museums, theatres, cinema, historic sites, etc.</p> <p><u>Speakers:</u> <u>Mexican Panellists:</u></p> <ul style="list-style-type: none"> - Doreen Ríos, Curator of the Center for Digital Culture (CCD)



This project is funded
by the European Union

	<ul style="list-style-type: none"> - Leonardo Aranda - Edith Medina, founder and director of Biology Studio <p><u>EU Panellists:</u></p> <ul style="list-style-type: none"> - Mgr. Mátyás Csernák, Account Manager, Grand Beats Production, Slovakia - Loïc Espinasse, Project Manager, Archéovision, France - Hans Luyckx, Ijs Fontein, The Netherlands
10:00-10:25	Q&A
10:25-10:30	Closure and Group Photo

WEBINAR 7: Wednesday, 23rd June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

Creative Industries and the pandemic: Innovative solutions in the health sector, tourism, and hospitality

9:00-9:05	Welcome and introduction to participants Moderator: Roger Casas-Alatrisme, owner of El Cañonazo Transmedia, Spain
9:05-10:00	<p>Creative Industries and the pandemic: Innovative solutions in the health sector, tourism, and hospitality</p> <p>Description: Developments to address challenges that arose during the COVID-19 pandemic, for instance to ensure public health safety in the tourism and hospitality sectors, or in the provision of health services.</p> <p><u>Speakers:</u></p> <p><u>Mexican Panellists proposed by MX Digital Cultural Centre</u></p> <ul style="list-style-type: none"> - Dinorah Cantú Pedraza, head of the Secretariat for Innovation and Citizen Participation of the Municipality of San Pedro Garza García, Nuevo León <p><u>EU Panellists:</u></p> <ul style="list-style-type: none"> - Björn W Schuller, Professor for Embedded Intelligence for Health Care and Wellbeing at the University of Augsburg and co-funding CEO and current CSO of audEERING, Germany - Francisco Romero, Head of Open Innovation Programs at Amadeus IT Group, Spain - Menno van Pelt-Deen, Samen Spelen, The Netherlands
10:00-10:25	Q&A
10:25-10:30	Closure and Group Photo



WEBINAR 8: Thursday, 24th June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)
Talent development in creative industries and job opportunities

9:00-9:05	Welcome and introduction to participants Moderator: Roger Casas-Alatrisme, owner of El Cañonazo Transmedia, Spain
9:05-10:00	Talent development in creative industries and job opportunities Description: Identification of the set of knowledge and skills required in different creative industries, current educational offer, success factors for selection processes. <u>Speakers:</u> <u>Mexican Panellists:</u> <ul style="list-style-type: none"> - Hugo Solis García, Artist and University Professor at the UAM - Juan Meliá, Director of Teatro UNAM - Roberto Cabezas, Director of Creative Technology programs at University CENTRO <u>EU Panellists:</u> <ul style="list-style-type: none"> - Juan Pastor Bustamante, Blue Red, Spain - Mata Haggis, Breda University of Applied Sciences/Breda Game City, The Netherlands - Sylvia Amann, Director of inforelais, Austria
10:00-10:25	Q&A
10:25-10:30	Closure and Group Photo

WEBINAR 9: Monday, 28th June 2021. 9:00 am Mexico City Time (4:00 pm Brussels)

Success cases and collaborative initiatives in the creative industries sector in the EU and in Mexico Monday
Closure of the webinars

9:00-9:05	Welcome and introduction to participants Moderator: Adriana Casas, Director of the Multimedia Centre, CENART (tbc)
9:05-10:00	Success cases and collaborative initiatives in the creative industries sector in the EU and in Mexico Description: Elevator pitch for success cases and collaborative initiatives from Mexico, and the EU. <u>Speakers:</u> <u>Mexican Panellists:</u> <ul style="list-style-type: none"> - TBC <u>EU Panellists:</u>



	<ul style="list-style-type: none">- Cătălin Butnariu - Director Amber y President de Romanian Game Developers Association, Romania- Catarina Falkenhav, Communication Director, and Helena Lindroth, Project Manager, Swedish Royal Opera, presenting the project Operan Play, Sweden- Deborah Jourdan, Head of the distribution in Mexico of Believe Music, France- Blaine Doyle, owner and CEO of GlowDx, Ireland- Sjoerd Wennekes, International business for Tovertafel, The Netherlands
10:00-10:25	Q&A
10:25-10:30	Video summary of the event
10:30-10:50	<p>Closure session for the technical part of this forum (webinars) Description: Protocolary closure of the first part of the forum, and presentation of results from this phase.</p> <p><u>Speakers: Proposals to be discussed</u> Government officials</p> <p>Mexico:</p> <ul style="list-style-type: none">- Pablo Raphael de la Madrid, Director of International Affairs, Secretary of Culture <p>EU:</p> <ul style="list-style-type: none">- Barbara Gessler, Head of the Creative Europe unit, DG EAC, European Commission



B2B VIRTUAL MEETINGS

REGISTRY 14 JUNE – 15 SEPTEMBER 2021

Registry in the platform “B2Match” will be opened from the 14th of June to the 15th of September. Participants will be able to upload their profiles in the marketplace, indicate their preferences for meetings, what they are looking for and send invitations to other partners. The app will allow the organization of virtual meetings that will take place from the 15th to the 30th of September 2021.

B2B MEETINGS

15-30 of September

B2B meetings will be held according to each participant agenda as developed using “B2Match”.

CLOSURE SESSION OF THE FORUM

Thursday 8th of October. 9:00 am Mexico City Time (4:00 pm Brussels)

9:00-9:05	Welcome and introduction to participants Moderator: tbc
9:05-10:25	<p>Closure session for the Forum Description: Protocolary closure of the Forum, and presentation of Mexican and European creative artists' work.</p> <p>Speakers: tbc</p> <p>Mexican Panellists:</p> <ul style="list-style-type: none"> - Marina Núñez, Under Secretary of Cultural Development, Ministry of Culture. <p>EU Panellists</p> <ul style="list-style-type: none"> - Jean-Pierre Bou, Deputy Head of Delegation, EU Delegation to Mexico <p>Artist presentations:</p> <p>Mexican artists (tbd)</p> <p>European artists (tbd)</p>
10:25-10:30	Closure and Group Photo