



BRIGHT

PROGRAM 2020

**Inspiration. It's what we
all need right now.**

Join us for a week of innovation,
creation, and knowledge when
we gather creative businesses
and everyone with a passion for
entrepreneurship and innovation
– from all over the world

29 JUNE

TRACK 1

09:30-10:00

Welcome

*Rasmus Wiinstedt Tscherning,
Creative Business Network*

10:00-10:45

A Creative Industrial Future

*Margrethe Vestager, Executive
Vice-President, European Commission*

11:00-11:30

Challenges for the Creative
Economy - The European Answer

*Dragoş Pîslaru, Member of the European
Parliament, Former Minister*

13:00-14:00

Innovation in Music

*Garry Yankson, Hip Hop Community
Lina Burghausen, Mona Lina
Robert Borges, GAFFA Nordic*

14:15-14:45

Live Pitch Practice

Gleb Maltev, Fundwise

TRACK 1

15:30-17:00

The Stars of 2012-2019

*Alexander Egebjerg, Lapee
Miri Berger, 6Degrees
Jianbo Yang, Cellrobot
Marieke Jonker, We Want Cinema
Kristina Svetanova, Blitab
Kirstin Mascow, Green City
Solutions
Mateusz Marmolowski, Professor
Why*

TRACK 2

10:45-13:00

CAST Investment Forum

*Janosch Dietrich, Coconat
Yassin Achiban, Motes
Franziska Altenrath, Tutaka
Louise Zastrow, Travel Kollekt
Guido Germano Gerace,
AncientRecent
Talita Holzer, waytoB
Fergal Nealon, Storytracks
Ioannis Kostopoulos, SaMMY*



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30 JUNE

TRACK 1

09:00-10:30

Foresight as a Tool for Brand and Business Development

Kati Uusi-Rauva, AGMA

Saku Koskinen, Future Platforms

12:00-12:50

Creative Content

Bolanle Austen-Peters, Terra Kulture

Ayanda Makayi, Actor and Producer

Magnus Scheving, Creator of LazyTown

13:00-13:50

Letting Go of Your Startup and Moving On

Kenneth Madsen, DXTR Labs

Marieke Jonker, We Want Cinema

14:30-15:50

Creativity: The Missing Link Between Innovation and Traditional Industries

Rita Orlando, Matera-Basilicata 2019

Foundation

Barbara Stacher, European Commission

Paolo Montemurro, Materahub

Silja Suntola, XAMK

TRACK 1

16:00-17:00

Creative Economy for Arts and Health

Nils Fitje, WHO

Michael Buksti, The Danish Parkinsons Association

Tim Joss, Aesop

Roma Surviliene, Lithuanian National Association of Creative and Cultural Industries

TRACK 2

11:00-12:00

CAST Investor Meetup



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1 JULY

TRACK 1

8:00-08:50

Deep-Tech and Creative Industries

Muhammed Mekki, Astrolabs - Zhang Jing, Innaway - Tim Luan, Innaway - Qin Jingyan, University of Science & Technology Beijing

9:00-09:50

Craftsmanship and Skills

Stefania Lazzaroni, Altagamma

10:00-10:50

Creative New Europe - How the Cultural and Creative sectors can shape its Future?

Toni Attard, Culture Venture - Silvia Ursu, Civitta

11:00-12:00

The Contribution of the Cultural and Creative Industries

Clemens Pflanz, Meisterkreis, European Cultural and Creative Industries Alliance

13:00-14:00

Regional Collaboration - Best Practice from the Nordics / Baltics

Līva Stūrmane, Creativity Lab - Eva Leemet, Creative Estonia - Martin Q. Larsson, creARTive Dace Resle, NDPC

14:30-15:30

Creative Economy for Sustainable Development

Connie Hedegaard, Former EU Commissioner for Climate Action Lone Ditmer, Dansk Wilton

TRACK 1

17:00-17:50

Disruptive Approaches of the Creative Sectors in Latin America and Spain

Adriana Moscoso del Prado, Ministry for Culture and Sports, Spain

Felipe Buitrago, Ministry of Culture Colombia

Alejandra Luzardo, Inter American Development Bank

18:00-19:00

Who am I to Judge? The Jury Perspective on Startup Pitching

Anette Nørgaard, Vækstfonden

Daiva Naldal, DSTN Ventures

Tiffany Norwood, Tribetan

Safa Sharif, Whystock it W.L.L.

Otho Kerr, Acumen

TRACK 2

13:00-14:00

CAST Hackathon

15:00-16:00

CAST Hackathon

17:00-18:30

Workshop: Online Product Development and Prototyping by Wikifactory



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2 JULY

TRACK 1

09:00-09:50

Creative Asia-Pacific: Empowering and Investing in Creative Industries
Nida Aslam, DOTS - Cynthia McNee, CBC New Zealand - Imran Azhar, AzCorp Entertainment - Talha Chishti, British Council

11:00-12:00

Access to Finance
*Erik Balk Sørensen, Vækstfonden
David Gonzales Martin, European Investment Fund*

12:30-13:30

The Future of Learning
*Edoardo Montenegro, Betwyll
Cephas Howard, Play.Institute
Dora Palfi, imagiLab - Jón Þórðarson, Mussila*

14:00-15:00

Shareholder Agreements
*Jan Snogdal, DLA Piper
Thomas Nordestgaard, DLA Piper*

15:00-15:50

"How to Make an Angry Bird Fly?"
Harri Koponen, Nortál

TRACK 1

16:00-16:50

Creative Africa and Middle East: Creative Contrasts
Andre Abi Awad, Entrepreneury - Vuyisa Qabaka, HYBR - Glenn Gillis, SeaMonster - Maged Farrag, 5dVR

18:00-19:00

Creative Americas: Social Entrepreneurship and Creativity
*Silvia Salinas, FuturaLab - Maija Peltola, FuturaLab - Fiorella Torres, ONHelp
Luis Salazar, Investa - Erick Brenes, FuturaLab*

TRACK 2

10:00-12:00 / 15:00-16:00

CAST Hackathon

TRACK 3

09:50-11:15

Når forandringens vinde blæser, bygger nogle læhegn, mens andre bygger vindmøller (Danish)
*Martin Christensen, IVN
Simon Laiboschitz, Khora*



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3 JULY

TRACK 1

10:15-11:15

Creative Business Cup 2012-20

Jordi Sellas i Ferrés, Layers of Reality

Sharada Ramanathan, Thaniththirai

Productions - Rong Shang, Microsoft

John Wali, CBC Kenya

11:30-12:30

Designing Ecosystems to
Empower Women as a Force for
Good

Wingee Sampaio, Cartier Women's

Initiative - Camilla Falkenberg, Female Invest

Jane Thomsen, Innovation Fund Denmark

Chioma Ogbudimkpa, Red Button

*Liva Echwald-Tijsen, Female Founders
of The Future*

13:00-13:40

Conversion Optimization

Lauri Eurén, Columbia Road

Matti Liski, Columbia Road

TRACK 1

14:30-15:30

When Inspiration is taken too
far – Intellectual Property
Rights

Gina Périer, Lapee

*Onur Emul, Intellectual Property Institute
Luxembourg*

Lars Holm Nielsen, DI

16:00-17:00

Closure

TRACK 2

09:00-11:00

CAST Hackathon

13:00-16:00

CAST Hackathon



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