



## Seminar on Cultural & Creative Economy

Theme: Unlocking the Creative Economy

Kickoff Event, 28<sup>th</sup> February 2023

Federation House, Karachi-Pakistan

### Agenda

Moderator: Sheikh Sultan Rehman, Coordinator FPCCI/Mr. Amjad Rafi, Senior Member FPCCI

Time	Description	Content to be highlighted by the speakers	Status
2:30	Arrival of Guests		
<b>3:00 – 3:40</b>	<b>Opening Session</b>		
(5 min per speaker)			
	- Welcome speech by <b>Mr. Irfan Iqbal Sheikh, President FPCCI</b>	Welcome to participants, FPCCI initiatives and role in economy	Confirmed
	- Speech by <b>Mian Nasser Hyatt Maggo, Immediate Past President and FPCCI Advisor to ICCIA</b>	FPCCI initiatives for Entrepreneurship at national and international level	Confirmed
	- Keynote Speech by <b>Mr. Yusuf Hasan Khalawi, Secretary General ICCIA</b>	ICCIA to share: <ul style="list-style-type: none"><li>- The overview of cultural &amp; creative economy and its significance within the private sector of the OIC region</li><li>- Initiatives of ICCIA related to the sector</li></ul> Opportunities for growth	Confirmed
	Keynote speech by <b>Dr Ahmed Said Ould Bah, Advisor of the Director General for Partnerships and International Cooperation at the Islamic World</b>	ICESCO being the specialized organization in field of education, science and culture, can share its initiatives and ideas on cultural &	Online

	Educational, Scientific and Cultural Organization (ICESCO) based in Morocco	creative economy and its importance with the OIC region.  ICESCO can also highlight its joint program with Pakistan on promoting cooperation in science and culture.	
	- Keynote Speech by <b>Ambassador Rizwan Sheikh</b> , Additional Secretary (Middle East) at MOFA	- Highlight Opportunities for Pakistan in OIC Countries	Online
	- Remarks by <b>Ms Riffat Malik</b> , Vice President FPCCI	- Role of Women Chambers in Creative Economy	- Confirmed
<b>Session 1: Unlocking the Creative Economy</b>			
<b>3:40 - 4:10</b>	<b>1. Eco-System Enablers</b>		
(7 min per speaker)	Led by a representative from an organization that provides support for the cultural & creative economy. Organizations include: <ul style="list-style-type: none"> <li>- <b>Mr. Shahid Rassam</b>, Principal Art School, Pakistan Arts Council</li> <li>- <b>Ms Aasia Seemab</b>, Chair, Indus Valley School of Art &amp; Architecture</li> <li>- <b>Ms. Kulsoom Aftab</b>, National Academy of Performing Arts</li> <li>- <b>Ms. Gull Zeba Jawad</b>, Founder &amp; CEO, Humkaar</li> </ul>	<ul style="list-style-type: none"> <li>- How Do they provide any networking opportunities for businesses and artists</li> <li>- How do they provide access to funding and financial resources</li> <li>- How do they provide Technical and marketing support</li> <li>- How do they provide Training and skill-building programs</li> <li>- Future Outlook of Pakistan</li> </ul>	Confirmed

4:10 – 5:15	<b>2. Success Stories from the Culture &amp; Creative Sector</b>		
(7 min per speaker)	<ul style="list-style-type: none"> <li>- Art/Craft and Ceramics by <b>Ms Mehreen Ilahi President Karachi Women Chamber of Commerce and Industry District East</b></li> <li>- Fashion Design by <b>Ms Masooma Sibtain, Former VP FPCCI</b></li> <li>- E-Commerce by <b>Mr. Shahid Ahmed Khan, Senior Member FPCCI</b></li> <li>- Advertising by <b>Mr. Jamal Mir, EC Member FPCCI</b></li> <li>- Healthcare by <b>Mr. Anas Niaz, CEO Bioniks</b></li> <li>- Agriculture by <b>Mr. Nasir Bokhari, CEO KASB Group</b></li> <li>- <b>Handicraft by Miss Maryam Iqbal, Chairperson Handicrafts Association of Pakistan</b></li> </ul>	<ul style="list-style-type: none"> <li>- Preparedness of their businesses for future growth (such as export growth, increasing market share, product innovation, quality assurance)</li> <li>- Untapped opportunities &amp; proposed policy recommendations to tap into those opportunities</li> </ul>	Confirmed
	<ul style="list-style-type: none"> <li>- Vote of Thanks by Mr. Suleman Chawla, Senior Vice President FPCCI</li> </ul>		
5:15 – 6:00 pm	<u><b>Artisan Display</b></u> <ul style="list-style-type: none"> <li>- Fashion Design</li> <li>- Ceramics</li> <li>- Jems &amp; Jewellery</li> <li>- Art Craft/Paintings</li> <li>- E-Commerce</li> <li>- Handicrafts</li> <li>- Fine Art/Architecture</li> <li>- Agriculture</li> <li>- Bioniks</li> </ul>	Women Chambers & Other Entrepreneurs and Universities	<u>Confirmed</u>
6:00 pm	<b>Networking Hi-Tea</b>	Open to all	