



INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS



CeRamIca project – 1st interregional conference

16 October 2009

Vallauris

Draft Programme

11.00-14.30 Open conference (in French and English)

10.30–11.00 Registration, coffee

moderation: Ms Agnes HITESY.

11.00-11.10 Welcome and opening by Mr Alain GUMIEL, Mayor of Vallauris

11.10-11.25 Alberto SILVA, international ceramics consultant:

How to boost the economic development of the creative industries, i.e. the ceramics, the small craft sectors and related SMEs; and how can this be achieved in today's European circumstances and how can the practice have an influence on these circumstances and policies?

11.25-11.40 Agnès HITESY, representative of the LP, Municipality of Hódmezővásárhely (Hungary)

Presentation of the findings of the CeRamIca comparative SWOT and market research

11.40-11.50 Malika BOUDELLAL, museologist and expert in ceramics

Presentation of the findings of the SWOT and market research in the Vallauris region

11.50-12.00 Valérie MERCANTI, Chambre de Métiers et de l'Artisanat :

How the Chambre of Métiers et de l'Artisanat helps the ceramists, its projects with international actors

12.00-12.10 André RUFFIER LANCHE, Manager of Activargil Provence :

Presentation of the PRIDES Argile

12.10-12.25 Antoine DI CIACCIO, President – Charles FILLIT, Animator of the cities networks- French Association of Ceramic Cities "Association Française des Cités de la Céramique"

The importance of the ceramics sector in France's and the region's economy and how CeRamIca can contribute (presentation of this association and the network dynamic)

12.25-12.35 Catherine ESTAMPE, Manager of the Cultural Department, Municipality of Vallauris

Presentation of the Municipal School of Fine Arts and Ceramics

12.35-12.45 Jean MOREAU, Head Master, Leonard de Vinci High School – Odile CULAS-BONNIN, Certified Professor of Applied Arts, Leonard de Vinci High School, Antibes

Presentation of the trainings proposed by the National Education and the Leonard de Vinci College

12.45-13.15 Roundtable with the participation of the speakers and the representatives of the regional ceramists and craftsmen

13.15-13.30 Closing remarks

13.30-14.30 Buffet lunch



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