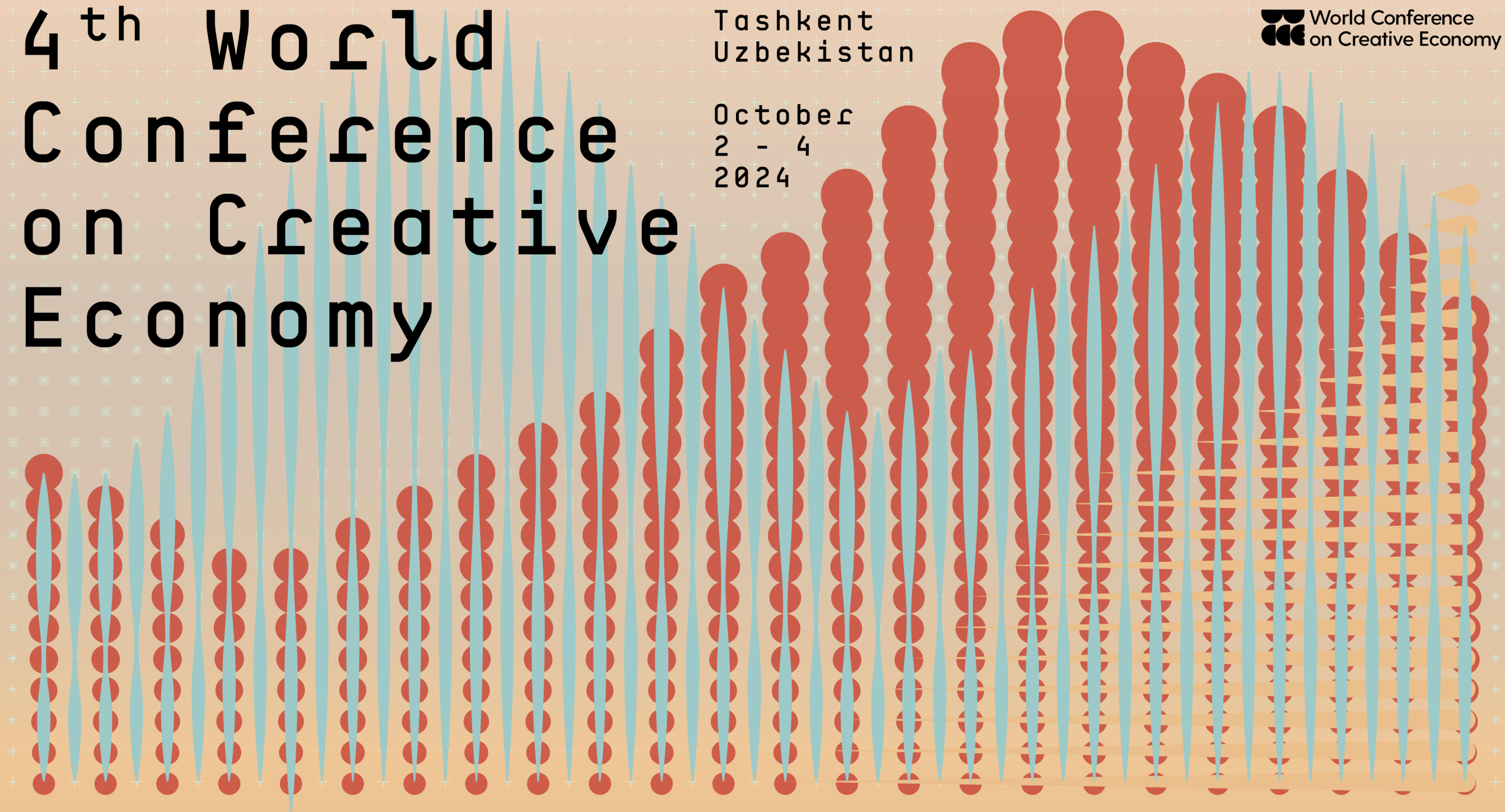


4th World Conference on Creative Economy

Tashkent
Uzbekistan

October
2 - 4
2024

 World Conference
on Creative Economy



Organised by the Uzbekistan Art and Culture Development Foundation (ACDF), together with the Republic of Indonesia, UN Trade and Development (UNCTAD) and the World Intellectual Property Organization (WIPO), the WCCE is a unique moment on the international conference circuit and an essential platform for leaders and innovators to collaborate, drive progress and overcome challenges across the global creative economic landscape.

A modern and vibrant nation situated at the crossroads of the ancient Silk Road, Uzbekistan has long been a hub for thinkers, leaders and creatives. Now, the country is charting a visionary future centred on the creative economy and led by its dynamic, young population.

This forward-thinking spirit makes its capital city, Tashkent, the perfect place to explore the issues and innovations shaping the creative economy. Under this year's theme, Inclusively Creative: A Shifted Reality, this three-day event promises both an unparalleled networking opportunity and an immersive journey, including through diverse talks, experiential workshops, live performances, and cultural experiences throughout Tashkent and the broader country and region.

At the 4th WCCE we are going beyond witnessing history and actively participating in shaping it. Join us.

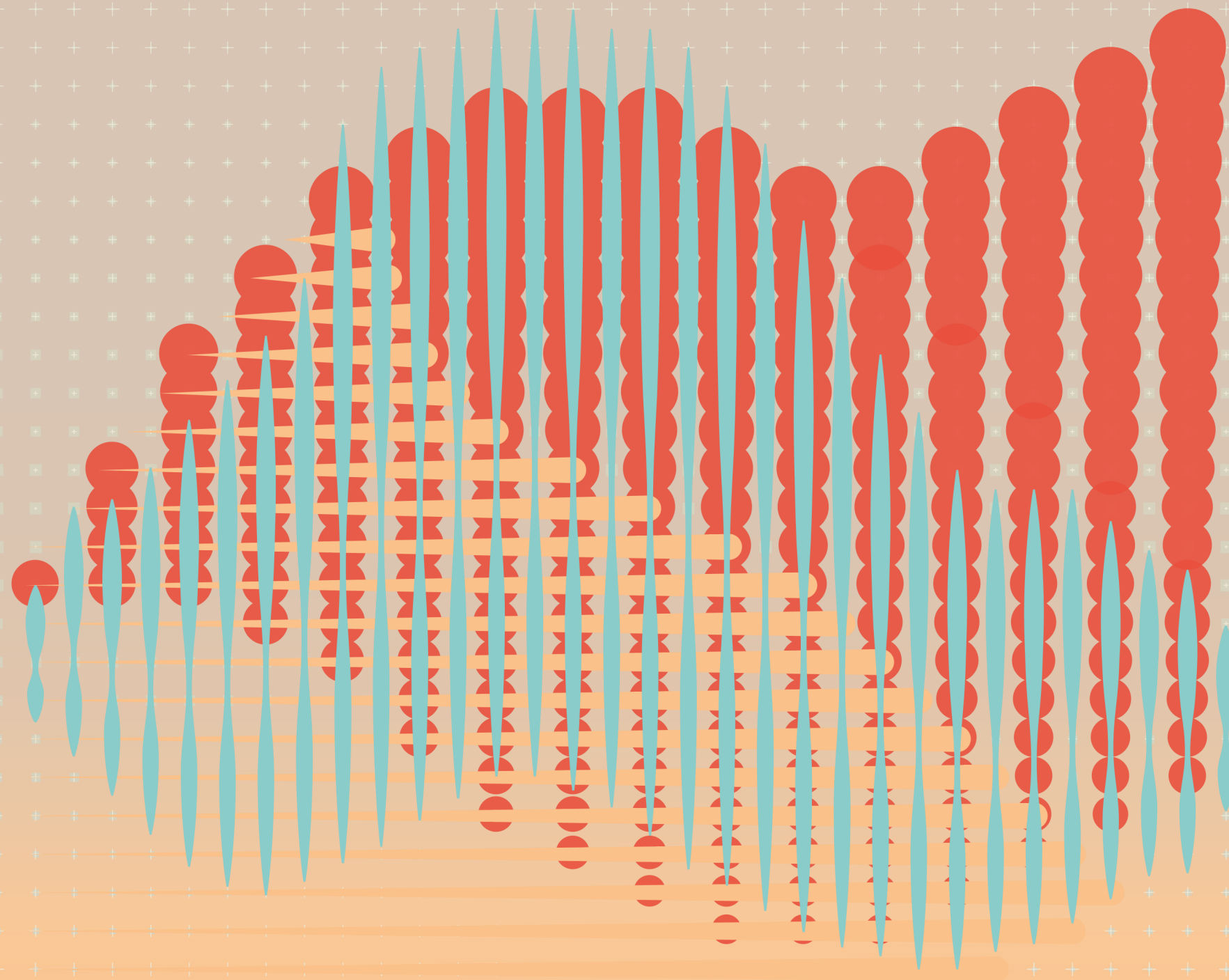
Polycymakers and creative leaders
from around the world:

welcome to the
4th World Conference
on Creative Economy (WCCE)
in Tashkent, Uzbekistan.

Meet

the

organisers



Organisers



Art and Culture Development
Foundation of the Republic of
Uzbekistan



The Ministry of Tourism and
Creative Economy of the Republic
of Indonesia



United Nations
Trade and Development



World Intellectual
Property Organization

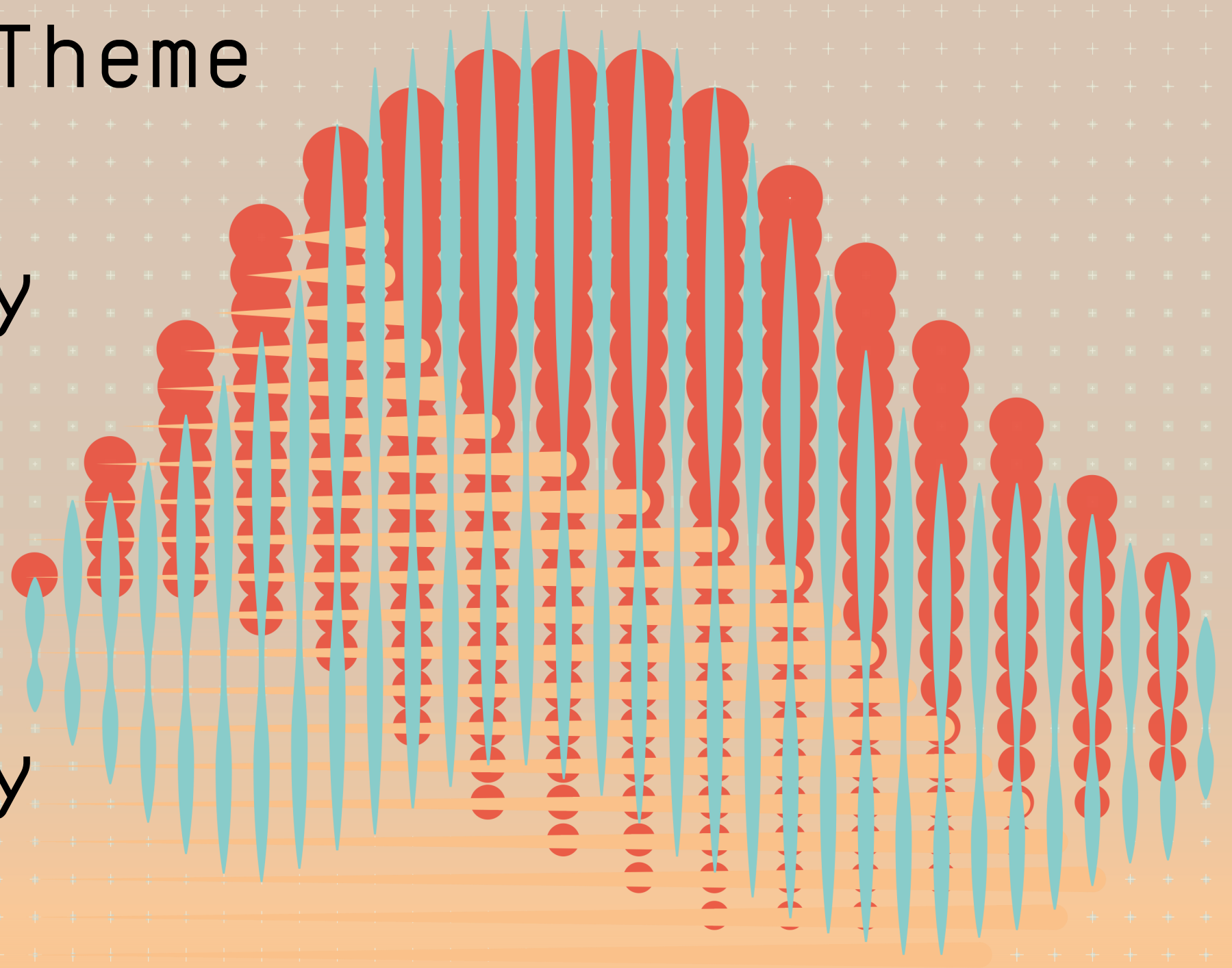
Knowledge
Partners:



WCCE 2024 Theme

Inclusively
Creative:

A Shifted
Reality



Inclusively Creative: A Shifted Reality

The 4th WCCE will explore cutting-edge topics, including:

- Workforce Dynamics
- The Rise of Creative and Smart Cities
- The Future of Creative Education
- The Evolution of Creative Lifestyles
- The Future of Arts, Creativity and IP in the Age of AI
- Inclusively Sustainable Futures

At this pivotal moment for the global economy, the WCCE will spark collaborative innovation, champion creative transformation and drive sustainable progress, leading to a significant shift towards shared prosperity and mutual growth in the creative sector.

Programme

- Opening Ceremony
- Business programme
(keynotes / plenaries / panel discussion)
- Cultural programme
(at CAEX and in the city)
- Education programme
(workshops / public talks / seminars / lectures)
- Ministerial Meeting
- Friends of Creative Economy
- CreatiVillage
- Networking Events

October 3

Location : Central Asian Expo Uzbekistan (CAEx)

10:00 - 10:20	Boulevard Stage	10:00 - 10:20	Carpet Stage
Keynote Future of workforce dynamics <ul style="list-style-type: none">• Rebeca Grynspan, Secretary-General, UN Trade and Development		Keynote Evolution of Creative Lifestyle <ul style="list-style-type: none">• Oussouby Sacko, Professor, Human Environmental Design Program and the Graduate School of Design, Kyoto Seika University, Deputy Chairperson, Japan Association for the 2025 World Exposition Japan	
10:20 - 11:20	Boulevard Stage	10:20 - 11:05	Carpet Stage
Plenary Future Frontiers: Unleashing Potential in Creative Workforces <ul style="list-style-type: none">• Rebeca Grynspan, Secretary-General, UN Trade and Development• Sylvie Forbin, Deputy Director-General, Copyright and Creative Industries Sector, World Intellectual Property Organization• Sandiaga S. Uno, Minister of Tourism and Creative Economy of Indonesia• Gayane Umerova, Chairperson, Uzbekistan Art and Culture Development Foundation• Moderator: Nicolas Buchoud, Co-founder, President, Grand Paris Alliance for Metropolitan Development		Panel discussion Cultural Hubs: Museums as Catalysts for Creative Community in Urban Space <ul style="list-style-type: none">• Wang Xudong, Director, Palace Museum• Yannick Lintz, President, Guimet Museum• Shaika Nasser Al-Nasser, Director, Museum of Islamic Art• Mareva Grabowski-Mitsotakis, Creative consultant, Entrepreneur• Moderator: Bobirmirzo Sayomov, Head, Museums Development Department, Agency of Cultural Heritage	

October 3

Location : Central Asian Expo Uzbekistan (CAEx)

11:20 - 12:20

Boulevard Stage

Plenary

Metropolis Muse: The City as a Haven for Artists and Creators

- **Toto Bergamo Rossi**, Director, Venetian Heritage
- **Wael Al Awar**, Principal Architect, the "waiwai", Golden Lion winner at the Venice Architecture Biennale 2021
- **Jean-Michel Crovesi**, General Manager, Hangar Y
- **Carlo Ratti**, Architect, Engineer, Curator of the 19th International Architecture Exhibition of La Biennale di Venezia (2025)
- **Takhmina Turdalieva**, Architect, Founder, Tatalab.uz
- **Moderator:** **John Newbigin**, OBE, Chair of Global Creative Economy Council

12:20 - 12:40

Boulevard Stage

Arts in the Global South: What is the Future?

Conversation with

- **Rajeeb Samdani**, Founder and Trustee, Samdani Art Foundation
- **Cecilia Moses Tham**, Founder, Futurity System

11:05 - 11:25

Carpet Stage

Keynote

Stitches of Story: Weaving Craft into Haute Couture

- **Francesca Amfitheatrof**, Artistic Director, LV Watches & Jewelry

11:25 - 12:25

Carpet Stage

Plenary

Creative economies for end-users: investments, finance and IT

- **Trinidad Zaldivar**, Chief Creativity and Culture Unit, Inter-American Development Bank
- **Khuram Teshabayev**, Deputy Minister of Investment, Industry and Trade of Uzbekistan
- **Moderator:** **Luz Ma De La Mora**, Director, Division on International Trade and Commodities, UN Trade and Development

12:25 - 12:45

Carpet Stage

Keynote

Inclusively Sustainable Futures

- **Mutabar Khushvaktova**, Digital creator, Eco-activist

October 3

Location : Central Asian Expo Uzbekistan (CAEx)

12:40 - 13:25

Boulevard Stage

Panel discussion

Future-Ready IT Education: Nurturing Skills for Tomorrow's Digital Landscape

- **Felipe Buitrago**, CEO of GO Future Hub, Author, former Minister of Culture of Colombia
- **Robert Meeder**, Co-Founder, Institute of Future Creations and Chief Innovation Officer at Selyn Exporters
- **Rehana Mughal**, Director, Creative Economy, British Council
- **Moderator: Keith Nurse**, President, College of Science, Technology and Applied Arts of Trinidad and Tobago

13:30 - 14:00

- **Lunch break** & DJ set featuring Josef Tumari

October 3

Location : Central Asian Expo Uzbekistan (CAEx)

14:00 - 14:20

Boulevard Stage

Keynote

The Future of Arts, Creativity and IP in the age of AI

- **Sylvie Forbin**, Deputy Director-General, Copyright and Creative Industries Sector, World Intellectual Property Organization

14:20 - 15:20

Boulevard Stage

Plenary

Professions of the Future: Dream Big

- **Aaron Rasmussen**, Co-founder of Masterclass
- **Adama Sanneh**, Co-founder & CEO, Moleskine Foundation
- **Sharof Rajabbayev**, Director of the Agency of Innovative Development, Ministry of Higher Education, Science and Innovations
- **Arizona Muse**, Model, Eco-activist
- **Moderator: I Made Adhi Pratama**, Cooperation Analyst, Ministry for Tourism and Creative Economy, Indonesia

14:00 - 14:45

Carpet Stage

Panel discussion

Creative industries for system change

- **Edna dos Santos-Duisenberg**, Co-founder, Vice President for Global Partnerships, the World Creativity Organization
- **Luz Ma De La Mora**, Director, Division on International Trade and Commodities, UN Trade and Development
- **Dimitar Gantchev**, Deputy Director and Senior Manager, Copyright and Creative Industries Sector, World Intellectual Property Organization
- **Sherzod Shermatov**, Minister of Digital Technologies of Republic of Uzbekistan
- **Moderator: Ricky Pesik**, Deputy Chairman, Indonesia Chamber of Commerce

14:45 - 15:30

Carpet Stage

Panel discussion

Art of Storytelling

- **Stefano Poda**, Opera Director, Set-Costume-Lighting Designer, Choreographer
- **Teo Yang**, Product designer & Founder of Teo Yang Studio
- **Shirin Brueckner**, Founder, Atelier Brueckner
- **Jasurbek Ruzmat**, CEO, Digital Garden Illustration Studio
- **Moderator: Ali Y. Khadra**, Founder, Canvas & Sorbet magazines

October 3

Location : Central Asian Expo Uzbekistan (CAEx)

15:20 - 16:05

Boulevard Stage

Panel discussion

Innovative Minds: Understanding the Science Behind Creativity

- John Howkins, Global strategist, author and speaker
- Shakhlo Turdikulova, Vice President, Academy of Sciences of the Republic of Uzbekistan, Doctor of Biological Sciences
- Rick Shangraw, Founding President, American University of Technology
- Pearl Wang Haoqing, Director, Center for Global Cooperation and Education Development, USC-SJTU Institute of Cultural and Creative Industry, Deputy Director, Global Communication Research Institute, Shanghai Jiao Tong University
- Moderator: Alisher Ashurov, First Vice Rector, Turin Polytechnic University in Tashkent

16:05 - 16:50

Boulevard Stage

Panel discussion

Cultivating Digital Pioneers: Future of Skills and Creative Leadership

- Eliana Prada, Sector Specialist in Creative Economy, Inter-American Development Bank
- Daria Zolotukhina, Chief Talent Officer, Yandex
- Nadia Paredes, Founder, Creative Studio and Professor, Continuing Education at the Anáhuac University
- Komiljon Karimov, Rector, Westmister International University in Tashkent
- Moderator: Mashael Al Yahya, Creative Director, Misk Art Institute

15:30 - 16:15

Carpet Stage

Panel discussion

Reviving Local Artisanship While Remaining Global

- Nadia Samdani, Co-Founder, Samdani Art Foundation
- Nada Debs, Designer
- Maywand Jabarkhyl, CEO, Fatima Bint Mohamed bin Zayed Initiative
- Alisher Rakhimov, Master of Ceramic
- Moderator: Ikko Yokoyama, Lead Curator, Design and Architecture M+

16:15 - 17:00

Carpet Stage

Panel discussion

Central Asia's Design Code

- Aziza Azim, Creative Director, Azi Land; Founder, AZI.STUDIO
- Ulugbek Holmuradov, Architect, Founder, Hlmrdv Gallery, Holmuradov Architects, Holmuradov Design
- Aijan Firsova, Designer, Cut A Dash brand
- Bauyrzhan Shadibekov, CEO, VISA Fashion Week in Almaty and Tashkent
- Moderator: Oleg Drobot, CEO, Elle O'zbekiston

October 3

Location : Central Asian Expo Uzbekistan (CAEx)

16:50 - 17:35

Boulevard Stage

Panel discussion

Voices of Change: The Power of Art and Creative Expression

- Pradeep Sharma, Director, Arts, Culture and Heritage, Salama bint Hamdan Al Nahyan Foundation
- Maywand Jabarkhyl, CEO, Fatima Bint Mohamed bin Zayed Initiative
- Zeynep Utku, Founder, Arts Connected
- Azizbek Mannopov, Deputy Chairperson, Uzbekistan Art and Culture Development Foundation
- Moderator: Sara Raza, Global art curator, Writer

17:35 - 17:50

Boulevard Stage

• Performance

Vocal performance by Marcelito Pomoy

End of day two at CAEx

17:00 - 17:45

Carpet Stage

Panel discussion

What is the Interplay between AI and Intellectual Property?

- Guillaume Therien, Partner, Tryptiq Capital
- Bokhodir Ayupov, CEO, IT Park University Uzbekistan
- Sanjar Norquvatov, Head of Department, Ministry of Justice of Uzbekistan
- Azizjon Azimi, Founder, A7σ
- Moderator: Shimer Diao, Head of Global Partnerships and Business Excellence, Mohamed bin Zayed University of Artificial Intelligence

October 4

Location : Central Asian Expo Uzbekistan (CAEx)

10:00 - 10:20

Boulevard Stage

Keynote

The Rise of Creative and Smart Cities

- **Yin Nina**, Secretary-General, Creative Economy Development Centre, Shanghai Creative Industry Association

10:20 - 11:05

Boulevard Stage

Panel discussion

Big Creative Ideas: Who is Changing the Game in the Central Asia?

- **Irina Kharitonova**, Founder, Innovative Creative Institute
- **Vadim Pavlov**, Product Director, Golden House
- **Sherali Djurabaev**, Managing Director, Wavemaker/Tajikistan
- **Moderator: Nazgul Kubakaeva**, Executive Director, Association of Creative Industries of Kyrgyzstan

10:00 - 10:20

Carpet Stage

The Future of Work in the Creative Ecosystem: Ensuring Inclusivity, Sustainability, and Resilience.

Conversation with

- **Ekaterina Cherkas-Zade**, Director, Center for Creative Economy Development of the Agency of Strategic Initiatives
- **Bakhodir Rakhmatov**, Director, Agency for Strategic Reforms of the Republic of Uzbekistan

10:20 - 11:20

Carpet Stage

Plenary

Code Makers & Shapers: Bridging Tech and Creativity

- **Daniar Amanaliyev**, Co-founder and Band Master, ololo Group
- **Akmal Salikhov**, Business Development Director, East Games; Founder, Game Development Incubator, GameDev Goethe
- **Guillaume Therien**, Partner, Tryptiq Capital (TBC)
- **Moderator: Jamila Khalibaeva**, Global Marketing Director, IT-Park Uzbekistan

October 4

Location : Central Asian Expo Uzbekistan (CAEx)

11:05 - 11:50

Boulevard Stage

Panel discussion

The Soundtrack of Innovation: Music as the Heartbeat of Creative Industries

- **Matas Petrikas**, Founding member, SoundCloud
- **Artyom Atanesyan**, AR manager in service for music promo BandLink and one of the biggest music streaming services in CIS
- **Isabella Pek**, Department of Culture, Arts, Tourism and Sports, Kuala Lumpur City Hall
- **Georges Tomb**, Composer, Concert pianist
- **Moderator: Madina Ishmuradova**, Creative Producer

12:05 - 12:15

Boulevard Stage

• Performance

Performance by the rock band **Flyin Up**

11:20 - 12:05

Carpet Stage

A special session by UN Trade and Development

Launch of the UNCTAD Creative Economy Outlook 2024

- **Katalin Bokor**, Economic Affairs Officer, UN Trade and Development
- **Leonila T. Baluyut**, Assistant Secretary, Competitiveness and Innovation Group, Department of Trade and Industry, Philippines
- **Keith Nurse**, President, College of Science Technology and Applied Arts Trinidad and Tobago
- **Felipe Buitrago**, CEO, GO Future Hub, former Minister of Culture of Colombia
- **Moderator: Luz Ma De La Mora**, Director, Division on International Trade and Commodities, UN Trade and Development

October 4

Location : Central Asian Expo Uzbekistan (CAEx)

12:15 - 13:00

Boulevard Stage

Panel discussion

Imagining Urban Futures: a dialogue on creative cities

- Izan Satrina Mohd Sallehuddin, Senior Director, Think City
- Borina Andrieu, Managing Director, Wilmotte & Associés
- Denise Bax, Secretary, UNESCO Creative Cities Network and Coordinator of the UNESCO Cities Platform, Culture Sector, UNESCO
- Sabina Buckhanova, Artisan, Carpet Maker
- Moderator: Dwinita Larasati, Deputy of Strategic Partnership, the Indonesia Creative Cities Network

13:00 - 13:45

Boulevard Stage

Panel discussion

Arts as a Multi-Industry Catalyst: Startups Leading the Way

- Mike Pio Roda, Founder, Creative VC
- Bekzod Fayozov, VFX Supervisor, United Soft
- Nisaa Jetha, Global Impact Strategist
- Muborakxon Yusupova, Project manager, Grace Projects
- Moderator: Birce Batman, Entrepreneurship, Cooperation, and Technology Transfer Department, Bilkent University

12:15 - 13:00

Carpet Stage

Panel discussion

Creative Structures: Bridging Architecture, Design, and Economic Growth

- Ahmed Al-Mannai, Co-Founder, Shepherd Studio
- Fahad Alobaidly, Acting Director, Design Doha Biennial
- Ekaterina Golovatyuk, Architect, Co-founder, Grace
- Jayden Ali, Founder, JA Projects
- Moderator: Cyril Zammit, Independent design advisor

13:00 - 13:45

Carpet Stage

A special session by the British Council

How to reframe the value of creative industries and boost “impact investment” in the region?

- Nastya Goncharova, Creative entrepreneur, Researcher
- Indira Uzbekova, Regional Director, Accelerate Prosperity, Aga Khan Development Network
- Andy Pratt, Chair of Creative Economy, UNESCO
- Laura Callanan, Founder, Upstart Co-Lab
- Moderator: Daniar Amanaliyev, Co-founder and band master of ololo group, Chair of Kyrgyzstan’s Creative Industries Park Board

October 4

Location : Central Asian Expo Uzbekistan (CAEx)

13:45 - 14:30

Lunch break & DJ set featuring Doppi Twins

14:30 - 15:15

Boulevard Stage

A special session by the British Council

A Global perspective on the creative economy

- **Edna dos Santos-Duisenberg**, Economist, Co-founder and Vice President for Global Partnerships, World Creativity Organization
- **Daniar Amanaliyev**, Co-founder and band master, ololo group, Chair of Kyrgyzstan's Creative Industries Park Board
- **Avril Joffe**, Independent professional researcher and a research associate with the Cultural Policy and Management Department at the Wits School of Arts, University of the Witwatersrand in Johannesburg
- **Moderator: John Newbiggin**, OBE, Chair of Global Creative Economy Council

14:30 - 15:15

Carpet Stage

Panel discussion

Spaces for togetherness - crafting the Bukhara Biennial

- **Laila Gohar**, Artist
- **Ahmad Angawi**, Multidisciplinary Creative, Associate Director, Al Makmad Foundation and the Founder of Zawiya 97
- **Subodh Gupta**, Contemporary artist
- **Gulnoza Irgasheva**, Filmmaker, Researcher
- **Moderator: Diana Campbell**, Curator, writer; Artistic Director, Bukhara Biennial; Artistic Director, Samdani Art Foundation; Chief curator, Dhaka Art Summit

October 4

Location : Central Asian Expo Uzbekistan (CAEx)

15:15 - 16:00

Boulevard Stage

A special session by the Ministry of Tourism and Creative Economy of Indonesia

Enhancing international cooperation on creative economy for sustainable development United Nations in New York

- Marisa Henderson, Chief of the Creative Economy Programme, UNCTAD
- John Howkins, Author and creative industries expert, UK
- Nicolas Buchoud, President of the Grand Paris Alliance for Metropolitan Development
- Moderator: Dwinita Larasati, Indonesia Creative Cities Network

16:00 - 17:00

Boulevard Stage

Closing Ceremony

- Vocal performance by the director of Music Lab at Qatar Museums, Dana Al Ameer.
- Choreographic performance by the Indonesian delegation with the Bumi Purnati troupe.
- DJ set featuring DJs from the Sublimation collective.

Special Events

Location : Central Asian Expo Uzbekistan (CAEx)

October 2

15:00 - 18:00

Friends of Creative Economy Forum

Venue: Ayvon Plaza

A key WCCE forum to advance the mainstreaming conversation on global creative economy

October 4

15:00 - 17:00

Start-up pitch session

Venue: Mahalla Square

Collaborative event of Uzbekistan Art and Culture Development Foundation, Agency for Youth Affairs of Uzbekistan and IT Park Uzbekistan

October 3

11:30 - 13:30

Ministerial Meeting (by invitation only)

Venue: Ayvon Plaza

A Minister and Senior Official level meeting to deliberate and discuss their experience on creative economy and industries development as well as to adopt the WCCE outcome document

October 4

12:30 - 16:00

International Meeting of Creative Producers' Club

Venue: Ayvon Plaza

Centre of Creative Economy at the Agency of Strategic Initiatives

October 3

09:00 - 12:00

Ideathon: Bridging creativity gap - building inclusive space for creatives in Uzbekistan

Venue: Mahalla Square

Collaborative event of Uzbekistan Art and Culture Development Foundation and IT Park Uzbekistan

Curated sessions

Location : Central Asian Expo Uzbekistan (CAEx)
Ayvon Plaza

October 3

15:00 - 16:00

Global Creative Economy Council

Creative economy in
action, practical policies
for growing creative
economy

October 3

16:00 - 17:00

British Council

Bridging education and
practitioners: lessons and
prospects for creative
industries

October 3

17:00 - 18:00

British Council

Empowering local
economies: The impact of
creative interdisciplinary
projects beyond the
capital

October 4

10:30 - 12:30

Asian Development Bank Institute

Creative Economy in Times
of Climate Change

Cultural programme

Tashkent

Visits to historical sites:

- Museum of Applied Arts
- The Hazrati Imam complex
- Suzani by Kasimbaeva
- Rakhimov's Ceramic Studio
- Tour to the museum-library of the Muslim Board of Uzbekistan, which houses the Quran of Usman ("Tashkent Quran")
- Nationwide Children's Library
- CCA Artist Residencies
- State Museum of the Timurids

Tashkent Modernism trail

- Zhemchug Residential Building - «vertical mahalla»
- State circus of Uzbekistan
- Chorsu Bazaar
- People's Friendship Palace
- Tashkent metro
- State Museum of History of Uzbekistan
- Hotel Uzbekistan
- Tashkent TV Tower

Samarkand

Visits to historical sites:

- The Bibi Khanum Mosque
- Registan Square
- Shah-i-Zinda Mausoleum
- Gur Emir Mausoleum
- Ulugh Beg Observatory

Bukhara

Visits to historical sites:

- Lyabi-Hauz Square
- Maghoki Attori Mosque
- Caravanserai complexes
- Khodja-Gaukushan Ensemble
- Mir-i Arab Ensemble and Kalon Mosque
- Ark Citadel
- Samanid Mausoleum

Nukus

A visit to:

State Museum of Art named after Igor Savitsky and its «Avant-garde in the Desert» exhibition

Contact us
to find out more !

info@wcce.uz

www.wcce.uz

www.acdf.uz

And engage with us on socials:



#WCCEUZ

#4thWCCE

#CreativeEconomy

#InclusivelyCreative

See you
in Uzbekistan

