

**Music Moves Europe**  
**Opportunities and Challenges of the Music Sector in the Digital Era**  
**– workshop & conference –**

**20-21 June 2019, Bucharest**

**Venue: Ministry of Culture and National Identity (Aula room, 22 Unirii Blvd.)**

**PROGRAMME**

**Thursday, 20 June 2019**

**Workshop: Copyright in the Music Sector**

10:00 – 11:00 Registration and welcome coffee

11:00 – 11:30 **Opening speeches**

Speakers:

Mihai Alexandru Gherghe, State Secretary, Romanian Ministry of Culture and National Identity

Bogdan Ștefan Trîmbaciu, Director, Project Management Unit, Ministry of Culture and National Identity

Doru Adrian Păunescu, Director General, Romanian Copyright Office

Marco Giorello, Head of the Copyright Unit, DG CONNECT, European Commission

Virag Halgand, Head of Section for Central European and Baltic States and Mediterranean Countries, Department for Transition and Developed Countries, World Intellectual Property Organization

11:30 – 13:00 **Panel 1: Music licensing in tomorrow's Europe**

Speakers:

John Phelan, Director General, ICMP (International Confederation of Music Publishers)

Xavier Blanc, Secretary General, AEPO-ARTIS (Association of European Performer's Organisation)

Marc du Moulin, Secretary General, ECSA (European Composer and Songwriter Alliance)

Matthieu Philibert, Public Affairs Manager, IMPALA (The Independent Music Companies Association)

Philipp Rosset, European Affairs Manager, GEMA

Moderator: Fabien Miclet, Specialist in European cultural funding, policy and project management

13:00 – 14:00 Lunch break

14:00 – 15:30 **Panel 2: Education for copyright – youth, important music consumer**

Speakers:

Virag Halgand, Head of Section for Central European and Baltic States and Mediterranean Countries, Department for Transition and Developed Countries, World Intellectual Property Organization

Irina Lucan-Arjoca, Deputy Director General, Romanian Copyright Office

Paul Popovici, Associate Professor, PhD, Dimitrie Cantemir University in Cluj-Napoca

Andreea Livădariu, Teaching Assistant on IP, Nicolae Titulescu University in Bucharest

Petre Leonte, High-school teacher, D. Gusti High-school, Bucharest

Adriana Nicoleta Sora, High-school teacher, M. de Cervantes High-school, Bucharest

Moderator: Cristian Florescu, Head of International Relations Department, Romanian Copyright Office

## Cultural programme

15:30 – 18:00 Visit of the Palace of Parliament (bus transfer arranged by organisers)

18:00 – 20:30 Music concert by **The Mono Jacks, Byron, Lucia** @ “Ion Dacian” National Operetta and Musical Theatre (next to the event venue)

Networking cocktail

**Friday, 21 June 2019**

**Conference: Music Moves Europe – Opportunities and Challenges of the Music Sector in the Digital Era**

Event presenter and rapporteur: Dan Fiñescu

08:30 – 09:30 Registration and welcome coffee

09:30 – 09:40 **Opening speeches**

Mihai Alexandru Gherghe, State Secretary, Romanian Ministry of Culture and National Identity

Bogdan Ștefan Trîmbaciu, Director, Project Management Unit, Ministry of Culture and National Identity

09:40 – 10:00 **What is music for Europe? EU's support to the music sector**

Susanne Hollmann, Deputy Head of Unit, DG Education and Culture, European Commission

10:00 – 11:30 **Panel 1: Music for the cities – festivals and urban development**

Speakers:

Tanya Hristova, Mayor of Gabrovo and Member of the European Committee of the Regions

Matjaž Manček, Project Manager of MENT Festival, and Manager and Vice-Director of Kino Šiška Centre for Urban Culture in Ljubljana

Edy Chereji, Head of Marketing & Communications, UNTOLD Festival

Moderator: Katja Hermes, Head of Projects, Sound Diplomacy

11:30 – 12:00 Coffee break

12:00 – 13:00 **Panel 2: Promoting the European musical diversity – good practices and challenges**

Speakers:

Virgo Sillamaa, Director, Music Estonia

Kaisa Rönkkö, Executive Director, Music Finland, and Board Member of

## NOMEX platform

Tony Nartea, Events Manager, Expirat Club

Laura Coroianu, Director, Awake Festival

Moderator: Corinne Sadki, Head of study, communication and digital development, Le Bureau Export, and President of EMEE (European Music Exporters Exchange)

13:00 – 14:00 Lunch and networking

### 14:00 – 15:15 **Panel 3: Creating a level playing field in the music sector**

#### Speakers:

Brigitte Winkler-Komar, Head of Unit 'Music and performing arts, art schools, general art matters', Austrian Federal Chancellery

Vevita Eichberger-Zandee, Policy advisor, Directorate of Arts and Heritage, Ministry of Education, Culture and Science in the Netherlands

Juko-Mart Kõlar, Advisor on Cultural Exports, Estonian Ministry of Culture, and Board Member in the Estonian Authors' Society

Laura Desille, Lawyer, Directorate General for Media and Cultural Industries, French Ministry of Culture

Elise Phamgia, Project Coordinator, Liveurope platform

Moderator: Fabien Miclet, Specialist in European cultural funding, policy and project management

### 15:15 – 16:15 **Panel 4: Challenges and obstacles to the cross-border circulation of music**

#### Speakers:

Edvard Olai Brekke Værland, Public Relations Manager, Music Norway

Iulian Oană, Sociologist, Institute for Research and Training in Culture

Branko Komljenović, Board Member, RUNDA – Association of Independent Discographers

Anca Lupeș, Fondator and Organiser, Mastering the Music Business

Moderator: Magdalena Jensen, Co-founder and Managing Partner, Chimes Agency, and Co-founder and Chair for education, EMMA (European Music Managers Alliance)



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- 16:15 – 16:45      Coffee break
- 16:45 – 17:45      **Panel 5: Fostering the entrepreneurial dimension of the music sector – exchange of know-how and mentoring initiatives**
- Speakers:
- Lucia Nagyová, Coordinator, HOTS (Hungarian Oncoming Tunes)
- Zsolt Jeges, Founder, Mamazone Records
- Didier Gosset, Communication and Membership Manager, IMPALA (The Independent Music Companies Association)
- Cristi Ochiu, Co-founder, Music Managers Forum Romania
- Moderator: Jake Beaumont Nesbitt, Advisor on copyright and new business models, IMMF (International Music Managers Forum)
- 17:45 – 18:00      **Conclusions** by the event rapporteur
- 18:00 –              Networking cocktail