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Wednesday, June 15, 2011

### 1st Cebu Creative Industries Summit set next week

by Fayette C. Riñen

CEBU CITY, June 15 (PIA) -- Creativity and innovation as drivers of economic growth will be featured in the "1st Cebu Creative Industries Summit" on June 21 and 22. The talks is one of the highlighted events of the Cebu Business Month this June.

Entrepreneurs, creative professionals, providers of creative goods and services, technology entrepreneurs as well as aspiring entrepreneurs are urged to join the summit to be held at the City Sports Club Cebu.

The Summit will present valuable insights, updates, and action programs on creativity and innovation as drivers of economic development in the Philippines and the world market; strengthen appreciation on the practical value of intellectual property (IP) rights; promote exchange of knowledge, experiences and approaches to creative entrepreneurship and "technopreneurship," according to a release from the DTI-Cebu.

The activity is an initiative of the Cebu Chamber of Commerce and Industry (CCCI) in collaboration with the regional offices of the Department of Trade and Industry (DTI) and the Department of Science and Technology (DOST)

Furthermore, the activity is also an opportunity to share best practices on creativity and innovation for business excellence, growth and global competitiveness, this is said.

Among the confirmed speakers are Director-General Ricardo Blancaflor of the Intellectual Property Office of the Philippines; DOST Undersecretary Fortunato de la Peña; celebrity and businesswoman Daphne Oseña-Paez; Henry Schumacher of the European Chamber of Commerce of the Philippines (ECCP); and Executive Director Rosvi Gaetos of the DTI-Center for International Trade Expositions and Missions (CITEM).

Also speaking on the first day are Nestor Jardin, President of the Cinemalaya Foundation and Festival Director of the annual Cinemalaya Indie Film Festival; award-winning film and TV director Joel Ruiz from the leading full-service production house, Arkeofilms; and Assistant Dean Robin Serrano of the School of Design & Arts, De La Salle-College of Saint Benilde, the DTI-Cebu stated.

The first day will also witness a web conference arranged by the British Council Philippines with UK-based economist and renowned guru of the creative economy, Mr. John Howkins. Widely acknowledged as the father of the creative industry, Mr. Howkins is the author of the groundbreaking book "The Creative Economy" and the recently released "Creative Ecologies: Where Thinking is a Proper Job."

To present the Cebu perspective, Zen Pastoriza, President of the Creative Cebu Council, will introduce Creative Cebu and the advocacies of the newly formed Council. Miriam Bacalso, Central Visayas Senior Regional Coordinator of the GIZ (German Development Cooperation) - Private Sector Promotion Program, will facilitate discussions on the next steps to be taken in order for stakeholders to effectively develop and sustain the

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Creative Industries in Cebu, this is learned.

Other distinguished speakers include DOST Region-7 Director Rene Burt Llanto, Deputy Director-General Andrew Michael Ong of the Intellectual Property Office (IPOPHL), and experts from the GIZ (German Development Cooperation), according to the DTI-Cebu.

On the second day, featured speakers will share developments and practices on innovation and technology such as Prof. Pauline Wade of the DOST-UP Cebu Technology Business Incubator; Pete Delantar of Nature's Legacy Eximport; Francis Dy of Next Mind, Inc.; and eco-house/green house owner, Engr. Nestor Archival of NA Systems, Inc.

The GIZ consultants Vickie Antonio (Green Growth) and Markus Dietrich (renewables - Made in Germany) will discuss programs on sustaining businesses through green innovation and addressing opportunities brought about by climate change.

Those interested to participate in the two-day summit may contact the Summit Secretariat at the DTI-Cebu tel. nos. 253-2631 local 18; 412-1863; fax: 254-0840; 412-1856 (look for Tessie Emphasis or Kim Estalani), or email cebubusinessmonth2011@gmail.com. (PIA 7-Cebu)

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