

Conference
The Economic Impact of Culture
Bowlero Centre, Lielirbes 27, Riga,
14th December 2005

Provisional Programme

9:00 – 9:30 Registration of Participants

9:30 – 10:00 Official Opening of the Conference

Welcome speeches by:

Aigars Kalvītis , Prime Minister

Helēna Demakova, Minister of Culture

10:00 – 11:30 Key Note Addresses

*CREATIVITY AND CULTURAL HERITAGE – IMPORTANT
RESOURCES FOR ECONOMIC GROWTH IN LATVIA*

Aivars Freimanis, sociologist

Yrjö Sotamaa, rector of University of Art and Design Helsinki

Karl Gopper, (to be confirmed)

Expert from the British Library (to be confirmed)

Gundega Zeltiņa, Inspiration Riga

11.30 – 12:30 Best Practice Cases

(the objective – to show (demonstrate) through the presentation of positive examples in various spheres of culture and creative industries the good depositions in Latvia and also in other countries, which demonstrate how the theoretical and political statements presented in the introductory part can be implemented)

Andrejs Žagars, Latvian National Opera festival

Gints Šķenders, Cesis`800

Valdis Klišāns, Ventspil`s Castle of Livonian order

Jānis Dripe, architect

Andrejs Ēķis, LNT

Ēriks Stendzenieks, creative director “ZOOM!”

Zane Bērziņa, Emil Gustav`s Chocolate

12:30 – 13.00 Coffee Break

13.00 – 14:30 Panel Discussion

*CULTURE – BUSINESS? REALITY AND
OPPORTUNITY*

- Is it profitable for private sector organisations to invest in culture?
- What are the key considerations for a good culture business plan?
- Which support systems are the most suitable for culture and creative industries development?
- Culture sponsorship and patronage in Latvia – facilitating and obstructive

factors.

- How far can we use culture resources for business purposes without diminishing its value?

14:30 – 14:45 Conclusions