

**AGENDA**  
***CreatINNES – Creativity and entrepreneurship.***  
***Correlation and importance***

Skopje, North Macedonia  
7 May, 2021 (Friday), 10:00 – 12:00 h. (CET)

**ZOOM link:** <https://zoom.us/j/91672558177>

AGENDA			
Time	Session	Presenter	Language
10:00 – 10:10	Official event opening - Introduction to CreatINNES programme.	Dimitar Smiljanovski, Macedonian Enterprise Development Foundation (MEDF)	MK
10:10 – 10:30	Creativity and Entrepreneurship - The Road to Successful Business.	Dr. Wolfgang Kniejski, EIT Manufacturing	ENG
10:30 – 10:50	Visual Branding - How to Create a Powerful Corporate Identity?	Dr. Petyo Budakov - Budakov Films   XU University	ENG
10:50 – 11:10	The success story of Furious Avocado and Tie Dye. How To Succeed In The Global Video Game Market?	Naum Mihajlovski - Furious Avocado	MK
11:10 – 11:30	What is Design thinking methodology? Creative Guide for Design Thinking.	Lela Anastasova - Innothink	MK
11:30 – 11:40	CreatINNES Academy – Entrepreneurship in Creative and Cultural Industry	Dimitar Smiljanovski, Macedonian Enterprise Development Foundation (MEDF)	MK
11:40 – 12:00	Questions and discussion	All	MK/ ENG

*Duration: 120 minutes. The event will have simultaneous translation on English to Macedonian language and vice-versa.*

**Information about the organizer:**

Macedonian Enterprise Development Foundation (MEDF) is a foundation that has more than 21 years of experience working in the field of supporting small and medium enterprises and economic development programs. MEDF has a mission to support micro, small and medium enterprises and a vision for increased employment, reduced poverty and established social cohesion. MEDF's work is divided into financial and non-financial services to support entrepreneurship, business development and strengthening the economy. More information on [www.mrfp.mk](http://www.mrfp.mk)

**Co-organizers:**

Faculty for Information and Communication Technologies, "St. Kliment Ohridski" University  
Faculty of Mechanical Engineering - University "St. Cyril and Methodius"  
Macedonian Scientific Association - Bitola