

ONLINE MULTIPLIER EVENT
CreatINNES. Creativity and Entrepreneurship.
Correlation and importance.

The Macedonian Enterprise Development Foundation ([MEDF](#)) invites you to the multiplier event, part of the CreatINNES program, which will be held online on **May 7th, 2021 (Friday), 10:00 - 12:00 (CET)**. In order to receive the information for joining the event, **please register on the following link: <http://bit.ly/creatinnes2021>**

Event summary:

How can creative and digital skills contribute to a successful development of a business? Why entrepreneurial skills are essential to succeed in the sector of the creative and cultural industry? Do you want to know more about the concept of Design Thinking, Visual Branding or how to succeed on the global market of video games?

These are just few of the questions which the invited domestic and foreign experts will try to answer. They will share their experiences, good practices and success stories on these topics.

We want to inspire students, freelancers, business start-ups in the sector of creative and cultural industry to invest in new skills and knowledge. At this event, we will present the program "[CreatINNES](#)" and the free "blended learning" platform "[CreatINNES Academy](#)" which contains two learning programmes: "Entrepreneurship for freelancers and start-ups from creative and cultural industry" and "Creative thinking for innovation".

Speakers:

- **Dr. Wolfgang Kniejski** is a serial entrepreneur, business developer, and expert in innovation, management, technology development and transfer. He has more than 20 years of international experience most recently serving [EIT Manufacturing](#) as senior Business Creation Manager after leading the access-to-market team for Digital Tech in the [EIT Digital Accelerator](#).
- **Dr. Petyo Budakov** is the founder and Executive Director of the advertising and graphic design agency [Budakov Films](#). He is an expert in the field of visual communication and currently is an ambassador of "[Brain City Berlin](#)" and a visiting lecturer at [XU Exponential University of Applied Sciences](#) in Potsdam, Germany. His research interests are focused on developing innovative e-learning tools, "blended learning" strategies that move beyond the traditional e-learning approaches.
- **Naum Mihajlovski** is the Executive Director and Co-founder of the Macedonian game development studio [Furious Avocado](#). He has vast experience as Game Designer, Creative Producer and Creative Director and worked on number of projects for the industry giants Nordeus and Crazy Labs. In 2020 the Furious Avocado studio created [Tie Dye](#), a "hyper-casual" video game that became a global hit and quickly surpassed over 100 million downloads.
- **Lela Anastasova** is a certified Design Thinking Trainer and Project Manager at [Innothink](#). She is experienced and passionate about conducting trainings for companies, students and high school students, using unconventional and creative tools to encourage thinking, innovation and idea development.
- **Dimitar Smiljanovski** is a Project Associate at [Macedonian Enterprise Development Foundation \(MEDF\)](#). He has more than eight years of professional experience in project management and programs for economic development, business development and capacity building. His areas of expertise are project management, entrepreneurship, business planning and access to finance. He is a member of the Macedonian team responsible for monitoring



entrepreneurship in Macedonia as a part of the [Global Entrepreneurship Survey \(GEM\)](#).

Organizer:

- Macedonian Enterprise Development Foundation - MEDF

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

Program information:

MEDF together with the leading applicant organization INI-Novation GmbH from Germany and the partner organizations BIC INNOBRIDGE (Bulgaria), Budakov Films (Bulgaria) Teleberry (Hungary), Alanam (France) implements the project "CreatINNES - Strategic Partnership for Innovation and Business Skills Development in the Cultural and Creative Industries Sector" funded by the European Union through the Erasmus+ program. This event is part of this program.