



## PROGRAM

### Wednesday, May 4, 2022

*Cinema Elvire Popesco – French Institute (Bd. Dacia 77)*

09h45 – Welcome coffee

10h15 – 10h30 – Welcome speeches

- *Julien Chiappone-Lucchesi, director of the French Institute in Romania*
- *François Missonnier, director of Europavox*

**10h30 – 11h30 Round table – Music sector post pandemic: opportunities in a new European framework**

*Moderator: Loïc Meuley, cultural attaché - French Institute*

Participants:

- *Barbara Gessler, Head of Unit Creative Europe - European Commission (online)*
- *Salomé Besse, Project Manager Europavox*
- *Florin Oslobanu, Co-Owner Control Club*
- *Anca Lupeş, President RAW Music, Founder Mastering The Music Business*

The importance of culture was unprecedentedly acknowledged in the new multiannual framework approved in 2021, with a budget of 2,44 B € for the Creative Europe program. This global trend can also be found in other programs financing culture at EU scale (Horizon Europe, Erasmus +, Interreg...).

Within this global tendency to recognize culture as a key society component – maybe recently highlighted by the global pandemic – the importance of music, and more accurately amplified music, is also getting acknowledged, with a modest but unprecedented dedicated sectorial program (Music Moves Europe).

In what way can we consider this sectorial approach opens doors to new opportunities and recognition? How these opportunities relate to the state of the music sector post pandemic/ what kind of opportunities are now important for the music ecosystem?

**11h30 – 12h30 Presentation – European funding opportunities: what are the current opportunities for funding in the EU framework?**

- Creative Europe – Sorin Enuș, Creative Europe Desk Romania
- Horizon Europe Cluster 2 – Roxana Proca, coordinator of the Programme at the Ministry of Culture Romania
- Erasmus + - Loic Meuley, cultural attaché - French Institute

12h30 – 13h30 – Lunch

**13h30 – 15h00 Panel – EU culture in solidarity with Ukraine: existing initiatives**

Many EU organizations have asked themselves the question: in this dreadful situation, how can the cultural sector be mobilized to help? This crisis calls for a global mobilization, in which many cultural organizations have chosen to take actions, at their own scale, by allowing the circulation of information, offering humanitarian help, raising funds or amplifying the words of local communities to defend freedom.

The afternoon will be dedicated to sharing initiatives that have been implemented across EU.

*Moderator: Joseph Giustiniani, Cooperation Attaché at the French Embassy in Romania/ Humanitarian Correspondent, Deputy Director of the French Institute in Romania*

Participants:

- Victor Diawara, co-founder and artistic director, LOFTAS
- Alona Dmukhovska, co-founder at Music Export Ukraine (online)
- Mykhailo Glubokyi, IZOLYATSIA, PLATFORM FOR CULTURAL INITIATIVES and member of TransEuropeHalles board (online)
- Nataliia Kernytska, International Cooperation Department, Ukrainian Cultural Foundation (online)
- Oleksandra Yakubenko, Head of Department, International Cooperation Department, Ukrainian Cultural Foundation (online)
- Robin Ujfalusi, Head of Czech Cultural Centre (co-president of EUNIC Cluster Romania)
- Natalia Mosor, Head of the Polish Institut (co-president of EUNIC Cluster Romania)

*Classroom - French Institute of Romania (Bd. Dacia 77)*

**15h00 – 18h00 – Workshop: Europe and music, what funding is available?**

- Fabien Miclet, European strategies consultant  
10 participants

## Thursday, May 5, 2022

*Classroom – French Institute of Romania (Bd. Dacia 77)*

### **10h00 – 13h00 Workshop: Mobility(ies) of artists and cultural professionals in Europe: Opportunities, trends and realities**

- Marie Le Sourd, Secretary general, On the Move

10h00 – Presentation and Q&A

10h45 – Pause

11h00 – 13h00 Individual sessions of 20 minutes - mobility in Europe, projects with and European dimension.

10 participants

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### **14h00 – 15h30 Round table – Digitally speaking; leveraging new ways of interacting with audiences**

Considering the scale of the EU playground, working online audiences is part of a successful export strategy. The pandemic has revealed and amplified the importance of showing up digitally, being perceived sometimes as a challenge, sometimes as a meaningful opportunities to reach new audiences. Either way, betting that the digital age is here to stay; what can we learn from the experiences developed online, and how can it serve an export strategy?

*Moderator: Salomé Besse, project manager at Europavox*

- Ana-Maria Boghean, Digital manager at the French Institut Romania
- *Speaker TBC*

15h30 – PAUSE

16h00 – Closing Event

These professional meetings will be held during the first edition of Europavox Festival Bucharest.

Artists from six European countries will perform at **Europavox Festival Bucharest**, bound to take place at **Control Club**, one of Bucharest's most popular live venues, between May 4-5. The highly acclaimed Swiss-born artist Sophie Hunger, British art-rockers Snapped Ankles, together with emerging European artists Emilie Zoé (CH), Lewsberg (NL), Jesse Markin (FI) and David Walters (FR) will play alongside local bands Zimbru and Balkan Taksim.

**Tickets for Europavox festival are available via [Eventbook.ro](https://eventbook.ro).**

***What's next for European music?*** is a free event, reserved for professionals, and the number of attendees is limited. We invite you to send us a registration request to [invitation@institutfrancais.ro](mailto:invitation@institutfrancais.ro) in which to specify the session you want to register for, especially for the two workshops, where participation is limited to 10 people.

More info on [control-club.ro](http://control-club.ro), [europavox.com](http://europavox.com) and [institutfrancais.ro](http://institutfrancais.ro).