**Event agenda**

***CRAFTLAB PLUS – Municipality of Budva (Organiser)***

***Local B2B session in Montenegro: ‘Insights on the creative business market of mosaics’***

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| **21.07.2025.**  **08:30h – 09:00h Registration**  **09:00h Start of the meeting – session 1** | |
| **ITEM 1** | **09:00h – 09:30h**  **Welcome and opening remarks:**  *- Luka Mihailović – Municipality of Budva EU Projects Team, PP4*  *- Boško Kovačević – State Secretary, Ministry of Culture and Media*  *- Kana Tomašević, Head of FLC Division* |
| **Contents and inputs** | *Introductory speeches by representatives from the Municipality of Budva, the Ministry of Culture and Media, and the Head of the FLC Division. The speakers will set the tone for the event, present its objectives, and highlight the importance of the CRAFTLAB PLUS project.* |
| **Expected output** | *Participants will gain a clear understanding of the event’s relevance, agenda structure, and what is expected from their participation in the B2B sessions.* |
| **ITEM 2** | **09:30h – 10:30h**  **Keynote 1: Connecting across borders**  - **The Chamber of Commerce’s** Experience in enhancing business cooperation in the Programme Area, Milena Rmuš, Chamber of Commerce |
| **Contents and inputs** | *Presentation by the Chamber of Commerce highlighting their experience in fostering cross-border business cooperation. The focus will be on networking and sharing best practices.* |
| **Expected output** | *Participants will understand effective mechanisms for regional collaboration and how to apply them in their own businesses.* |
| **ITEM 3** | **10:30h – 11:00h**  Success story 1: **Bura bonaca: From Coastal Inspiration to creative enterprise** |
| **Contents and inputs** | *The founder will present the evolution of the brand rooted in the Adriatic spirit, combining handmade craftsmanship with meaningful storytelling. The presentation will explore the journey of transforming personal inspiration into a recognizable creative business, emphasizing branding, product identity, and the balance between tradition and innovation.* |
| **Expected output** | *Participants will gain an understanding of how to turn local inspiration into a competitive brand, how to maintain authenticity in artisanal production, and how to communicate value through design and narrative.* |
|  | **11:00h – 11:15h**  **Coffee break & networking** |
| **ITEM 4** | **11:15h – 13:00h**  **B2B Speed Dating 1/2 – Facilitating business connections** |
| **Contents and inputs** | *The B2B Speed Dating session is designed to encourage fast, focused, and meaningful business connections. Ten dedicated tables will be set up to host one-on-one meetings, each lasting 20 minutes. Participating companies will have the opportunity to present themselves, share their expertise, and explore potential collaborations with counterparts from the programme area.*  *This dynamic format is ideal for identifying synergies, building new partnerships, and discussing future cooperation in a structured yet informal setting.* |
| **Expected output** | *Establishment of direct business contacts, idea exchange, and identification of potential partnerships for future projects.* |
| **13:00h – 14:00h Lunch Break** | |

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| **14:00h Start of the meeting – session 2** | |
| **ITEM 5** | **14:00h – 14:45h**  **Building global innovation stories:**  - The Mission of **Science and technology park of Montenegro**, Vladan Mašanović, STP MNE |
| **Contents and inputs** | *A presentation on the mission of the Science and Technology Park of Montenegro, focusing on innovation support and internationalization of local businesses.* |
| **Expected output** | *Participants will gain insights into innovation-driven growth strategies and how to position their brands globally.* |
| **ITEM 6** | **14:45h – 15:15h**  Success story 2:  **Visual storytelling in practice – illustration between authorship and commission,** Srđa Dragović |
| **Contents and inputs** | *Illustration as a versatile tool in publishing, education, activism, and urban culture. Focus on the balance between self-initiated and commissioned work, with examples from local and regional collaborations.* |
| **Expected output** | *Through selected projects, we explore how illustration can communicate complex ideas, support community-driven initiatives, and shift between personal expression and client-driven goals.* |
|  | **15:15h – 15:30h**  **Coffee break & networking** |
| **ITEM 7** | **15:30h – 17:00h**  **B2B Speed Dating 2/2 – Facilitating business connections** |
| **Contents and inputs** | *The B2B Speed Dating session is designed to encourage fast, focused, and meaningful business connections. Ten dedicated tables will be set up to host one-on-one meetings, each lasting 20 minutes. Participating companies will have the opportunity to present themselves, share their expertise, and explore potential collaborations with counterparts from the programme area.*  *This dynamic format is ideal for identifying synergies, building new partnerships, and discussing future cooperation in a structured yet informal setting.* |
| **Expected output** | *Strengthened business connections, concrete collaboration steps, and expansion of the regional partner network.* |
| **17:00h – 17:30h Closing remarks** | |