

VENICE January 18th 2019



International Marketing Trends Conference

ACCI *Forum*

Arts, Cultural and Creative Industries

ISOLA DI SAN SERVOLO

Venezia

Free entrance

ESCP
EUROPE



Istituto Culturale Internazionale
Institut Culturel International
International Cultural Institute

CCI PARIS ILE-DE-FRANCE



International
Marketing
Trends
Conference

PROGRAMME

Friday 18th January 2019 – 14:00-15:30

Round Table

**Are culture and heritage assets or weaknesses for businesses?
The case of Venice and other tangible or intangible listed heritages.**

Chairs:

- **Mr Olivier PERPOINT, Founder – IDEATORE / Founder – ICI VENICE**
- **Pr. Chris HALLIBURTON, ESCP Europe**

- Mr Marco VIDAL, CEO MAVIVE - THE MERCHANT OF VENICE
One of the most ancient fragrance houses of Venice.
- Ms Marisa COVENTO, CEO MY VENITIAN DREAM
Jewellery, embroiderings with fine Venetian glass beads and rare vintage seedbead.
- Mr Giovanni DA PONTE, Maestro d'Aschia – Owner CARPENTERIA GIOVANNI DE PONTE
Builder of traditional wooden Venetian boats.
- Mr Maurizio AGABITINI, Owner BARCARIZZO DI AGABITINI MAURIZIO
Boatyard located in Murano.
- Mr Ali RAKIB, CEO and Founder FORWEAVERS
Editor and distributor of rare and traditional high-quality textile materials.
- Ms Mounia MEFTAH, Co-Founder MAISON MEFTAH
Goldsmith alchemy between perpetuation and avant-gardism.

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Coffee

REGISTRATION

- Free entrance
- Registration on website choosing the SPECIAL GUEST OPTION
<http://www.marketing-trends-congress.com/en/special-guest>