



Knowledge Hub on the Euro-Mediterranean region

Economies in the Euro-Mediterranean: The role of creativity, innovation and entrepreneurship

Employability and competitiveness are some of the key concerns for the continual economic development in the Euro-Mediterranean region. Innovation, entrepreneurship and creativity have a strong role to play in accomplishing various goals. Through the contributions of experts in the field and engagement of the audience, the workshop will discuss the policy relevance of these three values.

The workshop forms part of the project MEDHUB (Knowledge Hub on the Euro-Mediterranean Region), an 18-month project, financed by the European Commission through the Jean Monnet programme that seeks to establish an effective academia-policy dialogue and draft recommendations for university curricula to benefit the Euro-Mediterranean region.

Date and venue

EMUNI, Kiričevo nabrežje 2, Piran, Friday, 31 January 14h00 – 20h00

Profiles of target audiences

Experts, non-academic administrative staff, young researchers, students, policy-makers are welcome

Agenda

14.00-14.15

Welcome, introduction of the project and the workshop

Prof. Dr. Abdelhamid El-Zoheiry, EMUNI University

Dr. Jerneja Penca, EMUNI University

14.15-15.15

The role of employability, competitiveness, innovation, entrepreneurship and creativity in economies & societies

Speakers presentation, each 20 mins: Dr. Olga Kokshagina, Dr. Rajnish Tiwari, Ms. Inese Subevica and Mr Mohammed Elrazzaz

15.30 Coffee break

16.00-18.30

What are the challenges towards achieving the goals in the Mediterranean countries?



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Interactive roundtable discussion involving the speakers and the audience, moderator:
Prof. Abdelhamid El-Zoheiry

18.30-18.45 Coffee break

18.45-20.00

How to reinvigorate the study programmes to achieve the goals?

Presentation by a UfM representative - TBC

Interactive roundtable discussion involving the speakers and the audience, Moderator:
Dr. Jerneja Penca

Biographies of speakers

Rajnish Tiwari (Phd) is a Senior Research Fellow and Program Leader at the Institute for Technology and Innovation Management of Hamburg University of Technology in Germany. He leads the research program Global Innovation and is a member of the Board of Management of the Center for Frugal Innovation, which he has co-founded. His teaching portfolio includes management of technology and innovation, digital transformation and intercultural management & communication. In the Mediterranean region, Rajnish has worked on frugal innovations in the research & education agenda in countries such as France, Morocco and Tunisia.

Inese Subevica has 20 years of excellent experience in youth policy development in Euro-Mediterranean region, that cuts across issues of quality of life of youth, education, entrepreneurship, science, social affairs, health, culture, sport, humanitarian aid, justice, migration, social inclusion, and others. Inese works as trainer, researcher, expert and has considerable experience in advocacy at national and international level as well. She has worked in close cooperation with EU institutions on behalf of the government of Latvia, including in the expert group on 'Defining the specific contribution of youth work as well as non-formal and informal learning to fostering active citizenship and participation of young people in diverse and tolerant societies and preventing marginalisation, radicalisation potentially resulting in violent behaviour'.

Olga Kokshagina (PhD) is an Innovation practitioner, researcher and advocate for open science and entrepreneurship. She is a recipient of VC Research Fellowship at RMIT University and a Lecturer at the RMIT Graduate School of Business and Law where she teaches and coordinates a course on Technology Management and Innovation Strategy for Executive MBA. Prior to RMIT, she conducted her research and practical work in Paris at Mines ParisTech PSL Research university and working at an innovation startup consultancy firm - STIM. She has a teaching experience with graduate students in universities like Paris Dauphine, Polytechnique, EM Lyon business school, Grenoble School of Management, ICN business school, University of Strasbourg and coaching companies like Accenture, Airbus, TDF on innovation management and design. Her work is related to several areas: strategic management of design, open & radical innovation and entrepreneurship. She leads International Society for Professional Innovation Management (ISPIM) Special interest group on Management Methods for Industry.

Mohammed Elrazzaz

Mohammed Elrazzaz (Cairo, 1976) is a Project Analyst in charge of Creative, Digital and Social Economy at the Secretariat of the Union for the Mediterranean, which he joined in 2013, first working for the Cabinet, before moving to the Business Development and Employment Division. He is also a Professor of Humanities at the Universitat Internacional de Catalunya (UIC) since 2010. His first book, 'al-Andalus: Memory of the Diaspora' was published in Egypt in 2017, and his second book, 'The Mediterranean: A Shared Heritage' was published by EMUNI in 2018.

Abdelhamid El Zoheiry

Prof. Dr. Abdelhamid El-Zoheiry graduated from the Medical School at Cairo University in 1985, obtaining a master's degree in 1989, and a doctoral degree in 1994 and was appointed to the department of Ear, Nose and Throat Surgery at Cairo University School of Medicine. He was promoted to a fulltime professor in 2004. He then pursued a career in education and research management, obtaining a master's degree in Health Professions Education from Maastricht University, Netherlands in 2006. In the past ten years, he acquired extensive experience in international cooperation in education, research and innovation, including the development of numerous international partnerships with Euro-Mediterranean institutions and organisations, and the management of numerous collaborative educational and research projects and related activities. He represents Egypt in several regional/international policy committees and councils, including the Monitoring Committee for the Euro-Mediterranean Cooperation in Research and Technological Development (MoCo), the African Ministerial Council on Science and Technology (AMCOST), and the Africa-EU Research and Innovation high-level policy dialogue. He is an active member in several international societies and organisations and the founding President of the non-profit association Forum for Euro-Mediterranean Innovation in Action (FEMIA). As of February 2019, he is serving his second 5 years term as the President of the Euro-Mediterranean University in Piran, Slovenia.

Jerneja Penca (PhD) is an Assistant Professor/Research Fellow and the Head of Academic Affairs at the Euro-Mediterranean University, Slovenia. Her background is in international relations and international law, with her research focussing on environmental governance. She has also been involved in a research project on science diplomacy and has experience with science-policy interface in the Euro-Mediterranean regional cooperation processes.

