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Agenda

Kick-off event of the project: “Heritage is our Brand.”

Thursday, March 6th 2025 (10.00-12.30)

Venue: Hotel Tirana, “Blue Room”

Moderator: Elsa Demo

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|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.50-10.00 | Welcoming participants |
| 10.00-10.10 | Greetings and Introduction |
| 10.10- 10.20 | Albanian Heritage and EU Integration
<i>Mr. Andrea Ferrero, Head of the Sustainable Economic and Social Development Section, EU Delegation in Albania</i> |
| 10.20-10.30 | The importance of Intangible Heritage for generations
<i>Vasil Tole, Vice President of the Albanian Academy of Science</i> |
| 10.30-10.40 | Presentation of the Project “Heritage is our brand.”
<i>Eva Kushova, Director of DMO Albania</i> |
| 10.40- 10.45 | The Albanian Register of Intangible Heritage
<i>MEKI- Ministry of Economy, Culture and Innovation</i> |
| 10.45-11.30 | Tour de Table and Discussion (Institutions, CSOs, Universities) |
| 11.30-11.40 | What are the following activities? Call for grants
<i>DMO Albania and EU Policy Hub.</i> |
| 11.40- 12.30 | Coffee and cake/ network |