



# MEDNETA WP6, WORKSHOP IN TUNIS : MARKET ORIENTED ARTS, CRAFTS & DESIGN

28 TO 30 OCTOBER, DAR LASRAM , TUNIS

## PROGRAM

Date	Time	Workshop	Instructor
28/10	9.00	Participant registration	
	9.30	Presentation of MEDNETA project & Workshop program	Zoubeir Mouhli, ASM
	10.00	Presentation of ASM's ACD SWOT analysis results	ASM team
	10.30	Coffee break	
	11.00	Arts, Craft & Design: a renovated relation through marketing	Prof. Tattarini, ISIA
	13.00	Lunch	
	15.00	Stories & case studies on craftsmanship, design & identity	Prof. Tattarini, ISIA
	15.45	Innovation in Handicrafts sector	National Office of Handicrafts
29/10	9.30	The new techniques of marketing for creative industries	Mr. Karabinis, NTUA
	11	Coffee break	
	11.30	Interactive Session to discuss the future of ACDs & market evolutions	Mr. Karabinis, NTUA
	13	Lunch	
	15	Artisan workshop visits in the Medina: <b>Chechia</b> (Men's traditional wool head cover) <b>Jebba</b> (traditional men's dress) <b>Jeweler</b> ; <b>Hammered metal</b> wood coating & <b>Silk weaver</b>	
30/10	9.30	Global trends, inspiring ideas & digital markets for ACDs	Prof. Tattarini, ISIA
	11	Coffee break	
	11.30	Interactive discussion session with participants on product design opportunities for ACDs in the Medina	Prof. Tattarini, ISIA
	13	Lunch	
	15	Round table discussion regarding Intellectual Property Rights in Tunisia	INNORPI (National Certification Agency)
	16.30	MOU signature between ONAT & ASM Distribution of certificates to participants	

### Beneficiary

National Technical University of Athens - NTUA  
Greece, Attiki  
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### Project Coordinator

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