

WHEN ARTS MEET BUSINESS

NATURAL &
INNOVATIVE
ALLIANCES
THROUGHOUT
EUROPE

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02/ 513.78.27

MANDATORY RESERVATION
<https://artsmeetbusiness.eventbrite.fr>
CODE : CA&B15

21ST OF APRIL 2015

FROM 1.00 TO 8.00 PM

BRUSSELS
ING MARNIX
AUDITORIUM

24, Avenue Marnix
1000 - Brussels



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CA&B
connecting arts & business



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- 1.00 REGISTRATION
- 1.30 INTRODUCTION
- 1.45 **CONNECTING ARTS & BUSINESS THROUGHOUT EUROPE**
Cultuur-Ondernemen & CKO
- 2.30 BREAK
- 3.00 **HOW DO COMPANIES CONNECT WITH THE ARTS ?**

PANEL 1

WHEN ARTS CREATE BUSINESS

*Adriano Picinati di Torcello - Deloitte
Anne-Sophie Charle - Mons 2015
Elisabetta Lazzaro - ULB
Damien O'Neill - Allianz Ireland*

PANEL 2

CORPORATE ART COLLECTIONS

*Philippe Jaumain - ING
Judith Verhoeven - SMart
Pascale van Zuylen - Lhoist Group
Valérie Rouyre Brisac - Allen & Overy*

ARTISTIC INTERVENTION

Art Partner

BUSINESS LEADERS ON ART BOARDS

*Eric De Keuleneer - ULB
Eric Hemeleers - Eeckman Art & Insurance
Bruno van Lierde - Boston Consulting Group
Tania Carlisle - Arts & Business Northern Ireland*

ARTS SPONSORSHIPS & THEIR IMPACT

*Damien O'Neill - Allianz Ireland
Bernard de Launoit - Queen Elisabeth Music
Chapel
Mathieu Vandenbroecke - GDF Suez
Gérard Sevrin - Macors
Filip Stuer - BOZAR*

- 5.30 **CONCLUSIONS**

European Commission

- 6.00 COCKTAIL

- 7.30 **VISIT OF 'ECHOES' EXHIBITION - ING ART CENTER**