

B2B HERALD PROJECT:

“B2B - Presentation of productions to theatre and cultural operators”

**Organizer: Municipality of Fasano
Community Library - Teatro Sociale
Fasano, Italy, February 21th 2025**

09:00 – 10:00 Registration and welcome greetings 10:15- 12:45 B2B	
09:30 – 10:00	Opening greetings and presentations
Contents and inputs	<ul style="list-style-type: none"> • Municipality of Fasano • Municipality of Gjirokaster • Apulian Public Theatre, now Puglia Culture
Expected output	Welcome speeches from the Project Partners
10:15 – 12.45	B2B
Contents and inputs	Presentation of new productions to the heads of theatre and cultural centres interested in purchasing or distributing them. The Apulian operators will show their products to the directors of theatres and cultural centres to increase and expand production and distribution relationships to create new business and competitiveness opportunities.
Expected output	Through an interactive exchange, professionals and speakers involved will debate about their productions to be respectively placed on their own national markets. Thus, economic operators will participate in theatrical and musical performances that will allow local artistic operators to find new business opportunities.
13:00 – 14:45 Lunch with the Albanian delegation and economic operators	
15:00 – 20:00	<ul style="list-style-type: none"> ✓ Fasano Museum of Ancient Arts – University of Leisure time ✓ Historic centre of Fasano: open-air art exhibition – Albert Metasani ✓ Teatro Sociale – Theatre performance – SenzaConfine Association
15:00 – 17:00	Debate with Mrs. Palmina Cannone, person in charge of Fasano Museum of Ancient Arts
17:15 – 17:45	Discussion with Mr. Albert Metasani, an Albanian painter known in Italy for his art at the respective premises



HERALD

18:00 – 19:00	Teatro Sociale, Theatre performance "Honor your father" curated by SenzaConfini with Maria Barnaba, Ginevra Ciuni, Serena Osma and Alexander Kondi
19:00 – 20:00	Open debate
Contents and inputs	<p>Professionals and speakers involved will discuss about the outcomes of the joint theatrical production</p> <ul style="list-style-type: none"> • Ms. Teresa Cecere, artistic director and theatre trainer of the Association "Senza Confine" • Mr. David Marzi, artistic director, actor, playwright and director • Mr. Erjion Hinaj, spokesperson of the Theatre of Gjirokaster • Ms. Mariateresa Maggi, President, artistic director and music trainer of the Association "Calliope" • Mr. Mimmo Capozzi, artistic director, Teatro Sociale of Fasano
Expected output	<p>Participants economic operators will improve their awareness of the importance of preserving and transmit the identity of a territory; moreover, the performance is aimed to demonstrate the added value of the Italian-Albanian joint production, such to represent an "exportable good practice"</p>
20:00 End of the B2B	