



Enhancing Gozo's Cultural and Economic Landscape

**Business Breakfast 29th October 2024
09:00hrs – 10:30hrs**

Cesca Boutique Hotel, Xlendi

The project 'Enhancing the Rural Characteristics of San Lawrenz.' seeks to harness the rich cultural heritage of San Lawrenz as a driver for economic growth. Through strategic collaborations with local artists, cultural practitioners, and stakeholders, the project aims to integrate visual and applied arts into the village's tourism landscape. Major components of the project include the establishment of artist residency programs, the promotion of cultural events, and the enhancement of local cultural infrastructure. These efforts are designed to foster a sustainable, year-round tourism model that not only preserves Gozo's unique identity but also bolsters economic resilience and supports the well-being of the local community.

In support of this initiative, the San Lawrenz Local Council in collaboration with the Gozo Business Chamber is organizing a business breakfast to discuss the broader influence of culture on Gozo's society and economy. Through her keynote intervention Elyse Tonna, Curator and Architect, will speak about the importance and potential of the creative sector for Gozo focusing on the aspect of interdisciplinarity, collaboration, exchange and sustainability. The discussion panel will then delve also on how cultural projects and initiatives contribute to the island's economic development by enhancing its tourism appeal. The discussion panel will also delve on how Gozo's natural and cultural heritage can be promoted through innovative partnerships with local stakeholders. Ultimately, the aim of this initiative is to underscore the pivotal role that culture can play in preserving Gozo's identity while driving economic growth.

AGENDA	
09:00 – 09:10	Introductory Remarks, Michael Galea, President, The Gozo Business Chamber
09:10 – 09:20	Introductory Remarks, Joe Cordina, Chairman, The Gozo Action Group Foundation
09:20 – 09:50	Key Note Intervention: 'The Importance and Potential of the Creative Sector for Gozo' – Elyse Tonna, Curator and Architect, and Artistic Director of the Project
09:50 – 10:00	Q& A Session
10:00 – 10:25	'The Importance of Culture within the Economic Sector in Gozo', Panel Discussion with the participation of:

	<ul style="list-style-type: none"> • Naomi Galea - Cultural Manager, Gozo Region • Michael Formosa - President, Soċjeta Filarmonika La Stella • Dr Michael Caruana - President, Soċjeta Filarmonika Leone • John Xuereb - Director Cultural Heritage – Ministry for Gozo and Planning • Ronald Sultana - Director Tourism and Economic Development, Ministry for Gozo and Planning • Noel Formosa - Mayor of San Lawrenz
10:25 – 10:30	Concluding Remarks: Daniel Borg, CEO of the Gozo Business Chamber

Breakfast will be served between **08:00 am to 09:00 am**

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