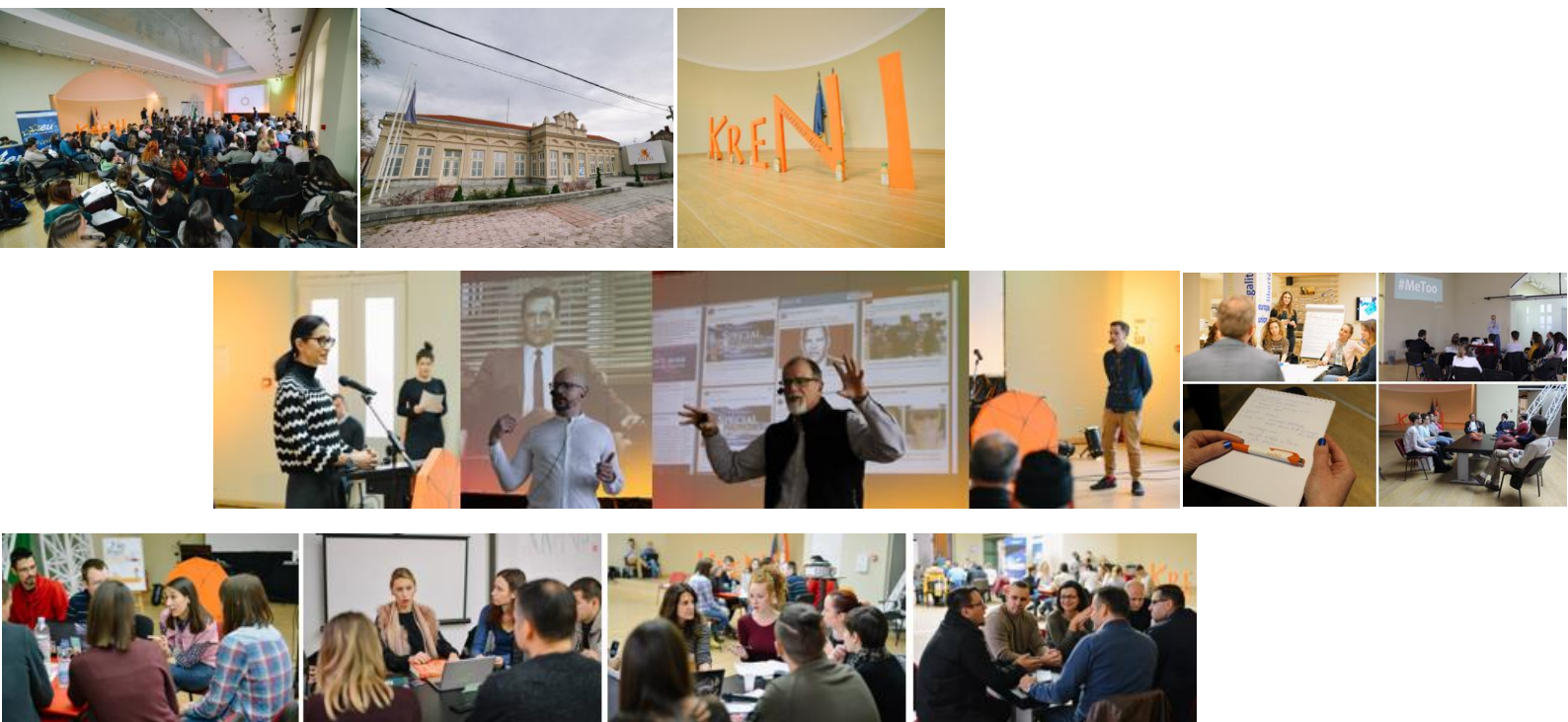




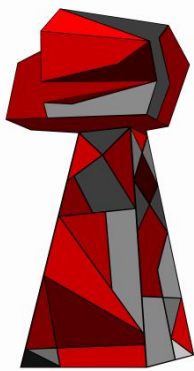
KreNI conference is the first and most influential creativity festival in southeastern Serbia gathering innovative creative professionals and experts from all over the world.

KreNI conference took place from the 30th November to 4th December in Nis, with the participation of 70 young people, 20 speakers, 5 mentors, support of 5 embassies in Serbia, 3 foundations, 7 socially responsible companies and 4 city municipalities.

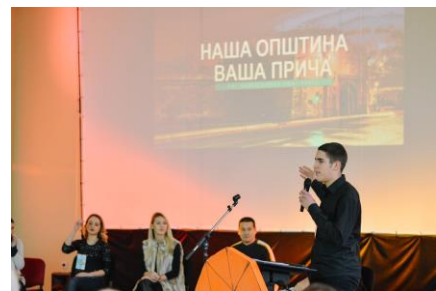
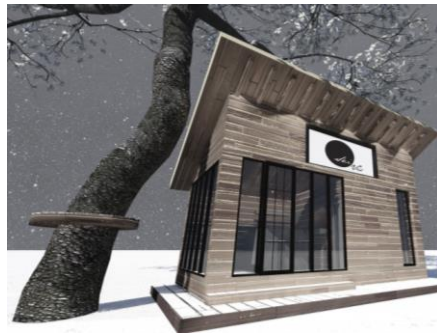
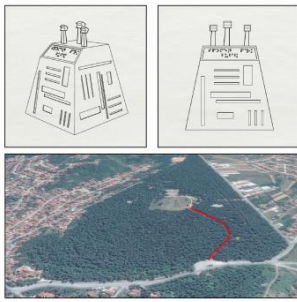


The potential of creative industries in Nis was presented in order to raise awareness about the role that this part of Serbia can have in the global development of creative industries using the experience of 6 countries (Netherlands, USA, Austria, France, Italy, Slovenia and Serbia).

KreNI conference gathered 70 creative young people ready to make a move and do something in their own city. During the 5 days, they had the opportunity to work and gain knowledge from highly experienced experts in different fields of creative industries and develop their own ideas with the help of mentors experienced in working with young people. At the end these young people had the opportunity to present their ideas in front of the most important donors in the country and in panels learn from them about various facts that they can use in their future careers.



### Bubanj Za Sutra



KreNI was the result of synergy of different partners devoted to make Nis a center of creative industries in this region. The conference achieved its goal of promoting the sector of creative industries as a tool for problem solving in society but most of all, supporting creative young people in their effort to make better place for living.



KreNI conference was organized by NGO Young Ambassadors with the support of the Embassy of Netherlands in Serbia, Delegation of the European Union in Serbia, City of Nis and Erste Bank. The lecturers were at the conference thanks to the support of the Embassy of the Netherlands, French Institute, Italian Institute of Culture, Austrian Cultural Center and US Embassy.

# Netherlands



The land of tomorrow.

As the Netherlands were the hosting country of KreNI3, during the conference was opened Dutch Corner "Smart Cities" and all visitors had the opportunity to find out why the Netherlands got the epithet "smart country" and how investing in technologies provide the answer to the greatest social challenges. In corner was presented best practices from Netherlands in development of smart cities and using sustainable energy.

Also, on this opportunity were presented Dutch companies operating in Nis, Future Forward and Younify.



Dutch corner was opened by Luuk Nijman, Head of press, public diplomacy and culture at Embassy of the Netherlands in Serbia.



Dutch designer and creative director of studio Edhv from Eindhoven, Remco van de Craats, was a speaker in the field of design. On this occasion he brought his team of 10 people from the studio, which have participated in conference.



The mission of the speaker was to empower participants to create innovative solutions for the problems they see in their surrounding. After the workshops, the participants received a task from speaker that they solved and presented on the third day.

Also, Remco Van de Craats with his team hold a workshop on branding the city of Nis for the participants from the field of design.

