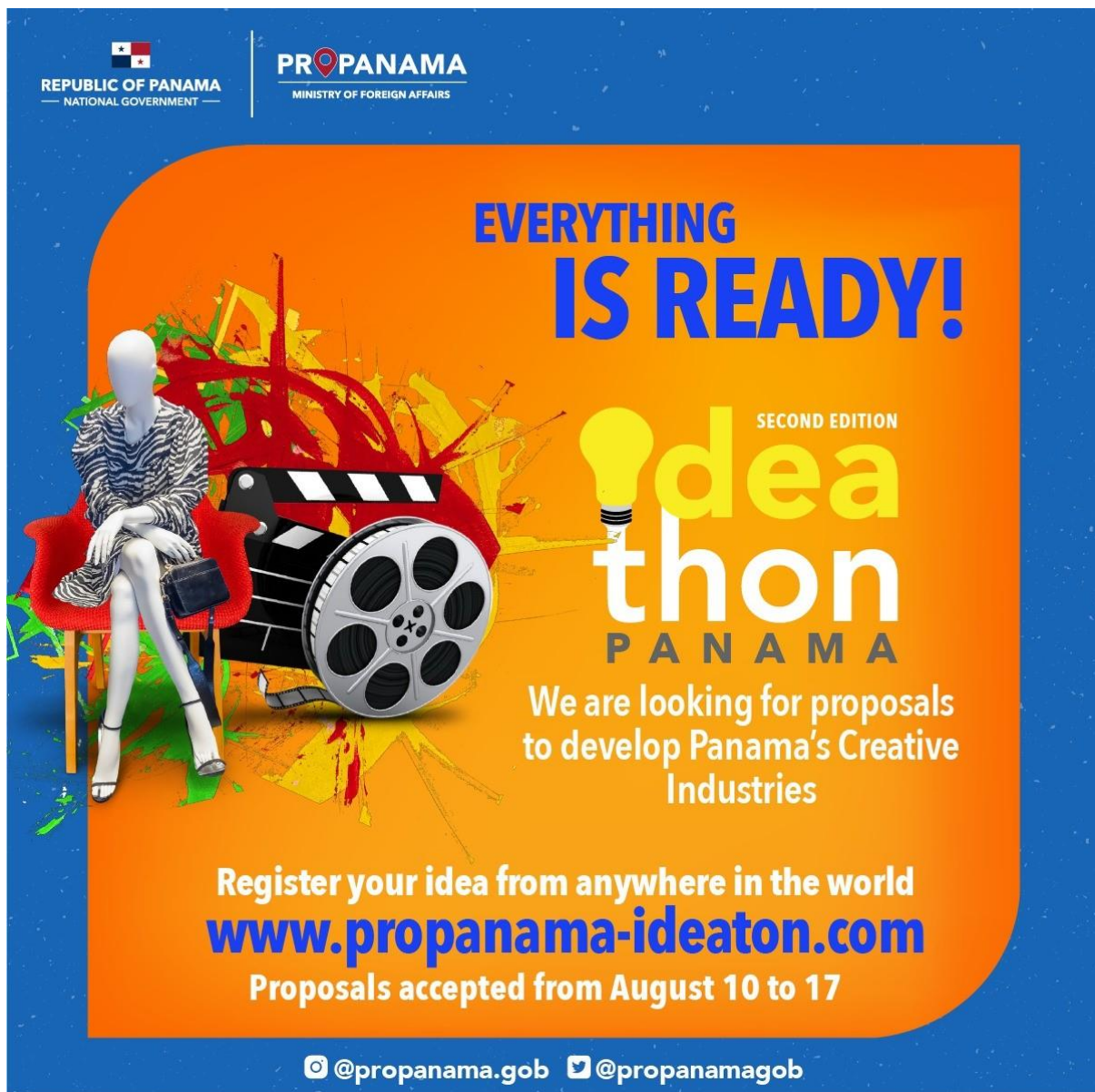


PRESS RELEASE – IDEATHON

Panama, centrally located between North America and South America, is an innovative country at the forefront of entrepreneurial ventures. This year, the Ministry of Foreign Affairs and ProPanama, the leading export and investment agency, are holding their second Ideathon; a collective call to action to devise solutions that strengthen the country's creative community and community.

This is an opportunity not to be missed for leading thinkers and budding entrepreneurs. Applications close Sunday 16th of August. Find more information below on how to enter, what you can win and who can participate.

<https://www.propanama-ideaton.com/copia-de-principal>



The poster features a vibrant orange background with a blue border. On the left, a white mannequin in a black and white striped dress sits on a red chair, holding a black clutch bag. Next to her is a large film reel and a clapperboard. The background is decorated with colorful paint splashes in red, yellow, and green. The text 'EVERYTHING IS READY!' is written in large, bold, blue letters. Below this, the word 'idea' is in yellow with a lightbulb icon above the 'i', and 'thon' is in white. 'P A N A M A' is written in small, spaced-out white letters. To the right of 'idea' is the text 'SECOND EDITION'. Below the main title, it says 'We are looking for proposals to develop Panama's Creative Industries'. At the bottom, it says 'Register your idea from anywhere in the world' followed by the website 'www.propanama-ideaton.com' in large blue letters, and 'Proposals accepted from August 10 to 17'. The top left corner has the logos for the Republic of Panama and ProPanama. The bottom has social media handles for @propanama.gob and @propanamagob.

REPUBLIC OF PANAMA
— NATIONAL GOVERNMENT —

PRO PANAMA
MINISTRY OF FOREIGN AFFAIRS

**EVERYTHING
IS READY!**

idea SECOND EDITION
thon
P A N A M A

We are looking for proposals
to develop Panama's Creative
Industries

Register your idea from anywhere in the world
www.propanama-ideaton.com
Proposals accepted from August 10 to 17

@propanama.gob @propanamagob

PRESS RELEASE



ABOUT THE COMPETITION

The PROPANAMA IDEATHON was established in response to the challenges facing the creative sector due to COVID-19. This is a collective call to action to devise solutions that strengthen the country's creative community and economy.

WHO CAN PARTICIPATE?

This IDEATHON is open to all, including Panamanian residents and international participants. Applicants are invited to present their best idea for addressing challenges facing the creative industries. The winning idea will propose an innovative solution for Panama's creative sector, providing social and economic benefits.

WHY PARTICIPATE?

The COVID-19 pandemic has challenged the creative sector, eliminating large gatherings, shifting activities online, closing public galleries, interrupting supply chains, to name a but a few consequences. We are inviting Panamanian residents and international contributors to submit world-class ideas in support of Panama's creative community.

HOW TO TAKE PART?

[CLICK TO SUBMIT YOUR IDEA](#)



INVITE YOUR FRIENDS TO PARTICIPATE



HOW DOES IT WORK?

- Anyone with a well-conceived and well-articulated idea relevant to Panama's creative sector can submit a proposal.
- The [CLICK TO SUBMIT YOUR IDEA](#) button will be activated on Aug 10 2020 for you to register and submit your proposal.
- On Aug 17 2020, the button will be de-activated and submissions will be closed.
- Submissions that are incomplete or not received on time will not be valid.

- Valid submissions will be evaluated by the Grand Jury and results published on this website and all PROPANAMA social media networks.
- PROPANAMA will contact the winners to receive their prizes.



KEY DATES

WEDNESDAY, JULY 29

PROPANAMA IDEATHON launch

MONDAY, AUGUST 10

8:00am PROPANAMA IDEATHON opens for proposals.

MONDAY, AUGUST 17

12:00am Midnight is the deadline for submissions.

WEDNESDAY 26 AUGUST

The Grand Jury draws up a list of finalists.

THURSDAY 27 AUGUST

Finalists present their ideas on live video to the Grand Jury.

TUESDAY 1 SEPTEMBER

Virtual Grand Gala to announce and celebrate winners in each category and a grand prize PROPANAMA IDEATHON winner.

Made in Panama
SOCIAL IMPACT



Internacional
SOCIAL IMPACT



Made in Panama
ECONOMIC IMPACT



Internacional
ECONOMIC IMPACT



GRAND PRIZE WINNER



THE GREAT CHALLENGE

"From arts to culture, how Panama will support creative industries for all"



EVALUATION CRITERIA

1. IMPACT

What economic and social benefits does your idea provide? (Jobs generated, people empowered, impact on the creative industries, etc.) What are the specific benefits to Panama and for its creative sector?

2. FEASIBILITY

How will your idea become a reality? What tools, platforms, power of the people, investments and private/public support are required?

3. TIMELINE/IMPLEMENTATION

What is the timeline for implementing your idea? What stages are involved? How long will it take to launch and scale?

GRAND JURY



Dana Al Salem

Graduated from the AUP and the Parsons School of Design as Summa Cum Laude in Art History and Multimedia Design. He mistook CLockwork, an award-winning Stockholm-based agency that built the first interactive online platforms. He co-founded Yahoo! Europe and implemented the deployment of 40 online services for local European territories. In 2007, Dana founded FanFactory Ltd, a technology agency that focuses on predictive audience analysis, lead generation and consumer intelligence. Between 2016 and 2019, I created innovation-based programs with the governments of India, Azerbaijan and Abu Dhabi, covering entrepreneurship, tourism and cybersecurity. Grand Jury Member of the World Summit Awards, UN affiliate, MIT Pan Arab and BlooMMasters. Global speaker established in innovation and technology. She is a virgin voice for OBE Tracy Edward's Maiden Voyage, whose mission is to provide education to young women around the world.



Catherine Warren

Catherine Warren is a digital innovation and economic development leader, who works with companies, governments and investors on community-building and growth strategies. She has served as the CEO of both the Vancouver Economic Commission and Canada's Centre for Digital Media. The founder of FanTrust Entertainment Strategies and a pioneer in fan-building, Catherine has led two decades of digital engagement and transformation for global entertainment clients in TV, film, video games and eSports. Prior to founding FanTrust, Catherine was COO of a broadcast tech company that she and co-founders took public on the Nasdaq, growing it to a \$300M market cap. Catherine is a member of the international Academy of Television Arts & Sciences, serving on the Nominating Committee and as an Emmy judge. Catherine has a physics degree from Reed College and an MS from Columbia University's Graduate School of Journalism.



Rudy Laddaga

He was recognized by the World Summit Award (WSA), a UN initiative to bridge the digital divide, as an Expert in Digital Content for Mexico. He was chosen by Expansión magazine as the "Entrepreneur of the Year" and later as a spokesman for Latin America. He participated in WSA with a project that was the winner of the best electronic content in the world in the culture category. The following year he was again awarded, this time in the entertainment category. Gear Gnius Club, the first digital innovation laboratory for children, with a unique platform, content and digital innovation program. This effort was recognized in Vienna, when Gnius Club was awarded as the best digital innovation in the world in the Education category.

Dominic Watkins

Dominic Watkins is the founder and creative director of Pixelmotion.tv, a multi-award-winning motion design boutique based in Singapore. Originally based in the UK, Dominic moved to Asia in 2005. His company has collaborated with major networks in the region including Turner,



Disney, NBCUniversal, Fremantle Media and BBC Worldwide producing branded content for their channels. He has won multiple awards for his creative work on both a regional and global scale with his eye for detail and exceptional depth of experience in the field.



Cristian Blaze

Christian Blaze is a Salvadoran/Canadian filmmaker and technologist. In 2003, Christian starred in and co-directed "SPANK" a short film that screened in over 20 film festivals in 2004/2005 and was broadcast on television during an episode of "ZeD TV".

At age 26, Christian co-directed and co-produced "Alien Agenda: Project Grey", a film released in 2007 and distributed in Japan, Russia, Thailand, the Philippines, Vietnam and the USA. Christian has VFX Supervised various projects, including: 60 VFX shots for the film "Switch" (2013) starring Andy Lau, David Rosenthal's thriller "A Single Shot" (2013) starring Sam Rockwell, and the 4D flying theater films "FlyOver Canada" (2013) and "FlyOver America" (2016). Christian also worked as a VFX artist on 23 episodes of Warner Brother's hit TV series "Supernatural" (2013-2014). Most recently, Christian has been experimenting and developing Virtual Reality and block-chain technology.



Darren Agnew

A veteran creative professional with expertise in channel branding, motion design and visual effects production, Agnew has over three decades of experience working with many of the most reputable and successful ad agencies, broadcasters and corporations on the planet.

In his current role as creative director of DADA (Darren Agnew Design & Animation), the company he founded in 2005, Agnew has been commissioned by an impressive roster of clients including: Wieden + Kennedy, BBC, Africa MediaWorks, ESPN, Viacom, AMC Networks, Transport for London, Sky Arts, Channel 4 News, Harrods and Harvey Nicols.



Omar Alfano

Panamanian singer-songwriter Omar Alfanno, winner of the Latin Grammy and Member of the Latin Composers Hall of Fame since 2014, has been recognized four times as "Composer of the Year" by the American Society of Composers (ASCAP). Current Cultural Ambassador of the Republic of Panama, philanthropist and odontologist. He has composed more than 500 hits that have been recorded by more than 200 international artists such as: Shakira, Marc Anthony, Alejandro Sanz, Gilberto Santarosa, Ricky Martin, Jerry Rivera, Fonseca, Tommy Torres, Thalía, Farruko, among many others.



Juan Melillo

President of the National Museum for Contemporary Art of Panama and Vice President of the National Bank of Panama.



Gerardo Neugovsen

Gerardo Neugovsen is a specialist in Creative Economy and Creative and Cultural Industries. He works as a researcher, consultant and teacher at the international level, having an extensive track record of more than 30 years advising governments, academia and individuals in the development of processes, projects and training proposals in this sector.

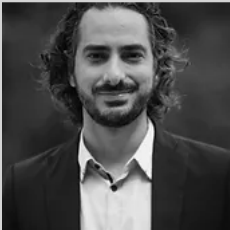


Romulo Castro

Romulo Castro is a well-known Panamanian composer and producer, with more than 25 years of experience in the communication, marketing, advertising and creative industries. Latin GRAMMY winning composer, has worked with local and international artists of global fame. He has been an Advisor to governments and institutions such as CAF, IDB, World Bank and professor at important Universities such as Massey University, University of New Zealand and Northridge, California State University, among others.

Marie Claire Fontaine de Bueno

Marie Claire Fontaine de Bueno is a famous producer, manager and developer of content related to the Creative Industry and Design. Pioneer of the Creative Industries in Panama, annually develops the Panama Fashion Week.



Lázaro Israel Rodríguez

Lázaro Israel Rodríguez is a consultant for international, national, urban and local institutions on cultural policies and the creative economy for sustainable development. He has 15 years of experience in Latin America and the Caribbean with multiple agencies and institutions, such as UNESCO, UNDP, the Inter-American Development Bank, and national cooperation agencies including the Spanish Agency for International Cooperation for Development.



Arjun Bahl

With over 18 years of experience, Arjun is an established name in Indian entertainment arena and has executed some of the best entertainment experiences in India. He sees himself as a passionate creative entrepreneur with a vibrant and diverse portfolio. In 2014, Arjun co-founded St+art India Foundation, a non-profit, urban art initiative that provides a collaborative platform for the best contemporary artists from around the world to create public art in India. This inspiring, first ever public art festival promotes the idea of "Art For ALL" in the Indian landscape. Over the past 5 years, the foundation has organized over 16 St+art festivals across major urban cities of India. In 2019, St+art inaugurated the Lodhi Art District: the first-ever public art district in India; 6 others are in pipeline. The Foundation works with the Central Govt on Art Policy, Urban Planning and Smart City Projects as well. In 2015, Arjun was initiated into a partnership with Guerrilla Art & Design which is an award winning underground design and communication agency working and consulting with the top companies in the business landscape. Arjun also cofounded XXL Collective, that curates, designs and produces art for private commissions, brands and institutional places.



John Penney

John Penney is a Chief Strategy Officer, Business Development, and Strategic Partnerships Executive. His areas of expertise include developing new businesses, business model innovation, growth opportunities, product innovation, business model innovation, direct-to-consumer business models, and content economics. He has held senior executive positions with 20th Century Fox, Starg, IMG, HBO, Scient, and Viacom. John helped launch and was Chairman of Starg Play Arabia, the largest subscription content service in the Middle East and North Africa. He serves on the Executive Board of the Consumer Technology Association, which stages CES, the annual innovation show in Las Vegas. He is also a Board member of London-based Horse & Country TV, a multi-platform media company dedicated to horse sport and related country lifestyle activities. Before working in media, entertainment, and technology, John was an equity research analyst with Sanford Bernstein. John holds a BA in Social Psychology from Wesleyan University and an MPA with a concentration in Science & Technology Policy from Columbia University. He also is credentialed as a Project Management Professional (PMP®). John lives in Los Angeles with his wife and daughter.



Carlos Abler

Carlos Abler is an enterprise digital transformation leader, content strategist, award-winning content producer, customer experience and business innovation strategist, and thought leader on how to connect sustainability and social impact to business via the combination of social innovation and content marketing.

Carlos has 22 years of experience in digital content and application strategy; 12 years experience as an enterprise digital transformation consultant; 35 years of experience in theater direction, performance, and public speaking; 20 years of experience in event conception and execution; 15 years of experience in focus on the Internet as a platform of human empowerment; 35 years of experience as a researcher and educator in fields combining cultural theory, psychology, the history of religions, history, marketing and business, and various anthropological areas of focus.

Most recently, Carlos was Leader of Content Marketing Strategy at 3M. Carlos' clients and teaching venues include, Columbia University MFA Department for Theater Direction, University of MN and Michigan Departments of Public Health, Gyuto Tantric University, Concordia University, The History Channel, Smithsonian Institution, Jewish Historical Society of the Upper Midwest, 3M, Microsoft, and General Mills



Alberto Lomnitz

Alberto Lomnitz is a theatre artist who has ventured into almost every facet of professional work: stage direction, dramaturgy, acting, management, production, teaching, set and lighting design, mask design and construction. He studied his bachelor's degree at UNAM and later a master's degree in communication and theater at the University of Illinois at Chicago. He was the founding director of the company Señal y Verbo: teatro de sordos from 1993 to 2017, artistic director of the Compañía Nacional de Teatro from 1998 to 2000, artistic co-director of the Compañía Titular de Teatro de la Universidad Veracruzana from 2005 to 2013 and National Theater Coordinator in 2017 and 2018. He is one of the most recognized Mexican stage directors, with experience in all genres. His career as a teacher is equally extensive.

Omar López

Graduated in Economics from the CIDE in 1999. He left his PhD studies in economics at the University of Chicago to join a digital signage company with some friends. They later sold it to CIE, the largest live entertainment group in Latin America, with companies such as OCESA and the Mexican Formula 1 Grand Prix. After the sale of the company, Omar remained with CIE as Commercial Director of the group's special events company and was subsequently promoted to Key Account Director for the entire Corporate, from where he coordinated CIE's relationship with its main business partners. In January 2013 he changed his role to CIE's Strategic Planning Director, where he supported the Group's growth efforts and new business. From January 2015 to December 2017, he was General Director of CMI, a subsidiary of América Móvil, responsible for the monetization of Grupo Carso's advertising inventories. From January 2018 to date he is responsible for Marketing and New Businesses of

OCESA, the most important concert promoter in Mexico and Latin America, number 3 worldwide. He is in charge of companies such as Ticketmaster in Mexico.



Julie Stafford

Julie Stafford is an Australian household name. Over two decades, Julie wrote 22 healthy-eating cookbooks (one holding the title for the most successful health cookbook ever published in Australia. Her books have sold more than 2.2 million copies globally). Julie is recognised as having changed a generation's eating habits in the 80's and 90's. Her cookbooks, along with a self-help title she wrote, put her on the lucrative speaker's circuit where she has presented to over 1500 community and corporate groups speaking about health and motivation topics. Julie's husband Bruce was challenged by cancer twice in their love story. When Bruce lost his battle with mesothelioma, in 2006, Julie became passionate about cancer research and was recently awarded a Governorship for services to cancer research fundraising at the Fiona Elsey Cancer Research Institute, in regional Australia, where she was responsible for donations to the centre, exceeding \$1,500,000 Julie resides in Melbourne, Australia. She has two children (Timothy (40), a property valuer and Cais (38), a classically trained singer: and 3 gorgeous grandchildren. Julie recently began a new business venture called 'Publish to Profit' supporting those who want to write a book and publish it in the digital age. Julie also curates' tours in Morocco and runs writing courses in Melbourne, Croatia and online.

STRATEGIC PARTNERS



MINISTERIO DE
RELACIONES EXTERIORES



AUTORIDAD NACIONAL
PARA LA INNOVACIÓN
GUBERNAMENTAL



MINISTERIO
DE CULTURA



About PROPANAMA

We are the National Agency for the Promotion of Exports and investment attraction.

We work with the export sector and the Panamanian foreign service to promote Panama's products and services in international markets and to attract investments that generate knowledge and technology transfer, improving the quality of life of Panamanians.



#StayAtHome



The information presented by participants and all rights to them that are disclosed to the Grand Jury of the IDEATON PANAMA contest, will always remain the intellectual property of the participant who submits it. The contest and its Judges shall not obtain any right in the information, nor shall they have the right to use it except for the purpose of this contest. The provision of information on participants' projects or ideas does not imply licensing of patent or copyright rights or any other right by the competition or its Judges beyond the qualification of such ideas for the purposes of awarding the prize.

