

Enhancing the Creative Economy in Developing Countries

UNCTAD XI, in its São Paulo Consensus of 2004, estimated that the creative industries, from art crafts, music recordings, cinema and television through fashion, multi-media and software, now account for 7% of world GDP and about 4% of that in the case of low and middle-income countries. Worldwide it is expected that the creative economy will reach 11% of world output by 2015. These figures probably underestimate the international flows of creative goods and services due to data shortcomings; much work remains to be done on statistics codification and economic indicators, particularly as regards the visual and audio-visual arts, so that their importance in trade can be accurately measured. Only recently the evolving concept of "creative economy" has been recognized as a source of wealth, a means of generating employment, revenue and export earnings. It is also a meaningful tool for fostering development gains, cultural diversity and poverty reduction, in accordance with the Millennium Development Goals.

UN Global South-South Creative Economy Symposium Shanghai, China

The UN Global South-South Creative Economy Symposium was held in Shanghai from 15 to 16 December 2005, organized by the UNDP Special Unit for South-South Cooperation in partnership with UNCTAD, the Shanghai Creative Industries Association and the School of Creative Studies. This international gathering aimed at promoting a dialogue among developing countries on ways to capitalize on their talents and the wealth of their creative economies as a development strategy. Participants at the Shanghai Symposium focused on making creativity profitable for artists and creators, as well as their communities and countries. Participants agreed that efforts should be made to promote partnerships among



governments, private sector and civil society organizations and improve cultural entrepreneurship and marketing strategies.

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Partnership UNCTAD/Special Unit for South-South Cooperation for Technical Assistance to Developing Countries

A partnership between UNCTAD and the UNDP-SU/SSC for technical assistance aiming at "Enhancing the Creative Economy in Developing Countries" was launched at the Symposium. Studies, seminars and capacity-building programmes will be jointly carried-out aiming at increasing the competitiveness of creative products and services of developing countries in world markets.

The Under-Secretary General of the United Nations and the President of the Group of 77 in New York, were among the international and Chinese personalities who participated in the Symposium. The participants visited important creative industry parks recently created in Shanghai. They have also voiced support for the creation of the International Centre on Creative Economy-ICCE to be set-up in Brazil in 2006.



Creative Industries Seminar: The Culture of XXI Century Salvador, Bahia, Brazil



In collaboration with various Brazilian Ministries, UNCTAD is fully committed to take steps aiming at the launching of the International Centre on Creative Economy-ICCE this year. The Centre will be created in the spirit of voluntary broad-based partnerships with emphasis on South-South cooperation and support of UN institutions. It will serve as a knowledge bank of successful practices, research and policy analysis with a view to improve market transparency, facilitate networking and capacity-building, while addressing global market challenges and promoting development gains. In this regard, a Seminar "Creative Industries - The culture in the XXI Century" was held in Salvador on 5 and 6 December 2005, to further articulate institutional arrangements and commitments at national level for moving forward the ICCE in the course of 2006.

Cultural Market Salvador, Bahia, Brazil

UNCTAD attended the 6th edition of the Bahia Cultural Market from 6 to 11 December 2005. About 1500 artists from all over the world gathered, performed and presented their artistic products all around Salvador including in the poorest communities. The Market became a traditional open space for special projects aiming at promoting independent artists and provide a forum for frank cultural debates and business. The list of events included the Fair for Arts Opportunities, the Encounter for Classic Cultures and a series of workshops. UNCTAD took part in the debates about Cultural Production in Latin America and the Creation of Cultural Markets.

Fashion: Business Opportunities and Social Inclusion



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Fashion is a creative sector offering great scope for developing countries in world markets. A concrete example is the growing success of the Rio Fashion Show and the São Paulo Fashion Week, held last January in Brazil. In Rio, the Fashion Business generated within one week about 180 million reais in sales for the domestic market and about US\$ 11 million in exports, promoting jobs, social inclusion, export earnings and cultural diversity.

Scope for Brazil/China Cooperation in Fashion

With the objective to promoting South/South Cooperation, UNCTAD took advantage of its visits to Brazil and China to explore the possibility for concrete cooperation between the two countries in the area of fashion. In the opinion of the Chief for Creative Industries of UNCTAD, there are similarities and complementarities which can work for a win-win game. Both countries have an emerging domestic large market for fashion, both countries have very talented stylists and there is scope for mutual benefits in sharing best practices particularly in terms of technological and entrepreneurial experiences, while preserving the cultural exotic diversity of both countries.

UNCTAD held meetings in Shanghai with one of the top names in the field of fashion, responsible for the most important Fashion TV Program, ArtSea Television, and the main organizer of the Shanghai and Hong Kong Fashion Shows. In Brazil very fruitful discussions were held with Paulo Borges, the father of the São Paulo Fashion Week. The first step will be to put in place a platform starting with the presence of Chinese stylists in the next São Paulo Fashion Week, and as a counterpart the Brazilian stylists would be invited to participate at the forthcoming Shanghai Fashion Show.

Global Data Bank for Creative Industries

One of the shortcomings for analytical and policy-oriented research in the area of the creative industries is the lack of reliable statistics and economic-cultural indicators, particularly in developing countries. In order to face this challenge, UNCTAD is building synergies with relevant national and international institutions with a view to create a **Global Data Bank for Creative Industries**. The expertise of the Central Statistics and Information Retrieval Branch of UNCTAD in collecting and disseminating economic-related facts and figures is a key element in this initiative. It is envisaged that UNCTAD and UNESCO will join forces in this endeavour.

Priority will be given to harmonize classifications, definitions and setting the parameters for national satellite accounts. Initially a pilot project will focus on products and services of the audiovisual and ITC sectors. Consultations were held with the Brazilian Institute for Geography and Statistics, the Convenio Andres Bello of Colombia, and the Secretary of Culture of Argentina, all three institutions are willing to join UNCTAD in this exercise.

