



Traditional dance
China, Pingyao

Creativity and technology : a perfect match

At the beginning of the third millennium, the combination of creativity, knowledge and technology have become the main drivers of economic growth in the globalized world. Creativity coupled with technology is a perfect match when it comes to innovation, and has positive spillover effects in today's creative economy. Technological advances and the deregulation of domestic markets, particularly in high-growth creative sectors such as television production, radio broadcasting, film-making and multimedia music distribution, have brought about a new reality. Connectivity has become part of today's lifestyle and influences our day-to-day attitudes and choices. This phenomenon is producing fundamental changes in the field of international economics, and thereby reshaping the pattern of cultural consumption and stimulating higher levels of production of creative content. As a result, the growing trade in digitized creative content is facilitating consumers' access to new creative products and offering new opportunities for creative people to distribute their work to a wider and global public via contemporary forms of distribution such as broadband Internet, cable and satellite television and, in particular, mobile telephony networks. Music, films, DVDs and video games have become the engine of technological uptake in audiovisual content. In this changing environment, developing countries need to be ready to react quickly to structural changes. This means that development strategies have to be updated to cope with these far-reaching cultural, economic and technological shifts. It is time to introduce effective mechanisms to promote creativity in all areas by broadening the scope of conventional education. Creativity is not restricted to artists and scientists – ideas, knowledge and skills are human characteristics that should be accessible to all. Promoting creative development through knowledge and innovation is a challenge to our society.

UNCTAD's inter-divisional task force on the creative economy and industries

In response to the growing interest in UNCTAD's work in the area of creative industries and the emerging creative economy, the Secretary-General of UNCTAD set-up an ad hoc inter-divisional task force on the creative economy and industries in July 2007. The aim is to reinforce the work currently being undertaken under the Creative Economy and Industries Programme, headed by Edna dos Santos-Duisenberg, in discharging UNCTAD's mandates in this field. Given the cross-cutting nature of the creative industries, the aim is to take advantage of in-house expertise to address the multi-faced aspects of the creative economy. The task-force will be involved in the preparation of three UNCTAD XII-related, events on this topic, namely: (i) an inter-governmental pre-event the "high-level panel on creative economy and industries to be held in Geneva in January 2008; (ii) the finalization of the first Creative Economy Report, a multi-agency United Nations report being produced under the leadership of UNCTAD and launched by the Partnership UNCTAD/UNDP, and (iii) the

"Creative Africa" initiative proposed by the UNCTAD secretariat and due to be launched during UNCTAD XII in Accra, Ghana in April 2008. All UNCTAD Divisions are represented in the task-force: The Office of the Secretary-General is represented by Diana Barrowclough; the globalization division by Yuefen Li; the services infrastructure division by Dimo Calowski and Carolina Quintana; the division on investment by Frank Grozel; the international trade division by Matfobhi Riba; and the division for Africa and least developed countries by Céline Bacrot.



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The chief of UNCTAD's Creative Economy and Industries Programme was invited by the Chinese authorities to give the key-

note speech at the opening of the tenth China International High-Tech Expo (CHITEC). The opening ceremony took place in the Great Hall of the People on 24 May in the presence of the Chinese ministers of science and technology, commerce, culture, information industry and education, as well as members of the Beijing municipal government. CHITEC is one of the most important international events organized in China, and one of the largest exhibitions organized in Beijing. It offers a platform for international exchanges and cooperation in the field of high-tech. This year the topic selected was "new technology and culture". A huge exhibition of high-tech products was assembled at the China International Exhibition Centre in Beijing, and drew about 20,000 visitors from China and abroad. UNCTAD was also invited to address an international forum bringing together about 200 international and national experts, which was held on 25 May to discuss the relationship between new technology and the development of the creative industries.

Chinese delegation exploring opportunities

Against the background of the existing cooperation between the UNCTAD Creative Economy Programme and the Shanghai Creative Industry Centre, the annual study tour to Europe by a high-level delegation from Shanghai includes a one-day meeting in UNCTAD. The purpose is to explore opportunities for projects or business and to discuss recent market developments in the area of creative industries. In September 2006, a high-level delegation headed by Mr Xia Yu, Director of the Shanghai Economic Commission visited UNCTAD. This year, consultations with UNCTAD will be held in Paris on 14 September.



Technology has been paramount in China's "catch-up" strategy. In 2000, 24 per cent of China's manufacture exports were high-tech products, and growth in this category – particularly in electronics – was considerably higher than in other categories. More technologically sophisticated products obviously have higher value-added and capture the most dynamic segments of world trade. This is evidence that China's modernization drive has been focusing on education, technology and innovation.



Over the last five years, China has become the world's third largest exporter of creative products and services. In the period 1996–2005, China's exports of creative products rose sharply. However, export figures alone do not capture the full picture of the contribution made by the creative industries to the Chinese economy: the bulk of creative/artistic revenues originates from copyright, licensing, and marketing and distribution, for which data are not available. Moreover, traditional and contemporary creative products and services from China are enjoying growing popularity in world markets. As creativity and technology can no longer be dissociated, innovative solutions need to be found to reinforce competition policies and intellectual property rights need to be protected if the sustainable growth of the Chinese creative economy is to be maintained. At the same time, thanks to technological advances, digitized creative content and new media have been attracting investment and generating lucrative business opportunities. Recently, innovative financing arrangements, including new public-private partnerships, have been the driving force behind China's technology-intensive creative industries.



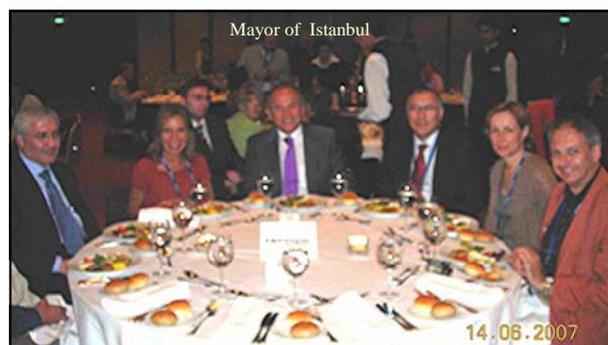
Cities and cultural industries in the 21st century Istanbul, 14-15 June 2007



The city of Istanbul hosted an international conference in June 2007 that provided a lively forum to discuss the present and future strategic importance of the so-called “cultural cities” and their creative industries. The aim was to facilitate an exchange of views among international and Turkish experts with a view to moving forward the policy discussions on this emerging topic,

not only in Istanbul but also throughout Turkey. The rationale behind this initiative was the selection of Istanbul to be the Cultural Capital of Europe in 2010. This prestigious title is motivating the Turkish authorities to reinforce cultural policies and to put in place coordinated cross-cutting mechanisms that would enhance the socio-economic impact of cultural life while promoting the local creative economy. In opening the event, the Secretary-General of the Istanbul Metropolitan Municipality recalled that, with its population of over 15 million and its geopolitical position, Istanbul plays an important role as a bridge between Europe and Asia. Mr. Ismail Erturk, the main organizer of the event, noted that a number of new private museums had recently been opened in Istanbul, and that arts and cultural festivals and events were no longer seasonal affairs but spread out during the year, attracting both local and international interest. Moreover, Istanbul is now bidding to stage major international sports events like the summer Olympics and already hosts Formula 1 racing.

UNCTAD was invited to present its views on the international trade in cultural and creative products and services. It emphasized that the creative economy is driving economic growth, employment and trade in a growing number of countries. Nowadays, the creative industries are among the most dynamic sectors in world trade. According to UNCTAD figures, the value of world exports of visual arts nearly doubled from 1996 to 2005. Technology-oriented sectors such as design, advertising and new media are rising sharply; such sectors are at the crossroads between local and global forces. Furthermore, a growing number of cities have successfully used creative industries to promote economic and social urban renewal, creating jobs – particularly for young people – and stimulating demand for high-growth creative sectors. In discussions with the mayor of Istanbul, members of the secretariat reiterated UNCTAD’s willingness to assist the Turkish Government in enhancing its creative economy for social and economic development.



UNESCO— First Conference of the Parties - Convention on Cultural Diversity Paris, 18-20 June 2007

The first session of the Conference of Parties to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions held its first session at UNESCO headquarters in Paris in June 2007. The convention entered into force in March 2007, only 18 months after its adoption. At the time of the session, 63 States plus the European Union have ratified thanks to the engagement of Governments and the impressive mobilization of civil society, particularly professional cultural organizations from around the world. The purpose of the session was to decide on rules of procedure, to elect an intergovernmental committee and to agree on how the Convention would function. With due respect for the principle of equitable geographical distribution and rotation among the contracting parties, 24 countries were elected members of the intergovernmental committee, which will hold its first meeting in Ottawa, Canada, on 10 December 2007. UNCTAD, the only international organization to address the conference, emphasized that global processes and multilateral

policies have an important role to play in the promotion of cultural diversity and that efforts should be made to avoid potential conflict with other international agreements. Arrangements for cooperation between the secretariats of UNESCO and UNCTAD are already in place. Moreover, the establishment of the International Fund for Cultural Diversity should be seen as the starting-point for effective international cooperation to promote cultural diversity and foster the emergence of a dynamic cultural sector, taking into account, in particular, the specific needs of developing countries.



Multi-agency informal group on creative industries

Geneva, 11-12 July 2007

UNCTAD has convened two meetings of the multi-agency informal dialogue group on creative industries this year, the first in April and the second in July. The work of the group, which was set-up in 2004 by the Secretary-General of UNCTAD, is now being consolidated. Five United Nations bodies take an active part in the group's work, namely: UNCTAD, UNDP, UNESCO, WIPO and ITC. Their aim is to build on complementarities, avoid the duplication of efforts, improve policy coherence and enhance the impact of international cooperation. The group's work in 2006 and 2007 has fed into the preparation of the first *Creative Economy Report*, which will be launched at the twelfth session of UNCTAD, to be held in Accra, Ghana, from 20 to 25 April 2008. In addition to the input of experts from the above-mentioned bodies, the July meeting benefited from the insights of the international consultants also working on the report – David Throsby (Australia), Pernille Askerud (Thailand), Ana Carla Fonseca (Brazil) and Avril Joffe (South Africa).



WIPO—Intergovernmental debate on traditional knowledge and folklore

Geneva, 3 to 12 July 2007

The Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore recommended that the WIPO General Assembly should renew its mandate to continue its work and the negotiations on core issues. This was an important decision, as the committee's current mandate expires in December 2007. Delegates noted that the committee had made progress in its substantive work and in the area of further convergence. They also affirmed that the committee had benefited greatly from the enhanced participation of representatives of indigenous and local communities, which had been made possible by various initiatives, including the successful launch of the WIPO Voluntary Fund. There is now a deeper understanding of the diversity of views held and greater mutual respect for the different viewpoints brought to the table. The session concentrated on the core issues related to the protection of traditional knowledge and traditional cultural expressions, focusing on the quest for more effective protection against misuse and misappropriation. The core issues cover such questions as definitions of traditional knowledge and traditional cultural expressions, the form and scope of protection and the nature of the beneficiaries. The committee has drawn on the experience of over 80 countries and many indigenous and local communities. For further information, please contact publicinf@wipo.int.

Upcoming United Nations events - Creative economy & industries :

Events	Date	City, Country	Website / contact	Agency
WIPO International Conference on Intellectual Property and the Creative Industries	29-30 October 2007	Geneva, Switzerland	http://www.wipo.int/meetings/en/2007	WIPO
First meeting UNESCO Intergovernmental Committee* Convention on Cultural Diversity	10-13 December 2007	Ottawa, Canada	www.unesco.org http://portal.unesco.org/culture	UNESCO
SG's High-level Panel on the Creative Economy and Industries	14-15 January 2008	Geneva, Switzerland	creative.industries@unctad.org http://www.unctadxii.org	UNCTAD

*_Albania, Austria, Brazil, Burkina Faso, Canada, China, Croatia, Finland, France Germany, Greece, Guatemala, India, Lithuania, Luxembourg, Mali, Mauritania, Mexico, Oman, Saint Lucia, Senegal, Slovenia, South Africa and Tunisia. The Committee will be responsible, among other things, for promoting the objectives of the Convention, encouraging and ensuring its implementation and preparing operational directives.



Contributions for this quarterly edition of the UNCTAD Creative Economy & Industries E-Newsletter

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