

10 June 2004

Original: ENGLISH

United Nations Conference on Trade and Development
Eleventh session
São Paulo, 13–18 June 2004

CREATIVE INDUSTRIES AND DEVELOPMENT

UNCTAD XI
High-Level Panel on Creative Industries
and Development
13 June 2004





Background

The core industries or areas of activity that make up the "creative industries" include the recording industry; music and theatre production; the motion picture industry; music publishing; book, journal and newspaper publishing; the computer software industry; photography; commercial art; and the radio, television and cable broadcasting industries. It is estimated that the global market value of creative industries will increase to US\$ 1.3 trillion in 2005 (from \$831 billion in 2000), an annual compound growth rate of over 7 per cent. Creativity is deeply embedded in a country's cultural context. As such it is a ubiquitous asset, present in all countries, and its effective nurturing and use can provide new opportunities for developing countries to "leap-frog" into new areas of wealth creation, consistent with wider trends in the global economy.

But building dynamic competitiveness in the creative industries in developing countries necessarily entails the strengthening of domestic producers and supply capacities as the basis for more effective integration into global markets. This in turn requires building local capacity among the artists and entrepreneurs who are employed directly and indirectly in creative industries. The experiences of countries that have successfully nurtured their domestic cultural industries attest to the fact that these sectors can contribute to skill-intensive, high-value-added activities that generate rich upstream and downstream linkages with ancillary sectors throughout the economy, including information and communication technologies (ICT) and design capacities.

At UNCTAD X, the Bangkok Plan of Action (paras. 134 and 145) identified audiovisual services, informatics and software development for particular attention in UNCTAD's analytical work in the context of activities related to the strengthening of supply capacities in export-oriented sectors of manufactures and services. UNCTAD's work in these areas has expanded since then to encompass several in-depth studies on the economic potential of the music industry in developing countries, including joint work with the World Intellectual Property Organization on Expanding the Economic Potential of the Caribbean Music Industry (carried out in Cuba, Jamaica, and Trinidad and Tobago). The Third UN Conference on the Least Developed Countries provided the first opportunity to present this work to the wider international community during a high-level workshop on the music industry organized as part of the Conference.

Subsequently, UNCTAD convened an Expert Meeting on Audiovisual Services in November 2002. On the basis of the final report of the Expert Meeting, the Commission on Trade in Goods, Services and Commodities recommended that UNCTAD examine issues involved in trade in audiovisual services and continue its analytical work on related issues. In undertaking this work, UNCTAD has sought to build closer collaboration with other international organizations, notably the

International Labour Organization, WIPO, the International Trade Centre and the UN Educational, Scientific and Cultural Organization. Furthermore, the thirty-second session of the General Conference of UNESCO recommended (32 C/Res.34) that UNESCO undertake consultations with UNCTAD with regard to the preparation of an international convention on cultural diversity. Moreover, the Dakar Declaration on the Promotion of ACP Cultures and Cultural Industries “recognizes the work by UNCTAD on the development potential of the cultural industries and requests UNCTAD to carry out studies in evaluating the impact of the current trade regime on domestic cultural policies” (para. 59).

Purpose

The purpose of the High-Level Panel is to:

- Identify the trade and development opportunities open to developing countries through their creative industries and the challenges they face in building dynamic competitiveness and increasing the benefits generated from these industries;
- Identify a set of national and international policy recommendations to help shape the development and competitiveness of creative industries in developing countries and countries in transition;
- Exchange views and share experiences on best practices in the development of creative industries on the basis of case studies to be presented at the High-Level Panel;
- Pave the way toward future initiatives in this area.

Organization

The Panel will consist of four sessions spanning an entire day. It will include participation by policy makers, creative artists and business representatives and will involve other international agencies, including the ILO, the International Trade Centre (ITC), UNESCO, WIPO, the Organisation Internationale de la Francophonie and several civil society organizations (TWN, CCD, and the INCD).

Agenda

13 June 2004 (morning and afternoon)



Session 1 New Dynamic Economic Opportunities in Creative Industries (9.30h – 11.45h)

Definitional issues: transforming cultural industries into creative industries as developmental forces for change and a new growth opportunity. The broadening of opportunities within the creative industries sector will be explored in this session, along with bottlenecks and possible ways of overcoming these obstacles.

9.30-11.00 Opening remarks

H. E. Mr. Gilberto Gil-Moreira, Minister of Culture (Brazil)

Mr. Rubens Ricupero, Secretary-General of UNCTAD

Mrs. Nane Annan

H.E. Mr. Ghassan Salamé, Special Representative of the Secretary-General of the Organisation Internationale de la Francophonie

Mr. Samuel Pinheiro Guimarães Neto, Secretary-General to the Ministry of Foreign Affairs and Vice-Minister, Brazil

Mr. J. Denis Belisle, Executive Director, ITC

Mr. Guriqbal Singh Jaiya, Director, SMEs Division, WIPO

Mr. Eddy Lee, Director, Integration-ITG, ILO

Mr. George Poussin, Chief of Cultural Enterprise Section, Division of Arts and Cultural Enterprise, UNESCO,

Mr. José Ephem Mindlin, Former Cultural Secretary of São Paulo, Brazil

The realization of opportunities for developing countries in the creative industries sector needs to be achieved through creation of an enabling framework including a favourable economic incentive structure, institutional strengthening and capability building (particularly in the area of skills development), networking and building of new creative partnerships.

11.00-11.45

Chairperson: H. E. Mr. Gilberto Gil Moreira, Minister of Culture, Brazil

Presentations:

Dr. Benjamin Barber, Distinguished Professor, University of Maryland, USA
The Role of Creative Industries in Building a Civil Society

Mr. Edemar Cid Ferreira, President, Banco Santos, Brazil
Presentations on the Economic Contribution of Creative Industries
Case study: BrasilConnects

H.E. Mr. Hardeep Puri, Ambassador of India to the United Nations, Chairman,
UNCTAD Group of Experts on Audiovisual Services
Presentation of the Indian experience and other trade-related issues

Session 2
Challenges and Opportunities for Creative Industries in International Markets
(11.45h – 13h00)

Trade and Creative Industries: Achieving Coherence Between International and Domestic Cultural Policy Objectives, Trade Development, in search of new export markets.

Chairperson: John Howkins

Presentations:

Mr. T. Philip Stone, Director General, Trade and Investment Branch, Department of Canadian Heritage
Toward Greater Coherence in Culture, Trade and Development Policies

Dr. Stuart Cunningham, Director, Creative Industries Research and Applications Centre, Australia
New Sources of Investment and Finance for Creative Industries

Dr. Roger Wallis, Chairman, SKAP, Sweden
Opportunities and Threats posed by the Digital Production/Distribution Revolution

Mr. Dominique Campillo, ITC International Consultant
A New Channel of Distribution for Visual Arts

Dr. Dimiter Gantchev, WIPO, Senior Counsellor, Economic Development Sector
Challenges in Surveying the Potential of Copyright-based Industries in Developing Countries

Ms. Tinoo Joshi, Development Commissioner (India)

13h00 – 14h30 Lunch

14.00: Press Conference

**Session 3
Shaping the Institutional and Regulatory Framework
for Creative Industries: Policy Recommendations
(14h30 – 16.00h)**

Chairperson: Mr John Howkins

Presentations :

Robert Pilon, Executive Vice President, Coalition for Cultural Diversity, Canada, and Liaison Committee of the Cultural Diversity

Dr. Verena Wiedemann, Head of European Public Affair of ARD (German Public Service Broadcasting)
Promoting Creative Industries: Public Policies Fostering Film, Music and Broadcasting

Mr. Pravin Anand, Anand and Anand Law Firm, India
Copyrights in Creative industries

Mrs. Maria Niculescu, Director of the Economic Cooperation, Agence intergouvernementale de la Francophonie
Risk Sharing mechanism in Support of Creative Industries: Case study: Loan Guarantee Funds in Africa

Mr. John Sorrell, Mr. John Sorrell, Chair, London Design Festival
Creative hubs and activities

**Session 4
Creative Industries and Cultural Diversity
(16h00 – 18h00)**

The questions to be addressed at this session include the following: What lessons can be drawn from successful case studies in developing policies for creative industries? What role can the international community play in supporting national efforts to build competitive creative industries? Which specific areas regarding the development of the creative industries in developing countries require further research and analysis?

Chairperson: Mr. John Howkins

Presentations:

Mr. Kimmo Aulake Counsellor for Cultural Affairs, Ministry of Education and Culture
of Finland, Culture and Media Division
Towards a New Instrument on Cultural Diversity

Mr. James Early, Director, Cultural Heritage Policy, Smithsonian Institution,
Washington, DC, USA
Globalization with Cultural Diversity: The Cultural Democracy Index

Mr. Eddy Grant, CEO, Ice Records, Barbados
Cultural entrepreneurship in the Caribbean Region: Experiences in the Music
Industry

Panel: 16.45-17.45

ILO Ms. Anne Posthuma

WIPO Mr. G.S. Jaiya

ITC Mr. Peter R. Walters,

UNESCO Mr. Georges Poussin

Mr. Martin Khor, Third World Network

Ms. Nicki Duplessis, Mr. Leonardo Brant and Ms. Nina Obuljen, INCD, International
Network on Cultural Diversity,

UNCTAD, Ms. Zeljka Kozul-Wright,

Mr John Howkins, Workshop on Cultural Entrepreneurship

Questions and Answers

17.45-18.00 Closing remarks: Mr. Rubens Ricupero, Secretary-General of UNCTAD

18.00 h Closure of the Meeting

Documents

ILO Working Paper number 49

"Small Enterprise Development and Job Creation in the Culture Sector in the SADC Region: The Music Sector"

ILO Working Paper number 50

"Small Enterprise Development and Job Creation in the Culture Sector in the SADC Region: Ethno-Tourism"

ILO Working Paper number 51

"Small Enterprise Development and Job Creation in the Culture Sector in the SADC Region: Visual Arts and Crafts"

ILO Working Paper number 52

"Small Enterprise Development and Job Creation in the Culture Sector in the SADC Region: Performing Arts and Dance"

ILO Working Paper number 53

"Small Enterprise Development and Job Creation in the Culture Sector in the SADC Region: Television and Film"

ITC/WIPO (2003). Marketing Crafts and Visual Arts: The Role of Intellectual Property * A practical guide, ISBN 92-9137-264-1 * UN sales No. E.03.III.T.8.

UNCTAD (2003), The Music Industry Workshop, Proceedings of the Youth Forum, The Third UN Conference on the Least Developed Countries, European parliament, Brussels, Belgium, United Nations, New York and Geneva.

UNCTAD (2002). The Least Developed Countries Report 2002: Escaping the Poverty Trap.

UNCTAD (2002). Report of the Expert Meeting on Audiovisual Services: Improving Participation of Developing Countries (TD/B/COM.1/56).

UNCTAD (2001). Third United Nations Conference on the Least developed Countries, Music Industry Workshop (UNCTAD/LDC/MISC.82)

UNCTAD (2000). Copyright, Competition and Development: The Case of the Music Industry.

The UNESCO Universal Declaration on Cultural Diversity

<http://unesdoc.unesco.org/images/0012/001271/127160m.pdf>

UNESCO (2003), Les Accords anti-piraterie en ibéro-amérique: Une étude comparative des réponses actives au fléau de la piraterie.

UNESCO (2002). Working document prepared by the UNESCO Secretariat for the Meeting of Experts on Audiovisual Services: Improving the participation of Developing Countries.

<http://www.unesco.org/culture/industries/html eng/Geneva.doc>

UNESCO (2002), *The Music Industry in the New Millennium: Global and Local Perspectives*, by David Throsby (Macquarie University, Sidney).

UNESCO (2002), *The Latin American Music Industry in a Era of Crisis*, by Ana María Ochoa Gauthier (Tulane University) and George Yúdice (New York University)

Outcome

The outcome of this event is expected to constitute an essential input into the debates at UNCTAD XI and possibly influence the future direction of UNCTAD's work in this area. It is also expected to:

- Generate an inventory of best practices and case studies in policy analysis for creative industries;
- Result in a publication containing the key documents prepared for the Panel that will provide a tool for encouraging inter-country learning experiences and networking;
- Contribute towards the development of a global database on creative industries; and
- Pave the way for a network approach to trade and creative industries with a view to forging close collaboration between the United Nations and its specialized agencies working on creative industries.