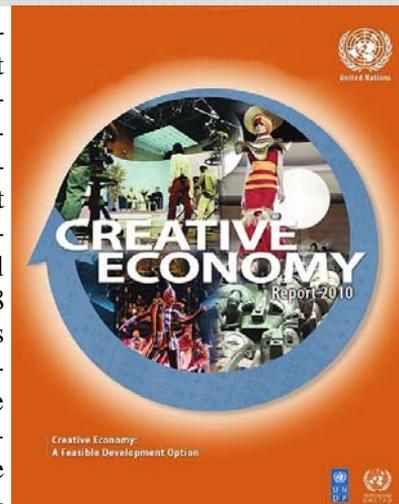


Launching of the UN Creative Economy Report – 2010



The first Creative Economy Report published by the United Nations in 2008 became a world reference and continues to attract great interest on the part of governments, researchers and practitioners who are the main actors of the creative economy. The report helped to harmonize views, stimulate more research and policy debate and refine the concept and its application. In recent years an increasing number of countries from all regions are identifying the creative economy as a priority sector in their national development and growth strategies. On the other hand, since 2008 the world has been through turbulent times. Virtually all countries were affected by the global economic crisis and the ongoing environmental degradation. The combination of all these facts was the motivation behind the decision taken by the Partnership UNCTAD/UNDP Special Unit for South-South Cooperation to release this new report. The launching of the report took place at UNCTAD premises at the Palais des Nations in Geneva, by the UNCTAD Secretary-General, a representative from UNDP, the Chief of the UNCTAD Creative Economy Programme and the Head of the Statistics and Information Branch of UNCTAD who made a presentation of the UNCTAD Global database on Creative Economy .



The 2010 report builds upon the findings and recommendations put forward in 2008 because they remain even more valid today. However the new report goes a step further, by deepening the analysis and bringing new insights reflecting changing realities of the contemporary society. It identifies global trends and current developments at country level, reviewing the features influencing the markets for creative industries and providing updated information and statistics covering the period 2002-2008 and the state of play up to 2010. The report calls for new approaches and better balance between the roles of government and the market in order to reorient policies towards a more equitable, sustainable and inclusive development. It brings evidence that despite the economic downturn, world exports of creative goods and services reached US\$ 592 billion in 2008, more than double the 2002 level. This confirms that the creative economy is stimulating economic recovery and providing opportunities for job creation and innovation. It brings evidence that the creative economy and the green economy are mutually supportive. The report analyzes the impact of the digital revolution and the growing role of social networks in unlocking marketing and distribution channels for music, films, video games etc, and how connectivity is facilitating creative collaboration and new business models. The electronic version of the Creative Economy Report - 2010 can be downloaded at www.unctad.org/creative-programme. Requests for printed copies should be addressed to creative.economy@unctad.org.



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Thailand International Creative Economy Forum Bangkok, 28-30 November 2010



The government of Thailand hosted its first international creative economy forum to mark the anniversary of the formal launch of its national creative economy policy. The event was co-

organised by Thailand's Ministry of Commerce, UNCTAD, UNDP and WIPO. It gathered more than 1,000 creative professionals, government officials, entrepreneurs and academics. Under the theme "globoLOCALisation: local move, global success" debates, visits to cultural sites, exhibitions, a fashion show and a concert provided not only opportunities for networking and knowledge sharing, but also showcased the richness of the Thai culture and the diversity of its creative economy. The Prime Minister opened the forum stating that a roadmap is in place with the goal to increase the contribution of the creative industries from

12% to 20% of GDP in the next few years. New policies and several projects are already under implementation including a Creative Economy Fund to support creative SME business. The Secretary-General of UNCTAD Dr. Supachai Panitchpakdi gave a keynote address recalling that the creative economy is the new driving force behind development and its contribution to growth extends beyond job creation, innovation and trade. Nowadays, creativity is also driving social inclusion, cultural diversity and environmental sustainability. Dr Supachai stressed that the challenges facing developing countries for enhancing their creative economies are manifold. It is necessary to build creative capacities and strengthen their supply capability to offer innovative creative products to global markets by upgrading quality in the various stages of the value chain and placing institutional and financing mechanisms to support artists and creators. UNCTAD is therefore pleased to support the efforts of the Thai government to increase the role of the creative economy for development gains.

Third National Congress of Culture in Argentina San Juan, Argentina – 15 - 19 September 2010

This event attracted nearly 5 thousand participants including government authorities, cultural promoters and artists. The congress called for the creation of a federal law for culture and the upgrading of the Secretary of Culture to the rank of a Ministry. Recently, three important policy actions and legislative decisions were taken with a view to provide a more conducive climate for enhancing the creative economy in Argentina. The law on intellectual property for actors was revised, debates were initiated to modify the radio broadcasting law, and the Federal Council of Public Television was created. For the city of Buenos Aires, the creative industries accounts for 9% of its GDP and is responsible for 9.5% of jobs, including more than 60 thousand new jobs created in the period 2004-2007. In 2008, the creative industries generated about US\$ 4.3 billion in value added for Buenos Aires, being one of the city's major economic activities. Furthermore, in 2009 UNESCO declared *tango*



as an intangible cultural patrimony of humanity which personifies and encourages cultural diversity and dialogue. Tango music and dance have a considerable economic impact for Argentina. It generates a direct

income of about US\$ 135 million annually and nearly three times that amount indirectly, accounting for 4% of the total revenue generated by the creative industries in Buenos Aires, through performances, CDs, classes and other events directly related to tango. UNCTAD has been collaborating with the government through the Ministry of Economic Development and the State Secretary of Culture to further promote the creative economy for cultural and socio-economic growth.

Workshop on cultural economics Valencia, Spain – 4-5 November 2010

UNCTAD was invited to address this workshop that gathered nearly 30 academics involved in empirical and applied research in the area of cultural economics from different universities from Spain and other European countries. The aim was to share knowledge and results of ongoing research in areas related to the economic impact of culture and the creative economy for Europe and future prospects. UNCTAD put into perspective the critical context of the European economy in 2010 and the struggle to overcome the adverse impact of the financial crisis particularly due to the rise of unemployment, public deficits and monetary instability in the Euro-zone. Recalling

the need for better coherence, regulation and monitoring mechanisms to guide the economic reform process, UNCTAD stressed that the creative economy can play a role in stimulating economic recovery. Europe has extraordinary creative assets, multi-culturalism, educated human resources, access to modern technologies and innovation besides the high consumer standards for arts and culture. Those are key elements to reinforce the linkages between creativity, culture and innovation and harness the creative economy in order to meet the challenges of the EU 2020 Strategic Agenda for European Innovation...

Istanbul 2010 European Capital of Culture

Istanbul, Turkey – 10-12 November 2010

As part of the celebrations that took place in this vibrant and historical city during this special year that marked the Istanbul 2010 European Capital of Culture, the symposium Creative Cities in the 21st Century was organized by the University of Arts and Design in collaboration with UNCTAD. This high-level international event was hosted by the Municipality of Istanbul and jointly opened by the State Minister of Turkey and the Secretary-General of UNCTAD. Dr. Supachai stressed that Turkey has a good mix of modern industry, trade and



services as a solid basis to articulate target policies for enhancing the creative economy and at the same time enrich the quality of life of its citizens. In the knowledge-based era cities and towns have been playing an increasing role in the formulation of urban development strategies. A large number of cities in all parts of the world have been using the “creative cities” concept to revitalize

socio-economic growth by encouraging creative talents while attracting investments and creative business. Creative cities use their creative potential in various ways inclusive through a more pervasive role for arts and innovation



to promote urban liveability, social cohesion and cultural identity. The city of Istanbul is also a metropolis that has rich cultural traditions and plays a key role as a bridge between Europe and Asia. A legacy of the Istanbul 2010 Capital of Culture Year and the main outcome of the conference was the endorsement of a proposal put forward to establish a Centre for Creative Economy and Cities to be hosted by the city of Istanbul with support of national authorities. UNCTAD confirmed its institutional support to this initiative and will provide policy and technical advice to the local authorities in shaping the structure and functioning of the new institute expected to become operational in 2011.

Global South-South Creative Week

Shanghai, China – 19-24 October 2010

The Creative Week was as an integral part of the activities of the UN Pavilion at the Shanghai World Expo 2010. It consisted of a series of events aimed at promoting innovative mechanisms for South-South transfer of development experiences and solutions. The event was a component of the UN inter-agency initiative facilitated by the UNDP Special Unit for South-South Cooperation in the context of its SS-Gate Convention 2010 involving ILO, UNCTAD, UN-Habitat and the UN Volunteers. It provided an opportunity for the Global South to share knowledge and demonstrate results produced by creative activities in different domains. The Creative Economy for Development Forum had two keynote addresses by John Howkins on the “Creative Ecologies” and by Charles Landry on the “Art of City making”. Debates followed around the topic of creative economy and sustainable urban development. UNCTAD presented a retrospective entitled “Shanghai Five Years Later” recalling how the topic of the creative economy became well-inserted in the international economic and development agenda over the last five years and how the work of the UN system has contributed to move ahead the policy debate. An assessment was made on how the creative economy evolved in China and in particularly in Shanghai since 2005, and why it became a priority sector in the Chinese National Development Plan. UNCTAD reminded that the Shanghai Expo was a mega creative

economy event, visited by more than 70 million people and with displays by nearly 190 countries. The UN Pavilion also displayed some creative corridors illustrating successful experiences and the value chain of selected creative industries.



The theme “Better City, Better Life” inspired debates on what would make for a better city and what should be the criteria to improve city life. China witnessed an incredible high rate of urbanization over the past three decades, as a way to modernize and improve the livelihood of its population. During the Expo, creativity, design, architecture and strategies for sustainability and innovation were showcased. The challenge is to keep the spirit of the Shanghai Expo as an inspiration not only for China but for all cities all over the world in order to sensitize governments to put in place better urban development policies conducive to a more inclusive, creative and environmentally friendly society.

6th World Summit on Internet and Multimedia - WSIM

Shenyang, China – 13-16 October 2010



UNCTAD supported the International Federation of Multimedia and Internet on the organization of its WSIM event hosted by the Shenyang

Municipal Government in China. The WSIM 2010 provided a global platform to promote dialogue among international experts and professional associations on interactive media and innovative digital technology with a view to develop opportunities and joint projects on digital media and related areas of the creative economy. A visit was also organized to the Wuxi International High-tech Project Fair with a view to encourage business matchmaking. This year the focus was on “Smart Digital World, Creative Digital Contents and Green Digital Future”. UNCTAD keynote speech focused on the theme “Creative Economy and the Green Economy – A win-win solution”. Emphasizing that the United Nations declared 2010 the International Year of Biodiversity, UNCTAD stressed that many industries in the creative economy offer solutions

for the environmental, social and economic crises that currently plague our world. As the main input for the creative industries is intellectual capital, they have low water and energy footprints, being therefore non-polluting and environmentally-friendly. The digital media industry is showing significant energy savings, as a key factor not only for global climate change mitigation but also for a sustainable global economy. Thanks to the power of media, another creative industry, consumers are becoming more environmentally and socially conscious and critical about their purchases. There is a growing trend towards more ethical consumerism as companies and consumers started to question the true commercial and environmental value of what they buy and sell. Governments are realizing that they need to support sustainable business in order to protect the natural and cultural capital of their economies and consequently the earth's natural resources and biodiversity. Undoubtedly business that will be able to adapt and place sustainability business practices at the centre of their corporate thinking will be better placed to succeed in the long term. By doing so, they will be making a valuable contribution to the global challenges presented by environmental degradation while promoting creativity and innovation.

5th China International Cultural and Creative Industries Forum and Expo

Beijing, China – 17-21 November 2010



This is one of the major events held annually in China offering a forum for debates on issues related to the creative economy in China and elsewhere. The Expo offers a huge platform showcasing creative industries

products from various provinces of China grouped around 18 thematic pavilions. This year there were international stands from other Asian countries and for the first time also from Africa (Zambia, Zimbabwe). The ICCIE is jointly hosted by the Ministry of Culture, the State Administration of Radio, Film and Television, the General Administration of Press and Publication and the Beijing Municipal People's Government. Since 2006 the Chinese government promotes this event not only to promote business opportunities and trade cooperation but also to provide insights for the design and implementation of the Chinese national strategy for the creative industries. More than 1000 experts and high-ranking government officials addressed the sessions of ICCIE over the last four years. The China 12th Five-year Plan to be implemented from 2011 to 2015 will push forward more than 60 new projects in Beijing with investments esti-

mated at over 50 billion Yuan. In the context of the IC-CIE events UNCTAD gave a keynote address on Global Trends of the Creative Economy at the International Cultural Industry Forum co-organized by the Beijing Academy of Social Sciences, a major partner of the Partnership UNCTAD/ UNDP responsible for the translation into Chinese of the UN Creative Economy Reports of 2008 and 2010. China has been a leading player in the world market for creative goods throughout this decade due to its ability to produce both traditional and high-tech creative products, a clear sign of the government's intent to fully explore the potential of China's creative industry. UNCTAD also addressed the Financial Capital Summit on the topic “Creative Economy: stimulating a sustainable economic recovery” stating that during the financial crisis the creative sector demonstrated to be more resilient to external shocks since global demand for most creative products remained stable during the economic downturn.



First international conference on creative economy of the Northeast of Brazil Fortaleza, 8-10 December 2010



This conference paved the way for a new path rooted on the creative economy to advance socio-economic development in the nine states of the Northeast of Brazil. The purpose was not only to discuss the prospects for enhancing the creative economy in the region but the conference was also the starting point of a series of concrete initiatives, in particular the commitment from the local authorities to set-up the Observatory of Creative Economy for the Northeast of Brazil in Fortaleza. The event was organized by a group of engaged academics from the University of the State of Ceara through the Institute Anima.Cult, with support of key partners from

the public and private sectors including the Brazilian Northeast Development Bank (Banco do Nordeste), the Federation of Industries and Commerce, as well as national institutions such as SEBRAE, SENAC, SENAI and SESI. The highlight was the signing of a cooperation agreement between the University of the Ceara and the Creative Industries Center of the University of Technology of Queensland in Australia; the latter developed a successful model to foster the creative economy in Australia. UNCTAD not only gave the keynote address of the conference but also brought its institutional support and will be providing policy and technical advice in the process of shaping the functioning of the Observatory which is planned to become operational in 2011. The event not only attracted great interest but also mobilized the creative community, politicians, business and academics from all the States of Northeast of Brazil, one of the poorest regions of the country.

Regional Workshop for Enhancing Dynamic Sectors in Asia Vientiane, Laos – 25-27 October 2010

This event was jointly organized by ESCAP, UNCTAD and the WTO with the aim to assist the least developed countries of the Asian region in their efforts to diversify their economies and better benefit from dynamic sectors to foster development. Policy-makers, experts from international organizations and academics shared views on possible economic models and possibilities available in the countries concerned. By highlighting that the creative industries in one of the most dynamic sectors of the world economy, UNCTAD made a presentation about the challenges and opportunities that the creative economy brings for the Asian LDCs. UNCTAD reminded that the most vulnerable economies have been the most affected by the global economic crisis and that more than 53 million people will remain in extreme poverty by 2015 if alternative development strategies are not in place. Additional efforts are necessary to achieve the MDGs. As cultural assets and creativity are inexhaustible resources available in all countries, ideas and creativity can be transformed into economic activities as a way to generate jobs and revenue. As traditional knowledge and artistic cultural expressions are rich and diverse in the region, there is scope for har-

nessing the creative economy in countries such as Bangladesh, Bhutan, Cambodia, Laos, Myanmar, Mongolia, Nepal and Pakistan. The craft industries, furniture making and handloom industries are important sources of employment in the region. Attention should be drawn to the fact that art crafts are an important economic activity and should not be neglected, developing countries respond to 60% of global demand for crafts products. In the field of furniture Lao produces top quality products with potential to reach world market. Another way to ensure survival of traditional culture is to promote cultural festivals not only to enrich community life but also for tourism attraction by combining dance, music and costumes while promoting Asian heritage.



Season's Greetings
Best wishes for a CREATIVE 2011



UNCTAD/DITC/TAB/MISC/2010/3

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