

January 2012



**United Nations Conference on Trade and Development  
UNCTAD  
Creative Economy Programme**

Culture is essential for social transformation. It is a central part of the Millennium Development Goals since it helps to build self-reliant societies, thus contributing for peace and development. This was the motto of the 4<sup>th</sup> UN Alliance of Civilisations Forum hosted by the Government of Qatar in December 2011. At the opening, United Nations Secretary-General Ban Ki-moon highlighted the importance of better understanding among people of different cultures and religions in a bid to reduce tensions among countries and to narrow differences between people of different faiths. More than 2,500 delegates from across the world attended the event, including political leaders and representatives of the civil society in particular youth groups. UNCTAD was invited to co-organize a session on "The role of creative industries to boost development - from education to business" built upon evidence provided by the Creative Economy Report 2010. The session explored the linkages between creative capacities, trade, investment and technology, discussing how a vibrant creative economy can contribute to economic prosperity and poverty reduction. Concrete proposals to promote creativity and innovation were put forward, paving the way for closer cooperation between UNCTAD's Creative Economy Programme and the UNAC Secretariat regarding follow-up actions. Coincidentally, the thirteenth session of the United Nations Conference on Trade and Development - *UNCTAD XIII will also be held in Doha, Qatar from 21-26 April 2012*. In this context a **"High-level Policy Dialogue on Creative Economy"** will take place on 26 April, providing a platform for governments to move ahead the international policy agenda around the creative economy.

**World Summit on Arts & Culture**  
Melbourne, Australia – 3-6 October 2011

The International Federation of Arts Councils and Culture Agencies organized the fifth edition of the summit in collaboration with the Australian Arts Council and support of the Australian Federal Minister for the Arts. Cultural professionals from 75 countries gathered to debate and propose new directions for cultural policies. Consensus is emerging that a strong arts and cultural sector is critical to the social and economic development of nations. Intersections between arts, education, business, new technologies, environment and cultural identity were discussed. In Australia the cultural sector is a major employer and the government is working on a new national cultural policy. UNCTAD's presentation entitled "Reconciling arts, culture and business: A win-win solution" emphasized the importance of effective crisis-mitigation measures in order to better explore the linkages between creativity, employment, social inclusion and sustainable development. Moreover, the creative economy is a big business, employs

millions of people generating revenues through trade and intellectual property rights. Today, artists are working collaboratively with corporate partners. Governments are acting as facilitators and are articulating cross-cutting policies for enhancing creative capacities and improve the competitiveness of creative sectors. Measures for supporting culture and the creative sector should target public/private partnerships, support micro creative enterprises, and identify new collaborative financing schemes to provide greater business opportunities for artists and creative professionals, mainly in times of economic recovery.



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## **World Summit on Internet & Multimedia** Shenyang, China – 21-23 September 2011



The International Federation of Multimedia Associations

(IFMA) jointly with the Shenyang National Cultural Industry Zone hosted its seventh forum on the theme "Future Digital Lifestyle". UNCTAD's Creative Economy Programme has been supporting this forum for the last four years and addressed the opening session sharing views about the World Market for Creative Industries and the South-South Digital Media Industry. New media has a range of creative content products: music, video games, animation, software and other digital products. The new media sector is booming due to the impact of social media and multiplayer games. Policymakers particularly in the South are looking into ways to provide affordable access to digital services including in remote areas. It is necessary to attract private investors, promote competition among providers and review taxation schemes, in order to link ICT and enterprise policies in national strategies. The WSIM 2011 gathered over 200 participants from the digital media business provoking lively debates about digital applications in health, education, sports and tourism as well as in interactive games and new media arts. There were a growing number of participants from developing countries and the winner of the IFAM Awards 2011 was the Cuban Digital Films.

## **Encounter on Creation and Research**

Poitiers, France - 12-15 October 2011

In the context of the activities of UNCTAD Academic Exchange Network on Creative Economy, UNCTAD addressed this event organized by the University of Poitiers. The year 2011 marked the 20<sup>th</sup> anniversary of the "Fête de la Science" which introduced the topic of creative economy in the reflexions, particularly the relationship between the creation and research and its implications for scientific innovation. There is an ongoing debate on whether science and R&D are components of the creative economy. UNCTAD emphasized that its classification of creative industries, includes creative research and development services, since creativity and knowledge are embedded in scientific creations in the same way as in artistic creations. Attention was also drawn to the growing importance of "soft innovation" reflecting changes in aesthetic and in product differentiation such as in new books, films, plays and video games in markets that exhibit regular novelty. Today it can be argued that markets rely more on changes in aesthetics and design rather than on changes in technology. As cited in the Creative Economy Report 2010, governments regularly review their science, technology and innovation policies for nurturing their creative economies.

## **Creative Arts World Summit**

Muscat, Oman - 28-30 November 2011

This event was a joint undertaking of the Royal Opera House Muscat and the Aspen Institute Global Initiative on Culture and Society, as part of a programme of cultural exchanges to be promoted by the newly inaugurated Opera House, which is the most important in the region. Based on the theme "Arts in Motion" thinkers and practitioners in the fields of arts, culture, media, public policy, philanthropy and business discussed the emergence of new cultural markets and the contribution of arts to economic growth and social change. The Summit started with dance poetry, featuring body and mind in motion. Topics ranging from calligraphy, social media, art criticism, identities and artistic freedom, political and market forces as well as arts and culture networks were discussed. UNCTAD addressed the first panel "Fostering Creative Economies" recalling that if adequately nurtured, creativity not only fuels culture but also contributes to job creation, innovation and cultural diversity. The world is in need of creative people with talent and cultural assets capable of transforming ideas into tangible goods or intangible services with both cultural and economic value. Professionals are constantly in motion, influencing artistic forms and styles that affect mobility, access to markets and livelihood. Participants discussed possibilities for a regular dialogue and future actions. This first Creative Arts Summit seeks to establish itself as an influential platform for ongoing reflections and mutually beneficial exchanges to be held biennially in Muscat, Oman.

## **International Congress on Economics of Creativity**

Bogota, Colombia - 26-27 October 2011

The Faculty of Economics and International Trade of the University Antonio Nariño in Bogota, Colombia organized its first congress on economics of creativity, inspired on the findings of the Creative Economy Report - 2010. UNCTAD gave the keynote speech presenting the report, emphasizing the prospects of the creative economy to advance economic growth in Latin America. Colombia was the first country in Latin America to start developing a cultural satellite account to assess the economic impact of the cultural sector in the economy. In 2005, the Colombian city of Popayan became the first UNESCO City of Gastronomy, and the film and new-media industry are fast-growing sectors. UNCTAD has been collaborating with the government of Colombia since 2007 interacting with the Minister of Culture with a view to better position the creative economy in long-term strategies for sustainable development. The city of Medellin has been an example of how cultural and creative economy policies can have a positive impact on poverty eradication, social inclusion and the reduction of inequality by creating job opportunities and providing cultural education for deprived youth.

Creative design is the key for the upgrading of national competitiveness. The 2011 IDA Congress provided an international platform for a dialogue among 3,000 leading professionals involved in the field of design. The aim was to promote the value of design and explore design-led approaches as an enabler of innovation in economic development. Under the theme "Design at the Edges" the congress brought together international organizations representing industrial design, graphic design and interior design. The Ministry of Economic Affairs and the Taiwan Design Centre used the occasion to host the 2011 Taipei World Design Expo a large-scale exhibition displaying over 6,000 creations from 34 countries, and showcased Taiwan's (Province of China) creative design capabilities.



During the IDA Congress, the International Council of Societies of Industrial Design (ICSID) made the official announcement of the winner for the World Design Capital 2014, the city of Cape Town in South Africa; the fourth city to hold this biennial award and the first for the African continent. UNCTAD's Chief of Creative Economy Programme was among the five members of the jury who worked for nearly one year with a difficult task of selecting the finalists which included Bilbao (Spain), Beijing (China), Dublin (Ireland) and Istanbul (Turkey). This year, the city of Helsinki in Finland is the World Design Capital 2012, and is celebrating this world recognition with 300 events, projects and initiatives illustrating how design is embedded in its everyday life and has been a tool to improve social, cultural and economic life.

**Creative Economy: Global City Forum**

Taipei, Taiwan - 22-23 October 2011



UNCTAD has been collaborating with, and extends its gratitude to the College of Humanities and Arts of the National Taipei University of Education for

using the occasion of its annual creative economy forum to release the translation in traditional Chinese characters of the Creative Economy Report 2010 published by the Partnership UNCTAD/UNDP. This translation will greatly contribute to the dissemination of the report in various Chinese speaking regions. It is a joint outcome of the activities of the UNCTAD Academic Exchange Network on Creative Economy. Traditional Chinese characters preserved one of the world's oldest writing systems, and local authorities have been promoting traditional Chinese characters as a World Cultural Heritage by highlighting the beauty of Chinese calligraphic art and organizing Chinese-character cultural festivals. Taipei is a vibrant and multicultural city that organized over 6,000 cultural activities in 2010. A law for the development of the cultural and creative industries including issues relating to the cultural rights of citizens and a strategy for the redevelopment of cultural assets including the building of creative clusters are under consideration.

**China Red Star Design Award  
Beijing Design Week**

Beijing, China - 27 - 29 September 2011

The Beijing Industrial Design Center invited UNCTAD's Chief Creative Economy Programme to be part of the international jury for the nomination of the 2011 China Red Star Design Award. The aim is to recognize excellence in creative design, promote the design industry and encourage Chinese enterprises to protect intellectual property rights. Since 2005 over 14,000 products from 14 countries competed, 75 per cent of which originated from China. Over the years Red Star invited 80 experts from 15 countries to judge the products with a view of promoting the shift from "made in China" to "created in China". Industrial design plays a role in integrating design service in manufacturing and promoting scientific creations. In 2011, nearly 100 enterprises were awarded with prizes of originality, excellence, best team and best new designer. The Red Star Design Award was a highlight of the 2011 Beijing Design Week, which invited Italy to reinforce collaborative working ties with China. The Italian designer, Alessi was the special guest of the Design Forum. The Alessi Design Factories selected six top Chinese designers to design products that will appear in world markets as "Designed in China and Made in Italy" opening doors for win-win co-creations.



## Debates surrounding the Creative Economy

### Report 2010 in Brazil

Rio de Janeiro, Florianopolis and Porto Alegre

Last November, the Creative Economy Report 2010 was presented and discussed in three events in Brazil. A seminar for the Brazilian launching of the Creative Economy Report 2010 took place at the Rio Design Centre organized by Nuven Criativa. Authorities from the Secretary of Culture of the Municipality and the State of Rio de Janeiro opened the event jointly with the newly appointed Secretary of Creative Economy of the Ministry of Culture who presented the first Brazilian Plan for the Creative Economy. High-level officials, artists, creative entrepreneurs and students participated in the debates. The report provides evidence of the dynamism of the creative sector even during the financial crisis, stating that demand for creative products continues to grow due to the lifestyle of today's society. Brazil exports about US\$ 7.5 billion of creative products, particularly creative services. However, there is scope to enhance creative capacities and diversify the offer of Brazilian creative products for the national and world markets. Secondly, the V Congress on Copyright and Public Interest organized by the Santa Catarina Federal University in Florianopolis congregated professors from Brazil, Europe and the Americas to share research on copyrights and intellectual property issues linking law and economics. UNCTAD recalled that in the era of connectivity the international legislation on IPRs is outdated and need to be revised. Thirdly, the 2011 Week of Communication, Media and Advertisement held from 7-10 November in Porto Alegre focused on creative industries, involving 800 people from the arts and media. UNCTAD highlighted the growing role of audiovisuals and media in the modern society recalling that 90% of this market is dominated by advanced countries, despite the profusion of talents in developing countries.



## Global Education Conference on Creative Industries

Shanghai, China - 2-4 December 2011

UNCTAD brought its institutional support and guidance to this initiative hosted by the Shanghai Theatre Academy (STA) through its College of Creative Studies and the John Howkins Research Centre for Creative Industries. STA was the first university in China to set-up a College for Creative Studies and has been collaborating with UNCTAD and UNDP since 2005. The event attracted experts and academics from over 20 countries to discuss educational reform, research and ways to review the curricula of universities and undergraduate schools to respond to the challenges of the creative economy. The event helped create synergy among academics and the creative community facilitating discussions about joint projects and initiatives. UNCTAD appointed the Shanghai Theatre Academy as the focal point in China for its "Academic Exchange Network on the Creative Economy" and welcomed ten Chinese academic institutions that had joined the network. UNCTAD stressed that while policies, investments and technology are essential; the main inputs to support a robust creative economy are intellectual capital, knowledge and education. The focus should thus be on people, through formal education and capacity-building. Jobs generated by the creative economy are knowledge intensive requiring skills and high-level qualifications. Educational institutions are responsible for building skills for the present and the future. The interface among economics, law and technology has to be reflected in new curricula. A multi-disciplinary approach is needed to promote a creative education. UNCTAD also



held consultations with government authorities from Shanghai and Quanzhou and visited the Zhejiang Creative and Design Research Institute as well as the Shaoxing Fashion Cluster, the largest textile manufacturing base in China.

## Coming events...

Events	Date	City, Country	Website / contact
CROMAFEST Festival	13-19 February 2012	Mexico City, Mexico	<a href="http://www.cromafest.com">www.cromafest.com</a>
International Colloquium Creative Cities	25 February 2012	Osaka, Japan	<a href="http://www.gscs.osakauniversity.edu">www.gscs.osakauniversity.edu</a>
Creative grounds - research conference	21-23 March 2012	Utrecht, Netherlands	<a href="http://www.onderneem.hku.nl">www.onderneem.hku.nl</a>
II Thailand - International Creative Economy Forum	25-27 March 2012	Bangkok, Thailand	<a href="http://www.ticcf.com">www.ticcf.com</a>
<b>UNCTAD XIII Policy Dialogue on Creative Economy</b>	<b>26 April 2012</b>	<b>Doha, Qatar</b>	<b><a href="http://www.unctad.xiii.org">www.unctad.xiii.org</a></b>
Conference on Creative Economy Policy	10-12 May 2012	Vancouver, Canada	<a href="http://www.sfu.ca">www.sfu.ca</a>



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UNCTAD Creative Economy E-Newsletter N° 17

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