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Today, the creative industries are among the most dynamic sectors in the world economy

- Promoting the creative economy as a new source of growth
- Supporting government initiatives for integrated public policies and institution-building in the area of the creative economy & industries
- Liaising with governments, artists, creators, academia and civil society to strengthen the creative economy in developing countries
- Providing demand-driven policy advice and technical assistance to governments
- Building synergies among the United Nations system: UNCTAD, set-up the United Nations Multi-Agency Informal Group on Creative Industries
- Organizing and/or participating in international conferences, national seminars or sectoral workshops
- Promoting networking through our quarterly E-Newsletter “Creative Economy & Industries” (subscription by e-mail)
**The creative economy:**

- Is an evolving concept based on creative assets potentially generating socio-economic growth
- Can foster income generation, job creation and export earnings, as well as social inclusion, cultural diversity and human development
- Embraces economic, cultural and social aspects interacting with technology and tourism objectives
- Is a set of knowledge-based activities with a development dimension and cross-cutting linkages to the overall economy
- Is part of a diversified development option calling for innovative multi-disciplinary policy responses and inter-ministerial action

**Creative industries:**

- Are at the heart of the creative economy
- Is the cycle of creation, production and distribution of goods and services that use creativity and intellectual capital as primary inputs
- Comprise goods and services focused on but not limited to arts with creative content, economic value and market objectives
- Produce tangible products and intangible services able to generate revenues through trade and intellectual property rights
- Are a new dynamic sector in world trade

**UNCTAD’s mandates**

**UNCTAD XI, 2004:**

“The international community should support national efforts of developing countries to increase their participation in and benefit from dynamic sectors and to foster, protect and promote their creative industries.” (São Paulo Consensus, para. 91)

“Creative industries can help foster positive externalities while preserving and promoting cultural heritage and diversity. Enhancing developing countries’ participation in and benefit from new and dynamic growth opportunities in world trade is important in realizing development gains from international trade and trade negotiations, and represents a positive sum game for developed and developing countries.” (São Paulo Consensus, para. 65)

**Creative Industries**

- Traditional cultural expressions
  - Art crafts
  - Festivals
  - Celebrations
- Performing arts
  - Live music
  - Theatre
- Visual arts
  - Painting
  - Sculpture
  - Photography
- Audio-visuals
  - Film
  - Television
  - Radio
- New media
  - Digital content
  - Software
  - Video games
- Design
  - Graphic
  - Fashion
  - Jewellery
- Publishing and printed media
  - Books
  - Newspapers
  - Press
  - Other publications
- Services to improve value-added exports of developing countries
- Building synergies international cooperation
  - Strategic alliances
  - Advocacy
  - Networking
- Promoting cultural/cultural entrepreneurship
  - Financing mechanisms
  - Investment policies
- Capacity-building policy formulation
  - Competition policies
  - ICT/digital content
  - Trade regulations
  - Trade facilitation
- Advisory services
  - Public policies
  - Institution-building
  - Multilateral processes
  - Advocacy

**Creative Industries**

- To facilitate understanding of the key issues underlying the emerging creative economy and its development dimension
- To review concepts, methodologies and technologies being used for assessing the creative economy worldwide
- To examine market trends and flows of creative goods/services to improve value-added exports of developing countries
- To identify target investment, business opportunities and competitive advantages to strengthen creative industries
- To propose meaningful tools for fostering development gains towards the achievement of the Millennium Development Goals
- To assist developing countries identify and promote those creative industries most suitable to boost their socio-economic development

**UNCTAD’s mission with regard to the creative economy & industries**

**Enhancing the creative economy for development**

- Advisory services
  - Public policies
  - Institution-building
  - Multilateral processes
  - Advocacy
- Policy-oriented research
  - Enhance cultural/economic linkages
  - Supply capacity competitiveness
  - Trade gains
- Building synergies
  - International cooperation
  - Strategic alliances
  - Advocacy
  - Networking
- Promoting cultural/cultural entrepreneurship
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  - Trade regulations
  - Trade facilitation

**Creative industries**

Creative industries deal with the interplay of various sub-sectors ranging from traditional folk art to most services-oriented and high-tech fields such as new media.