

## UNCTAD TRADE POLICY DIALOGUE

### Welcoming the International Year on Creative Economy for Sustainable Development: Creative Economy for Inclusive Development and Global Recovery

25 January 2021, 1 p.m. to 3 p.m. (Swiss time)

Organized by UNCTAD in partnership with the Permanent Missions of the Republic of Indonesia  
and of the Sultanate of Oman

*(Online- virtual link will be communicated to registered participants)*

#### Concept Note and Agenda

#### **BACKGROUND**

1. The Creative Economy makes a significant contribution to the gross domestic product (GDP) and the development of many countries and helps to foster inclusive participation. It also creates new economic opportunities especially for Small and Medium Sized Enterprises (SMEs). Therefore, it has an important role in helping to attain the Sustainable Development Goals (SDGs).
2. Whereas some countries have taken advantage of the creative economy's potential to provide new sources of growth, many others, especially the Least developed countries (LDCs), have yet to do so. Realizing the economic potential of creative industries requires both a better understanding of the workings of these increasingly global industries and more innovative policy approaches with respect to the production, distribution of creative goods and services and intellectual property frameworks to spur innovation and sustainable economic growth.
3. The [UN resolution 74/198](#) on International Year on Creative Economy for Sustainable Development 2021, adopted in December 2019 by consensus, encourages all parties to acknowledge the potential contribution of creative economy sectors to achievement of the sustainable development goals. 2021 marks the right moment for all stakeholders, including governments, private sectors, civil society, international organizations, academics, and cultural and creative entities to work together, exchange knowledge and experiences, build networks, and scale up collaboration.
4. The prolonged COVID-19 pandemic has affected all aspects of life and posed challenges to countries all over the world. Faced with this unprecedented situation, creative entrepreneurs are attempting to enhance their access to and build capacity in the digital economy. Due to the extensive use of digital platforms in daily life during this time of pandemic, some governments have provided assistance to their creative economy sectors to enable them to integrate themselves into the digital ecosystem.
5. With this in mind, the meeting will aim to enhance understanding of the potential role of creative industries to improve the resilience of the creative economy and rise up to the on-going challenges, so that the creative industries can contribute to attainment of the SDGs and inclusive global economic recovery through, inter alia, making the best use of digital platforms.

#### **ABOUT THE TRADE POLICY DIALOGUE**

6. UNCTAD trade policy dialogues provide a forum for candid discussion on topical issues in international trade policy from a development perspective. This session, organized in partnership with the Permanent Missions of the Republic of Indonesia and of the Sultanate of Oman serves as an opportunity to exchange views on the policies and strategies implemented by governments in respect of the creative economy to achieve the objective of tackling the hardships of the pandemic and of building resilience for the future challenges.

## **AGENDA**

Monday, 25 January 2021, 1 p.m. to 3 p.m. Geneva time

### **Welcoming the International Year on Creative Economy for Sustainable Development: Creative Economy for Inclusive Development and Global Recovery.**

#### **Introductory Session**

**Moderator:** H.E. Mr. Nasir Ahmad Andisha, Chair of the Group of 77 and China in Geneva and Ambassador and Permanent Representative of the Islamic Republic of Afghanistan to the United Nations Office and other international organizations in Geneva

#### **Joint Opening Remarks**

- H.E. Ms. Isabelle Durant, Deputy Secretary-General of UNCTAD (pre-recorded video 3 min)
- H.E. Mr. Mahendra Siregar, Vice Minister for Foreign Affairs of the Republic of Indonesia (pre-recorded video 3 min)

H.E. Mr. Idris Al Khanjari, Ambassador, Permanent Representative of the Sultanate of Oman to the UN & Other International Organisations, Geneva

#### **Keynote Speech**

- H.E. Mr. Sandiaga Uno, Minister of Tourism and Creative Economy of the Republic of Indonesia (10-15 min')

#### **Panel Session**

**Moderator:** Ms. Miho Shirotori, Head, Trade Negotiations and Commercial Diplomacy Branch, DITC, UNCTAD

#### **Panel. Policy Dialogue: Creative Economy for Inclusive Development and Global Recovery**

- COVID-19 has had a devastating impact in many respects. Governments and the international community must respond quickly by developing policies to minimize the negative effects and make the creative economy rebound and become more resilient to face future challenges.
- The UN resolution 74/198 has mandated International Organizations to work together and help countries that need assistance to develop their creative economy to attain sustainable development. In this time of crisis, that collaboration is more important than ever
- The Panel will consist of Government Representatives, experts in the field, and representatives from relevant stakeholders and international organizations to discuss and exchange of views regarding:
  - Government policies and strategies for Creative Economy Sectors to attain the objective of Sustainable Development in the time of crisis and beyond.
  - International organizations' planned activities to fulfill the mandate of the UN resolution 74/198.

#### **Panelists:**

H.E. Ms. Salma Al Darmaki, Assistant Undersecretary for Knowledge and Cultural Policies and Secretary General of the United Arab Emirates National Commission for Education, Culture, and Science

H.E. Mr. Kung Phoak, Deputy Secretary General of ASEAN, Socio-Cultural Community

Mr. Ibrahim Bani Uraba, Head, Intangible Cultural Heritage, Ministry of Culture, Sports and Youth, Sultanate of Oman

Mr. Patrick Kabanda, Expert on Creative Economy (Uganda)

Dr. Dina Dellyana, G-CINC Coordinator, Indonesia

Mr. Patrick Charnley, International Federation of the Phonographic Industry (IFPI)

**First respondents after panelists:** Mr. Toussaint Tiendrebeogo, Diversity of Cultural Expression, (UNESCO); Mr. Benoît Müller, Director, Copyright Management Division (WIPO); Ms. Roberta Annan, UNEP Goodwill Ambassador for the Creative Economy; Mr. Pier Luigi Sacco, Head, OECD Venice Office on Culture.

**Closing:** Ms. Marisa Henderson, Chief of UNCTAD's Creative Economy Programme will deliver concluding remarks and identify the way forward.