

Meeting with Latin American
diplomats

Creative economy

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➤ Creative economy: concept

The creative economy encompasses **creating, producing, and distributing goods and services** that **use creativity and intellectual capital as primary inputs**.

It includes **diverse activities** such as advertising, architecture, arts, crafts, design, music and movie production, publishing, and video games, etc.

- ▶ Offers opportunities for economic development and diversification
- ▶ Supports economic objectives like economic growth and job creation
- ▶ Accounts for between 0.5 and 7.3% of GDP in countries recently surveyed by UNCTAD.¹
- ▶ Employs between 0.5 to 12.5 per cent of the workforce in surveyed countries.¹
- ▶ Trade in creative goods accounts for 2.9% of total merchandise trade.²
- ▶ Trade in creative services accounts for 19% of total services trade.²

¹ Source: 2024 UNCTAD survey on the creative economy covering 36 countries, including Costa Rica and Peru.

² Source: [UNCTADStat](#).

➤ Programme mandates

The Bridgetown Covenant

- ▶ Analyze the creative industries and provide insight into the global creative economy

Resolution 78/133: Promoting creative economy for sustainable development

- ▶ Inform the General Assembly on how promoting the creative economy is aligned with and advances the 2030 Agenda for Sustainable Development

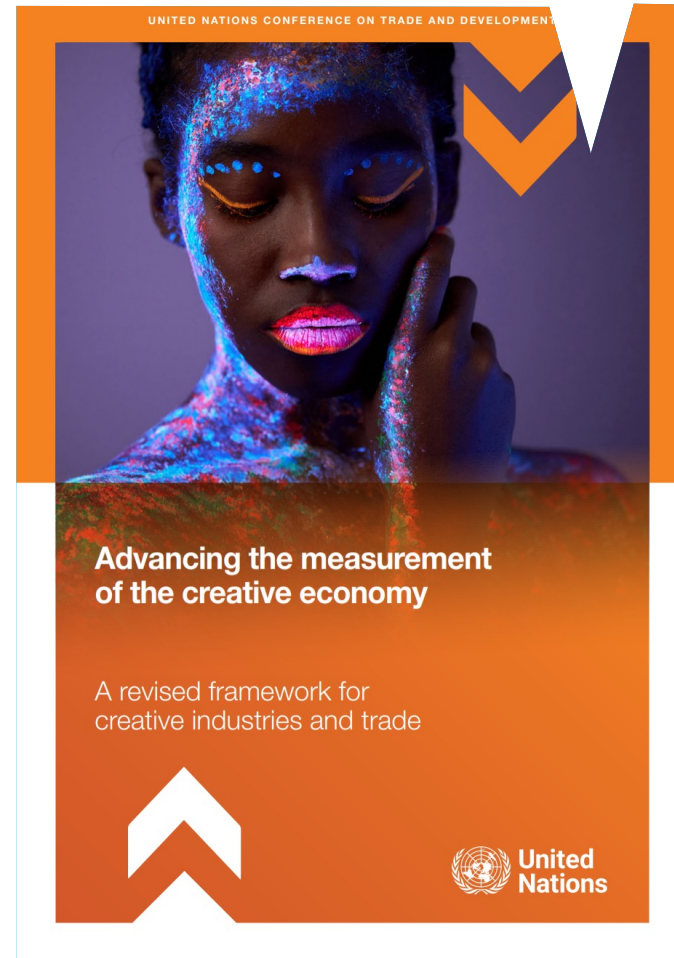
See also our dedicated webpage on the [Creative Economy Programme](#)

➤ Research and analysis

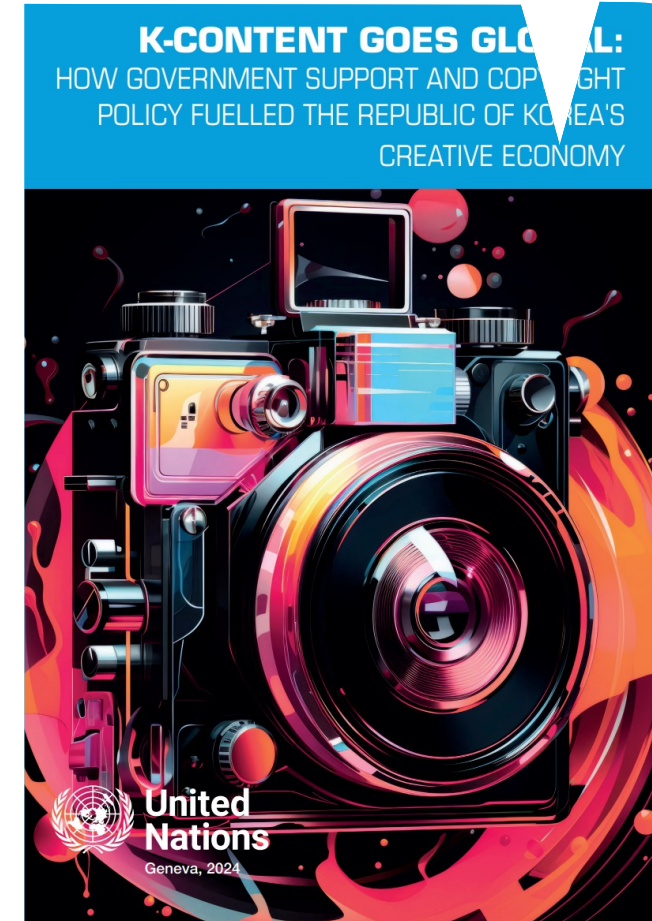


Creative Economy Outlook

- ▶ 2024 edition to be released soon
- ▶ Global trends
- ▶ International trade in creative goods and services
- ▶ Digitalization and AI
- ▶ Competition
- ▶ Inclusion and environmental sustainability



Advancing the measurement of the creative economy

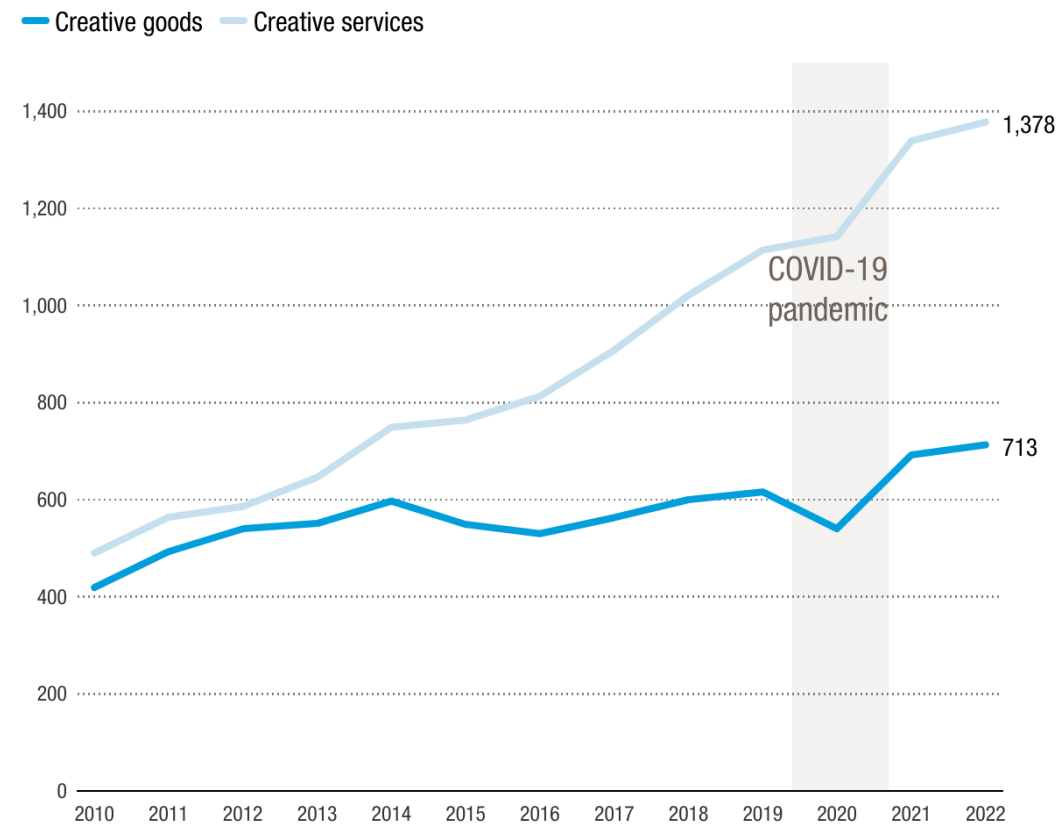


K-content goes global

➤ Research and analysis (cont'd)

- [UNCTADStat](#) provides an updated database about international trade in creative goods (from 2002) and services (from 2010)
- Total exports of creative services reached a record US\$ 1.4 trillion in 2022, almost double creative goods exports, which reached US\$ 713 billion.
- Creative goods and services exports have decoupled in the past few years, driven by a robust increase in software and research and development services exports.
- A few product groups and key countries account for a significant portion of trade in creative goods and services.

Global exports of creative goods and services (US\$ billion)



Source: UNCTAD

➤ Research and analysis (cont'd)

[UNCTADStat](#) provides an updated database about international trade in creative goods (from 2002) and services (from 2010)

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Creative goods matrix, annual *i* Last updated 15 Apr. 2024

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PRODUCT: All creative goods PARTNER: World FLOW: Exports INDICATOR: US\$ at current prices in...

SCROLL TO ROW ECONOMY: Select ECONOMY Go

ECONOMY	YEAR	2016	2017	2018	2019	2020	2021	2022
Brazil		1 022	1 074	1 251	1 250	874	1 336	1 298
Chile		195	201	233	179	127	125	129
Colombia		326	330	367	368	310	390	435
Costa Rica		57	55	47	52	49	65	65
Ecuador		30	28	30	31	22	31	40
Panama		569	557	551	512	318	5	5
Peru		210	240	254	233	146	228	216

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International trade in creative services: estimates for individual economies (experimental) *i* Last updated 16 Apr. 2024

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FLOW: Exports INDICATOR: US\$ at current prices in...

SCROLL TO ROW ECONOMY: Select ECONOMY Go

ECONOMY	YEAR	2016	2017	2018	2019	2020	2021	2022
Ecuador		10	8	8	13	10	14	27
Peru		205	206	173	204	165	204	218

Note: Several economies, especially developing economies (i.e., Argentina, Brazil, Chile, Egypt, India, Indonesia, Malaysia, Nigeria, South Africa, Thailand, and Viet Nam), **would benefit from more detailed services data to calculate creative services exports.** However, this does not mean they do not trade creative services.

➤ Consensus building

UNCTAD intergovernmental machinery

- ▶ Multi-year Expert meeting on Trade, Services and Development, [eleventh session](#)
- ▶ Trade in creative services (see the [background note](#))
- ▶ Informal working group on the creative economy including ALADI (2022)

UN General Assembly Second Committee

UN Task Team on International Trade Statistics

- ▶ Collaboration with UNESCO, UNIDO, and national statistical offices
- ▶ Guidance note on cultural and creative industry goods
- ▶ Updated international guidelines on trade statistics

G20 Culture Working Group

World Conference on the Creative Economy

➤ Technical cooperation

Creative economy component of the [EU–UNCTAD Joint Programme for Angola: Train for Trade II](#)

- ▶ 5 reports produced, including the report [Mapping the cultural and creative industries in Angola](#)
- ▶ 11 online trainings and 2 face-to-face workshops
- ▶ 169 participants trained (91 public sector, 65 private sector, 9 academia, 4 NGOs)



Short trainings and workshops

Partner of the World Conference on the Creative Economy

- ▶ Partnerships with Indonesia, United Arab Emirates, Uzbekistan
- ▶ [Next edition](#): 2-4 October 2024, Tashkent, Uzbekistan



Thank you

