



Programme

10 July 2024, 10 a.m. to 12 p.m. and 3 p.m. to 5 p.m. (CET)

11-12 July 2024, 11 a.m. to 1 p.m. and 3 p.m. to 5 p.m. (CET)

Room XVII, Palais des Nations, Geneva

Wednesday, 10 July

10 a.m.–10.30 p.m. Opening plenary session

Item 1 Election of Officers

Item 2 Adoption of the agenda and organization of work

Opening remarks Ms. Rebeca Grynspan, Secretary-General of UN Trade and Development (UNCTAD)

Item 3 Trade in creative services

Introduction by Ms. Miho Shirotori, Acting director, Division of International Trade and Commodities, UN Trade and Development (UNCTAD)

Keynote speaker Mr. John Howkins, Director, Howkins and associates, United Kingdom of Great Britain and Northern Ireland



Wednesday, 10 July

10.30 a.m. - 12 p.m.

Session 1. Trends and outlook for creative services

Moderator Ms. Marisa Henderson, Chief, Trade and Creative Economy Section, Division of International Trade and Commodities, UN Trade and Development (UNCTAD)

Presentation by Mr. Sacha Wunsch-Vincent, Head, Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems, World Intellectual Property Organization (WIPO) and Co-Editor of the Global Innovation Index

Presentation by Ms. Ana Luiza Massot Thompson-Flores, Director of the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Issues for discussion

- What are the main trends in creative services?
- In which way are creative services important for sustainable development and countries' development strategies?
- What are the most significant barriers, including competition issues, hindering growth in creative services?

Interactive debate

3 - 5 p.m.

Session 2. Sharing country experiences: The role of creative services in development strategies

Moderator Mr. John Howkins, Director, Howkins and associates, United Kingdom of Great Britain and Northern Ireland

Presentation by Mr. Ahmed Mohamed Ali, Chief of Executive Office, Ministry of Culture and Sport, Federal Democratic Republic of Ethiopia

Presentation by Mr. Azizbek Mannopov, Deputy Chairperson, Art and Culture Development Foundation, Republic of Uzbekistan

Presentation by Mr. Keith Nurse, President, College of Science Technology and Applied Arts, Republic of Trinidad and Tobago

Issues for discussion

- How can creative services like audiovisual, music, and other content-creating services contribute to sustainable development strategies? How does your country support linkages between creative services and tourism?
- How can creative services offer diversification opportunities for developing countries?
- What are the most significant barriers, including competition issues, hindering growth in your country's services sector, especially creative services? What initiatives could countries introduce to address these hurdles?

Interactive debate

5 - 6 p.m.

Cocktail reception



Thursday, 11 July

11 a.m. - 1 p.m.

Launch of the Creative Economy Outlook 2024

Ms. Marisa Henderson, Chief, Trade and Creative Economy Section, Division of International Trade and Commodities, UN Trade and Development (UNCTAD)

11:10 am

Session 3. Digitalization and artificial intelligence in creative services

Moderator

Ms. Jackie Hetungamena Ndombasi Mboyo, First Secretary Permanent Mission of the Republic of Angola to the United Nations, Geneva

Presentation by

Ms. Rehana Mughal, Director, Creative Economy, British Council, United Kingdom of Great Britain and Northern Ireland

Presentation by

Ms. Margherita Licata, Private Services Specialist, Sectoral Policies Department, International Labour Organization (ILO)

Presentation by

Mr. Devendra Jain, Lead, Artificial Intelligence & Quantum Technology, World Economic Forum

Issues for discussion

- What are the development challenges and opportunities related to digitalizing and using artificial intelligence in creative services?
- What policy and regulatory frameworks are required for developing countries to address these challenges and seize these opportunities?
- How can trade in services help developing countries to address these challenges and seize these opportunities?

Interactive debate

3 - 5 p.m.

Session 4. Sharing country experiences: Digitalization and artificial intelligence in creative services

Moderator

Ms. Rehana Mughal, Director, Creative Economy, British Council, United Kingdom of Great Britain and Northern Ireland

Presentation by

Ms. Jiashan Li, Professor and Executive Dean, National Institute of Cultural Development, Beijing International Studies University, People's Republic of China

Presentation by

Ms. Amy Shelver, Observatory of Creative Economy, South Africa

Video message

Mr. Esteban Santamaria, Director and founder, Centre for Analysis for Research in Innovation and CAIINNO, Mexico

Video message

Mr Giorgio Fazio, Creative PEC Research Director, University of Newcastle, United Kingdom of Great Britain and Northern Ireland.

Issues for discussion

- How is your country leveraging digitalization and artificial intelligence to enhance the competitiveness of creative services in your country?
- What strategies and policies does your country implement to overcome any related challenges?

Interactive Debate



Friday, 12 July

11 a.m. - 1 p.m. **Session 5. Development potential of international trade in creative services**

Moderator Ms. Jackie Hetungamena Ndombasi Mboyo, First Secretary Permanent Mission of the Republic of Angola to the United Nations, Geneva

Presentation by Mr. Tony Taubman, Director of the IP Division, World Trade Organization (WTO)

Presentation by Mr. Elihu Wahid, Cultural Industries Trade Consultant, Division of Culture, Prime Minister's Office, Barbados

Presentation by Mr. Ahmed Mohammed Ali, Chief of Executive Office, Ministry of Culture and Sport, Federal Democratic Republic of Ethiopia

Presentation by Mr. Ditya Agung Nurdianto, Director of Trade, Industry and Intellectual Property, Ministry of Foreign Affairs, Republic of Indonesia

- Issues for discussion
- How can trade support development benefits from creative services (e.g., job creation, export diversification)?
 - What specific trade barriers do creative services encounter in the global market? How trade policies address creative services?
 - What policy measures or international collaborations (i.e. trade policy) could countries pursue to enhance global trade in creative services?

Interactive debate

3 – 4.30 p.m. **Special Session 6. Follow up to the 9th MYEM on Trade, Services and Development: Data for services trade and development policies**

Introduction by Ms. Dong Wu, Chief, Trade in Services and Development, Trading Systems, Services and Creative Economy Branch, Division of International Trade and Commodities, UN Trade and Development (UNCTAD)

Moderator Mr. Elihu Wahid, Cultural Industries Trade Consultant, Division of Culture, Prime Minister's Office, Barbados

Interventions by Ms. Chantal Ononaiwu, Director, External Trade, CARICOM Secretariat

Mr. Ingo Borchert, Reader in Economics, University of Sussex and Centre for Inclusive Trade Policy, United Kingdom of Great Britain and Northern Ireland

Ms. Hildegunn Kyvik Nordas, Senior Associate, Council on Economic Policies, Switzerland



Issues for discussion

- What are the most pressing services-trade data gaps that country policy maker are facing?
- What are existing initiatives by international organizations or networks or donors to support countries in filling these gaps?
- What are the next steps?

Interactive debate

4.30 –5 p.m. **Closing plenary session**

Item 4 Adoption of the report of the meeting

