



Permanent Mission
of the Republic of Indonesia
to the UN, WTO, and Other
International Organizations in Geneva



Ministry of Foreign Affairs
Republic of Indonesia



WORLD
INTELLECTUAL PROPERTY
ORGANIZATION



International Year
of Creative Economy for
Sustainable Development
2021

"Creative Economy and IP: Supporting Creative Businesses and MSMEs" PANEL DISCUSSION

On the occasion of
International Year of Creative Economy for Sustainable Development 2021
27 July 2021, 3 p.m. to 4.30 p.m. (CET)

Organized by the Republic of Indonesia and the United Arab Emirates
Side Event to the Twenty-Sixth Session of the
WIPO Committee on Development and Intellectual Property

Concept Note and Provisional Programme

INTRODUCTION

The United Nations resolution 74/198 on International Year on Creative Economy for Sustainable Development 2021, adopted in December 2019, encourages all parties to acknowledge the potential contribution of creative economy sectors to the achievement of 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.

The creative industries or the creative economy sectors are among the most dynamic sectors in the world economy regarded as an emerging high-growth area. Creative industries create jobs, economic contributions, value addition, and help countries establish a stronger national identity. Furthermore, creative economy sectors leverage knowledge and information, which in turn triggers innovation, creating social and economic wealth for society and contributing to the achievement of the Sustainable Development Goals.

Creative economy grows and thrives as a liaison among culture, economy, and technology. Its ecosystem consists of many different industries, sectors, and stakeholders, covering a wide spectrum of economic sectors, from traditional cultural and craft industries that are dominated by MSMEs to new businesses in the digital era.

A growing number of studies have demonstrated the impressive contribution of creative enterprises to economic growth, jobs, and wealth creation. The creative economy sector is professionally involved in the creation, production, and distribution of creative goods and services and they often rely on various forms of intellectual property (IP) to boost their competitiveness in a crowded market, especially for the MSMEs.

In contrast to other economic sectors, which often involved a variety of entry barriers, creative industries can provide equal opportunities, a level playing field for all peoples of all nations. Emerging technologies have made that more promising, enabling talents from all around the world to work together. Certainly, one of the most pressing challenges is how to promote the role of intellectual property in the development of creative economy sectors for sustained socio-economic development.

OBJECTIVE

Within this background, and on the occasion of the "International Year of Creative Economy for Sustainable Development 2021" the objective of this Panel Discussion on "Creative Economy and IP: Supporting Creative Businesses and MSMEs" is to provide a platform for the exchange of perspectives on the role and relevance of the IP system as a means of harnessing the sector's economic potential and its sustained growth. The discussions and exchange of perspectives could address a wide variety of questions, inter alia:

- What policies, initiatives, and strategies are relevant to support the creative economy sectors from traditional cultural and craft industries by MSMEs?
- How can IP help finance, commercialize, and sustain the creative businesses and MSMEs?
- How can IP policy ensure creative industries development and management?

PROVISIONAL PROGRAM

Monday, 26 July 2021, 3 p.m. to 4.30 p.m. (CEST)

Opening Session (3.00 PM – 3.15 PM)

Moderator: WIPO Representative

Opening and Welcoming Remarks

- H.E. Ambassador Grata Endah Werdaningtyas, *Chargé d’Affaires* of the Permanent Mission of the Republic of Indonesia in Geneva
- Representative from the Ministry of Economy of the United Arab Emirates

Panel Presentations (3.15 PM – 4.15 PM)

- **Dr. Guy Pessach**, Director of IP for Business Division, **World Intellectual Property Organization**
 - Presentation on WIPO's perspective and activities on IP and creative economy.
- **Dr. Marisa Henderson**, Chief of the Creative Economy Programme, **United Nations Conference on Trade and Development**
 - Presentation on the International Year of Creative Economy for Sustainable Development 2021 and the importance of IP.

- **Ms. Salama Nasser Al Shamsi**, Director of Qasr Alhosn, Department of Culture and Tourism, Abu Dhabi, **United Arab Emirates**
- **Dr. Dinna Dellyana**, Program Coordinator, Global Center of Excellence and International Cooperation for Creative Economy (G-CINC), **The Republic of Indonesia**
 - o Cooperation for the facilitation and supports for creative businesses in enhancing their IP knowledge and managing IP assets for business competitiveness.
- **NGO/Academician** (TBD)

Discussion and Q&A Session (4.15 PM – 4.30 PM)

- Led by the Moderator (WIPO Representative).
