



Parallel event

22 October 2025
Room IX
10–11.30 a.m.



Inclusive trade and the creative economy

Description

The creative economy is a dynamic sector vital for economic diversification, job creation and digital innovation. According to recent UNCTAD research spanning over 55 countries, the creative economy now accounts for over 6 per cent of global gross value added. Creative services exports reached a record \$1.5 trillion in 2023, representing 19 per cent of global services exports. Despite global uncertainties, the sector continues to demonstrate significant growth and strategic economic value. However, trade in creative goods and services remains marked by significant imbalances, in terms of both participation and data availability. Nearly 70 per cent of creative goods and services exports originate from only 10 countries, leaving many developing countries underrepresented despite rich cultural heritages and creative potential. This disparity not only limits economic opportunities, it also restricts the diversity of cultural expressions and perspectives exchanged globally. In addition, data limitations pose a challenge, particularly with regard to digital creative services.

Discussions at this event will examine trade policies and national experiences that have successfully supported the growth of the creative economy; and the kinds of support, data and cooperation that can unlock the full potential of the creative economy for sustainable development, as noted in resolution 78/133 of the General Assembly. Insights from the event can help shape future international action and policy priorities.



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Programme

Opening remarks: UNCTAD Secretary-General/Deputy Secretary-General/Director, Division on International Trade and Commodities

High-level panel and interactive discussion

Questions

- What is the strategic importance of the creative economy with regard to long-term development goals?
- Which policy measures have proved effective in promoting trade and investment in creative industries?
- What are the main challenges and opportunities in enhancing creative goods and services trade in developing countries?
- How can international organizations and multilateral frameworks better support countries in integrating creative industries into their broader economic and digital strategies?

Moderator: To be determined

Interpretation

English, French

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