

**20 – 21 June 2024****9 a.m. to 12 p.m. (CEST) | 10 a.m. to 1 p.m. (EAT)****Venue: Addis Ababa and Geneva (hybrid)**

# Workshop on harnessing the contribution of creative industries to Ethiopia's sustainable development

## Background

The creative economy is rapidly growing, presenting opportunities for economic development and diversification, particularly in developing countries like Ethiopia. Cultural and creative industries contribute 3.1 per cent to global gross domestic product (GDP) and employ 6.2 per cent of the workforce, as reported by UNESCO in 2022.<sup>1</sup> Creative goods and services constituted 3 per cent and 19 per cent of total merchandise and services exports in 2022, respectively (UNCTAD Data Centre), showcasing the sector's significant contribution to international trade. Furthermore, developing economies are witnessing a rise in creative industries due to demographic shifts, with younger generations increasingly consuming digital creative content.<sup>2</sup>

Ethiopia's creative economy, spanning from visual arts through music, film, fashion, literature, and performing arts to new media, is vibrant with great socio-economic potential. However, recent research<sup>3</sup> shows that the creative scene is concentrated in Addis Ababa and creative workers, many of whom are from the youth, who often lack formal education, skills, resources, and opportunities to grow. In addition, a lack of institutional capacity prevents Ethiopia from incorporating the creative economy into the national development agenda and harnessing the opportunities the sector provides.

## Main objectives

The workshop aims to raise awareness about the creative economy and explore its potential role in Ethiopia's development strategy. It aims to expand the capacity of Ethiopia's government institutions in facilitating the growth of creative industries and to increase Ethiopia's ability to leverage its rich creativity and culture-based traditions. The workshop will provide participants with a comprehensive understanding of what constitutes the creative economy, its contribution to the Sustainable Development Goals, the main trends shaping creative industries, and policy considerations to strengthen the sector.

The main objectives of the workshop are to:

<sup>1</sup>UNESCO, 2022, Reshaping policies for creativity: addressing culture as a global public good.

<sup>2</sup>WTO, 2019, World Trade Report 2019: The future of services trade.

<sup>3</sup> British Council, 2022, Mapping of the Ethiopian Creative Ecosystem.



- increase awareness and knowledge among public sector stakeholders about the global trends and impacts of creative industries
- enhance the ability of public sector stakeholders in identifying and assessing key creative industries and the associated strengths, weaknesses, opportunities, and threats
- build institutional and public sector capacities to formulate and implement strategies and policies to strengthen and promote creative industries

## **Participants**

Workshop participants will include:

- officials from the Ministry of Culture and Sport, Ministry of Planning and Development, Ministry of Finance, and other national departments governing cultural and creative industry development
- officials from agencies providing statistical data (i.e., national statistical office) (TBC)
- officials from agencies governing intellectual property and copyrights (TBC)
- artists, representatives of art and creative industry associations, and other private sector stakeholders

## **»» Partners**

- Ministry of Culture and Sport of Federal Democratic Republic of Ethiopia (TBC)
- UNESCO Addis Ababa Office (TBC)

# Programme

## Thursday, 20 June

- 10 a.m.–1 p.m.  
(EAT)
- Main concepts and trends of the creative economy
- Opening remarks
- Ms. Diane Sayinzoga, Chief of UNCTAD Regional Office for Africa  
Ms. Miho Shirotori, Acting Director, Division on International Trade and Commodities of UNCTAD  
Minister of Culture and Sport, Federal Democratic Republic of Ethiopia (TBC)
- Session 1
- Main concepts and global trends of the creative economy  
Presentation by Ms. Katalin Bokor, Economic Affairs Officer, UNCTAD
- Sustainable business practices in creative industries  
Presentation by Mr. Federico Manto, Associate Expert, UNCTAD
- Digitalisation and the creative economy  
Presentation by Mr. Bruno Antunes, Economic Affairs Officer, UNCTAD
- Session 2
- Presentation on the 2005 Convention for the protection and Promotion of Cultural Diversity and the 1980 Recommendation on the Status of Artists  
Mr. Assefa Getu, UNESCO Liaison Office, Addis Ababa
- Session 3
- Interactive activity on the strengths, weaknesses, opportunities, and threats (SWOT) for Ethiopia's creative economy  
Ms. Judith Ameso, UNCTAD Regional Office for Africa

## Friday, 21 June

- 10 a.m.–1 p.m.  
(EAT)
- Creative economy policies, strategies, and case studies
- Session 4
- Investment and partnerships opportunities in African creative sector  
Ms. Diane Sayinzoga, Interregional Adviser, UNCTAD Regional Office for Africa
- Intellectual property rights and the creative economy  
Presentation by Mr. Kiyoshi Adachi, Legal Officer, UNCTAD
- National strategies and branding for the creative economy  
Presentation by Mr. Vincent Valentine, Economic Affairs Officer, UNCTAD
- Creative economy case studies: Angola and the Republic of Korea  
Presentation by Ms. Katalin Bokor, Economic Affairs Officer, UNCTAD
- Session 5
- Interactive activity on priority areas and next steps to develop Ethiopia's creative economy  
Ms. Diane Sayinzoga, Chief of UNCTAD Regional Office for Africa
- Closing
- Ms. Marisa Henderson, Chief, Trade and Creative Economy Section, UNCTAD

State Minister for Culture, Federal Democratic Republic of Ethiopia