

# Creative Industries and International Competitiveness

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Creative Economy Ad Hoc Expert Meeting

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**Creative Industries**  
**Policy & Evidence Centre**  
Led by **nesta**

- Aims to foster joint industry-government action for further growth, especially outside London and South East
- Key areas
  - Places
    - local partnerships and clusters
  - Ideas
    - funding (ISCF), industry-university partnerships
  - Business Environment
    - copyright, access to finance, exports (Creative Trade and Investment Board)
  - People
    - supply and diversity of skills, education and on-the-job training
- Creative Industries Clusters Programme (9 funded clusters) and a pioneering **Policy and Evidence Centre for the Creative Industries**

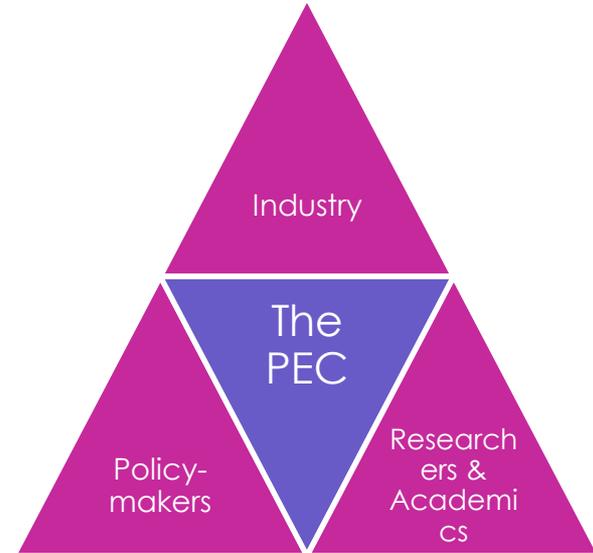
# Vision

The vision of the Creative Industries Policy and Evidence Centre (PEC) is to provide **independent research** and **authoritative recommendations** that will **aid the development of policies** for the UK's creative industries, contributing to their continued success.

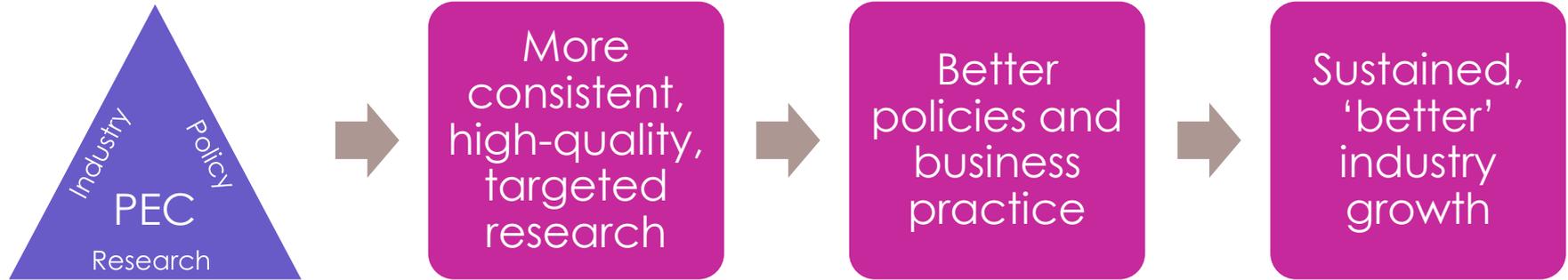
## The PEC's objectives are:

1. To create and deliver against a **dynamic** and **agile independent** research agenda that responds to and informs the priorities of all policy stakeholders and research user communities;
2. To oversee and implement an **inclusive, collaborative and internationally recognised** research and policy **engagement** programme that addresses challenges of importance to the success of the creative industries;
3. To produce **evidence-based policy recommendations** and guidance for policymakers;
4. To build and sustain **new networks** of academics, industry and policymakers **to share knowledge**, and **communicate** research findings and policy recommendations.

The Creative Industries Policy and Evidence Centre will provide a **step change** for industry, policymakers, and researchers and academics by creating an **infrastructure for rigorous, independent, impact-focused cross-sectoral research** which also recognises needs of individual sub-sectors.



This will result in:



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## The Consortium









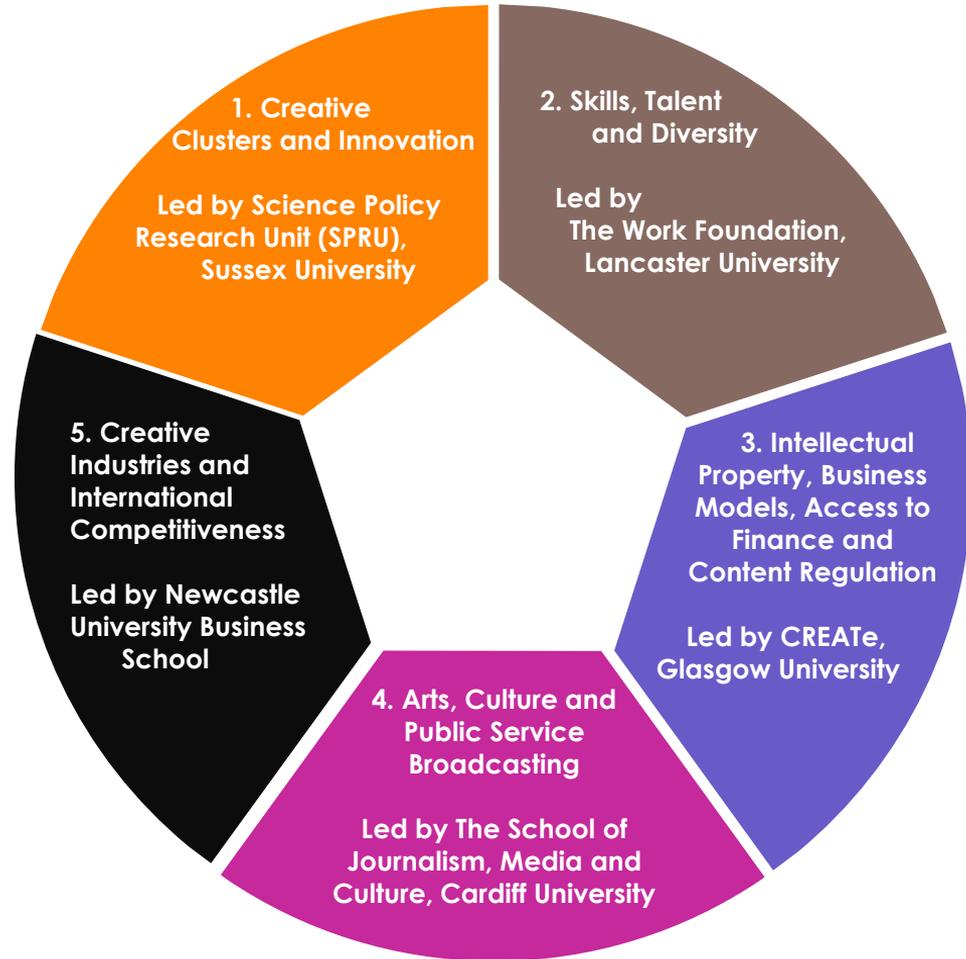




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# Workstrands



# Industry partnership models for Industry, Policymakers, Academics

- **Network membership**

Network membership is open to anyone who wants to engage in the PEC's programme of events to shape our agenda, share knowledge, build expertise and network with those with a common interest. Participation is free of charge.
- **Research partnership**

Research Partners co-curate events on topics of shared interest, and have access to PEC experts to support their own events and activities and advise on policy design and evaluation. They also have the chance to collaborate on specific research projects. Partners contribute financially or in-kind in terms of staff time or data.
- **Research co-commissioning (Industry and policy)**

Research Co-commissioners are those organisations that share a common agenda with the PEC and who benefit from co-designing and co-commissioning research and co-producing activities like seminars and workshops. They make financial and in-kind contributions to the PEC.
- **Research contracting (Academia)**

Other research centres and individual researchers may be commissioned by the PEC and its partners to undertake research in areas where the PEC does not have available expertise. Further details of research commissioning calls will be published in due course.

## Workstrand 5:

# Creative Industries and International Competitiveness

### WS5 Aims and key principles

- Aims
  - deliver a better understanding of the competitive position of the UK's CIs and its determinants in terms of international trade, foreign investment and ability to attract talent (migration of groups like entrepreneurs, academics and students)
  - inform the debate on the implications of Brexit for the creative industries (CIs)
- Key principles:
  - Shared priorities; Dynamic and agile; Responsive; Collaborative; International

## Workstrand 5:

# Creative Industries and International Competitiveness

## Towards a research agenda: literature and data

- Review of literature on international trade, investment, migration
  - How are creative goods and services different?
  - What do we know/not know?
  - Do we need new models?

Aggregate data give overall picture, but say little about underlying micro-dynamics of trade, investment and migration decisions

- Data review
  - What data is available and from which sources?
  - How useful is this data to answer questions and inform policy?
  - Informing efforts towards better measurement and new data collection

## Towards a research agenda: some key questions

### Creative trade

- What are the features of exporters compared to non-exporters?
- What are the key internal and external barriers to trade?
- What is the relationship between concentration and openness?

### Creative FDI

- What determines the location of FDI?
- How does FDI affect the local economy?
- Cross-country policy comparison (e.g. tax credits, regulation, etc...)

### Creative migration

- How do migrants contribute to the economy and internationalisation?
- What attracts international creative talent?
- How suitable is the current migration system?

# 3 key issues in research and policy

## Creative trade, trade barriers, trade agreements

- Creative trade
  - People-based, differentiated goods & services (tangible and intangible), IPRs, monopolistic competition, love-of-variety, frictions still apply
- Barriers to trade
  - Internal: access to finance, access to “blended” skills and knowledge, policy framework (e.g. tax, ease of doing business)
  - International: cultural, access to platforms, restrictions to trade (product specific (e.g. cultural exemptions), people and business entry, transparency, competition), institutional quality
- Trade agreements
  - “Depth” of EIAs matters: beyond tariffs, other regulatory and policy areas (services, investment, competition, international talent, and IPRs)
  - Disagreement at WTO on issues such as data, privacy, internet taxes and internet access

# Thank you!

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