First Session

Presentation

Trends and outlook for creative services

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Session 1 - Trends and outlook for creative services

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The GII: an evolving family

GII Innovation Rankings: The GII unveils the world’s innovation leaders, gauging the innovation performance of over 130 economies.

GII Cluster Ranking: The GII reveals the world’s top 100 science and technology (S&T) clusters and identifies the most S&T-intensive top global clusters.

Global Innovation Tracker: What is the current state of innovation? How rapidly is technology progressing and being embraced?

Global Special Theme (2024): Unlocking the Promise of Social Entrepreneurship
GII Framework

Institutions
- Institutional environment
- Regulatory environment
- Business environment

Human capital and research
- Education
- Tertiary education
- Research and development (R&D)

Infrastructure
- Information and communication technologies (ICTs)
- General infrastructure
- Ecological sustainability

Market sophistication
- Credit / Investment
- Trade, diversification, and market scale

Business sophistication
- Knowledge workers
- Innovation linkages
- Knowledge absorption

Innovation Input Sub-Index

Innovation Output Sub-Index
- Knowledge and technology outputs
- Knowledge creation
- Knowledge impact
- Knowledge diffusion

- Creative outputs
- Creative goods and services
- Online creativity

Source: Global Innovation Index Database, WIPO, 2023.
Pillar 7: Creative Outputs

- **SubPillar 7.2 - Creative goods and services:** it measures the global competitiveness of a country's creative industries, including the export of creative goods and services, film production and entertainment

- **SubPillar 7.3 - Online Creativity:** it measures digital creativity through indicators such as mobile app creation, generic top-level domains, and GitHub commits
SP 7.2 - Creative goods and services

Top GII 2023 Economies

1. Latvia
2. Switzerland
3. Hong Kong, China
4. Sweden
5. United States

Top 3 economies by region

Northern America
1. United States
2. Canada

Europe
1. Latvia
2. Switzerland
3. Sweden

Northern Africa and Western Asia
1. Israel
2. Cyprus
3. United Arab Emirates

South East Asia, East Asia, and Oceania
1. Hong Kong, China
2. Singapore
3. Republic of Korea

Central and Southern Asia
1. India
2. Nepal
3. Sri Lanka

Latin America and the Caribbean
1. Mexico
2. Panama
3. Dominican Republic

Sub-Saharan Africa
1. Ghana
2. Togo
3. Mauritius
**Top GII 2023 Economies**

1. Netherlands
2. Switzerland
3. Iceland
4. Denmark
5. Luxembourg

**Top 3 economies by region**

**Europe**
1. Switzerland
2. Luxembourg
3. Czech Republic

**Northern America**
1. United States
2. Canada

**Latin America and the Caribbean**
1. Uruguay
2. Panama
3. Colombia

**Sub-Saharan Africa**
1. Namibia
2. Mauritius
3. South Africa

**Northern Africa and Western Asia**
1. Cyprus
2. Israel
3. Armenia

**South East Asia, East Asia, and Oceania**
1. Hong Kong, China
2. Australia
3. Singapore

**Central and Southern Asia**
1. Pakistan
2. India
3. Nepal
IND 7.2.1 - Cultural and creative services exports, % total trade

Top GII 2023 Economies

1. Malta (14.2%)
2. Luxembourg (5.6%)
3. Singapore (4.9%)
4. Sweden (3.3%)
5. Israel (3.2%)

Source: Global Innovation Index 2024
IND 7.2.2 - National feature films/mn pop. 15–69

National feature films, 2013-2022

Top GII 2023 Economies

1. Iceland
2. Latvia
3. Estonia
4. Switzerland
5. Slovenia

Source: Global Innovation Index 2024
IND 7.2.4 - Creative goods exports, % total trade

Creative goods exports, 2013-2022

Top GII 2023 Economies

1. Hong Kong, China (12.7%)
2. China (11.3%)
3. Czech Republic (10.8%)
4. Mexico (10.2%)
5. Malasya (8.8%)

Source: Global Innovation Index 2024
Top GII 2023 Economies

1. Hong Kong, China
2. Singapore
3. Switzerland
4. The Netherlands
5. Norway

GitHub commits, 2019-2023

Source: Global Innovation Index 2024
IND 7.3.3 - Mobile app creation/bn PPP$ GDP

Mobile app creation, 2017-2023

Top GII 2023 Economies

1. Cyprus
2. Belarus
3. Israel
4. Singapore
5. Hong Kong, China

Source: Global Innovation Index 2024
Save the date!

GII 2024 Launch
September 26th, 2024
www.wipo.int/gii
wipo.int/gii-ranking

#GlobalInnovationIndex
@GI_Index

Thank you!