

**Multi-year Expert Meeting on Trade, Services and Development**

**Eleventh Session**

**Room XVII, Palais des Nations, Geneva**

**10-12 July 2024**

**First Session**

**Presentation**

**Trends and outlook for creative services**

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Multi-year expert meeting on

# Trade, services and development

**Session 1 - Trends and outlook for creative services**

Mr. Sacha Wunsch-Vincent

Head of Section, Departement of Economics and Data Analytics (DEDA), World Intellectual Property Organization (WIPO)

Geneva, July 10th 2024



**WIPO**

# Global Innovation Index 2023



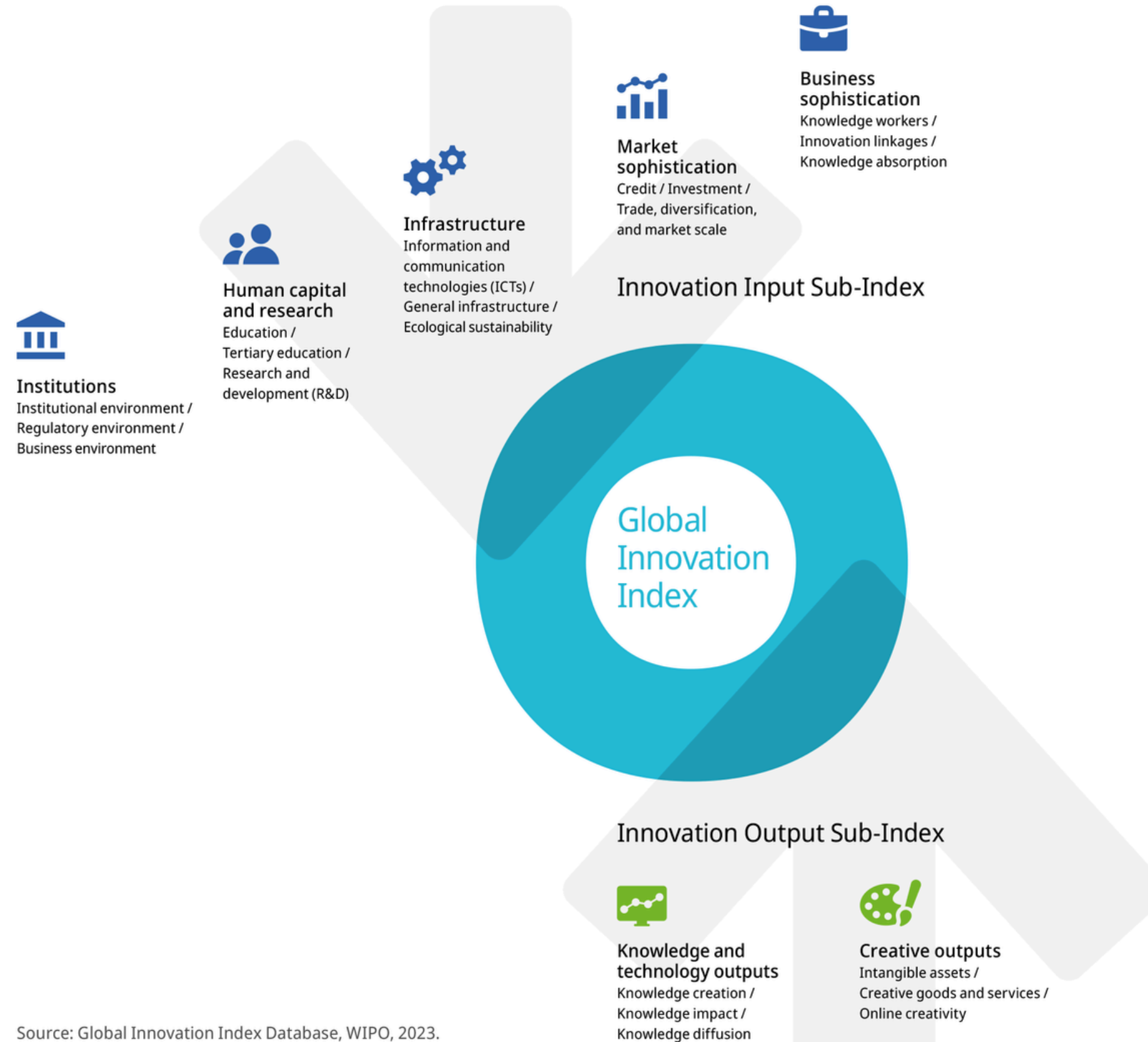
## The GII: an evolving family

- 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

# Global Innovation Index 2023



## GII Framework





## 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

# Global Innovation Index 2023

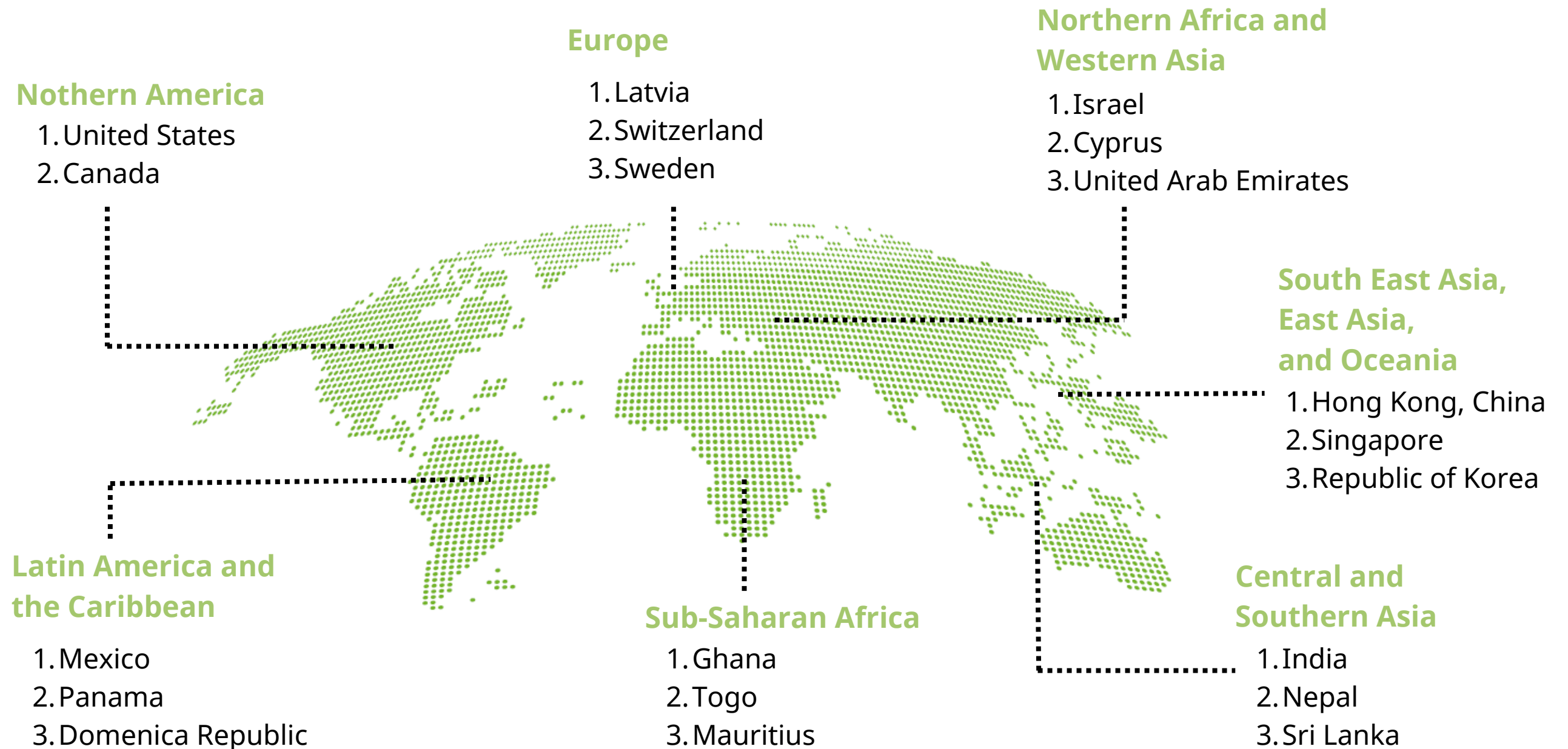


## SP 7.2 - Creative goods and services

### Top GII 2023 Economies

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

### Top 3 economies by region



# Global Innovation Index 2023

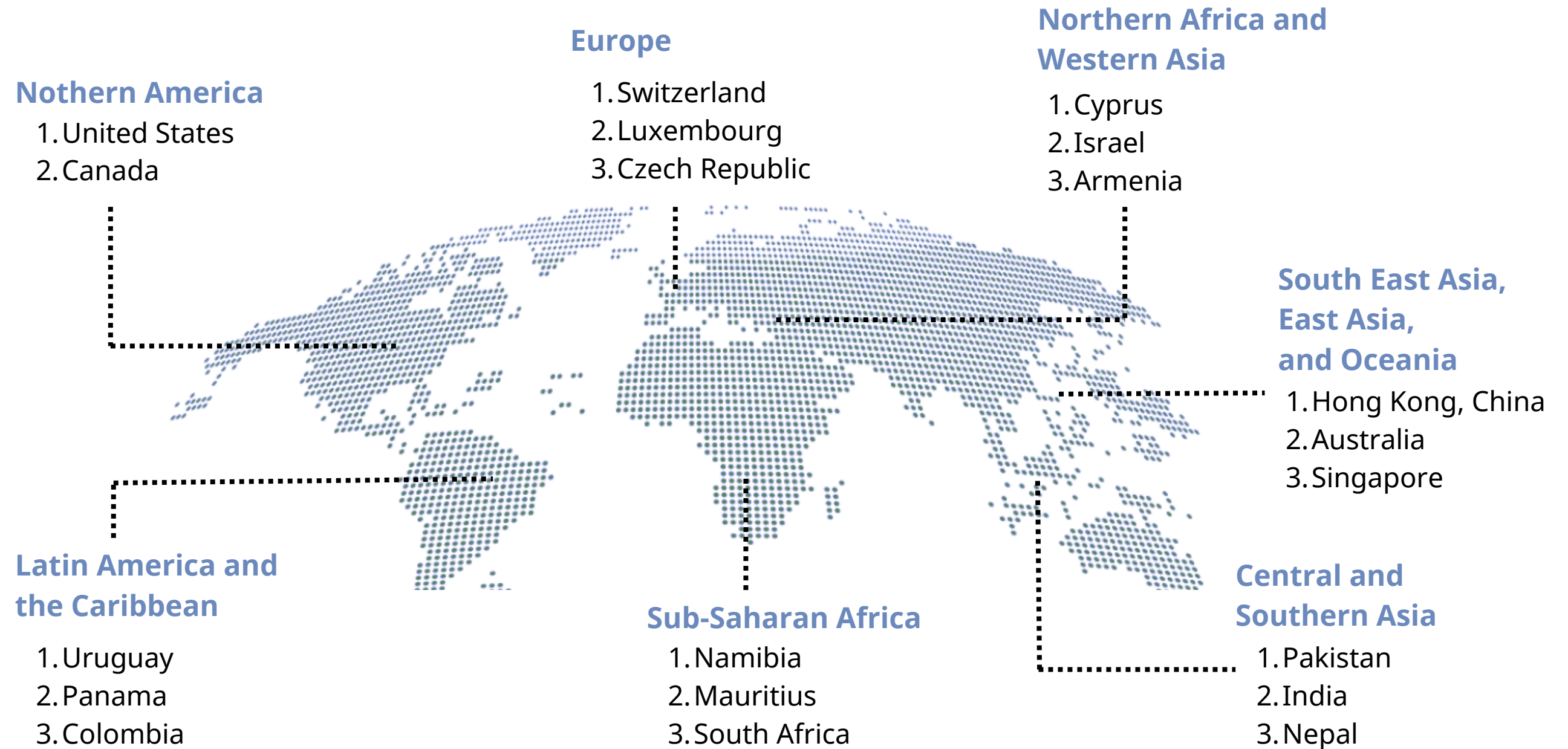


## SP 7.3 - Online Creativity

### Top GII 2023 Economies

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

### Top 3 economies by region

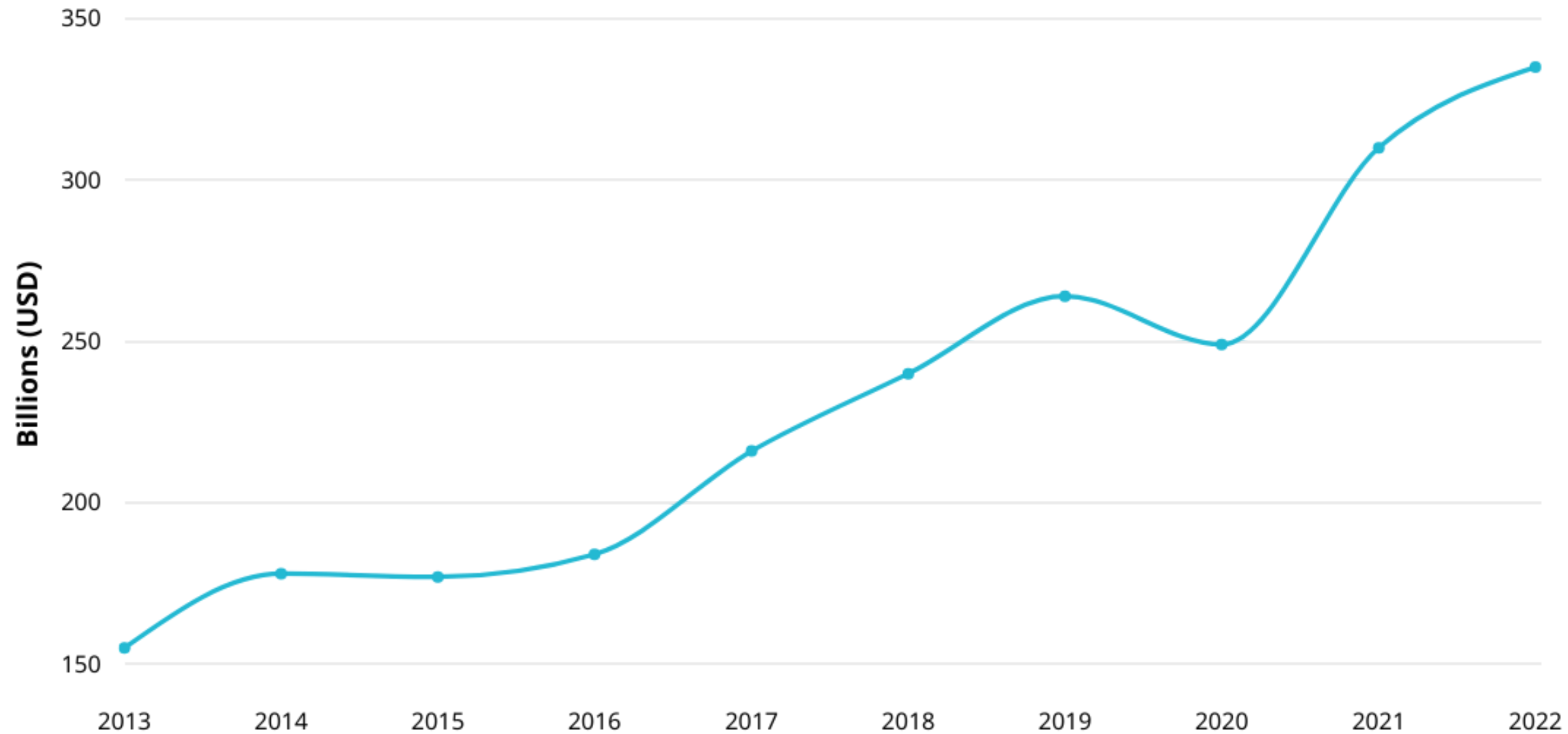


# Global Innovation Index 2023



## IND 7.2.1 - Cultural and creative services exports, % total trade

Cultural and creative exports, 2013-2022



### Top GII 2023 Economies

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

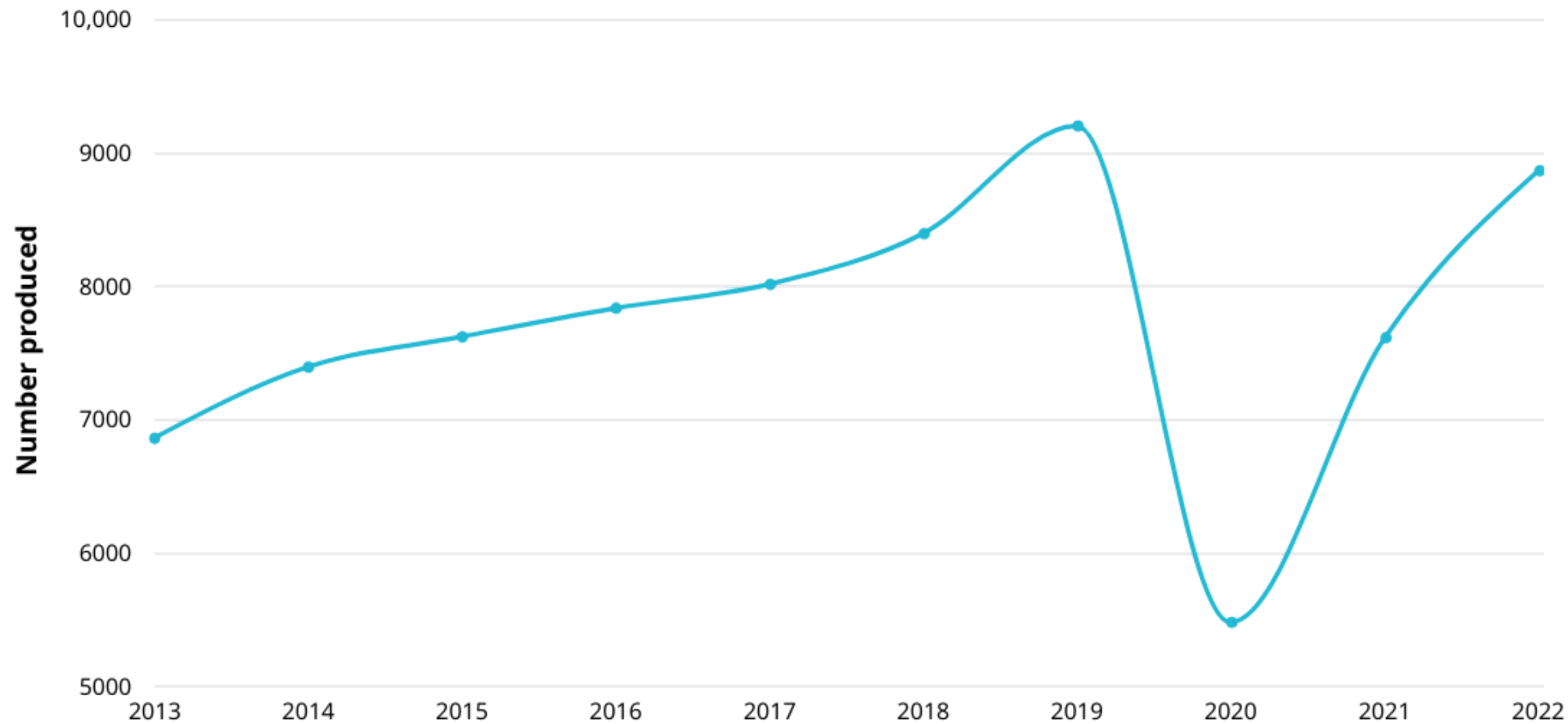


# Global Innovation Index 2023



## IND 7.2.2 - National feature films/mn pop. 15-69

National feature films, 2013-2022



Source: Global Innovation Index 2024

## Top GII 2023 Economies

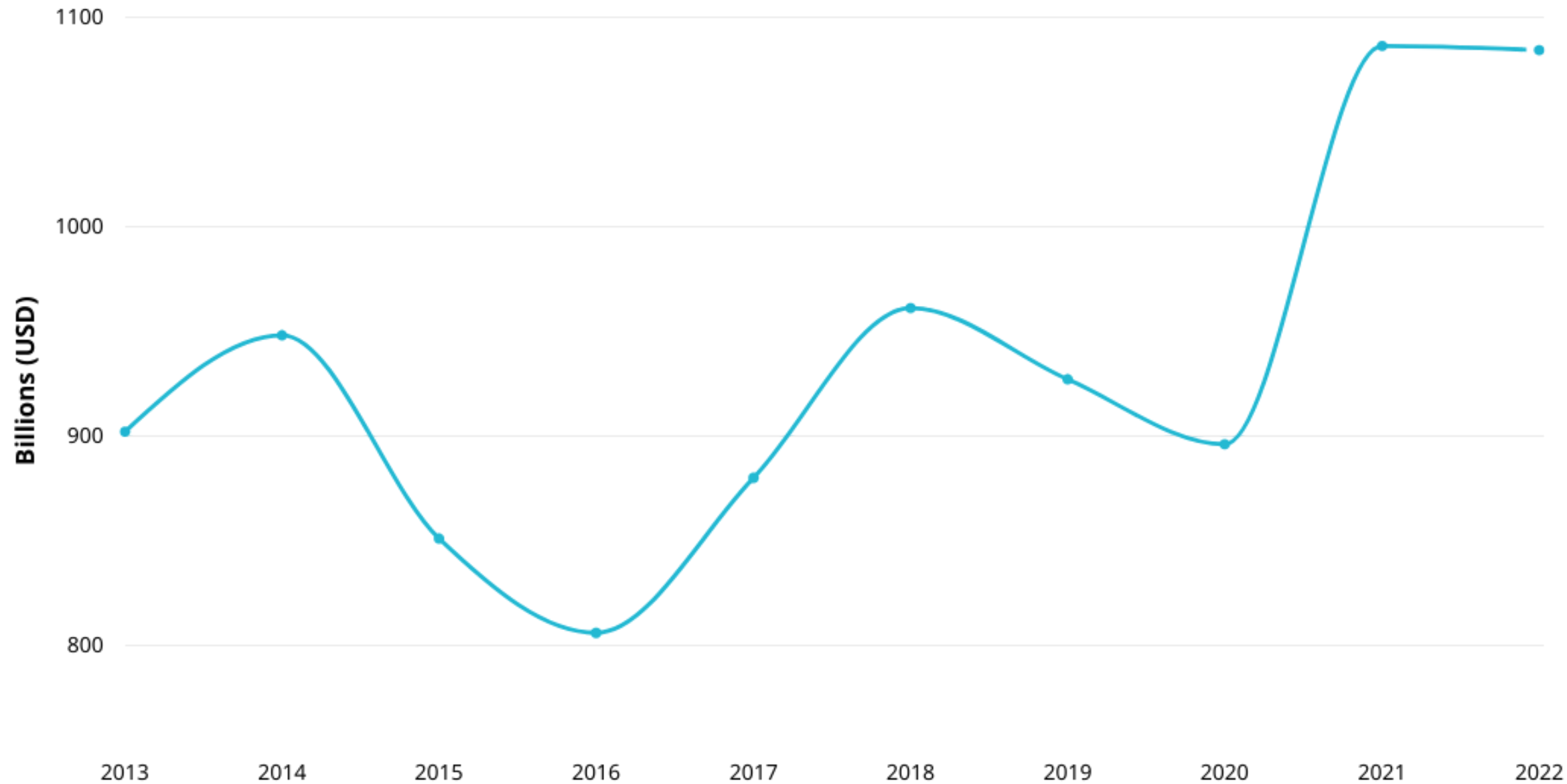
- 1 Iceland
- 2 Latvia
- 3 Estonia
- 4 Switzerland
- 5 Slovenia

# Global Innovation Index 2023



## IND 7.2.4 - Creative goods exports, % total trade

Creative goods exports, 2013-2022



Source: Global Innovation Index 2024

## Top GII 2023 Economies

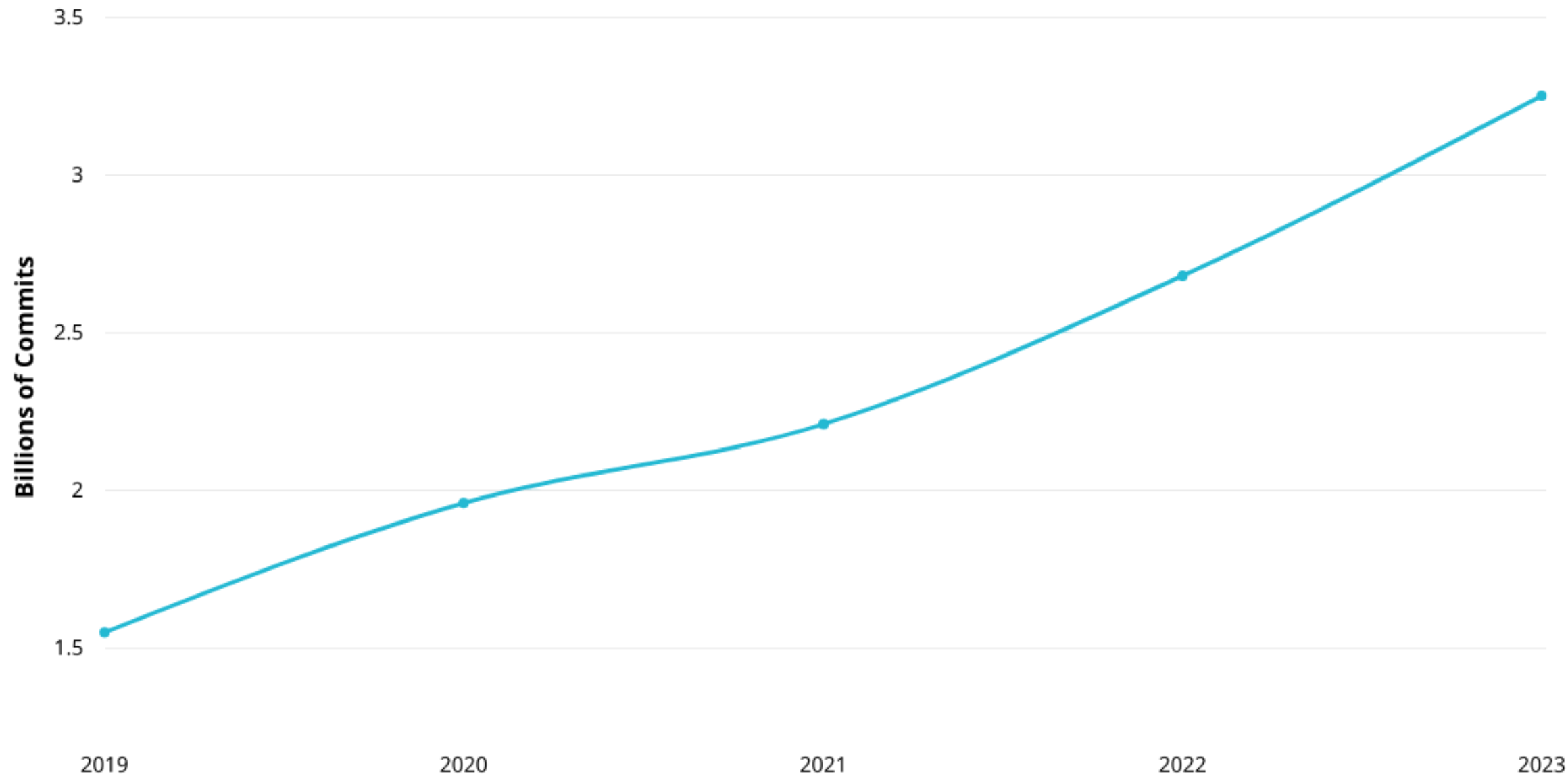
- 1 Hong Kong, China (12.7%)
- 2 China (11.3%)
- 3 Czech Republic (10.8%)
- 4 Mexico (10.2%)
- 5 Malaysia (8.8%)

# Global Innovation Index 2023



## IND 7.3.2 - GitHub commits/mn pop. 15-69

GitHub commits, 2019-2023



Source: Global Innovation Index 2024

## Top GII 2023 Economies

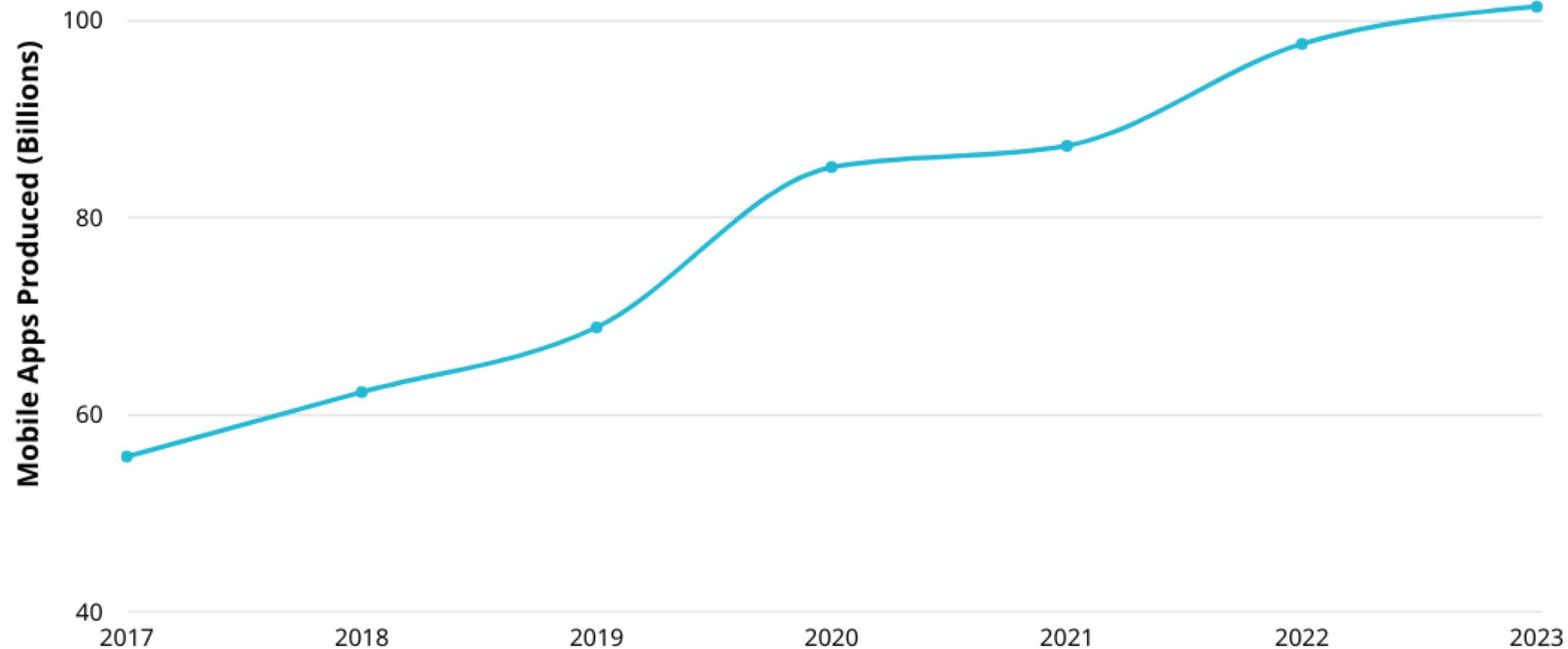
- 1 Hong Kong, China
- 2 Singapore
- 3 Switzerland
- 4 The Netherlands
- 5 Norway

# Global Innovation Index 2023



## IND 7.3.3 - Mobile app creation/bn PPP\$ GDP

Mobile app creation, 2017-2023



Source: Global Innovation Index 2024

## Top GII 2023 Economies

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

# Save the date!

# GII 2024 Launch September 26th, 2024



[www.wipo.int/gii](http://www.wipo.int/gii)  
[wipo.int/gii-ranking](http://wipo.int/gii-ranking)

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Thank you!