Opening Plenary

Keynote Address

Mr. John Howkins
Director
Howkins and associates
United Kingdom of Great Britain and Northern Ireland

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From Motivation to Markets

UNCTAD: Trade In Creative Services

John Howkins
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1: A New Model of Creativity: Thinking Forward

• “Creative industries are creation, production and distribution cycles that leverage creativity and intellectual capital, including knowledge”.

• Recent advances in neuroscience show creativity starts with identity and motivation (Thinking Forward).

• It is much wider than arts or culture, and adds value in most sectors.

• The source of most innovation.
2: The Components of Trade

- Wide range of components with economic value:
  - *People* (talent, the ‘brain drain’)
  - *Knowledge*, research, management, consultancy, skills, ideas
  - *Finished assets* (IP, licences, brands, end-user services)

- Every component can be traded and has its own supply chain:
  - Inputs to other activities (eg, design, software).
  - Final-use standalone services to users.
3: Management

- Management is major factor in trade (competitive advantage).

- Peter Drucker: A company has two management functions: Creativity/Innovation and Sales.

- What are governments doing to help companies:
  - *Create* new services which appeal to foreign buyers?
  - *Sell* new services successfully to foreign buyers?
4: Generative AI

- AI is having major impact on (1) lower costs and (2) faster speeds, as well as (3) new uses.

- Countries need to address four roadblocks:
  - *Uncertain Copyright Status*: LLM inputs and outputs.
  - *Value*: Where AI can add value (sectors, value chains).
  - *Management*: When and how to integrate AI into existing processes.
  - *Computation*: Restrictions on access to computation services.
Thank You

Howkins&Associates
john@johnhowkins.com