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Opening Plenary

Keynote Address

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From Motivation to Markets

UNCTAD: Trade In Creative Services

John Howkins
Geneva, 2024

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

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