

Annex II

2024 UNCTAD survey on the creative economy: National agencies and strategies

UNCTAD conducted an online survey on the creative economy and creative industries. The responses from 36 countries, including 30 developing countries, provide insights into how the creative economy has become an important sector for several developing countries. The survey included questions across six categories.

1. **Economic impact assessment:** Has there been any assessment or study conducted to measure the economic contribution of the creative economy in your country (i.e., contribution to gross domestic product, international trade, employment, survey among firms or creative workers)? For the survey answers, see Figure 1.
2. **Export promotion:** Has your government identified a specific creative industry (industries) for export promotion due to its (their) export potential and competitive advantage? Are these industries receiving or will receive (financial or technical) policy support (export promotion)? For the survey answers, see Box 1.
3. **Sustainability initiatives and government support:** Does your government support or promote sustainable business practices within the creative economy? Please provide details of any policies, incentives, or programs that foster sustainability in this sector (initiatives that promote reduced environmental impact, use of renewable energy, inclusiveness, fair employment practices, etc., in the creative economy). For the survey answers, see Box 7.
4. **Digitalization and artificial intelligence policies:** Is digitalization, including the use of emerging technologies like artificial intelligence (AI), impacting the creative economy in your country? Are there initiatives to leverage digital tools or address the use of AI in the sector? For the survey answers, see Box 4.
5. **Government oversight:** Is there a designated government ministry or agency responsible for overseeing and supporting your country's cultural and creative industries? For the survey answers, see Table 11.
6. **National strategy:** Does your country have a national strategy or plan that outlines objectives and measures to support and develop the creative economy? If available, please provide an overview or a link to the strategy. For the survey answers, see Table 11.

Table 11 presents the answers to survey questions on government oversight and national strategies.





Table 11
Government oversight and national strategies for the creative economy

Country	Ministries and agencies responsible for the creative economy	National strategies and policies specific to the creative economy
Albania	<ul style="list-style-type: none"> • Ministry of Culture • National Theater of Opera, Ballet and People's Ensemble • National Gallery of Art • National Library • National Institute of Cultural Heritage Registration • Regional Directorate of Cultural Heritage 	
Antigua and Barbuda	<ul style="list-style-type: none"> • Ministry of Education Sports and the Creative Industries • Ministry of Foreign Affairs, Agriculture, Trade and Barbuda Affairs 	
Argentina	<ul style="list-style-type: none"> • Ministry of Culture of the Nation • Directorate of Culture of the Ministry of Foreign Affairs • International Trade and Worship 	<ul style="list-style-type: none"> • Argentine Cultural Industries Market
Benin	<ul style="list-style-type: none"> • Ministry of Digital Affairs and Digitalization 	<ul style="list-style-type: none"> • National Artificial Intelligence and Big Data Strategy
Cambodia	<ul style="list-style-type: none"> • Ministry of Culture and Fine Arts <p>Other related line ministries include:</p> <ul style="list-style-type: none"> • Ministry of Industry, Science, Technology and Innovation • Ministry of Commerce • Ministry of Economy and Finance • Ministry of Tourism • Ministry of Labor and Vocational Training • Ministry of Education, Youth and Sport • Ministry of Women Affairs • Others: Authorities and Local Governments. 	<p>Relevant strategies and policies include:</p> <ul style="list-style-type: none"> • Pentagonal Strategy Phase I 2023 • National Policy for Culture 2014 • Industrial Development Policy 2015-2025 • Cambodia Digital Economy and Society Policy Framework 2021-2035 • Circular Strategy on Environment 2023-2028 • National IP Strategy 2023 • National Policy on Science, Technology and Innovation 2020-2030 • Cambodia's Science, Technology and Innovation Roadmap 2030 • National Research Agenda 2025



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China	<ul style="list-style-type: none"> • Ministry of Culture and Tourism • Ministry of Commerce 	<ul style="list-style-type: none"> • Most recent strategies and plans: • Opinions on Promoting High-quality Development of Foreign Cultural Trade • Opinions on Promoting Rural Revitalization Enabled by Cultural Industries • Opinions on Promoting the Implementation of the National Culture Digitization Strategy • Opinions on Promoting the High-quality Development of National Cultural Industrial Parks • 14th Five-Year Plan for Tourism Development
Costa Rica	<ul style="list-style-type: none"> • Ministry of Foreign Trade • Foreign Trade Promoter • Costa Rican film Commission • Ministry of Culture and Youth • Costa Rican Center for Cinematographic Production • Ministry of Foreign Affairs 	<ul style="list-style-type: none"> • Creative Strategy 2020-2030 (Ministry of Culture and Youth)
Cuba	<ul style="list-style-type: none"> • Ministry of Culture of the Republic of Cuba • Ministry of Economy and Planning • Ministry of Foreign Trade and Foreign Investment 	<ul style="list-style-type: none"> • Cultural Development Program • Cultural Development Program of the National Council of Houses of Culture (2019-2030) • Arts Education Development Program 2019-2030
Dominican Republic	<ul style="list-style-type: none"> • Ministry of Culture • Ministry of Industry, Commerce and SMEs • National Office of Industrial Property (ONAPI) • National Copyright Office (ONDA) • Export and Investment Centre of the Dominican Republic (ProDominicana) 	<ul style="list-style-type: none"> • National Development Strategy, Objective 2.6 “Culture and national identity in a global world” • National Strategy for the Export of Modern Services (Ministry of Industry, Commerce, and SMEs)
Egypt	<ul style="list-style-type: none"> • Ministry of Culture (MOC) • Ministry of Trade and Industry (MOTI) • Medium, Small, and Micro Enterprises Development Agency (MSMEDA) • Ministry of Social Solidarity (MOSS) 	<ul style="list-style-type: none"> • Egypt Vision 2030 • Ministry of Culture Plans 2018-2022 • Sustainable Development Strategy for Tourism (Ministry of Tourism and Antiquities) • National Strategy of Artificial Intelligence (Ministry of Communications and Information Technology) • National Strategy for Medium, Small and Micro Enterprises and Entrepreneurship • National Strategy for the Development of Organic Clusters: 2019-2030
Ethiopia	<ul style="list-style-type: none"> • Ministry of Culture, Art, Creativity Economy and Sport 	



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Gambia	<ul style="list-style-type: none"> • National Centre for Arts and Culture • Ministry of Tourism and Culture • Industrial Property Office under the Ministry of Justice 	
Guatemala	<ul style="list-style-type: none"> • Ministry of Culture and Sports • Guatemalan Intellectual Property Registry, Ministry of Economy 	
Indonesia	<ul style="list-style-type: none"> • Coordinating Ministry of Maritime and Investment Affairs • Ministry of Tourism and Creative Economy • Ministry of Education, Culture, Research, and Technology • Ministry of Law and Human Rights • National Planning Agency • Ministry of Trade • Ministry of Industry • Ministry of Communication and Informatics 	<ul style="list-style-type: none"> • Presidential Regulation 142 of 2018 on National Creative Economy Development Master Plan 2018-2025 • Ministry of Tourism and Creative Economy Strategic Plan 2020-2024
Jamaica	<ul style="list-style-type: none"> • Ministry of Culture, Gender, Entertainment and Sport • Ministry of Industry, Investment and Commerce • Jamaica Promotions Corporation 	<ul style="list-style-type: none"> • Vision 2030 • Jamaica National Export Strategy
Japan	<ul style="list-style-type: none"> • Ministry of Economy, Trade, and Industry • Agency for Cultural Affairs • Ministry of Internal Affairs and Communication • Cabinet Office 	<ul style="list-style-type: none"> • Intellectual Property Strategic Program 2023 (Cabinet Office)
Kazakhstan	<ul style="list-style-type: none"> • Ministry of Culture and Information of the Republic of Kazakhstan 	<ul style="list-style-type: none"> • Concept of creative industries development for 2021-2025
Libya	<ul style="list-style-type: none"> • Ministry of Industry • Ministry of Economy • Ministry of Tourism • Ministry of Culture 	
Malaysia	<ul style="list-style-type: none"> • Ministry of Tourism, Arts and Culture • Ministry of Communications and Digital 	



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Mauritius	<ul style="list-style-type: none"> • Ministry of Arts and Cultural Heritage • Ministry of Information Technology, Communication, and Innovation • Economic Development Board (EDB) 	Economic Development Board: <ul style="list-style-type: none"> • annual creative sector strategic action plans • several financial incentive schemes: <ul style="list-style-type: none"> • The National Art Fund • The Film Assistance Scheme • National Resilience Fund Film Grant • The Film Rebate Scheme • SME Refund Scheme
Montenegro	<ul style="list-style-type: none"> • Ministry of Culture and Media of Montenegro 	<ul style="list-style-type: none"> • National Program for the Development of Culture of Montenegro 2023-2027
Mozambique	<ul style="list-style-type: none"> • Ministry of Culture and Tourism • Ministry of Industry and Trade • Ministry of Home Affairs 	
Nigeria	<ul style="list-style-type: none"> • Federal Ministry of Culture and Creative Economy • Creative Economy Advisory Council • Federal Ministry of Information and National Orientation • Cultural Industries and Heritage • Entertainment and Creative Service • National Council for Arts and Culture 	<ul style="list-style-type: none"> • 8 Points Agenda (Creative Economy Advisory Council) • Nigeria Destination 2030
Oman	<ul style="list-style-type: none"> • Ministry of Information • Ministry of Trade, Industry, and Investment Promotion • Ministry of Culture, Sports, and Youth • Creative industries department • Ministry of Heritage and Tourism • Small and Medium Enterprises Authority 	<ul style="list-style-type: none"> • Oman Vision 2040 • Cultural Strategy 2021-2040
Pakistan	<ul style="list-style-type: none"> • National Heritage and Culture Division 	
Peru	<ul style="list-style-type: none"> • Ministry of Culture, Directorate of Cultural Industries and Arts • National Institute for the Defense of Competition and Protection of Intellectual Property 	<ul style="list-style-type: none"> • Recovery Plan for Cultural Industries and Arts by 2030 • National Cultural Policy by 2030



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Philippines	<ul style="list-style-type: none"> • Department of Tourism • Department of Trade and Industry • National Commission for Culture and the Arts • Department of Information and Communications Technology • Department of Education • Commission on Higher Education • Department of Science and Technology • National Economic Development Authority • Intellectual Property Office of the Philippines • Department of Interior and Local Government 	<ul style="list-style-type: none"> • Republic Act 11904 Providing for the Development and Promotion of the Philippine Creative Industries and Appropriating Funds Therefor • Philippine Creative Industries Development Plan
Republic of Korea	<ul style="list-style-type: none"> • Ministry of Culture of Sports and Tourism • Korea Creative Content Agency 	<ul style="list-style-type: none"> • National strategy formulated by the Ministry of Culture, Sports, and Tourism • Digital New Deal Strategy for Culture and Creative Industry
Seychelles	<ul style="list-style-type: none"> • Ministry of Finance, National Planning and Trade • Ministry of Investment, Entrepreneurship, & Industry • Enterprise Seychelles Agency • Seychelles National Institute of Cultural Heritage & The Arts • Ministry of Education • Seychelles Investment Board • Registration Division • Seychelles Licensing Authority 	<ul style="list-style-type: none"> • Seychelles National Development Strategy of 2019-2023, Goal 2: Creative Industries Policy established in 2012
Slovenia	<ul style="list-style-type: none"> • Ministry of Culture • Centre for Creativity • Creative Europe Desk Slovenia 	<ul style="list-style-type: none"> • Proposal of Measures for the Development of the Cultural and Creative Sector in Slovenia
South Africa	<ul style="list-style-type: none"> • Department of Sport, Arts and Culture 	<ul style="list-style-type: none"> • Cultural and Creative Industries Masterplan (2022)
Sri Lanka	<ul style="list-style-type: none"> • Ministry of Buddhasasana, Religious and Cultural Affairs, Department of Cultural Affairs • Ministry of Industries • Ministry of Arts and Culture • Export Development Board 	<ul style="list-style-type: none"> • Annual strategic action plan (Department of Cultural Affairs, Ministry of Buddhasasana, Religious and Cultural Affairs) • Sri Lanka 2030 A Developed Nation (Economic Growth Strategy and Action Plan) including goals and strategic action plan to improve arts



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Trinidad and Tobago	<ul style="list-style-type: none"> • Ministry of Tourism, Culture, and the Arts, Culture Division • Ministry of Trade and Industry, Trinidad and Tobago Creative Industries Companies Limited • Ministry of Sport and Community Development, Community Development Division 	<ul style="list-style-type: none"> • National Cultural Policy of Trinidad and Tobago
United Kingdom	<ul style="list-style-type: none"> • Department for Culture, Media, and Sport 	<ul style="list-style-type: none"> • Creative Industries Sector Vision
Uzbekistan	<ul style="list-style-type: none"> • Art and Culture Development Foundation under the Cabinet of Ministers of the Republic of Uzbekistan • Ministry of Digital Technologies • Ministry of Culture • Ministry of Investments, Industry, and Trade • Ministry of Construction and Municipal Housing Economy • Agency for Specialized Educational Institutions • Agency for Cultural Heritage • Agency for Youth Affairs • Ministry of Employment and Poverty Reduction 	<ul style="list-style-type: none"> • Uzbekistan 2030 • Arts and Culture Development Foundation (proposing a legal bill to support the development and sustainability of the creative economy)
Venezuela	<ul style="list-style-type: none"> • Ministry of Popular Power for Culture 	<ul style="list-style-type: none"> • Plan for the Homeland and the 17 Economic Engines

Source: 2024 UNCTAD survey on the creative economy.

