



# UNCTAD XIII

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

DOHA - QATAR 21-26 APRIL 2012



SPECIAL EVENT

## POLICY DIALOGUE ON THE CREATIVE ECONOMY AND DEVELOPMENT

26 APRIL 2012, 9 a.m.–noon

### BACKGROUND

At UNCTAD XI in 2004, the topic of creative industries was introduced for the first time into the international economic and development agenda, on the basis of recommendations made by the High-level Panel on Creative Industries and Development. Member States agreed on mandates and called on the international community to support efforts of developing countries to foster, protect and promote their creative industries for development gains (São Paulo Consensus, paras. 65 and 91).

At UNCTAD XII in 2008, the first *Creative Economy Report 2008* was launched and a High-level Panel on the Creative Economy took stock of progress made on the policy and research agenda surrounding the creative economy, recognizing that UNCTAD's work in this emerging area should be pursued and enhanced (TD (XII)BP/4).

Against this background, the High-level Policy Dialogue on the Creative Economy at UNCTAD XIII aims to further support governments to enhance their creative economies, as a feasible development option for advancing socio-economic growth, trade and innovation. Debates will focus on the main findings and policy recommendations of the *Creative Economy Report 2010*.

### PURPOSE

Over the last decade, the topic of creative economy became well-inserted into the international economic and development agenda, calling for new insights and policy responses. The creative economy generates jobs, innovation and trade, while contributing to social inclusion, cultural diversity and environmental sustainability. Issues to be addressed in the policy debate will include:

- In our knowledge-based society, how to put in place appropriated policies including trade policies for the optimal functioning of the creative economy?
- How to attract investors, provide access to technology, stimulate innovation and creative business to promote a vibrant creative economy?
- How the creative economy and the green economy can be mutually supportive and become a win-win solution?
- How to unlock the marketing and distribution channels for music, digital animation, films, news, advertising etc., thereby expanding the economic benefits of the creative economy?
- How to deal with sensitive areas, including the need to revisit the legislation around intellectual property rights and adapt it to the new realities of the creative economy?
- How to promote development that is both sustainable and inclusive and reflects the lifestyle of the contemporary society?

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## OUTCOME

The Panel will discuss policy strategies, multilateral processes, national experiences and concrete initiatives for enhancing their creative economies.

The Panel will review the work undertaken by the UNCTAD secretariat in fulfilling its mandate on this topic, identifying areas for possible international cooperation.

Governments may wish to reassert the role of UNCTAD and identify areas for future work.

## ORGANIZATION

Panellists will include Ministers and high-level officials from Australia, Brazil, China, Colombia, Finland, Nigeria, Thailand and South Africa. The Panel is expected to be chaired by the Minister of Arts and Culture of Qatar, President of UNCTAD XIII, and moderated by a journalist from the Al Jazeera Network.

An interactive debate involving national delegations and representatives from the creative industries business, media and civil society will enrich the debates.

UNCTAD has been collaborating with and will invite relevant United Nations agencies such as UNDP, UNESCO, WIPO, ITC, UNAOC, as well as the United Nations Regional Commissions. Other agencies will include WTO, OECD, OAS, the World Bank, MERCOSUR, African Union, British Council, Francophonie Organization, etc.

## AGENDA

The panel will provide a platform to advance the intergovernmental debate on issues related to the creative economy and its development dimension.

UNCTAD will highlight the findings of the *Creative Economy Report 2010*, and will release updated statistics for world trade of creative goods and services up to 2010.

Ministers and high-level officials will share views on policy actions to foster their creative economies for trade and development gains.

The panel will discuss policy strategies, national experiences and areas for international cooperation aimed at moving ahead the research and policy agenda around the creative economy.

## DOCUMENTS

*Creative Economy Report 2010: Creative Economy: A Feasible Development Option* (UNCTAD/DITC/TAB/2010/3).

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