

## Concept Note

### **“INDUSTRY 4.0 AND CREATIVE ECONOMY: Promoting Inclusive Ecosystem in the Digital Era”** A Seminar

**Vienna, 8 July 2019**

Co-Hosted by Indonesia and UNIDO

#### **Background**

The digital transformation is becoming one of the contributors to the revolution of industry, growth of creativity and innovation. It changes the way businesses managed and product information sharing across the enterprise, increasing production and transparency and decreasing cost. This revolution also referred as the Fourth Industrial Revolution – Industry 4.0, which will impact the structural shift in global value chain as the information technology are introduced to the production, services, and all sectors of the economy.

Industry 4.0 takes automation of manufacturing processes to a higher level with smart autonomous systems capable of self-cognition, self-optimization, and self-customization. The technologies today include artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, biotechnology, materials science, energy storage, and quantum computing.

People now need to be more agile to develop new ideas and improve business performance. By the involvement of the digital transformation, the expression of creativity is being facilitated, which ever since become an economic opportunity. Creative economy, deals with the interface between economy, culture, technology, and social aspects, has now becoming one of the most dynamic sectors of the global economy which contributes to the socioeconomic development. It also creates an income generation, job creation and export earnings, not only to the large enterprises, but also to the micro, small, and medium enterprises.

Creative economy stimulates growth in social, cultural and human development since it is centered at the dynamic interactions between creativity, culture, economics and technology. The strength of creative economy is not only found in its innovative nature but also in its inclusiveness feature. Creative economy heavily relies on talents and creative minds, which also provides a substantial contribution to youth and women employment and empowerment. Having **creativity** as the main driver, the sector is concentrated around products and services bearing creative content, cultural value and market objectives.

The great technology and information development supported the creation of creative industries. For example, artificial intelligence helps the creators to create content in creative industries including music, art, fashion, games and film; internet of things and 3D printing helps publishers and designers use the technology to expand audiences; artists, crafters and small business actors, by using the internet may engage with the business platforms and gain more customers.

The expected returns from the collaboration of creative economy and industrial revolution includes increase revenues from lower transaction costs, more reliable output and increased productivity, higher quality product, increased market share and profits, and affordable new technologies for small business which expected to increase the talented and high-skilled workers. Industry revolution helps the government foster an open, flexible, knowledge- and skills-based economy, thus needs a pro-active step in finding approach to manage the impact of the transition to new technology. It requires join forces of multi-stakeholder in addressing the issue, thus it is important to formulate the policies and action plan to develop creative economy and industry 4.0.

## **Objectives and Expected Outcomes**

The workshop provides a platform for the participant to engage, exchange views and share best experiences in utilizing the digital transformation to develop creative economy to face the industrial revolution.

## **Format**

This Seminar will consist of 2 Sessions. Each Session will present 3-4 Speakers and led by a Moderator. Each Speaker is expected to provide 10 minutes thought-provoking ideas in order to invite lively discussion.

## **Participants**

The Seminar expects 100 participants from various background (diplomats, international organizations, civil society, creative players).

## Draft Programme

### **Seminar “Industry 4.0 and Creative Economy: Promoting Inclusive Ecosystem in the Digital Era”**

#### **Welcoming Remarks**

Ambassador Dr. Darmansjah Djumala  
Permanent Representative of the Republic of Indonesia to UN and Other International  
Organizations in Vienna

#### **Remarks**

Representative of UNIDO

#### **Keynote Speech**

Endah W. Sulistianti  
Deputy Chairman, Indonesian Agency for Creative Economy

#### **Session 1**

- a. Dr. Marisa Henderson  
Chief of Creative Economy Program, UNCTAD  
**“UN System and the promotion of Creative Economy”**
- b. Representative of UNIDO  
[Tbc]  
**“Opportunities and challenges for creative actors in Industry 4.0”**
- c. Dato' Steve Cheah  
President of Global Entrepreneurship Network Thailand  
**“Nurturing talents and exporting creativity”**
- d. Representative from the Republic of Colombia  
[Tbc]  
**“Government policies in promoting Orange Economy”**

#### **Session 2**

- a. Mr. Nicholas Buchoud  
President of Grand Paris Alliance  
**“What does creative economy need in coping with Industry 4.0?”**
- b. Dr. Dina Dellyana  
Senior Lecturer, Bandung Institute of Technology  
**“The SMEs’ destiny: How to excel in the era of automation?”**
- c. [Tbc]  
**“Attracting big brands and accelerating SMEs: Government policies to  
attract investment in creative economy”**
- d. Ms. Reanne Leuning  
Director Creative Industries, ADVANTAGE AUSTRIA  
**“Austrian Creative Industries Going International”**

#### **Closing**