



# CREATIVE ECONOMY

Ad Hoc Expert Meeting

28 October 2019

VENUE  
Palais des Nations Unies  
Geneva, Switzerland

## ORGANIZATION OF WORK, ANNOTATED AGENDA AND PROGRAMME

### Introduction

The ad hoc expert meeting on Creative Economy will be the first of its kind at UNCTAD, in partnership with the Commonwealth and City, University of London. Its purpose is to bring together experts from various countries and backgrounds (government officials, universities and the private sector) to enhance awareness of the crucial relationship between creative industries and economic development and to discuss the emerging development trends and challenges for the creative economy from a trade and development perspective.

### Organization of work

The main events will consist of four expert panel discussions and a book launch. There will be two panels in the morning, from 10 am to 1 pm, and two panels in the afternoon, from 3 pm to 6 pm. There will be a complimentary lunch outside the meeting room for meeting participants, hosted by the University of Melbourne (Australia) from 1 pm to 1:30 pm. This will be followed by the book launch of [“Global Cultural Economy” \(Routledge\) by Dr. Christiaan De Beukelaer and Dr. Kim-Marie Spence.](#)

### Annotated agenda

#### First Expert Panel: Global Trends in Creative Economy: New Horizons

International trends, technological advances and global processes also play a key role in shaping the creative economy. [UNCTAD’s Creative Economy Outlook 2018](#)<sup>1</sup>, identified, for example, digital disruption as a key trend that is shaping creative industries, especially in developing countries. To advance support and understanding of the creative economy as a route for economic diversification and development, these global developments require careful examination. They include issues related to the future of work, policy space, e-commerce platforms as well as terms of trade, gaining access to distribution networks etc. The first expert panel will explore the mega-trends that are shifting and redefining the creative industries landscape, such as developments in the digital economy and advances in technology, as well as global developments that are shaping the workings of the economy.

<sup>1</sup> UNCTAD, Creative Economy Outlook and Country Profiles, UN, Geneva, 2018  
[https://unctad.org/en/PublicationsLibrary/ditcted2018d3\\_en.pdf](https://unctad.org/en/PublicationsLibrary/ditcted2018d3_en.pdf)

### **Second Expert Panel: Effective framework for Thriving Creative industries**

Creative industries are a potential source of real development gains for countries in the developing world. But such gains cannot be achieved in a vacuum. They require carefully formulated policy strategies that recognize the complexities of the interaction between economic, cultural, technological and social dimensions of the development process and that are implemented on a multidisciplinary basis. It must be acknowledged that all countries are different and that there will not be a standard or uniform package of policy measures that will fit every circumstance.

The second panel will look at ways in which many countries have used their creative and cultural assets to build business opportunities and export markets. Experts from the Philippines, New Zealand, South Africa, Angola, Jamaica, Colombia and Barbados will illustrate the kind of vision and strategies required to realize the economic potential of the cultural and creative industries.

### **Third Expert Panel: Measuring Creative Goods and Services and their Contribution to the Economy**

A critical issue for the Creative Economy is the unavailability of reliable and relevant data. Given the dynamic nature of creative goods and services and the sharp upturn in the pace of the digitisation of goods and services and transactions, a core challenge is to make sure that the most dynamic parts of the Creative Economy are well captured and represented in the statistical records. Finding a solution to this problem calls for greater cooperation and innovation on the part of both nation states and inter-governmental agencies. With this in mind, the third technical panel will look at the challenges of gathering reliable data to measure trade of creative goods and services and explore what tools and methodologies should be used in order to find shared solutions.

### **Fourth Expert Panel: Unleashing the Potentials of Creative Economy for trade and development gains**

Despite encouraging prospects for the growth of the creative economy in the developing world, problems remain. Many opportunities for value creation, employment expansion, technological upgrading and market development in the creative sector have gone unrealized. Against this background, the UNCTAD secretariat has been shaping an economic model to assist developing countries to optimize trade and development gains from the creative economy. The basic premise is the recognition that trade plays an increasing role in promoting socio-economic growth, employment and development. Trade alone, however, is an insufficient condition for strengthening creative capacities. The contribution of domestic and foreign direct investment to capital formation is essential to induce soft innovation, technical inventiveness and technology-led artistic creativity. In addition, creative entrepreneurship can provide the basis for well-adapted and result-oriented market strategies. With this in mind, the last expert panel of the meeting will provide an opportunity to discuss issues related to entrepreneurship, competitiveness and access to finance for creative industries. Experts will share good practices in policies for enhancing innovation and entrepreneurship in the creative industries, including those related to developing a sustainable start-up ecosystem for creative industries.

  

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## PROVISIONAL PROGRAMME

### Opening: Background and Objectives, Setting the Scene

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10.00-10.25

Chair: Ambassador Diego Aulestia Valencia of Ecuador, Chair of G77 and China  
Pamela Coke-Hamilton, Director, DITC, UNCTAD

### Global Trends in Creative Economy: New Horizons

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10.30-11.45

Chair: UNCTAD Secretariat

Andy Pratt, Director of Centre for Culture and the Creative Industries, University of London, UK

Jen Snowball, Department of Economics, Rhodes University, South Africa

Christiaan De Beukelaer, Senior Lecturer in Cultural Policy, The University of Melbourne, Australia

Natallie Rochester, International Trade and Development Consultant.

Margherita Licata, Sectoral Policy Department, ILO, Geneva.

Katelijin Verstraete, Regional Director, Arts and Creative Industries, British Council

### Effective Framework for Thriving Creative Industries

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11.45-13.00

Chair: Marisa Henderson, Chief, Creative Economy, DITC, UNCTAD

Carol Roberts, Executive Director, National Cultural Foundation, Barbados

Gabriel Cabuço, Director of the National Institute for Cultural Industries, Angola

Oscar Andrés Hernández Salgar, Technical Secretary on Creativity and Culture, Mission of Wise Persons of Colombia

Maria Emmanuelle Burgos, Philippine Trade and Investment Centre

Unathi Lutshaba, Executive Director, South African Cultural Observatory

Diana Barrowclough, Senior Economist, UNCTAD

Kim-Marie Spence, Solent University, Southampton.

### Lunch

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13:00 to 13:30 Complimentary sandwich lunch and refreshments outside the meeting room for meeting participants, hosted by the University of Melbourne (Australia)

## Book launch: *Global Cultural Economy* (Routledge)

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13.30-14.00

Moderator: Diana Barrowclough, Senior Economist, UNCTAD

[Christiaan De Beukelaer, Co-author of the book](#)

[Kim Spence, Co-author of the book](#)

## Measuring Creative Goods and Services and their Contribution to the Economy

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15.00-16.30

Chair: Marisa Henderson, Chief, Creative Economy, DITC, UNCTAD

Hubert Escaith, Expert on International Trade and Development

Julio Villarino, National Information on the Cultural Account, Argentina

Michael Soendermann, Office for Culture Industries Research, Germany

Lydia Deloumeaux, Associate Programme Specialist, culture statistics UNESCO (Canada)

Fernando Cantu-Bazaldua, Senior Expert, Statistics Branch, GDS, UNCTAD

## Unleashing the Potentials of Creative Economy for Trade and Development Gains

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16.30-17.45

Chair: Amy Shelver, UNCTAD Secretariat

Giorgio Fazio, Professor of Macroeconomics at Newcastle University and workstrand lead on International Competitiveness and the Creative Industries in the UK Creative Industries Policy Evidence Centre

Peter Rudge, Associate Professor Film, Media and Journalism, Staffordshire University,

Sylvia Amann, Inforelais. Co-chair of the EU expert group on entrepreneurship and innovation of creative sectors, Austria

Regula Staub, Creative Hub, Switzerland

Rasmus Wiinstedt Tschening, Director of Creative Business Cup (CBC),

## Closing

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17:45-18:00 Summary and recommendations

UNCTAD, the Commonwealth and City University of London