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**Chief, Creative Economy UNCTAD**

P166 Short Course, 6 December  
2019,  
Palais des Nations, Geneva



**UNCTAD**  
**creative eco**  
**network**

**Nairobi Maafikiano  
mandate (TD/519).**  
UNCTAD's role to  
conduct research,  
consensus building, and  
technical cooperation.  
**Paragraph 76 (m) and  
(z)**



## The UNCTAD Creative Economy Programme:

**Promote** the creative economy;  
**Support** government initiatives;  
**Liaise** with stakeholders;  
**Advise** and assist;  
**Build** synergies within UN system;  
**Promote** networking;  
**Contribute** to the achievement of  
the SDGs.



# Development through Creativity



## Creative Economy Programme

### THINK

#### Research and Policy Analysis

- ❖ Market trends and trade flows of creative goods and services and key issues underlying the emerging creative economy and its development dimension;
- ❖ UNCTAD. Creative Economy Outlook and Country Profiles (launched in January 2019)
- ❖ Update proprietary database on international trade in creative goods and services and country profiles (in process)
- ❖ Best practices on policy measures affecting export competitiveness and trade in creative products and services

### DEBATE

#### Consensus Building

- ❖ UNCTAD's Dialogue on Digital Economy and the Music Industry, in partnership with the Mission of Indonesia and the Commonwealth, Geneva, 4 April 2019
- ❖ The role of women in the Creative Industries of the Philippines, in partnership with the Mission of the Philippines, Geneva, 7 October 2019
- ❖ UNCTAD's Ad hoc Expert Meeting on Creative Economy for Development, in partnership with City, the University of London and the Commonwealth, Geneva, 28 October 2019
- ❖ Events on culture and creative industries in China, Indonesia, Vienna, Ukraine, Abu Dhabi, US
- ❖ UNCTAD on-line Creative Economy Network
- ❖ Resolution on Creative Economy. Adopted by the 2nd Committee in New York, 14 November 2019

### DELIVER

#### Technical Cooperation

- ❖ Strengthened capacity of governments in integrating creative economy policies into their national development strategies, including capturing the export potential in sectors related to the emerging creative economy in developing countries (e.g. Ukraine and Turkey)
- ❖ Train for Trade II, Project, Component on Creative Economy. Enhancing the Economic Potential of Cultural and Creative Industries in Angola for Employment, Trade and Development Gains Meeting 29 October 2019.

## Research and Analysis

### The Creative Economy Outlook:

**137** creative industries  
country profiles &

Opportunities to **increase**  
production, exports and  
share in creative industries  
markets.





28 OCTOBER 2019

Palais des Nations, Room XXVI

Ad Hoc Expert Meeting

# CREATIVE ECONOMY



**CITY**  
UNIVERSITY OF LONDON  
EST 1894



The Commonwealth



UNITED NATIONS  
UNCTAD



## Consensus Building

Bali Agenda, 2018, First  
World conference on CE

UN GA Resolution adopted by  
consensus on 14 November 2019



# Technical Cooperation

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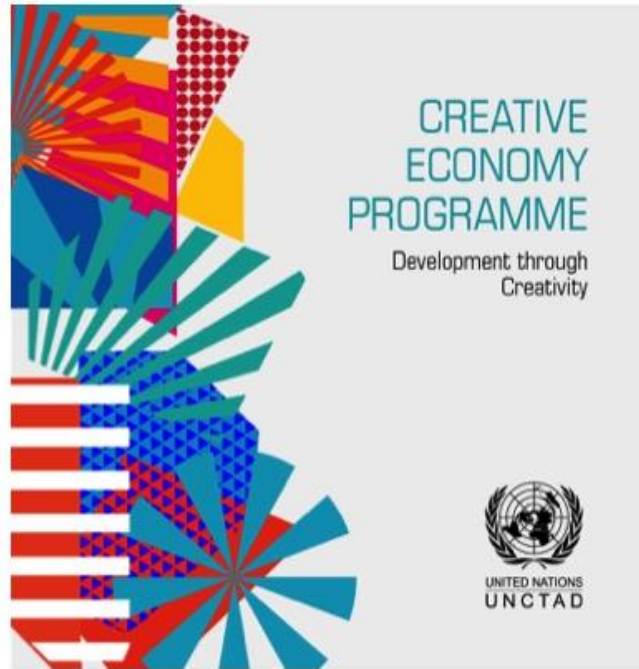
Small businesses have difficulty in:

- reaching export markets,
- accessing services,
- knowing regulatory requirements,
- securing trade finance,
- meeting infrastructure challenges.

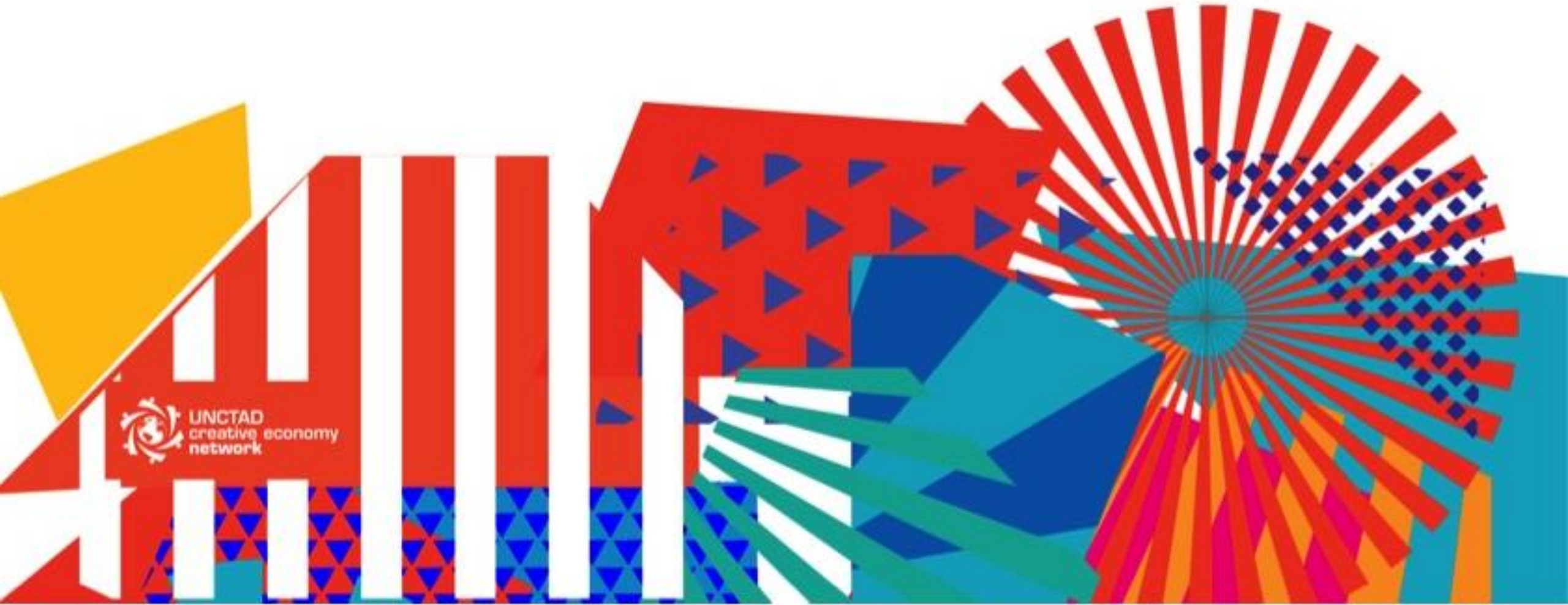


# Integrated policy framework

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- Start-ups,
- Support services,
- Digital age competitive requirements, etc.
- Intellectual Property Rights or IPRs;
- Income flows;
- Skills and competencies
- Opportunities for growth, trade and economic development.



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