



## COURSE ON KEY ISSUES ON THE INTERNATIONAL ECONOMIC AGENDA

Short courses for Permanent Missions in Geneva  
Organised by the Division on Technology and Logistics-Knowledge Development Branch  
Policy Capacity Building Section / P166 courses

### **Creative Economy**

Friday, 6 December 2019

Delivered by the  
Division on Trade and Commodities

### **PROGRAMME**

<b>Geneva, Palais des Nations</b>		<b>Room XXVI</b>
10:00 - 10:15	Welcome address, TBD Short course will be moderated by Ms. Randa Jamal, Programme Coordinator, Policy Capacity Building Section	
10:15 - 11:30	<b>Session 1</b> The short course will shed light on Creative Economy as an important tool for the attainment of the 2030 Sustainable Development Goals. The first presentation will identify key trends and developments in the area of Creative Economy and the opportunities and challenges for developing countries. The second presentation will focus on the importance of intellectual property from a creative economy perspective.  Presentations by: Ms. Marisa Henderson, Chief, Creative Economy Programme, Division on Trade and Commodities, UNCTAD Mr. Christoph Spennemann, Officer-in-Charge, Intellectual Property Unit, Division on Investment & Enterprise, UNCTAD  Q&A session	
11.30 - 11.45	<b>Coffee break</b>	

11.45 – 13.00

**Session 2**

Session 2 will highlight the work carried out by UNCTAD and other international organizations and key partners concerning research and analysis, consensus building and technical cooperation with regards to creative economy.

Presentations by:

Ms. Marisa Henderson, Chief, Creative Economy Programme, Division on Trade and Commodities, UNCTAD

Mr. David Parrish, Speaker, Consultant, Trainer and Writer on Creativity and Business

Q&A session