



# CREATIVE ECONOMY OUTLOOK

Trends in international  
trade in creative industries

2002–2015

## COUNTRY PROFILES

2005–2014



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## FOREWORD

The creative economy is recognized as a significant sector and a meaningful contributor to national gross domestic product. It has spurred innovation and knowledge transfer across all sectors of the economy and is a critical sector to foster inclusive development.

The creative economy has both commercial and cultural value. Acknowledgement of this dual worth has led governments worldwide to expand and develop their creative economies as part of economic diversification strategies and efforts to stimulate economic growth, prosperity and well-being.

Within it, the creative industries generate income through trade and intellectual property rights, and create new opportunities, particularly for small and medium-sized enterprises.

Creative work promotes fundamental rights, such as respect for human dignity, equality and democracy, all of which are essential for humans to live together in peace. Its potential to make a significant contribution to the achievement of the sustainable development goals continues to gain international recognition and support.

Whether it be arts and crafts, books, films, paintings, festivals, songs, designs, digital animation or video games, the creative industries are more than just sectors with good economic growth performance and potential. They are expressions of the human imagination spreading important social and cultural values.

This report outlines trends in the world trade of creative goods and, for the first time, services by country for the period 2005 to 2014, and provides an outlook on the global creative economy for the period 2002 to 2015.

The report includes country profiles for 130 economies and highlights potential opportunities for developing countries to increase their production, exports and share in creative industries markets. The report makes the point for increased public and private sector investment in creative industries.

I warmly commend this report which shows how developing countries are harnessing creativity to transform and diversify their economies.



Mukhisa Kituyi  
Secretary-General of UNCTAD

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Magali Studer from UNCTAD designed the cover page of the publication. Rafe Dent formatted the publication.



Ms. Pamela Coke Hamilton,  
Director,  
Division of International Trade and Commodities  
UNCTAD

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Afghanistan  
Albania  
Algeria  
Andorra  
Antigua and Barbuda  
Argentina  
Armenia  
Australia  
Austria  
Azerbaijan  
Bahamas  
Bahrain  
Barbados  
Belarus  
Belgium  
Belize  
Benin  
Bolivia (Plurinational State of)  
Bosnia & Herzegovina  
Botswana  
Brazil  
Brunei Darussalam Bulgaria  
Burkina Faso  
Burundi  
Cabo Verde  
Cambodia  
Cameroon  
Canada  
Chile  
China  
  
    Hong Kong SAR  
    Macao SAR  
    Taiwan Province of China  
Colombia  
Congo  
Costa Rica  
Croatia  
Cuba  
Cyprus  
Czechia  
Denmark  
Dominican Republic  
Ecuador  
Egypt  
El Salvador  
Estonia  
Ethiopia  
Fiji  
Finland  
France  
Gabon  
Gambia

Georgia  
Germany  
Ghana  
Greece  
Grenada  
Guatemala  
Guinea  
Guyana  
Honduras  
Hungary  
Iceland  
India  
Indonesia  
Iran  
Ireland  
Israel  
Italy  
Jamaica  
Japan  
Jordan  
Kazakhstan  
Kenya  
Kuwait  
Kyrgyzstan  
Latvia  
Lebanon  
Lithuania  
Luxembourg  
Madagascar  
Malawi  
Malaysia  
Malta  
Mauritius  
Mexico  
Mozambique  
Namibia  
Netherlands  
New Zealand  
Nicaragua  
Niger  
Nigeria  
Norway  
Oman  
Pakistan  
Paraguay  
Peru  
Philippines  
Poland  
Portugal  
Qatar  
Republic of Korea  
Republic of Moldova  
Romania  
Russian Federation  
Rwanda  
Saint Lucia  
Saudi Arabia  
Senegal  
Singapore

Slovenia  
South Africa  
Spain  
Sri Lanka  
Sweden  
Switzerland  
Thailand  
The former Yugoslav Republic of Macedonia  
Togo  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom of Great Britain and Northern  
Ireland  
United States of America  
Zimbabwe

State of Palestine  
French Polynesia  
New Caledonia

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## EXECUTIVE SUMMARY

The second UNCTAD Creative Economy Outlook and Country Profile report (2018) demonstrates not only that there has been significant growth in the creative economy but also that the sector can make a valuable contribution to the achievement of sustainable development goals.

Despite the difficult years during and post the 2008 financial crisis, the creative economy has been robust, demonstrating resilience and in some instances growth, indicating it is a sector with considerable potential for current and future investment.

Following UNCTAD's first Creative Economy Outlook [report](#) in 2015, the long-term review of the trade of creative goods and services offered by this report provides a valuable update and snapshot of past and present trends in the global creative economy. It also highlights some meta-trends, many of which are already shaping the future of creative industries.

## TRADE IN CREATIVE GOODS

The size of the global market for creative goods has expanded substantially more than doubling in size from \$208 billion in 2002 to \$509 billion in 2015.

While the financial crisis affected the creation, production and distribution of creative goods, its trade performance has generally been consistent, with an average growth rate exceeding 7 per cent between 2002 and 2015.

However, despite good growth rates, market conditions worsened between 2014 and 2015, resulting in a 12 per cent drop-off in trade, mirroring a more general slowdown in global merchandise trade.

Over the period 2002 to 2015, developing economies' participation in creative goods trade was markedly higher than in developed economies, driven mainly by the performance of China.

China, Hong Kong (China), India, Singapore, Taiwan Province of China, Turkey, Thailand, Malaysia, Mexico and Philippines were the top ten performing developing economies. The domination of Asian countries in the top ten is a clear indication of their important emerging role in

stimulating and contributing to the global creative economy.

From the developed economies group, the United States, France, Italy, United Kingdom, Germany, Switzerland, Netherlands, Poland, Belgium and Japan were the top ten creative goods exporters.

Together the Association of South East Asia Nations (ASEAN) <sup>3</sup> and the European Union regional powerhouses dominate the export of creative goods. Among developed regions, Europe (28) <sup>2</sup> is the largest exporter of creative goods. In 2015, exports of creative goods from the European Union stood at \$171 billion compared to \$85 billion in 2002, a doubling in trade. Annual average growth rates for creative goods exports are at 5.5 per cent, for the European Union (for the period 2002-2015). The cultural and creative industries employ nearly 12 million people in the European Union region.

The Asian region outstripped all other regions with China, and Eastern and South-Eastern Asia combined, accounting for \$228 billion in 2015 of creative goods exports, almost double that of Europe. China remained the leading exporter of creative goods in 2015. It posted an annual average growth rate of 14 per cent for creative goods exports during the period 2002-2015.

China's performance has buoyed the global creative economy through difficult periods – and indications are that it is primed to expand its key creative industries prowess in the future in areas such as film, television and artificial intelligence.

In 2015 Chinese creative goods exports were four times that of the United States, totalling \$168.5 billion. It also had the world's highest creative trade surplus of \$154 billion due to its high number of exports. Generally, South-South trade is on the rise and looks set to be an area of vibrant future growth.

## CREATIVE INDUSTRIES PERFORMANCE

The main creative industry development and innovation sectors to watch are design, fashion and film, which account for the lion's share in the world trade in creative goods. Design goods, a broad category that includes creative industries from fashion to furniture, is leading the world market for creative industries. Design is one of seven creative goods categories, which include:

<sup>1</sup> China, Japan, Republic of Korea

<sup>2</sup> EU28: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania,

Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom

Art Crafts; Audio-Visuals; Design; New Media; Performing Arts; Publishing; and Visual Arts.

Fashion goods, interior design and jewellery, which fall under design, performed well, accounting for a noteworthy 54 per cent of creative goods exports. Asia's market for fashion is growing fast, from Seoul to Shanghai, Hong Kong to Bangkok, and Taipei to Tokyo, featuring everything from street-ware to high-end fashion. Latin America and Africa are also increasingly recognized as emerging fashion markets especially in Argentina, Brazil, Chile, Nigeria and South Africa. A new generation of designers are appearing, and fashion weeks are often national flagship events.

Design was followed by Visual Arts, which includes antiques, paintings and photography, and Publishing and New Media. Art Crafts also hold a sizeable share of the market. Together these sub-sectors accounted for 45 per cent of total exports of creative goods. For developing countries, they remain among the most important creative industries sectors for export earnings.

Top game developers and digital animation professionals are surfacing in Eastern European countries such as the Russian Federation, Romania, Poland, Serbia, and Bulgaria. Game development and film studios are on the rise and the region is enhancing its technological competitiveness.

Findings also show the creative economy is thriving at the intersection of culture, technology, business and innovation, demonstrated through the proliferation of 3D animation and cartoon films from Indonesia, to Brazil's outdoor arts park, [Inhotim](#).

The creative industries are a site for innovation and growth, if harnessed and developed appropriately.

## TRADE IN CREATIVE SERVICES

Creative services, an important element of the creative economy, are more complex to report, measure and estimate. However, they are likely to become one of the biggest future growth areas.

Firstly, creative services are expanding alongside the digital and sharing economies. Secondly, creative services can be more resilient to economic pressures. Lastly, creative services are heavily enmeshed with emerging e-commerce activity.

<sup>3</sup> Australia, Austria, Belgium, Bulgaria, Canada, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, Malta,

Data for world trade in creative services are difficult to attain, because many countries do not report specifically on creative services, and only publish balance of payments data on broader service categories. Nevertheless, a more complete set of creative services data is available from 38 developed economies<sup>3</sup> for the period 2011 to 2015. From this data, it is possible to estimate the contribution of developed economies to creative services trade.

Trade in creative services in developed economies remained relatively stable between 2011 and 2015. The average annual growth rate of trade in creative services between 2011 and 2015 for developed countries was at 4.3 per cent, more than double that of all services. Because of this higher growth rate, the share of creative services in total trade in services has steadily increased from 17.3 per cent in 2011 to 18.9 per cent in 2015. This positive trend was maintained despite the global slowdown in overall trade in services observed in 2014. There was a 1.6 per cent increase in the share of all services for those countries over the period.

These figures are broad estimates, but they can still provide a benchmark for an initial understanding of the impact of creative services on world trade. These estimates suggest that creative services account for a significant and growing portion of the overall trade in services in developed economies.

This report does showcase available services data per country for the first time and is a set toward a more holistic view of the impact of creatives services on the creative and global economies.

## THE CHINA CASE

It is important to acknowledge from the outset that the performance China is exceptional, even though it is still classified a developing country. The case of China is remarkable for several reasons: its sustained growth over the past three decades; the shift toward global production in China; its dominance of the world market for trade in creative goods and services; and its role in sustaining both the regional and global creative economy.

In some instances, China's performance masks the performance of individual countries, especially the other developing countries classified alongside it. To understand the trends in the global creative economy, and goods

Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, United States, United Kingdom, Bermuda, and the Faroe Islands

specifically, it is worth separating China out from the remaining developing countries for a more balanced view of and insight into developing country performance.

The following scenarios related to trade in creative goods outline the above points and provide a backdrop to the data presented in trends section of the report.

#### China's Independent Performance: Trade in Creative Goods 2002-2015

China's trade in creative goods between 2002 and 2015 has increased significantly with average growth rates of 14 per cent. In 2002 China's trade in creative goods and services was \$32-billion. By 2014 this figure had increased more than fivefold tallying \$191.4 billion. There was a drop off in 2015 where China recorded a \$168.5 billion trade in creative goods. This figure was closer to trade in creative goods recorded in 2013. Despite the drop, China has dominated the bulk of the trade in creative goods of the past 13 years.

#### Developing Country Performance Excluding China: The Trends in Trade in Creative Goods 2002 – 2015

With China, developing countries had an annual average growth rate of 9 per cent between 2002 and 2015. In 2002, altogether, developing economies recorded a \$84.3 billion in trade in creative goods. By 2015 this number had climbed to \$265 billion.

However, when China is removed from these figures, developing economies only had an annual growth rate of 5 per cent over the period, tallying \$52.3 billion in 2002 and \$96.5 billion in 2015, barely a doubling of the growth in trade in creative goods, while China grew its creative goods trade by five times.

China's services reporting does not focus on services trade with a significant creative component, so it is difficult to outline the impact of creative services trade.

## REMARKS

Generally, China's performance is significant, whether combined with other developing countries or in isolation. Whilst the level of creative input in much of the Chinese manufactured creative goods is disputed, its contribution both directly and indirectly is clear.

As the Chinese economy grows, it's creative goods and services are set to grow in tandem and will have a lasting impact on trade and high cultural influence.

## CONCLUSIONS

The creative economy can catalyse change, and build more inclusive, connected and collaborative societies. There is a wide basket of existing creative economy activities which can be expanded and developed, and the creative economy is also a viable avenue for economic diversification strategies.

Trade in creative goods and services is a powerful, growing economic force. Its contribution to GDP and share of global trade is only likely to increase as it intersects with the digital and sharing economy, e-commerce, and the many opportunities emerging in these spaces. In addition, traditional trade in creative goods and services remains an important part of the local economies of many countries.

Ultimately too, the creative economy has the power to influence and inspire present and future generations, to protect our planet, people, cultures and natural resources and therefore contribute to a more sustainable development path.

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## HOW TO READ THIS REPORT

This is the second *Creative Economy Outlook and Country Profiles – Trends in International Trade in Creatives Industries* report published by UNCTAD, in a series envisaged to be released every two years. It follows the first report in 2015 and the seminal Creative Economy Reports of [2008](#) and [2010](#), which helped set industry benchmarks and shape the debate on the global creative economy.

This section details the rationale and methodologies behind the information presented in this report. It is critical reading to support an understanding of the figures and country profiles presented.

### TIME PERIODS

The first *UNCTAD Creative Economy Outlook and Country Profiles – Trends in International Trade in Creatives Industries* [report](#) was released in 2015 presenting reported data from 2002 to 2012. This second report outlines the same trends based on updated data available up to 2015.

It is important to note this new 2018 report features updated data focused on **two time periods**.

#### 1. Outlook: 2002-2015

Firstly, in the outlook section, which presents an overview of global trends in the trade of creative goods and services, the timeframe spans from 2002 through to 2015. The data period starts in 2002, in line with when the first available data on creative trade was collected under the Harmonized System (HS 2002) for goods, and the EBOPS 2002 (Extended Balanced International Trade in Services) and BPMs (Balance of Payments Manuals) for services.

The 2018 Outlook Report is an update of the first report with new statistical information covering the years 2013, 2014 and 2015, and revised data for the previous years. UNCTAD continues to present data from 2002 onwards to demonstrate long-term trends in the trade of creative goods and services, while adjusting for new data sets.

However, it is important to note that when considering creative services, which tend to have less complete and comparable information, UNCTAD is only able to present creative services information for 38 developed countries which have consistent data covering the period 2011 to 2015.

#### 2. Country Profiles: 2005-2014

In the country profiles section, the timeframe for collected data falls between 2005 and 2014, set as an upper limit to ensure figures reflect creative trade by most countries. The 2015 *Creative Economy Outlook and Country Profiles* report featured only 97 countries. In 2018, 130 countries have available information to report on, though this is not always available year-on-year.

Fairly consistent data for the trade in creative goods is available between 2005 and 2014. However, data in the trade in creative services varies by country up to 2014. More countries are reporting creative services data, but at fluctuating levels, depending on their ability to drill down within the services categories.

This is the first time that country-level profiles include more detailed information on the trade in creative services, where available. A growing focus on creative services into the future will allow for better trends forecasting and data insights, particularly as creative services strengthen alongside the digital and sharing economies.

### COUNTRY PROFILES

The country profile section features profiles of 130 countries. Countries report statistics on an annual basis, and this information is often updated or changes, based on incoming data. Thus, the available datasets at the time of writing of each report (2015, 2018) may differ. UNCTAD is only able to report on what is received from countries. Data from the different countries also varies considerably, but UNCTAD has endeavoured to provide consistent insight into the trade of creative goods and services based on available and reported data.

It is important to note that some countries have missing data for long periods of time or are only able to report on certain information at a certain level. For example, particularly in creative services, which are particularly more difficult to measure, some countries will be able to report only on the broader category of 'Personal, cultural and recreational services' but are not able to report at a lower tier on trade in creative services within that category, for example on 'Audiovisual and related services'. This means there are gaps in the country-level data, and comparison across countries becomes more intricate or impossible in some cases.

UNCTAD plans to regularly update the country profile information as consistent and comparable statistical data – which is normally retrospective by approximately two years – becomes available.

## CREATIVE GOODS

The trade in creative goods is measured using the [Harmonized System](#) for the classification of products. All creative and related goods products fall under the following sub-categories:

- Art crafts
- Audiovisuals
- Design
- Digital fabrication
- New media
- Performing arts
- Publishing
- Visual arts

### Harmonized Commodity Description and Coding Systems (HS)

The Harmonized System is an international nomenclature for the classification of products. It allows participating countries to classify traded goods on a common basis for customs purposes. At the international level, the Harmonized System (HS) for classifying goods is a six-digit code system.

The Harmonized System was introduced in 1988 and has been adopted by most of the countries worldwide. It has undergone several changes in the classification of products, reflecting developments in global trade. These changes are called 'revisions' and entered into force in 1996, 2002, 2007, 2012 and 2017. Source: [UNStats](#)

### Product Classification: Creative Products

Given the complexity of making clear distinctions and defining the borderline between a creative good that is exclusively 'creative' and mass production, between handmade and machine-made, between decorative and functional, and so on, the exercise of compiling statistics for creative goods includes all the creative goods with the above characteristics since they fall under the criteria of the UNCTAD classification of "the cycle of creation, production and distribution of a tangible product with creative content, economic and cultural value and a market objective". Source: [UNStats](#)

For a detailed explanation and outline of the creative economy product groups and hierarchy, [click here](#).

## CREATIVE SERVICES

For the 2018 report, the trade in creative services is measured using the Balance of Payments Manual ([BPM6](#)). Creative services data is more complex to process because available data disaggregated by category of service does not provide the detail necessary for drawing conclusions about the impact of creative services activities on economies.

The 11 principal Balance of Payments (BOP) categories of services cover many aspects of the

creative industries that cannot be separately extracted, unless countries are reporting at each level. Countries using the Extended Balance of Payments Services (EBOPS) system can now report on the following categories of services which covers creative services (but not exclusively) or those services with a significant creative component:

- advertising, market research and public opinion services (EBOPS 278, level 3);
- architectural, engineering and other technical services (EBOPS 280, level 3);
- research and development services (EBOPS 279, level 3);
- personal, cultural and recreational services (EBOPS 287, level 1);
- audiovisual and related services (EBOPS 288, level 2); and
- other personal, cultural and recreational services (EBOPS 897, level 3).

The sixth edition of the IMF's [Balance of Payments and International Investment Position Manual](#) presents revised and updated standards for concepts, definitions, and classifications for international accounts statistics. These standards are used globally to compile comprehensive and comparable data. The sixth edition is the latest in a series that the IMF began in 1948. It is the result of widespread consultation and provides elaboration and clarification requested by users. In addition, it focuses on developments such as globalization, financial market innovation, and increasing interest in balance sheet analysis. The manual is available for download from: <http://www.imf.org/external/pubs/ft/bop/2007/bopman6.htm> Source: [UNStats](#)

For countries using the BPM6 manual and reporting on the complete list of categories of trade in services, it is possible to estimate trade in creative services by adding up the items that have a significant creative component using the Global Data Structure Definition (DSD) of the Statistical Data and Metadata eXchange (SDMX) as outlined in blue in Table I. Significant Trade in Creative Services, Classification Method below. When countries do not report at these sub-category levels, it becomes more difficult to ascertain what proportion of the higher-level service was a creative service.

<a href="#">DSD</a> <a href="#">SDMX</a> <a href="#">code*</a>	BPM6 label *
SPX1	Other services
SH	Charges for the use of intellectual property n.i.e.
SH2	Licences for the use of outcomes of research and development

SH3	Licences to reproduce and/or distribute computer software
SH4	Licences to reproduce and/or distribute audio-visual and related products
SI	Telecommunications, computer, and information services
SI2	Computer services
SI21	Computer services, Software
SI3	Information services
SJ	Other business services
SJ1	Research and development (R&D)
SJ2	Professional and management consulting services
SJ22	Advertising, market research, and public opinion polling services
SJ3	Technical, trade-related, and other business services
SJ31	Architectural, engineering, scientific, and other technical services
SJ311	Architectural services
SK	Personal, cultural, and recreational services
SK1	Audiovisual and related services
SK2	Other personal, cultural, and recreational services (other than audiovisual and related)
SK23	Other personal, cultural, and recreational services, Heritage and recreational services
<i>*These items can be used to derive the needed "creative services" values to be used for calculating global country-aggregates.</i>	

Due to limited or varying data availability it is only possible to calculate a ratio of the share of creative services compared to all services of developed economies for the period 2011 to 2015. It was not possible to replicate the same exercise for the 130 developing countries. Developed economies tend to have better reporting on creative services, although this is not always the case. Developing economies tend to have less detailed information on creative services trade.

The lack of data does not necessarily mean that developing economies do not have thriving creative services markets and imports and exports, but rather that developing economies could improve their reporting on creative services, to enable consistent and comparable reporting.

To calculate the share of creatives services of 38 developed economies<sup>4</sup> for the period 2011 to 2015, UNCTAD obtained balance of payments data for these countries at the most disaggregated level available. In cases where one sub-category was not available for one period,

<sup>4</sup> Australia, Austria, Belgium, Bulgaria, Canada, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, Malta, Netherlands, New

but information was available for other years, the figure was imputed by using the average share with respect to the higher-level category calculated over the available periods. In a few cases, there was no information available for any period; in this case, the average share for the group of developed countries was used. This resulted in an average proportion of creative services for the period of 18 per cent, meaning that creative services contribute close to one fifth of all services in developed countries.

Better reporting by developing countries will allow for a similar comparison to be made in the future.

## MEASURING CREATIVE SERVICES: TOWARD A METHODOLOGY

Shifts in the way creative content is consumed, increasingly as a service rather than a product, means measurement of these activities need to change from customs statistics to *services statistics* (see [UNESCO, 2016](#)). As UNCTAD works towards a more detailed understanding of the contribution of creative services to world trade in services, the approach to measurement is also likely to adapt and transform.

Industry level services data is difficult to present because of many grey and overlapping areas, sectors and industries. That said, benchmarks, baselines, and starting points are crucial, and much work has already been done to support the presentation of trade in creative services. These include established frameworks for measuring creative services, developed by [UNCTAD](#), [UNESCO](#) and others. However, these methods can and should be adapted over time to accurately reflect real world changes and provide an accurate lens for analysis.

UNCTAD is working on a methodology to better present trade in creative services and separate them out from other services data reported by country. The goal is to accurately estimate the contribution of creative services to world trade in services. Watch this space.

Zealand, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, United States, United Kingdom, Bermuda, Faroe Islands

## CREATIVE ECONOMY: NEW HORIZONS

Fast-paced global, technological, and social changes are rapidly expanding the scope, potential and uptake of the creative industries. As a result, there are increasingly blurred lines between industries and sectors, tools and channels, and markets and demand. The interaction of ideas, products, services, media, and the internet is becoming increasingly complex and disruptive.

This section of the report considers digital disruption as the key trend influencing the future of the creative economy, especially in developing economies.

### IDEAS, CREATIVITY AND TRADE

Ideas move faster now than they ever have, and digital disruption is forcing the invisible hand of the market, but the physical world still has several practical barriers.

On the one hand, the digital age is revolutionizing the marketplace and democratizing access on both commercial and consumer ends. On the other, unequal geographic balance of trade, logistical roadblocks, policy gaps, and inadequate infrastructure persist, limiting access to these goods and services.

The free movement of goods is a telling example. Today, it may be easier to sell a creative product online, but in many developing countries it is still difficult to get that product from A to B. The 2018 UNESCO [Global Report](https://en.unesco.org/creativity/global-report-2018)<sup>5</sup> highlights that “in the Global South, despite advantages resulting from mass adoption of mobile broadband, many countries lack infrastructure and are unable to consolidate a market for cultural goods and services in the digital environment”. UNCTAD has noted that many small businesses, including creative ones, face many challenges in reaching export markets accessing services such as logistics for shipping goods abroad, knowledge of regulatory requirements in the exporting and importing countries, and trade finance ([UNCTAD eCommerce Week Summary](http://unctad.org/meetings/en/SessionalDocuments/dtl_eWeek2018_summary_en.pdf), 2018: 31).<sup>6</sup>

The ‘free flow’ challenge is also an opportunity. In both developing and developed economies, it has spurred the growth of digital downloads and video-on-demand services in the music and film industries respectively. It has also extended the

emerging ‘sharing economy’, in which access to goods and services are facilitated by a community based online platform. While still a new phenomenon in developing economies, if channelled positively, these disruptions can lead to early adoption, and perhaps even adaptation, of technologies and innovations to craft solutions appropriate for developing contexts.

Another example is the shift from production of *creative goods* to delivery of *creative services*, a trend which is poised to accelerate. This aligns with a global shift toward services as industrial and agricultural outputs decline in developed and developing economies respectively ([UNCTAD, TDB, 2017](http://unctad.org/TDB)).<sup>7</sup>

A case in point is the publishing industry and newspapers. Newspapers, originally considered a creative good, have flipped to offering a *creative service*, as online media outlets expand driven by digital news subscriptions and online advertising. Similarly, the music industry, which for decades focused on hardware, tapes and CDs, has transitioned to digital downloads and online streaming, also a creative service. These shifts are not without knock on effects – often impacting the nature of work, ownership, and particularly in the creative industries, royalties.

As we move toward a more connected, integrated, and creative future, these are a few of the meta-trends on the horizon.

### THE DIGITAL DISPOSITION

The symbiosis between the creative and digital worlds should come as no surprise. Creative content interlaces with, and gives visual life to, the digital world. It thus stands to reason that the digital environment would be the fertile ground from which a more integrated, synchronized creative economy could operate, by pulling on the many levers of the creative industry: writing, design, video, software, music, publishing, photography, performance art, games, research and development (R&D), among others ([UNCTAD IER, 2017](http://unctad.org/ier)).<sup>8</sup>

Attached to this digital-creative economy nexus are advances in big data capture and analytics, augmented reality (AR), artificial intelligence (AI), virtual reality (VR), blockchain, digital marketing and online advertising, to mention a few (see [WEF, 2017](http://wef.org)).<sup>9</sup>

<sup>5</sup> <https://en.unesco.org/creativity/global-report-2018>

<sup>6</sup> [http://unctad.org/meetings/en/SessionalDocuments/dtl\\_eWeek2018\\_summary\\_en.pdf](http://unctad.org/meetings/en/SessionalDocuments/dtl_eWeek2018_summary_en.pdf)

<sup>7</sup>

[http://unctad.org/meetings/en/SessionalDocuments/c1mem4d14\\_en.pdf](http://unctad.org/meetings/en/SessionalDocuments/c1mem4d14_en.pdf)

<sup>8</sup> [http://unctad.org/en/PublicationsLibrary/ier2017\\_en.pdf](http://unctad.org/en/PublicationsLibrary/ier2017_en.pdf)

<sup>9</sup> [http://unctad.org/en/PublicationsLibrary/ier2017\\_en.pdf](http://unctad.org/en/PublicationsLibrary/ier2017_en.pdf)

This new creative-digital ecosystem has led some, such as [Hartley, Wen and Li](#) (2015)<sup>10</sup> to argue that we now live in the 'creative era'. While this claim may be disputed, the knitting together of information, media, creative content, and the digital sphere is a movement that has allowed for the rapid globalization of ideas and information. In turn, this has unlocked the creative economy's growth potential, although not equally for all.

PwC, in their recent 2018 Entertainment and Media (E&M) [report](#)<sup>11</sup> recognise there is a new wave of convergence, connections, and trust in the media ecosystem, arguing that the thick borders that once separated E&M, technology and telecommunications – and sectors within them – are dissolving. "Large access providers and platform companies are integrating vertically, while established giants are integrating horizontally. Companies that once offered only technology and distribution are moving into content. The distinctions between print and digital, video games and sports, wireless and fixed Internet access, pay-TV and over-the-top (OTT), social and traditional media are blurring" (2018: 4).

It is in this fuzzy terrain that the future of the creative industries and the strengthening of the creative economy lies. PwC identifies five key drivers of [change](#)<sup>12</sup> impacting creative producers: (1) ubiquitous connectivity, (2) the mobile consumer, (3) need for new sources of revenue, (4) the shift to platforms, and (5) personalisation.

While these key drives are certainly noteworthy, content remains king, with creative workers often at the forefront of content generation. The internet is also how most people access content, whether for information or entertainment. Content – and access to it – forms the bedrock of the creative economy, the system that turns ideas and creative work into profit ([Howkins, 2002, 2007](#)<sup>13</sup>; [UNCTAD Creative Economy report, 2010](#)<sup>14</sup>).

As connectivity increases, especially among mobile users in developing countries, the level and demand for quality content will increase, together with demand for more creative goods and services. This has resulted in the creation of more and new, but not necessarily, stable jobs ([ILO, 2016](#));<sup>15</sup> [UNCTAD World Investment Report 2017](#)).<sup>16</sup>

The challenge will be how to monetize this and increase the fair spread of the digital spoils in a context where "social media and technology platforms, and not publishers (content creators and packagers), have often been the primary beneficiaries of users' growth in time and spending" ([PwC, 2018](#)). There is also room for better governance and policy in this fast-changing space, to protect consumers and producers.

## INFLUENTIAL META-TRENDS

- **Screen time:** Multi-screening, or the use of multiple devices at the same time, means that people may be watching content on one screen, engaging in social media commentary on another, and making purchases on a third, all simultaneously. Viewers become instant consumers. This has implications for marketing and advertising (a creative service) and for film, television, as well as the on-demand and content production [industries](#)<sup>17</sup> which are all striving to create more immersive entertainment environments (Newman, 2017).
- **Machines, new realities & tech strategy:** There are some projections that AI, AR, VR, and blockchain will play a crucial role in shaping the creative economy (for example, see [WEF, 2017](#)). Generally, AI could have a pervasive impact on all types of companies involved in E&M and could become the industry's new battleground, according to PwC (2018) and [McKinsey&Company](#).<sup>18</sup> Current projections for AI spending are set to top [\\$30 billion](#)<sup>19</sup> by 2025, and are indicative of a lucrative future. AI could also fundamentally change the entire creative process, says [Newman](#) (2017). He provides the example of a new wave of computer-human 'collaboration', where companies are already using AI to create effective movie plot points based on box office performance, and quickly cut trailers. One company's AI technology created a final trailer within 24 hours – far less than the usual 30 days needed for a manual edit. But it comes with its challenges, especially regarding the initial cultural biases at the point of coding, which could favour specific geographic locations, genders, and perspectives. AI is not the only high impact trend. The total immersion

<sup>10</sup> <http://sk.sagepub.com/books/creative-economy-and-culture>

<sup>11</sup> <https://www.pwc.com/gx/en/industries/tmt/media/outlook.html>

<sup>12</sup> <https://www.pwc.com/gx/en/entertainment-media/outlook/perspectives-from-the-global-entertainment-and-media-outlook-2018-2022.pdf>

<sup>13</sup> <http://www.creativeeconomy.com/book.htm>

<sup>14</sup> [http://unctad.org/en/Docs/ditctab20103\\_en.pdf](http://unctad.org/en/Docs/ditctab20103_en.pdf)

<sup>15</sup> [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms\\_534201.pdf](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_534201.pdf)

<sup>16</sup> [https://unctad.org/en/PublicationsLibrary/wir2017\\_en.pdf](https://unctad.org/en/PublicationsLibrary/wir2017_en.pdf)

<sup>17</sup> <https://www.forbes.com/sites/danielnewman/2017/04/25/top-six-digital-transformation-trends-in-media-and-entertainment/#13f95a966729>

<sup>18</sup> <https://www.mckinsey.com/industries/media-and-entertainment/our-insights/how-can-creative-industries-benefit-from-blockchain>

<sup>19</sup> <https://www.futurum.xyz/machine-learning-already-changing-entertainment-industry/>

offered by virtual and mixed reality will also be a disruptor, especially for experiential media. According to the United Kingdom's [Creative Alliance](#),<sup>20</sup> 78% of millennials would rather purchase an experience than a product. They also note that millennials respond better to product marketing that focuses on an idea, or lifestyle, rather than solely on a product. Married to virtual and mixed reality, the 'experience economy' will boom, benefiting the creative industries associated with it. Developing economies with the ability to take up AI, AR, and VR could invest in ensuring they skills to deliver these innovations and to generate insights and content using these technologies, rather than risk becoming pure recipients.

- **Visual Content:** Audio-visual content is dominating the digital landscape, leading to the proliferation of many smaller operators, including photographers, videographers, bloggers, music producers and cross-cutting multi-media specialists. This has an impact on labour dynamics and the changing nature of work. Howe (2016)<sup>21</sup> on the creative economy, says: "*with lower barriers to entry, amateur creators and performers are flooding the market—but more as hobbyists than full-time professionals. Artists cobbling together freelance gigs alongside a day job is nothing new. But now they're competing against an infinite supply of people ... who will work for peanuts. Aging in are 'new media' occupations at the other extreme: market-driven, entrepreneurial work with erratic income streams and no guarantees. In a nutshell, there are fewer salaried cellists and more royalty-earning YouTube celebrities*". The changing nature of work is explored below, but the union between content production and the future of creative work cannot be denied. Developing economies do have an edge here, they are home to a huge population of younger, more tech-hungry consumers, who also want to see themselves reflected in the content being produced. This situation creates an opening for new voices and perspectives from the developing world.
- **Online Advertising:** Online advertising is set to grow exponentially, and with it, sub-services from the creative industries. This includes data analytics, AI, design, audio-visual, augmented, as well as mixed and virtual reality, animation, copywriting and many more. As the advertising and marketing sector adapts to the digital age, it will support

the creative economy, while simultaneously allowing creative producers to market their products and services for a fraction of the cost of traditional ads. However, there is a caveat. The marketplace is global and the fight for digital attention intensely competitive. Targeted online advertising will manage who sees what and why. However, the tension between this form of targeting and privacy will continue to shape the industry well into the future. The value of data, and making sense of it, will also magnify. Advertising revenue is likely to consolidate with the digital giants, meaning less revenue for traditional media outlets and platform providers if they do not innovate and adapt, and even less for smaller businesses. Developing economies are in danger of being mere recipients of these technological innovations rather than shaping its future direction. However, since most of the world's young people, future consumers, live in developing economies, creative entrepreneurs in these countries would do well to focus on addressing specific regional needs using technology and creativity. They can then use existing platforms to build scale for their contextually unique businesses, using online advertising, before this space is cannibalised by more advanced economies.

- **Fashion forward:** Millennials lead in setting tech trends, especially those influencing the creative industries, though not equally across the developing and developed worlds. A good illustration is fashion, which will change radically as 'wearables', or the incorporation of technology platforms into clothing and accessory design, becomes more [popular among millennials](#).<sup>22</sup> The relevance of wearables in developing countries remains to be seen, but it could impact the fashion industry. Design from these countries is not only gaining popularity on ramps around the world but has a distinct local flavour and appeal. In this context, wearable innovations created specifically for developing world challenges could be revolutionary. Solar powered, light emitting backpacks and jackets that can charge phones, are but one example of this type of wearable. These innovations could potentially protect and connect people, help create microgrids, light the way in poorly electrified areas, and generally improve daily lives in developing economies.

<sup>20</sup> <https://creativealliance.org.uk/millennial-trends-that-creative-industries-cant-ignore/>

<sup>21</sup> <https://www.forbes.com/sites/neilhowe/2016/08/31/the-new-rules-of-the-creative-economy/#79e226b8644b>

<sup>22</sup> <https://creativealliance.org.uk/millennial-trends-that-creative-industries-cant-ignore/>

## EQUALLY IMPORTANT EVOLUTIONS

Other important trends are more strategic. They will require careful coordination and navigation of the complex policy, bi- and multilateral, and global advocacy topography to advance support and understanding of the creative economy as a route to economic diversification. Some important considerations include:

- **Future of work:** This is a critical issue as technological innovation, automation and AI combine to produce exponential change, mainly aimed at 'labour saving' tactics to enhance productivity and competitiveness (ILO, 2016). Digital transformation<sup>23</sup> will continue to alter the labour landscape in the years to come, however this is likely going occur unevenly across different regions. The changes are likely to be so unprecedented and swift that it is difficult to assess what the impact will be, especially on labour. The ILO (2016)<sup>24</sup> and UNCTAD World Investment Report (2017)<sup>25</sup> both consider the possible scenarios for job destruction and construction as digital transformation gathers momentum. The creative economy offers an interesting lens through which to examine this future. Creative workers have already been operating precariously in the gig economy for decades (Standing, 2011; UNCTAD, IER, 2017). Proposals to support artists with universal basic income because of their cultural value add, have leaked over to general thinking about the options for a 'jobless future'. Alternatively, precarious ways of working demonstrate the potential pathways for new jobs and occupations. The UNCTAD Information Economy Report (2017), for example, outlines the potential in 'cloud work'. "*Digital labour platforms can also offer solutions to challenges such as skills mismatches, informal employment, youth unemployment and underutilization of skills of the workforce. These platforms are expanding opportunities for web designers, coders, search engine optimizers, designers, translators, marketers, accountants and thousands of other types of professionals to sell their services to clients in foreign countries*" (UNCTAD IER, 2017: 48). The ILO has noted there will be regional variations in job destruction and specialization based on country specific factors (ILO, 2016: 5, 6). They also show that labour saving process technologies will increase leisure time,

swelling the demand for leisure related activities. A significant portion of this growth will be fed by creative expertise in music, film, television, and gaming. In addition, good judgement, creative thinking and problem solving will also be a critical soft skill for employees working with smart machinery – skills often learnt through creative practice (ILO, 2016: 8). Developing economies need to prepare for this future of work by focusing on soft skills as well as strong cognitive, adaptive, and creative skills development (much of which is transferred through arts and creative education) (UNCTAD IER, 2017).<sup>26</sup> Calls for a move from Science, Technology, Engineering and Mathematics (STEM) to 'STEAM' education, which includes arts training, are mounting in support of this argument.

- **Policy pace:** Simply put, government policy, especially in developing economies struggles to keep pace with this fast-moving environment (see UNCTAD eCommerce Week Summary, 2018). This situation is likely to get worse, unless quicker adaptation becomes the policy-making norm. This is not easy, though there are some innovative methodologies for trying to make policy more responsive, such as efforts to '[crowdsource policy](#)'. In the creative economy policy space, it makes sense to separate the usually integrated 'cultural' and 'creative' policy. Currently many countries combine them. However, they serve two separate but related objectives, one commercial, and one cultural. As the creative-digital enmeshment expands, it will become increasingly difficult to avoid the separation of the two. But in the interim, strategies that support this thinking can be applied and tested, especially in developing countries, where policy gaps and slippages present an opportunity for change.
- **Just another block in the chain:** While complex, blockchain presents numerous opportunities for creatives, especially in the arenas of intellectual property (IP) and payments. The challenge is that blockchain focuses on digital assets and not physical products. Unlike physical products that can be managed and placed in inventory, practices for monitoring usage rights and copyright in the digital world, are more complex and often inefficient. Blockchain is changing that and can be leveraged to protect IP, for example, see [Proof of](#)

<sup>23</sup> [http://unctad.org/en/PublicationsLibrary/tn\\_unctad\\_ict4d08\\_en.pdf](http://unctad.org/en/PublicationsLibrary/tn_unctad_ict4d08_en.pdf)

<sup>24</sup> [https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms\\_534201.pdf](https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_534201.pdf)

<sup>25</sup> [http://unctad.org/en/PublicationsLibrary/wir2017\\_en.pdf](http://unctad.org/en/PublicationsLibrary/wir2017_en.pdf)

<sup>26</sup> <https://www.independent.co.uk/student/student-life/Studies/stem-vs-steam-how-the-sciences-and-arts-are-coming-together-to-drive-innovation-a7047936.html>

[Existence](#)'s certification chain. Blockchain helps users manage their intellectual property using digital certificates, user identification, and permission control. Unlike physical art, for example paintings or sculpture, digital art, such as design or video, can be stored as a part or whole on the blockchain itself. An example of this is [KodakOne](#).<sup>27</sup> Kodak's "image rights management platform," for photographers and designers. It is used to manage usage rights by accepting payment and recording who has rights to use the IP, while being maintained on the distributed ledger. Also, buying art with cryptocurrency could cut out the middlemen involved, which potentially means more revenue for artists. [McKinsey&Company](#)<sup>28</sup> see blockchain influencing the creative economy in five ways: (1) Enabling 'smart contracts'; (2) establishing transparent peer-to-peer transactions; (3) promoting efficient, dynamic pricing; (4) allowing 'micrometering' or 'micromonetizing'; (5) establishing a reputation system. In the absence of more formal markets and access to banking, developing economies could use blockchain technology to support the growth of local creative economies, sidestepping some of the entrenched models. Ironically the adoption of this technology could also tie developing economies to more traditional models as middlemen who are forced out of the developed markets seek to consolidate losses.

- **E-Commerce:** A recent [UNCTAD update](#)<sup>29</sup> on e-commerce figures for 2016 show it is a prominent feature of the evolving digital economy, with global e-commerce sales amounting to \$25.7 trillion in 2016 (\$22.9 trillion for B2B plus \$2.7 trillion for B2C). While there is limited e-commerce data and statistics for most developing countries, better reporting can help policy-makers. From the creative economy standpoint, e-commerce is a viable next step for scaling creative businesses. However, uptake, infrastructure, access and data remain key stumbling blocks for fully fledged e-commerce to take hold in developing countries. Policy and infrastructure levers remain critical, alongside building trust among a potential market in developing economies.

## CONCLUSIONS

Today uncertainty is pervasive and impacts all areas of the economy, creative and otherwise. In some cases, borders are becoming blurred, while in others, trade walls rise. Traditional political and trade allegiances are also shifting. Meanwhile, the planet's environmental systems are under immense pressure. In this context, what role is there for the creative economy?

The trade in creative goods and services shows there is some resilience to be found in the creative economy. Equally, there is significant scope to activate creative economies by leveraging digital disruption and new technologies. The evidence is clear – digital and creative convergence is paving the pathway into the future. The uptake of this opportunity in developing countries will be determined by a complex mix of demand, policy, funding, skills development and the prioritization of the digital agenda.

Digital disruption looks set to completely reshape trade, and the world as we know it. For developing countries, it will shift markets and jobs. Coupled with increased infrastructure needs and the mismatch between education and the job market – and the required soft skills – it is critical that developing countries plan by paying attention to emerging trends and move quickly, and sustainably, to catch the digital headwinds.

<sup>27</sup> <https://kodakone.com/>

<sup>28</sup> <https://www.mckinsey.com/industries/media-and-entertainment/our-insights/how-can-creative-industries-benefit-from-blockchain>

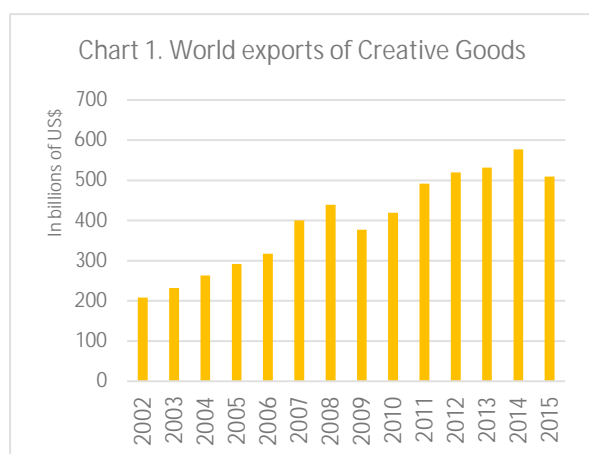
<sup>29</sup>

<http://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=1707>

# GLOBAL TRENDS IN WORLD TRADE OF CREATIVE GOODS

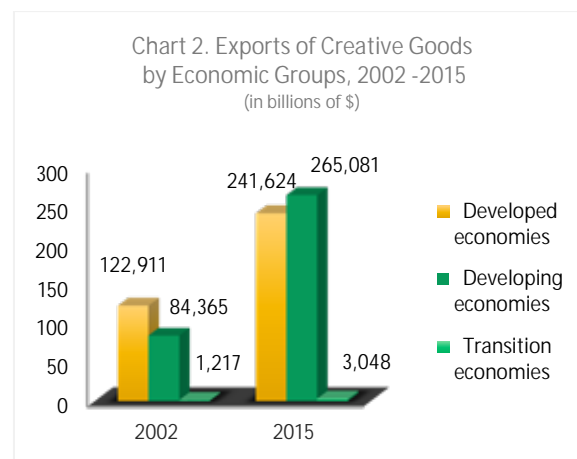
*The Creative Economy is both a resilient, and expanding sector and with a global impact*

Despite the challenges facing the global economy, the world creative economy has shown itself to be both somewhat resilient and growing. The protracted impact of the 2008 financial crisis notwithstanding, the creation, production and distribution of creative goods generated an annual average growth rate of 7.34% per cent during the period 2003-2015. The creative economy continues to make a significant contribution to world trade. World exports of creative goods, increased from \$208 billion in 2002 to \$509 billion in 2015 (Chart 1), more than double during the 13-year period.



Source: UNCTAD, based on official data reported to UN COMTRADE Database

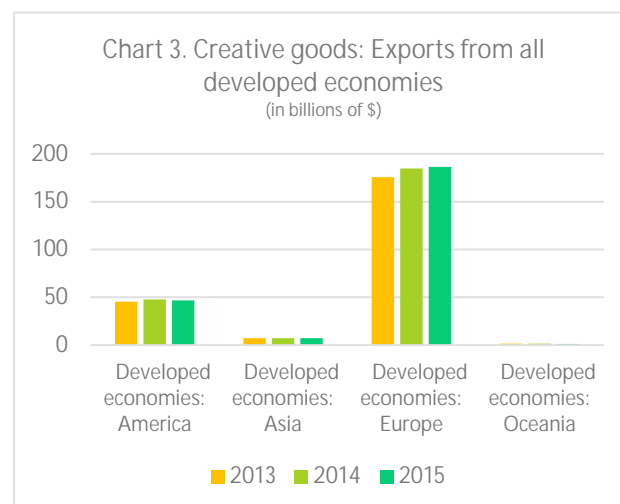
However, it is worth noting the loss of dynamism in the exports of creatives goods in 2015, which showed a decrease of nearly 14 per cent compared to 2014. Weaker demand in developed countries, rising political and economic tensions and a challenging international environment can partly explain the recent drop in cultural exchanges.



Source: UNCTAD, based on official data reported to UN COMTRADE Database

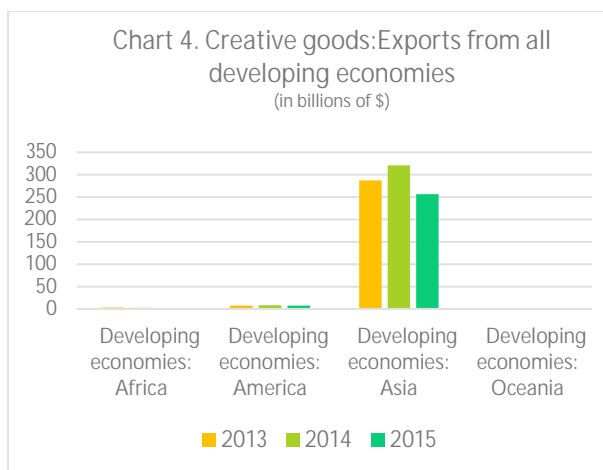
As seen in Chart 2 above, in 2015, developing economies participation in creative goods trade was higher than in developed economies. Transition economies participation remained low.

Europe, United States and Canada are leading creative goods exports from the developed economies group as shown in Chart 3 below.



Source: UNCTAD, based on official data reported to UN COMTRADE Database

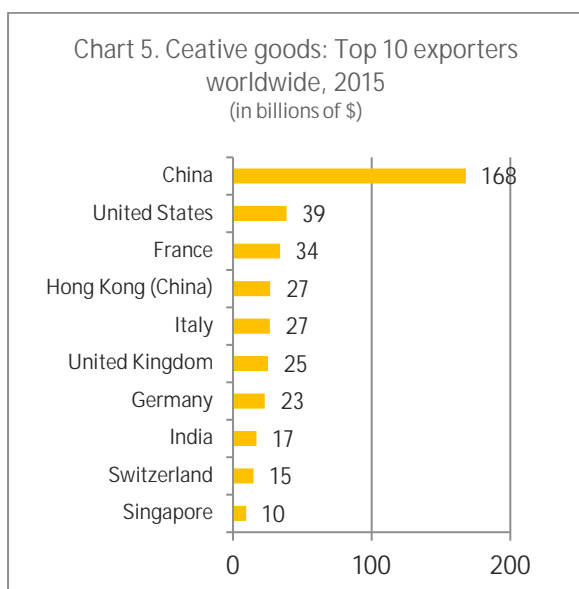
China and the South East Asia region account for the largest share of creative goods exports from the developing economic group, which includes Hong Kong, China; India; Singapore; Thailand; Malaysia; Taiwan, Province of China; and Turkey. See Chart 4 below. It is worth noting that China remains the number one exporter of creative goods in the world.



Source: UNCTAD, based on official data reported to UN COMTRADE Database

## KEY PLAYERS IN THE GLOBAL MARKET FOR CREATIVE GOODS EXPORTS

A list of the worlds' 10 leading exporters of creative goods in 2015 shows that five of the top countries are from Europe, four from Asia and one from the Americas. See Chart 5 below.



Source: UNCTAD, based on official data reported to UN COMTRADE Database

From the *developed economies group*, the United States, France, Italy, United Kingdom, and Germany, are leading creative goods exporters (See Table II for full list). Design products such

as fashion, interior design and jewellery goods account for 54 per cent of creative goods exports. Visual arts including antiques, paintings, and photography (17%), and publishing including books and newspapers and new media which are high-growth sectors of the creative industries and which together make 16,5 per cent of total exports from developed countries, in 2015.

Table II. Developed countries: Top 20 creative goods exporters, 2015

Year	(in millions of US\$)
	2015
United States	40.504
France	34.446
Italy	26.672
United Kingdom	25.926
Germany	25.882
Switzerland	14.980
Netherlands	9.391
Poland	7.434
Belgium	7.056
Japan	6.631
Czechia	6.277
Canada	6.188
Spain	5.968
Austria	4.513
Denmark	3.202
Sweden	2.920
Portugal	1.409
Slovakia	1.356
Ireland	1.329
Hungary	1.324

Source: UNCTAD, based on official data reported to UN COMTRADE Database

*Developing economies* leading creative goods exporters include China, Hong Kong (China), India, Singapore, Taiwan Province of China, Turkey, Poland, Thailand, Malaysia and Mexico (See Table III for full list). Design goods such as fashion and accessories, interior design, toys and jewellery, account for 70 per cent, followed by art crafts and new media both accounting for 20 per cent of total exports from developing countries.

(in millions of US\$)	2015
<b>Economy</b>	
China	168.507
Hong Kong (China)	27.872
India	16.937
Singapore	10.277
Taiwan Province of China	8.671
Turkey	8.690
Thailand	6.105
Malaysia	6.066
Mexico	5.447
Philippines	1.010

Source: UNCTAD, based on official data reported to UN COMTRADE Database

Although the economies in transition still play a marginal role in world markets of creative goods, there are several economies to watch as rising stars in the creative industries, including Romania and the Visegrad Group (or V4, which includes the Czechia, Hungary, Poland and Slovakia). In Romania, the Government is investing in creativity, innovation and performance. "Romania Start Up Nation" with an annual budget of €438 million is an example to stimulate SMEs specially in the field of ICTs and creative industries<sup>30</sup>. The Visegrad Group, signed the "Warsaw Declaration" on innovation in the region in 2017 to strengthen collaboration in research, technology, innovation and digitization.

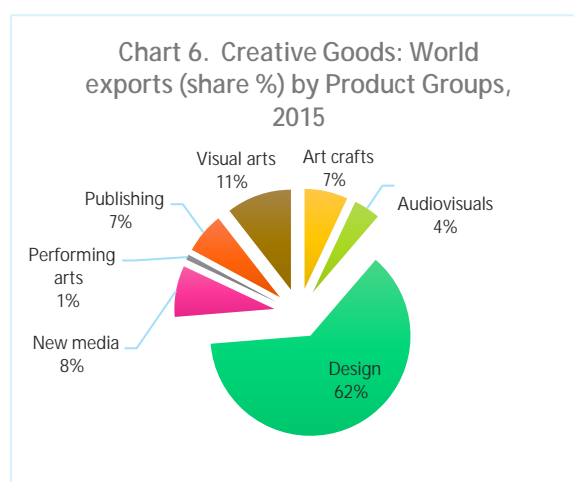
(in millions of US\$)	2015
<b>Economy</b>	
Russian Federation	1.572
Ukraine	452
Belarus	420
Serbia	248
Bosnia and Herzegovina	159
Republic of Moldova	55
Kazakhstan	48
The former Yugoslav Republic of Macedonia	29
Albania	22

<sup>30</sup> Romania's government Plans to Grow the Country's already High ICT Reputation, Emerging Europe, 2017.

Source: UNCTAD, based on official data reported to UN COMTRADE Database

Creative goods exports from transition economies stood only at \$3 billion in 2015, however exports grew at annual rates of 7,87 per cent during the period 2005-2015.

World exports of creative goods by product groups showed that design, visual arts, art crafts, new media and publishing are the most dynamic sectors in international trade in 2015. See Chart 6 below.

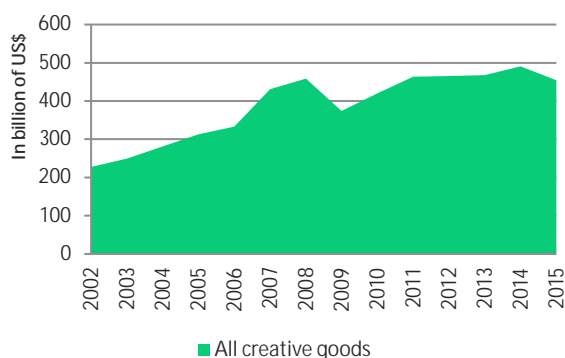


Source: UNCTAD, based on official data reported to UN COMTRADE Database

## GLOBAL TRENDS IN WORLD IMPORTS

World imports of creative goods increased from \$227 billion in 2002 to \$454 billion in 2015. A slight decline in imports was recorded in 2015, down from \$490 billion in 2014 to \$454 billion in 2015. However, the trend in world demand of creative goods remained stable during the last decade showing annual growth rates of 5.10 percent. See Chart 7 below.

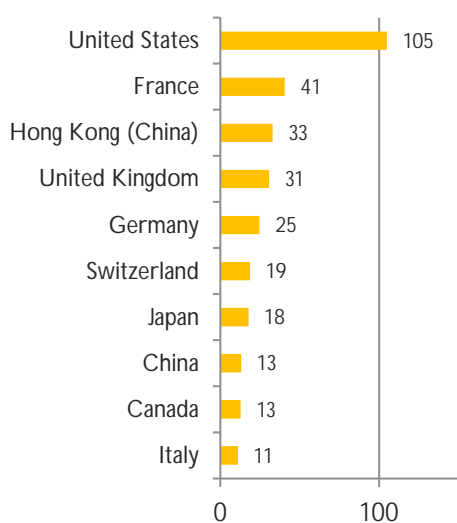
**Chart 7. World Imports of Creative Goods 2002-2015**



Source: UNCTAD, based on official data reported to UN COMTRADE Database

In terms of the top 10 importers worldwide, the United States accounts for 23 per cent of total imports of world trade in creative goods, followed by France; Hong Kong, China; United Kingdom; Germany Switzerland; Japan; China; Canada and Italy. See Chart 8 below.

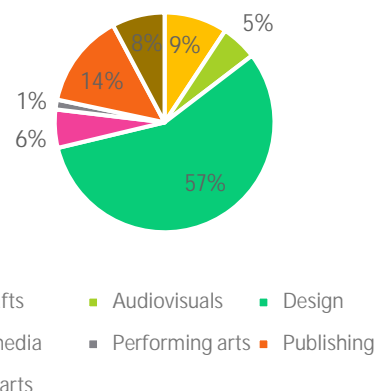
**Chart 8. Creative goods: Top 10 importers worldwide, 2015 (in billions of \$)**



Source: UNCTAD, based on official data reported to UN COMTRADE Database

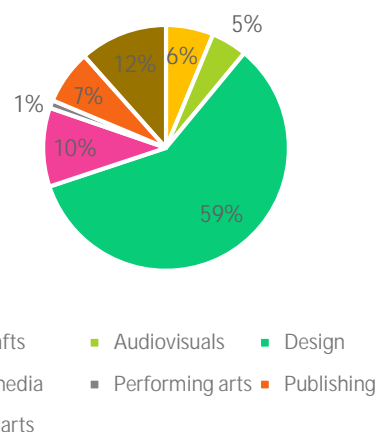
Charts 9 and 10 below show the share of imports by creative goods products for year 2002 and 2015. Developed economies, particularly Europe and North America, are the largest importers of design goods, new media and art crafts. Developing countries, particularly Asian economies are leading importers of design goods, new media, audiovisuals and visual arts.

**Chart 9. Imports of creative goods, by group, 2002**



Source: UNCTAD, based on official data reported to UN COMTRADE Database

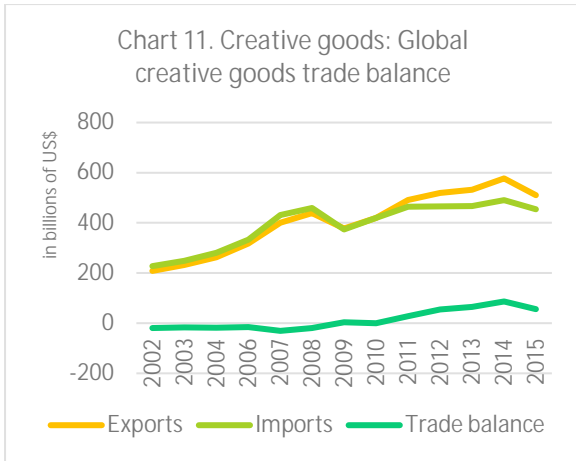
**Chart 10. Imports of creative goods, by group, 2015**



Source: UNCTAD, based on official data reported to UN COMTRADE Database

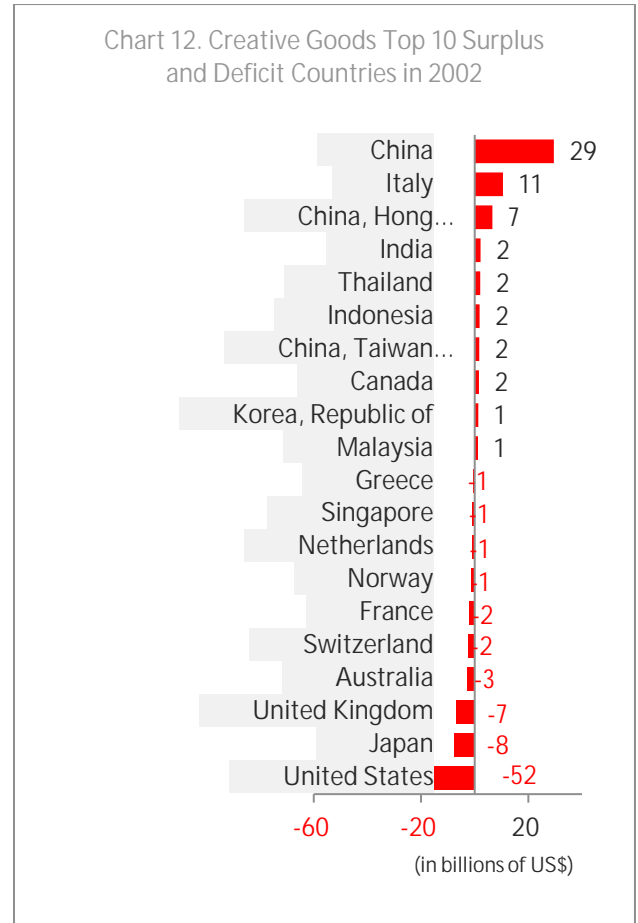
## TRADE BALANCE IN CREATIVE GOODS

The available data shows that world exports more than double from \$208 billion in 2002 to \$510 billion in 2015 while imports nearly double from \$227 billion in 2002 to \$454 billion in 2015 generating a trade surplus of \$55 billion in 2015. See Chart 11 below.



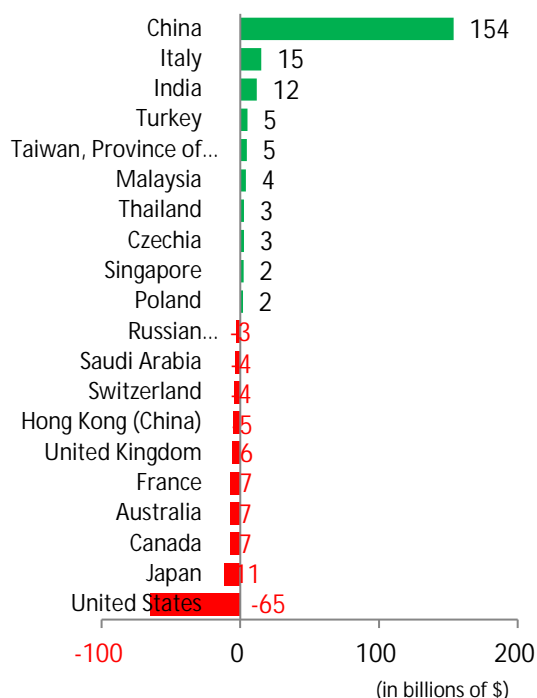
Source: UNCTAD, based on official data reported to UN COMTRADE Database

In 2002, China posted the highest trade surplus globally. This trend continued and increased from \$29 billion in 2002 to \$154 billion in 2015 due to significant increase in exports. The United States conversely registered a massive trade deficit of \$52 billion in 2002, up to \$65 billion in 2015. Interestingly, the creative economy is reflecting the status quo of the broader Chinese and United States economies in terms of surplus/ deficit. See Charts 12 and 13 respectively.



Source: UNCTAD, based on official data reported to UN COMTRADE Database

Chart 13. Creative Goods Top 10 Trade Surplus and Deficit Countries in 2015



Source: UNCTAD, based on official data reported to UN COMTRADE Database

## REGIONAL ECONOMIC GROUPS IN WORLD MARKETS

As shown in Table V, ASEAN+ 3<sup>31</sup> leads the exports of creative goods during the period 2002-2015 followed by the 27-member European Union. Both regional economic groups dominate the market of exports of creative goods.

	Value (in millions of \$)		Market share (%)
	2002	2015	2015
<b>America</b>			
FTAA	32.403	54.145	10.4
NAFTA	30.205	52.139	10
MERCOSUR	829	1.010	0.2
<b>Asia</b>			
ASEAN (10)	9.347	23.462	4.5
ASEAN (3)	49.021	198.600	39.6

<sup>31</sup> Brunei Darussalam, Cambodia, Indonesia, Lao People's Democratic Republic, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam plus China, Japan, and Republic of Korea

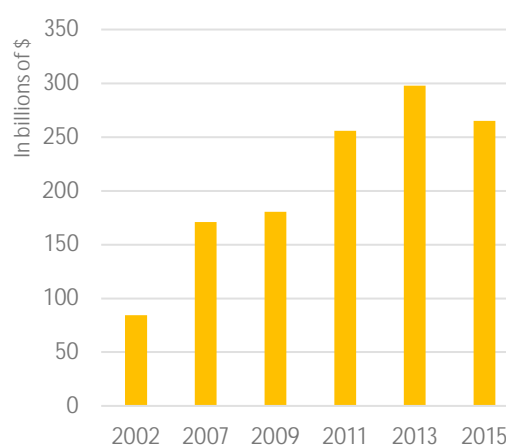
<b>Africa</b>			
SADC	573	777	0.1
<b>Europe</b>			
EU27	85.119	170.783	32.7
<b>International</b>			
ACP	1.173	903	0.1
LDCs	100	299	0
SIDS	89	155	0

Source: UNCTAD, based on official data reported to UN COMTRADE Database

## SOUTH-SOUTH TRADE IN CREATIVE GOODS

South-South trade continues to be a vibrant avenue for future trade growth. Chart XIV shows that the South's exports to the rest of the world more than tripled from \$84 billion in 2002 to \$265 billion in 2015, making for a 31 per cent increase during the period. Growth is driven by Asian economies as illustrated in Table V above. Developing Asian economies contribute to 52 per cent of exports of creative goods to the world.

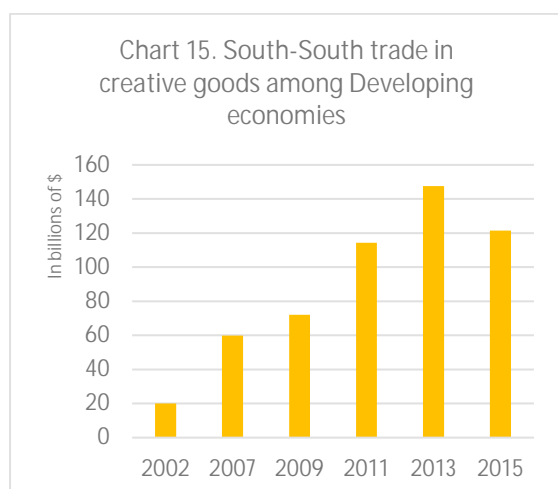
Chart 14. Creative goods: Developing economies exports to the world



Source: UNCTAD, based on official data reported to UN COMTRADE Database

According to UNCTAD, the dynamic South – a new breed of energetically growing developing countries is taking a more significant place in world trade and investment. This phenomenon has also led to a rapid expansion in trade among developing countries. (See Chart 15). South-South trade in creative goods, especially in Asia,

East Asia and South East-Asia is a major locomotive of South-South trade in general.



Source: UNCTAD, based on official data reported to UN COMTRADE Database

**SECTORAL: ART CRAFTS, ARCHITECTURE, DESIGN, FASHION, MEDIA, PERFORMING ARTS, TOURISM, RELATED SECTORS**

### Sectoral overview: Art Crafts

The international trade in Art Crafts totalled \$35 billion in 2015. The global market for art crafts is expanding, world exports increased from \$19.9 billion in 2002 to \$35 billion in 2015 with an annual average growth rate of 4.42 per cent during the period 2003-2015. Art crafts continue to be among the most important creative industry sector for export earnings for developing countries. The products with highest penetration in world markets include carpets, celebration items, yarns products and wickerwork.

Economy	2015
China	17.383
Turkey	2.754
Hong Kong (China)	1.759
India	1.592
Belgium	1.566
United States	1.399

Taiwan, Province of China	1.063
Germany	1.029
Netherlands	916
Italy	885

Source: UNCTAD, based on official data reported to UN COMTRADE Database

Table VII lists the top 10 exporters of Art crafts from developing countries for 2015. The list is headed by China followed by Turkey; Hong Kong, China; India; Mexico; China; Taiwan, Province of China; Pakistan; Saudi Arabia; El Salvador; and Brazil. El Salvador, Turkey and China have the highest annual average growth rates followed by Pakistan and India in terms of exports of Art Crafts.

	Value (in millions of \$)	Market share (%)	Annual Avg. Growth rate (%)2003-2015
China	17.383	48.7	12.9
Turkey	2.754	7.7	13.58
Hong Kong (China)	1.759	4.9	-4.32
India	1.592	4.5	6.31
Mexico	222	0.6	-3.09
Taiwan, Province of China	1.063	3.0	4.05
Pakistan	138	0.4	-11.07
Saudi Arabia	102	0.3	-0.02
El Salvador	70	0.2	32.08
Brazil	67	0.2	-1.21

Source: UNCTAD, based on official data reported to UN COMTRADE Database

The top 10 exporters of Art Crafts from developed economies, is headed by Belgium followed by the United States, Germany, the Netherlands, Italy and France. It is noteworthy that among the developed economies, the Netherlands shows the highest growth rates in terms of exports with a 3.82 annual average growth rate for 2015 followed by Poland and Spain. See Table VIII below.

**Table VIII. Art crafts: Top 10 exporters among developed economies, 2015**

	Value (in millions of \$)	Market share (%)
<b>Belgium</b>	1.566	4.38
<b>United States</b>	1.399	3.92
<b>Germany</b>	1.029	2.88
<b>Netherlands</b>	916	2.56
<b>Italy</b>	885	2.48
<b>France</b>	550	1.54
<b>Spain</b>	468	1.31
<b>United Kingdom</b>	407	1.14
<b>Austria</b>	289	0.81
<b>Poland</b>	260	0.73

Source: UNCTAD, based on official data reported to UN COMTRADE Database

### Sectoral overview: Visual Arts

In the visual arts, value inherently lies in the exclusivity and originality of an artwork. Each piece has its own value and includes different artistic disciplines from various sub-categories. They comprise antiques, painting, sculpture, photography as well as engravings and carvings and ornaments. The top 10 exporters of visual arts worldwide are shown in Table IX below.

**Table IX. Visual Arts: Top 10 exporters worldwide, 2015**

Year	2015
<b>Economy</b>	
<b>France</b>	14.541
<b>United States</b>	11.706
<b>United Kingdom</b>	9.433
<b>China</b>	8.894
<b>Switzerland</b>	1.844
<b>Germany</b>	1.432
<b>Hong Kong (China)</b>	892
<b>Japan</b>	683
<b>Italy</b>	628
<b>Singapore</b>	396

Source: UNCTAD, based on official data reported to UN COMTRADE

Table X below lists the top 10 exporters from developed economies headed by France, United States, United Kingdom, Switzerland, Germany,

Italy, Netherlands, Canada, Belgium and Austria. France is the main centre for the European art exports of paintings and drawings and posts the highest growth rates for the period 2012-2015 with a 74.22 per cent.

**Table X. Visual Arts: Top 10 exporters among developed countries, 2015**

Exporter	Value (in millions of \$)	Market share (%)	Annual Avg. Growth rate
	2015	2015	2003-2015
<b>France</b>	14.541	27.1	13.67
<b>United States</b>	11.706	21.8	9.21
<b>United Kingdom</b>	9.433	17.6	4.36
<b>Switzerland</b>	1.844	3.4	5.92
<b>Germany</b>	1.432	2.7	4.26
<b>Italy</b>	628	1.2	6.20
<b>Netherlands</b>	363	0.7	4.26
<b>Canada</b>	337	0.6	(-4.52)
<b>Belgium</b>	264	0.5	0.41
<b>Austria</b>	249	0.5	8.19

Source: UNCTAD, based on official data reported to UN COMTRADE Database

Contemporary art from developing countries has continued to expand. Table XI shows that China is leading the exports of visual arts from the developing economies group, followed by Hong Kong, China; Singapore; India and Taiwan Province of China. It is worth noting the Brazil has the highest annual average growth rate (24.80 per cent) for exports of visual arts confirming the current expansion of the Brazilian art market, in particular of modern art connected with the emergence of a wealthy middle class. China's visual arts market is also growing at rates of 14.77 per cent. China has prioritized the development of a cultural industry as a means to create jobs, establish internationally competitive creators of content, and exercise "soft power" by promoting Chinese culture overseas<sup>32</sup>. Chinese cultural companies are rapidly expanding at home and abroad. Singapore's visual art exports are growing at 12.64 per cent and art events and art organizations have steadily increased in Singapore.

<sup>32</sup> China's Art Market is Booming but not for Foreigners. The Diplomat, 2017.

	Value (in millions of \$)	Market share (%)	Annual Avg. Growth rate
Exporter	2015	2015	2003-2015
<b>China</b>	8.894	16.56	14.77
<b>Hong Kong (China)</b>	892	1.66	2.74
<b>Singapore</b>	396	0.74	12.64
<b>India</b>	181	0.34	(-6.23)
<b>Taiwan, Province of China</b>	176	0.33	7.29
<b>Brazil</b>	125	0.23	24.80
<b>Mexico</b>	111	0.21	(-2.29)
<b>Philippines</b>	58	0.11	(-6.23)
<b>Thailand</b>	57	0.11	(-1.65)
<b>South Africa</b>	40	0.07	6.53

Source: UNCTAD, based on official data reported to UN COMTRADE Database

### Sectoral overview: Design Industries

Design continues to be the leading sub-group in the world market for creative industries. World exports of design nearly tripled from \$118 billion in 2002 to \$318 billion in 2015. This category includes interior design, fashion articles, jewellery, glassware, toys and architecture materials. The share of design products in total exports of creative goods remained stable. Italy and China remained leading exporters of creative industry products thanks to their competitive position in the production and trade of design goods. Table XII shows that Czechia, Switzerland and France posted the highest annual average rates of growth among developed countries for the period of 2003-2015.

	Value (in millions of \$)	Market share (%)	Annual Avg. Growth
Exporters	2015	2015	2003-2015
<b>Italy</b>	23.591	18.03	4.24
<b>United States</b>	16.900	12.91	8.54
<b>France</b>	16.078	12.29	8.96
<b>Germany</b>	13.481	10.3	4.65

<b>Switzerland</b>	12.105	9.25	12.10
<b>United Kingdom</b>	10.266	7.85	5.81
<b>Netherlands</b>	4.067	3.11	6.96
<b>Spain</b>	3.976	3.04	4.45
<b>Poland</b>	3.932	3.0	6.47
<b>Czechia</b>	3.903	2.98	14.31

Source: UNCTAD, based on official data reported to UN COMTRADE Database

Table XIII shows that the top 10 exporters of design goods from developing countries are China; Hong Kong, China; India; Thailand; Singapore; Mexico; Malaysia; Taiwan Province of China; Philippines; Macao, China. China is by far the leading exporter of design goods, accounting for 65 per cent of total exports from the developing countries group. Singapore and India posted the highest annual average growth rates for the period 2003-2015.

	Value (in millions of \$)	Market share (%)	Annual Avg. Growth
Exporters	2015	2015	2003-2015
<b>China</b>	122.357	65.86	14.86
<b>Hong Kong (China)</b>	19.658	10.58	1.18
<b>India</b>	14.664	7.89	15.16
<b>Thailand</b>	5.323	2.87	7.27
<b>Singapore</b>	4.288	2.31	16.73
<b>Mexico</b>	3.679	1.98	4.17
<b>Malaysia</b>	3.729	2.01	6.65
<b>Taiwan, Province of China</b>	1.989	1.07	2.19
<b>Philippines</b>	716	0.39	2.33
<b>Macao (China)</b>	156	0.08	5.50

Source: UNCTAD, based on official data reported to UN COMTRADE Database

### Sectoral overview: Publishing and Printed Media

Publishing and printed media constitutes an important subgroup of creative industries. It includes all kinds of literary productions translated into books (novels, poetry, educational, professional, etc.) and the printed media translated into all kinds of news circulated as newspapers, magazines, and others. Table XIV shows that the top 10 exporters among developing countries included China; Hong Kong,

China; Singapore; Mexico; India; Malaysia; Taiwan Province of China; Peru; and Philippines.

	Value (in millions of \$)	Market share (%)	Annual Avg. Growth
<b>Exporters</b>	2015	2015	2003-2015
<b>China</b>	3.186	45.50	13.54
<b>China, Hong Kong SAR</b>	1.614	23.09	2.11
<b>Singapore</b>	624	8.90	3.98
<b>Mexico</b>	374	5.35	1.51
<b>India</b>	252	3.60	9.21
<b>Malaysia</b>	207	2.96	4.07
<b>Taiwan, Province of China</b>	158	2.26	9.12
<b>Thailand</b>	70	1.00	-1.54
<b>Peru</b>	53	0.75	3.84
<b>Philippines</b>	11	0.15	-13.16

Source: UNCTAD, based on official data reported to UN COMTRADE Database

Germany ranks first in the top 10 exporters of publishing and printed media among developed economies. The figures in Table XV show that exports are at over four billion dollars, approximately twice the value of imports. The United States ranks second with total exports worth of \$3.9 billion however, its imports are higher with \$6.5 billion in 2015. The United Kingdom ranks third in terms of exports and is second-largest book publishing sector in Europe, according to the Federation of European Publishers.

	Value (in millions of \$)	Market share (%)	Annual Avg. Growth
<b>Exporters</b>	2015	2015	2003-2015
<b>Germany</b>	4.131	16.10	-0.75
<b>United States</b>	3.954	15.41	0.33
<b>United Kingdom</b>	3.536	13.78	0.33
<b>Canada</b>	2.432	9.48	-6.73
<b>France</b>	1.563	6.09	-1.34
<b>Poland</b>	1.237	4.82	10.86
<b>Netherlands</b>	1.128	4.39	1.72
<b>Italy</b>	1.072	4.17	-1.52
<b>Belgium</b>	1.001	3.90	-1.50
<b>Spain</b>	957	3.73	-2.17

Source: UNCTAD, based on official data reported to UN COMTRADE Database

## GLOBAL TRENDS IN WORLD TRADE OF CREATIVE SERVICES

### CREATIVE SERVICES

Creative services are likely to become a fast-growing sub-sector of the creative economy. While difficult to measure, they are already expanding alongside the digital and sharing economies. They are also showing resilience to economic pressures in times of uncertainty. Equally they represent an opportunity for developing economies, especially in the realm of e-commerce.

Currently a more complete data set for creative services is only available for 38 developed countries<sup>33</sup> for the period 2011 to 2015. This information provides some insight into the current

<sup>33</sup> Australia, Austria, Belgium, Bulgaria, Canada, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, Malta,

Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, United States, United Kingdom, Bermuda, Faroe Islands,

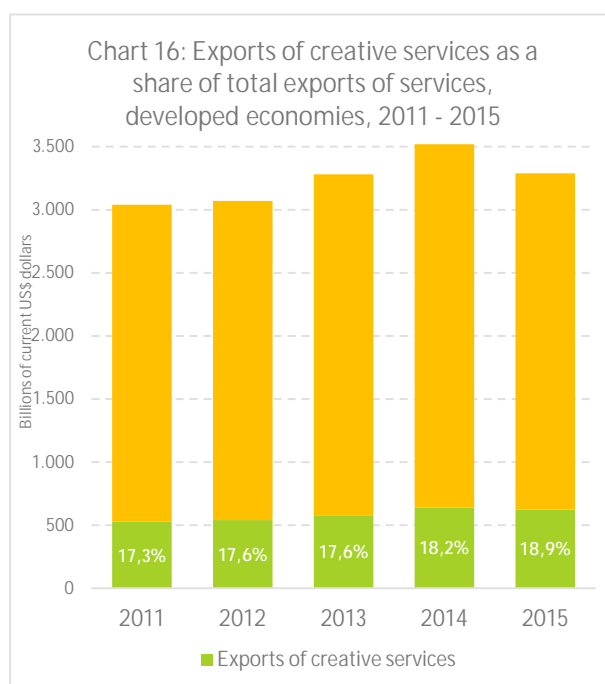
role and future potential of the global creative economy and creative services trade specifically.

As Table and Chart XVI show, trade in creative services in developed economies remained relatively stable between 2011 and 2015. The average annual growth rate of trade in creative services between 2011 and 2015 for developed countries was at 4.3 per cent, more than double that of all services. Because of this higher growth rate, the share of creative services in total trade in services has steadily increased from 17.3 per cent in 2011 to 18.9 per cent in 2015. This positive trend was maintained despite the global slowdown in overall trade in services observed in 2014. There was a 1.6 per cent increase in the share of all services for those countries over the period.

**Table XVI. Exports of creative services as a share of total exports of services, developed economies, 2011 – 2015**

2011	2012	2013	2014	2015
17,3%	17,6%	17,6%	18,2%	18,9%

Source: UNCTAD, based on official data reported to UN COMTRADE Database



Source: UNCTAD, based on official data reported to UN COMTRADE Database

## CREATIVE SERVICES SNAPSHOTS

### The United States' Technology Innovations

As a marketplace, the United States is larger than Asia, Europe, Latin America or the Middle East-North Africa for media and entertainment. The United States film industry posted \$10.3 billion in revenues in 2015, with box office receipts growing at a steady rate of 7 per cent over 2014.<sup>34</sup>

The United States can have great influence on creative outputs. Already AI has helped write pop ballads, mimicked the styles of great painters and informed creative decisions in filmmaking. It is clear that as digital content and delivery platforms continue infiltrating all forms of media and expression, the role of AI will expand. An example is the IBM Watson cognitive platform used for the first ever AI-created movie trailer for 20th Century Fox's horror flick, *Morgan*. Led by John Smith, IBM Fellow and Manager of Multimedia and Vision at IBM Research, the project had Watson analyse the visuals, sound and composition of hundreds of existing horror film trailers. Watson then selected scenes from the completed *Morgan* movie for editors to patch together into the trailer—ultimately reducing what could be a weeks-long process to one day.

United Kingdom where TV programmes make up the Lion's Share of European Union TV Content Available on Netflix and iTunes

According to the European Audiovisual Observatory, the main European countries of origin for European Union 28 TV content in Netflix's catalogues are the United Kingdom with 160 titles (or 44% of the total European Union 28 TV titles available in the 8 Netflix catalogues studied), France with 72 titles (20%) and Germany with 52 titles (14%).

In the United Kingdom, IT, software and computer services account for nearly \$13 billion, growing at rates of 11 per cent, followed by film, TV, video, radio and photography at nearly \$7 billion, in 2015.<sup>35</sup> Furthermore, the number of United Kingdom jobs in creative occupations grew by 6.4 per cent to 1.9 million in 2014, far outstripping the 2.1 per cent average job growth rate for the United Kingdom economy.

### China's Ascent in the Film Market

China's burgeoning cinema market is seeing an average of 22 new screens unveiled each day. Chinese box office surged by almost 50% over 2014 and it is likely to surpass that of the United States. Alibaba Pictures, the entertainment arm

<sup>34</sup> 2016 ITA Media and Entertainment Top Markets Report, United States Department of Commerce

<sup>35</sup> The Creative Industries in the UK-CIC-UK to the World

of Ma's e-commerce giant closed a deal to co-produce and co-finance movies with Spielberg's entertainment company Amblin Partners to create films that will succeed in China and around the world. China wants to protect its growing film industry, through a quota system which essentially limits the number of big-budget imported feature films to 34 a year.<sup>36</sup> China is also investing heavily in Artificial Intelligence. Tech giants Alibaba, Baidu and Tencent now rival the likes of Google and Facebook in market influence and are racing to develop AI.<sup>37</sup>

### Chinese Fashion is Selling Culture

As Chinese manufacturers try to move up the value chain as part of the country's "Made in China 2025" plan, designers in China are working to reinvent themselves from mere imitators to innovators. Unlike in France or Italy, China's fashion industry took off around the same time as the onset of the Internet, which made it easier for industry insiders to have an "[Internet mindset](#)" and computer skills, according to Chen Dapeng, vice director of China National Textile and Apparel Council.<sup>38</sup>

### India

The Indian animation and visual effects industry (VFX) grew at 16.4 per cent in 2016 to reach a size of \$8.2 billion (INR59.5 billion), driven majorly by a 31 per cent growth in VFX, with animation remaining steady at a growth rate of 9 per cent. Furthermore, Governments are implementing favourable policies. Various states, such as Maharashtra (allocation of land for setting up National Centre of Excellence for Animation, VFX, Gaming and Comics), Karnataka (Policy design to include digital art education in curricula of certain fine arts schools), Telangana (planning to set up an incubation centre in Hyderabad) have announced, or are coming up with, policies in support of the animation and VFX industry. These would enable the Indian animation and VFX industry to effectively compete with established markets such as the United States, Canada and emerging centres in Republic of Korea, France, China and Malaysia<sup>39</sup>.

Visual effects are indispensable parts of filmmaking and the Indian film industry is the largest in the world in terms of number of films produced. India produces 1,500-2,000 films every year in more than 20 languages. There

were 2,000 multiplex theatres in India as of 2015. A year later, more than 2.2 billion movie tickets were sold in India, placing the country as the leading film market in the world. In comparison, about 1.25 billion movie tickets were sold in second-placed China in 2016.<sup>40</sup>

### Switzerland "the Silicon Valley of Robotics"

The Alpine nation is now "the Silicon Valley of robotics," according to Chris Anderson, chief executive of 3D Robotics. Zurich boasts Google's largest campus outside California, employing nearly 2,500 engineers, including more than 250 artificial intelligence specialists, with capacity to grow the total workforce there to 5,000.<sup>41</sup>

Design industries, such as high-tech manufacturing and architectural services are well-established in Switzerland, but other sectors are emerging. The Swiss video game scene is booming. While still nascent business, in less than a decade, Swiss game design has evolved from its start-up roots to a fully-fledged industry which exports. Pro Helvetia, the national foundation for promoting Swiss arts and culture, was undoubtedly a driving force in this respect with its first video games programme launched in 2010 to offer funding and support for aspiring projects in the sector taking advantage of their know-how in programming, game design, software design and virtual reality.<sup>42</sup>

### Germany

The German audiovisual media market will increase its revenues across all segments – TV, video, radio, audio by 5.8 per cent to a total of \$13.4 billion (€11.6 billion) in 2017.

### Brazil

Brazil currently has the world's eleventh largest global box-office, totalling US\$800 million in 2014. It is expected that by the end of 2020, Brazil will have the world's fifth largest audiovisual market<sup>43</sup>. Key to this growth is the strong ties between the United States and Brazilian film industries. Between 2010 and 2014, the two countries worked together to generate over 100 co-produced films. These co-productions are a creative venue for cultural exchange and mutual economic growth<sup>44</sup>. Brazil's audiovisual sector created more than 168,880 direct and 327,482 indirect Brazilian jobs in 2014.

<sup>36</sup> How China is Remaking the Global Film Industry, January 2017.

<sup>37</sup> Will the Future of Artificial Intelligence look Chinese? Forbes, November 2017.

<sup>38</sup> From Imitation to Innovation: China's Fashion Industry Gets Tech Boost, June 2017.

<sup>39</sup> KPMG India-FICCI Indian Media and Entertainment Industry Report 2017

<sup>40</sup> The Statistical Portal-Statista

<sup>41</sup> <https://www.forbes.com/sites/andrewcave/2017/09/26/how-switzerland-became-the-silicon-valley-of-robotics/#1688f01a200d>

<sup>42</sup> Switzerland levels up in the gaming industry, November 2017

<sup>43</sup> According to the MPAA's 2014 Theatrical Market Statistics Report

<sup>44</sup> The Motion Picture Association of Latin America

## **Brazil's creative sector is an asset worth protecting**

A total of 5.5 per cent of Brazilians work in related fields (11 million people), accounting for 320,000 companies and millions of new jobs. By comparison, the agriculture sector employs 15 per cent of Brazilians but is rapidly shrinking. Agriculture accounts for 5.6 per cent of Brazil's GDP, while creative industries generate 2.6 per cent exhibiting a nearly 70 per cent increase in the last decade. Fashion is the leading industry, followed by music, film and online media, which are growth sectors in Brazil.

## **CONCLUSIONS**

The creative economy is expanding globally – especially in fashion, film, design and art crafts – contributing to nations' gross domestic products, exports and growth. In some cases, especially in China, to a positive balance of trade. Many countries reported an increased in creative industries exports during the last decade. Many of them are developing countries. The trade gaps and dynamics in international trade of creative industries between developed and developing countries is changing. Developing countries, particularly in Asia, are prioritizing measures to develop their creative potential. In the main, the creative economy showed resilience despite global economic challenges and the long-term impact of the 2008 financial crisis.

The policies and regulations governing these sectors are struggling to keep pace. Policymakers need to make the cultural and creative industries a priority, reinforcing education and vocational training, access to information and communication technologies, financing facilities and by implementing a friendly business environment for creative SMEs.

A more dynamic services sector is gaining ground, such film, tv and video, music, publishing and video games, driven by digital innovation. Ensuring that creative industries continue to grow and expand is a way of increasing opportunities and diversity, leading to inclusive growth while adapting to new economic shifts.

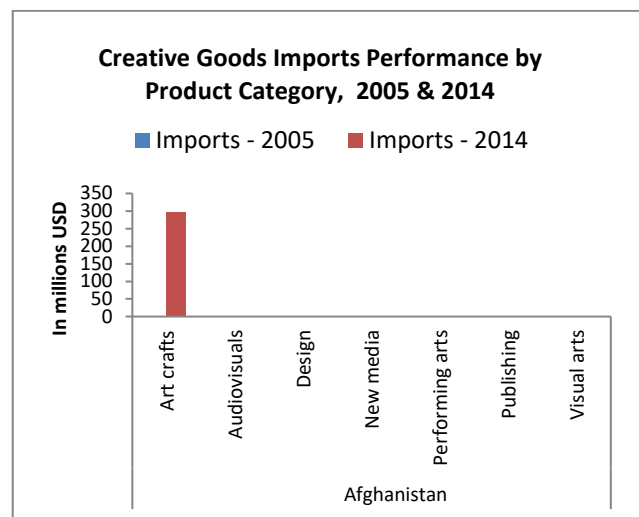
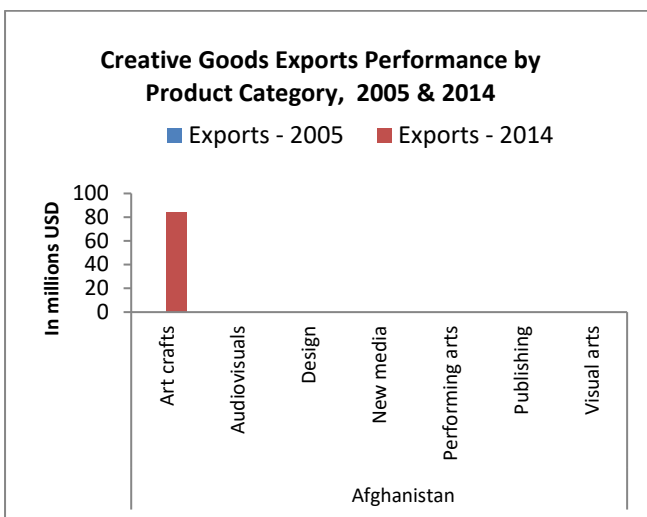
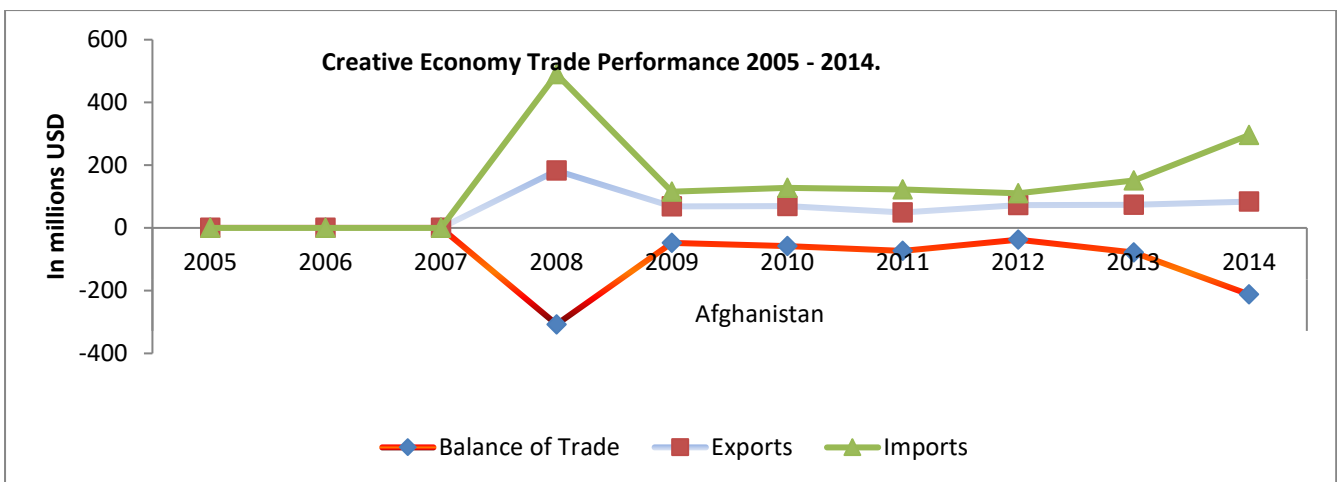
## COUNTRY PROFILES

The next section features the independent profiles of 130 countries, observers, territories and non-state entities that have reported on their trade in creative goods and services.

# Afghanistan

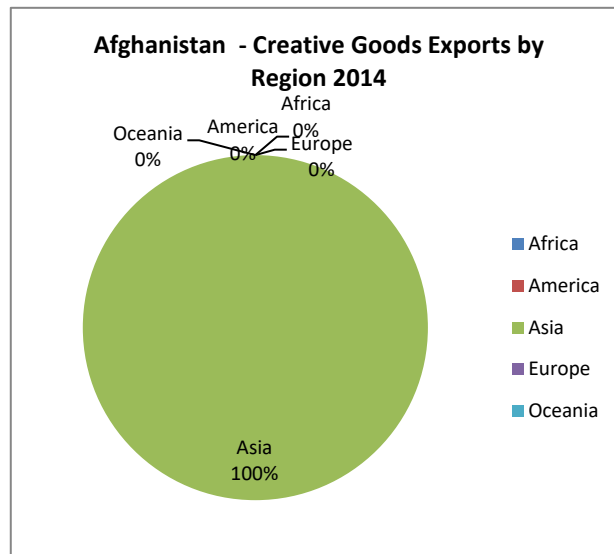
## COUNTRY PROFILE - Afghanistan

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Afghanistan	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,00	0,00	0,00	182,42	68,04	70,04	49,15	72,76	73,23	83,99
Imports	0,00	0,00	0,00	489,93	115,56	128,17	122,13	110,20	151,36	295,92
Balance of Trade	0,00	0,00	0,00	-307,51	-47,52	-58,13	-72,98	-37,44	-78,13	-211,93



Creative goods exports increased to \$83.99 million in 2014 compared to \$73.23 million a year earlier, although export values remain low compared to the peak of \$182.4 million in 2008. The Afghan arts and craft industry, which was damaged by years of war, mainly comprises handwoven carpets and accounts for the largest share of exports nowadays. Afghanistan is a net importer of creative goods. Imports were three times the volume of exports in 2014, totaling \$295.92 million in 2014. This is a mirror of the broader Afghan economy, which imports \$6 billion worth of goods and only exports \$658 million, mainly fruits and nuts.

# Afghanistan



TOP EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US\$					Values in Million US\$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1					Pakistan	75,05	26,08	48,97
2					China	0,40	245,82	-245,42
3					India	0,01	21,84	-21,84

Afghanistan's creative goods exports go mainly to Pakistan with exports worth \$75.05 million in 2014. Pakistan and Afghanistan mainly trade with one another, becoming each other's largest trading partners through an agreement signed in 2010 to strengthen trade. The second most important trade partner is China, with which Afghanistan has a significant trade deficit of \$245.82 million in 2014. However, Beijing is investing \$46 billion in the China-Pakistan Economic Corridor as part of its One Belt One Road initiative. This initiative includes tourism, which may stimulate the exchange of creative industries to the benefit of Afghanistan. India is also a major trading partner and Afghanistan biggest donor. Afghanistan is amongst the top five countries that consume Indian films (Bollywood).

# Afghanistan

## CREATIVE SERVICES

<b>AFGHANISTAN</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>AFGHANISTAN</b>					
<b>EXPORTS</b>	12,4	21,5	50,5	22,0	40,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		11,6	32,3	2,5	
Research and development (R&D)		11,6	32,3	2,5	
<b>Personal, cultural and recreational services</b>	5,7	3,7	0,7	3,2	3,1
Audiovisual and related services	5,7	3,7	0,7	3,2	3,1
<b>Telecommunications, computer, and information services</b>	6,7	6,2	17,5	16,3	37,2
Computer services	4,8	3,8	13,8	7,7	32,9
Information services	1,9	2,4	3,7	8,6	4,2
<b>IMPORTS</b>	1,6	18,1	38,2	19,1	17,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		0,0		0,0	
Research and development (R&D)		0,0		0,0	
<b>Personal, cultural and recreational services</b>	0,3	1,4	6,5	3,6	1,1
Audiovisual and related services	0,3	1,4	6,5	3,6	1,1
<b>Telecommunications, computer, and information services</b>	1,3	16,7	31,8	15,5	16,0
Computer services	1,3	16,2	31,3	12,5	16,0
Information services	0,0	0,5	0,4	3,0	0,0

### Highlights

- The Afghan arts and crafts industry, once a source of great pride and a respected way of earning a living, has been severely endangered by decades of conflict and displacement. During the Taliban rule, some fields of art such as painting, miniatures, music, film and theater were banned or restricted, according to [Daud Rasool, writing for the British Council](#).
- Despite the conflict situation and impacts, Afghanistan carpet exports remain strong. Many women are employed to make carpets from start to finish, which includes shearing the wool, then washing, spinning and weaving, according to USAID.<sup>1</sup>
- In 2016, Afghan creative services generated \$24.6 million with personal, cultural and recreational services being the key exports in audiovisual and related services.
- In the recent years organizations such as Turquoise Mountain have supported the revival of the Afghan traditional arts and architecture. It is regenerating the old city of Kabul and spurring sustainable development of the Afghan crafts industry. The organization was founded by HRH The Prince of Wales in partnership with former President of Afghanistan, HE Hamid Karzai.<sup>2</sup>

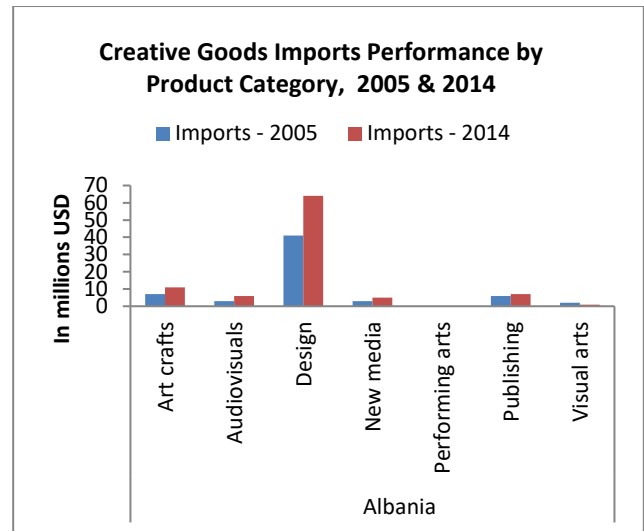
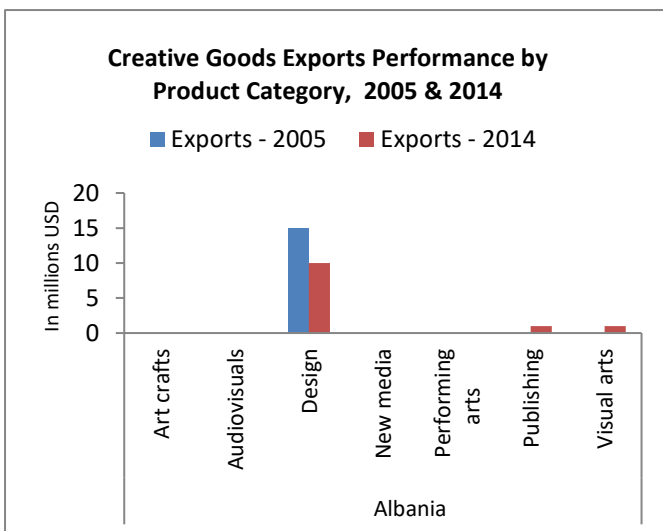
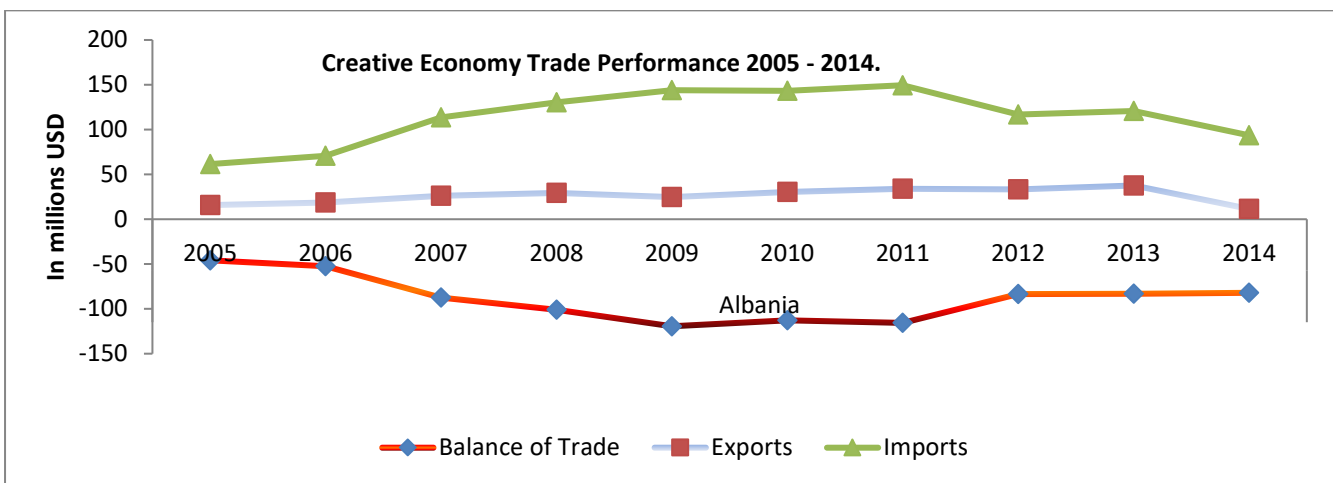
<sup>1</sup> <https://2012-2017.usaid.gov/results-data/success-stories/afghan-carpet-makers-get-boost>

<sup>2</sup> <https://turquoisemountain.org>  
UNCTAD Creative Economy Outlook / Country Profiles

# Albania

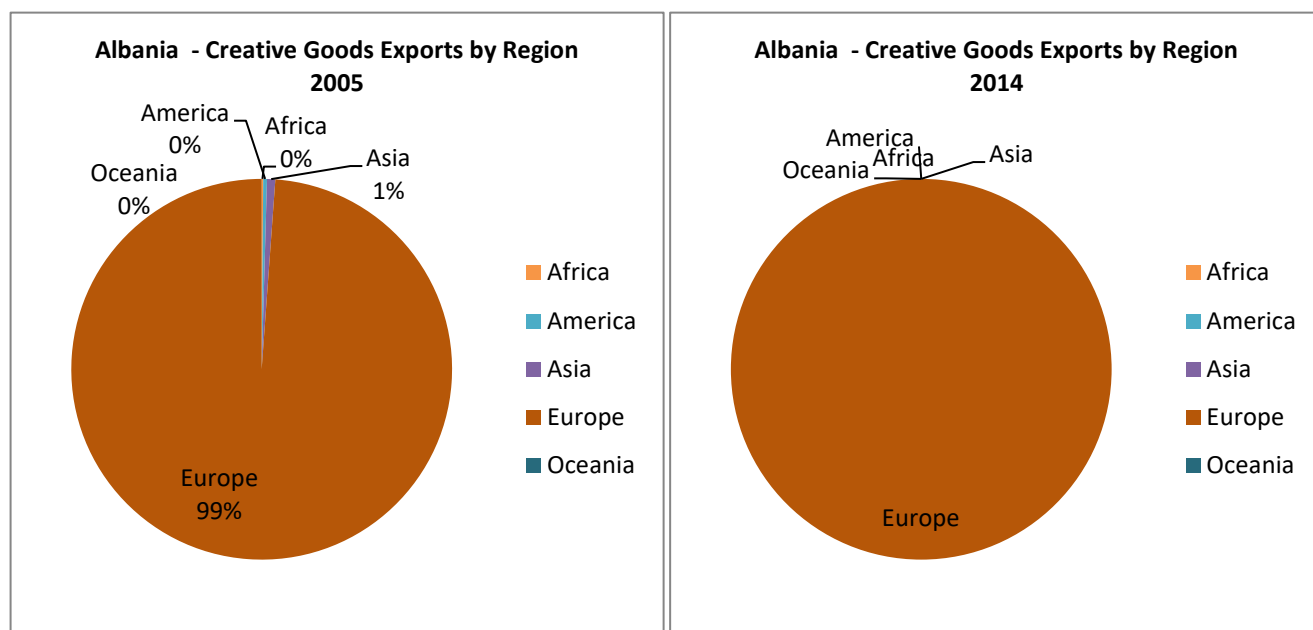
## COUNTRY PROFILE- Albania

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Albania	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	15,69	18,56	26,09	29,37	24,62	30,36	33,80	33,36	37,64	11,52
Imports	61,53	70,91	113,56	130,53	144,04	143,23	149,49	116,94	120,78	93,64
Balance of Trade	-45,84	-52,35	-87,47	-101,16	-119,42	-112,87	-115,69	-83,58	-83,14	-82,12



Albania's exports of creative goods dropped 35% from \$37.6 million in 2013 to \$11.52 million in 2014, mainly due to the a reduction in the exports of design goods, which went from \$31 million to \$10 million, particularly of fashion and interior design goods. The Albanian clothing and shoe industry accounted for approximately 35% of both exports and employment. Europe was the main regional destination market for Albania's creative goods exports. Creative goods imports stood at \$93.62 million in 2014 generating a trade deficit of \$82.12 million.

# Albania



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Italy	10,64	19,02	-8,39	Italy	8,42	32,41	-23,99
2	Greece	2,32	6,53	-4,21	Serbia	2,22	0,44	1,78
3	Serbia and Montenegro	1,19	0,47	0,71	Greece	0,49	8,37	-7,88
4	The former Yugoslave Republic of Macedonia	0,50	0,10	0,41	Montenegro	0,16	0,00	0,16
5	Germany	0,26	1,07	-0,81	Austria	0,11	2,72	-2,61
6	Denmark	0,25	0,04	0,21	The former Yugoslave Republic of Macedonia	0,09	0,15	-0,06
7	France	0,10	0,58	-0,49	Germany	0,02	1,18	-1,16
8	Iraq	0,09	0,00	0,09	United Kingdom	0,01	1,40	-1,40
9	Bulgaria	0,05	0,73	-0,68	Mongolia	0,00	0,00	0,00
10	United Kingdom	0,05	0,96	-0,91	Sudan (...2011)	0,00	0,00	0,00

The European Union funds key programmes for cultural cooperation between Albania and Italy and with exports worth \$8.42 million, including footwear and garment products, Italy was the number one export partner of Albania in 2014.

# Albania

However, imports from Italy were three times higher, resulting in a large trade deficit between the two countries. Serbia was the second biggest export market for Albania creative goods, and in 2017 the Ministry of Culture of Albania signed the first agreement for cultural cooperation with Serbia to strengthen cultural cooperation and exchange experiences.

## CREATIVE SERVICES

<b>ALBANIA</b>					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	19,7	16,5	17,5	12,4	16,5
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	5,6	2,1	1,1	0,2	0,8
Research and development (R&D)	5,6	2,1	1,1	0,2	0,8
<b>Personal, cultural and recreational services</b>	8,6	1,4	1,3	1,8	2,4
Audiovisual and related services	8,6	1,4	1,3	1,8	2,4
<b>Telecommunications, computer, and information services</b>	5,5	13,0	15,1	10,4	13,4
Computer services	4,7	8,7	13,3	8,5	12,4
Information services	0,8	4,4	1,9	1,9	1,0
<b>IMPORTS</b>	15,7	19,9	19,6	20,7	16,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	3,5	1,4	0,5	0,2	0,3
Research and development (R&D)	3,5	1,4	0,5	0,2	0,3
<b>Personal, cultural and recreational services</b>	3,1	1,0	1,1	2,4	2,4
Audiovisual and related services	3,1	1,0	1,1	2,4	2,4
<b>Telecommunications, computer, and information services</b>	9,0	17,5	18,0	18,1	13,9
Computer services	7,5	16,0	16,4	17,0	12,5
Information services	1,5	1,4	1,6	1,1	1,4

### Highlights:

- In 2015, there were 938 registered clothing and footwear companies in Albania. The sector was Albania's most important employer, accounting for 45% of the manufacturing industry's workforce. However, clothing and shoe industry workers have not profited from the boom in the industry; the wages they earn do not help alleviate poverty nor do they prevent dependency.<sup>1</sup>
- Some initiatives to support design, film and creative economy are emerging. They include the Design Overview, an annual design event in Tirana. Some Albanian advertising agencies are starting to import talent who can teach and lead the next generation of young creatives. This initiative is important to raise standards and ensure Albania is an active part of the European creative industry, with a visible presence in festivals and awards.<sup>2</sup> In addition, the second International Forum on Creative Economy organized in 2015 by the Adriapol Institute offered a unique opportunity to reflect on and discuss the role the creative economy is playing, and the relevance creative drivers occupy for the future development of Albania and the Balkan region. Lastly, film festivals are positioning the sector.

<sup>1</sup> [Clean Clothes Campaign](#), Albania country profile, 2015

<sup>2</sup> 'Creativity and art often start in unlikely places': [Exploring Albania's hidden creative potential](#), December 2015

# Albania

The [Tirana International Film Festival](#) is the first international film festival and the only one of its kind in Albania. This cultural event, created in 2003, is an important cinematic event in Balkans. Its sister event, the DocuTIFF, Tirana International Documentary Film Festival is in its third edition and aims to encourage documentary film production in Albania. It screened 180 films in 2016 in three venues including an open-air cinema, making it the largest film festival of its kind in Albania and one of the most important in the region.

- Audiovisual and information services account for the largest share of Albania creative services with a total worth \$4 million in 2016.
- Albania is ranked among the top 25 most popular tourist destinations in Europe, and was voted one of the world's top tourism destinations in 2014 by the New York Times and Lonely Planet. This accolade creates an opportunity for Albania to grow and develop new cultural and creative products and experiences.

*Sources:*

<http://www.adriapol.al/Forum/Creative/>

<https://tiranafilmfest.com/#>

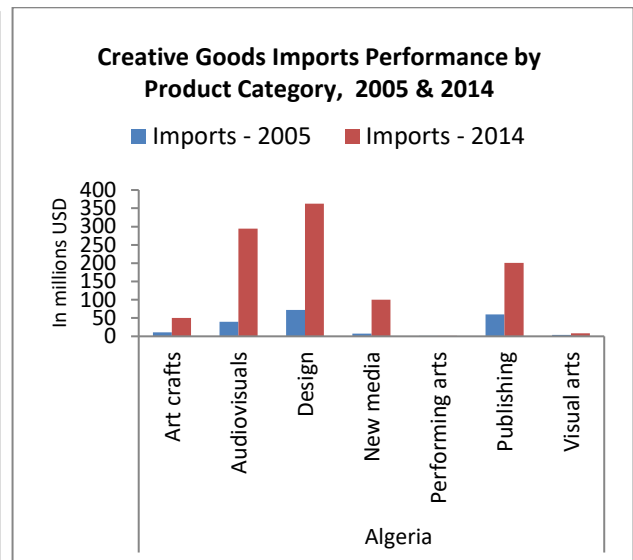
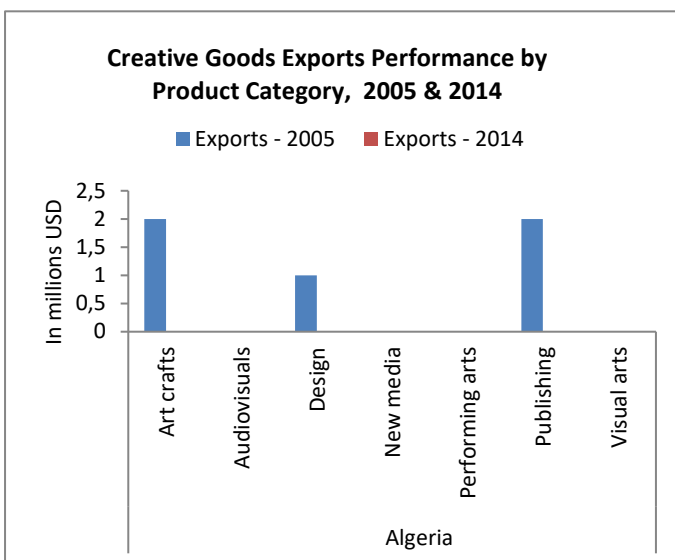
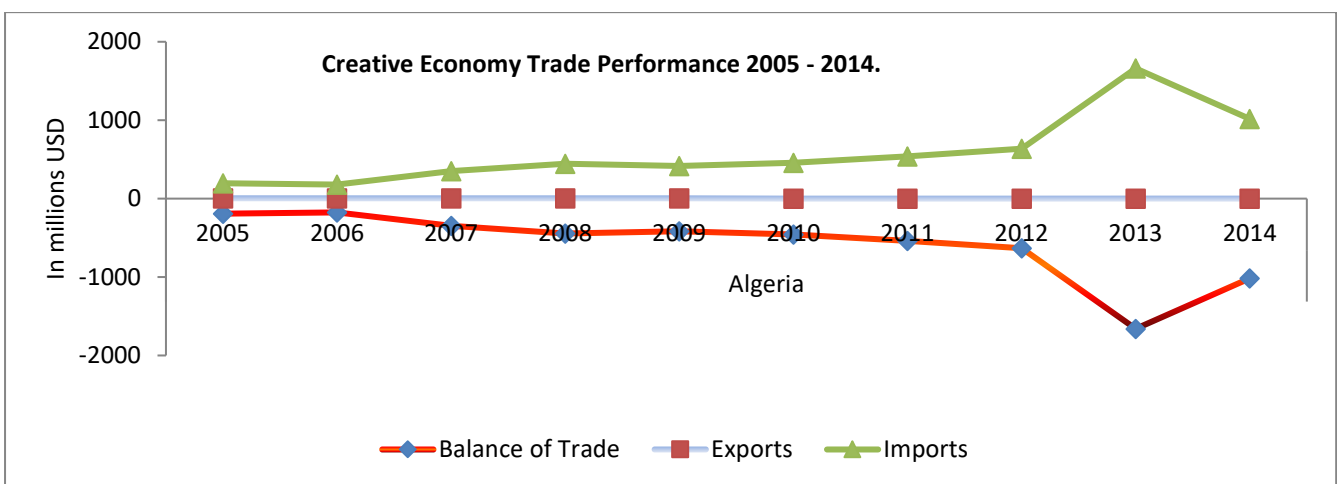
<http://www.biennialfoundation.org/biennials/tirana-biennial/>

<http://www.tiranaartlab.org/>

# Algeria

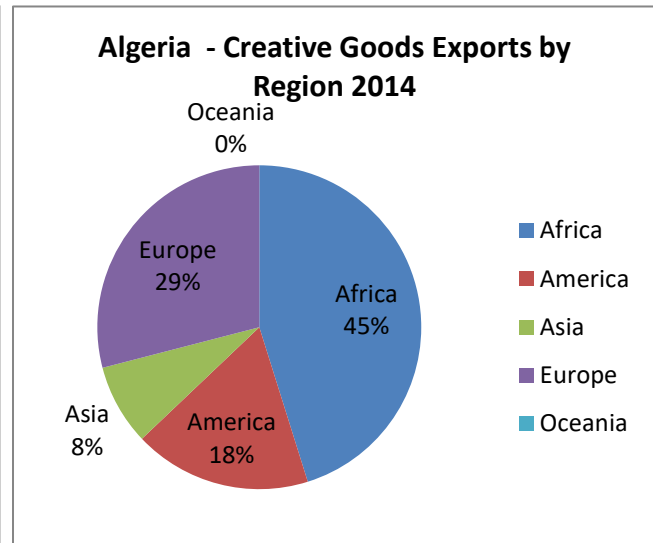
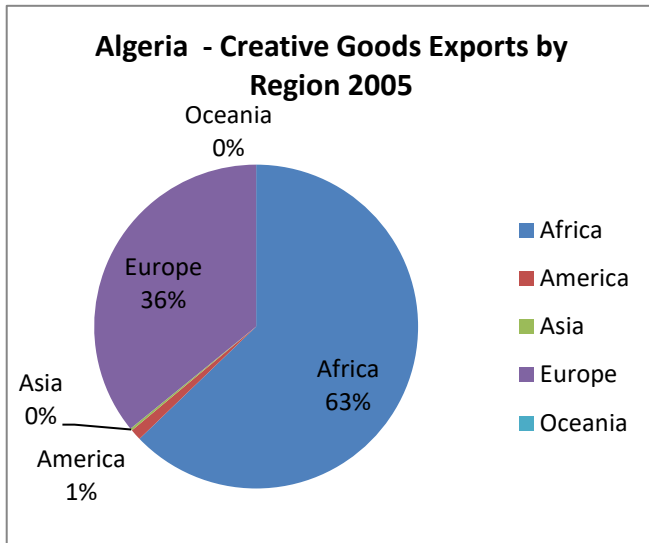
## COUNTRY PROFILE - Algeria

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Algeria	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4,48	3,30	4,02	3,08	2,06	1,69	0,84	0,90	0,47	0,62
Imports	195,17	179,23	350,65	446,83	418,19	457,78	538,21	634,87	1.660,08	1.017,79
Balance of Trade	-190,69	-175,93	-346,63	-443,75	-416,13	-456,09	-537,37	-633,97	-1.659,61	-1.017,17



From 2005 to 2014, Algeria was a net importer of creative goods, with imports standing at \$1.017 billion in 2014. Algeria highly depends on hydrocarbons, which account for more than 95% of its export revenues. This situation calls for economic diversification, potentially through the creative industries. Algeria is a net importer of textiles and clothing (about 80% imported). Design accounted for the highest share of imports, followed CDs, DVDs and tapes at a value of \$148 million, and then by books and printed media, worth \$171 million in 2014.

# Algeria



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Tunisia	1,53	0,47	1,06	France	0,16	81,38	-81,22
2	France	1,48	29,08	-27,60	Tunisia	0,12	8,00	-7,88
3	Libya	1,24	0,00	1,24	United States	0,11	12,59	-12,48
4	Malta	0,05	0,00	0,05	Morocco	0,06	2,05	-1,98
5	United States	0,03	1,86	-1,83	Egypt	0,06	16,17	-16,11
6	United Kingdom	0,03	2,51	-2,48	Oman	0,02	0,04	-0,01
7	Spain	0,03	13,33	-13,31	Mali	0,02	0,00	0,02
8	Cabo Verde	0,03	0,00	0,03	Italy	0,01	36,64	-36,63
9	Netherlands	0,02	4,49	-4,47	United Arab Emirates	0,01	3,28	-3,26
10	Canada	0,01	1,37	-1,36	Saudi Arabia	0,01	3,91	-3,90

In 2014, Algeria's main export markets by region were Africa, with a 45% market share in 2005, Europe 29% and the Americas (18%). Algeria's main creative goods trading partners were France, followed by Tunisia, United States, Morocco, Egypt, Oman, Mali, Italy, United Arab Emirates and Saudi Arabia. Trade deficits in creative grow steadily from 2005 to 2014. The highest trade deficit was with France, totaling \$82.2 million in 2014 followed by Italy, which stood at \$36.6 million.

# Algeria

## CREATIVE SERVICES

<b>ALGERIA</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	13,1	23,5	24,2	17,5	18,8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	1,1	1,5	0,8	1,0	0,8
Audiovisual and related services	1,1	1,5	0,8	1,0	0,8
<b>Telecommunications, computer, and information services</b>	12,0	22,1	23,4	16,5	18,0
Computer services	7,5	17,9	19,5	14,2	17,3
Information services	4,4	4,2	3,9	2,3	0,7
<b>IMPORTS</b>	60,0	74,7	72,4	142,1	209,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	8,0	13,0	17,2	32,2	56,8
Audiovisual and related services	8,0	13,0	17,2	32,2	56,8
<b>Telecommunications, computer, and information services</b>	52,0	61,7	55,3	109,9	152,3
Computer services	41,0	46,6	41,5	82,0	119,7
Information services	11,0	15,2	13,8	27,9	32,6

### Highlights:

- Algeria, which has large migrant communities in French and Arabic speaking countries, has an opportunity to export locally produced books for this diaspora. The potential readership in French- (France, Belgium, and Canada) and Arabic-speaking (Egypt, Gulf countries and Lebanon) countries would surpass 4 million people.<sup>1</sup> But there is strong competition from imports, which have a \$68 million market share, according to Ahmed Madi, president of the National Union of Book Publishers (SNEL). Algeria is also not ready for a digital publishing market; as it lacks optimal access to the Internet and secure online payment methods, among other conditions.
- In the audiovisual and film sector, the situation is not conducive to growth. “95% of Algerian cinemas are closed or underexploited”, said Azzedine Mihoubi, Minister of Culture, in 2015.<sup>2</sup>
- Potential CCIs are to be found in the handicraft sector. Despite facing more competitively imported products, carpets, jewelry, ceramics/pottery and traditional clothing continue to be produced. A high density of artisans can be found in the central regions of Algiers, Kabylia, and Ghardaia. The Constantine cluster was developed within the framework of the [Creative Mediterranean](#) project, which was financed by the European Union and Italy and implemented by UNIDO. In 2017, the Copperware Cluster of Constantine developed a brand-new collection of tableware made of copper and brass, called [Marvelous Cirta](#).

#### Sources:

<http://www.textyle-expo.com/en/textile-algerie.php>

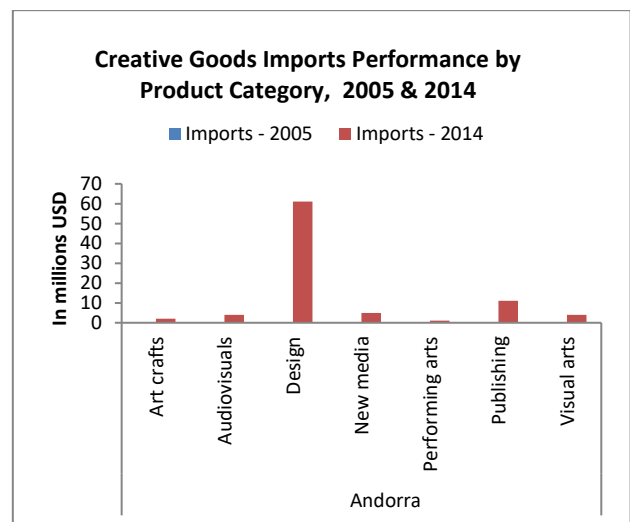
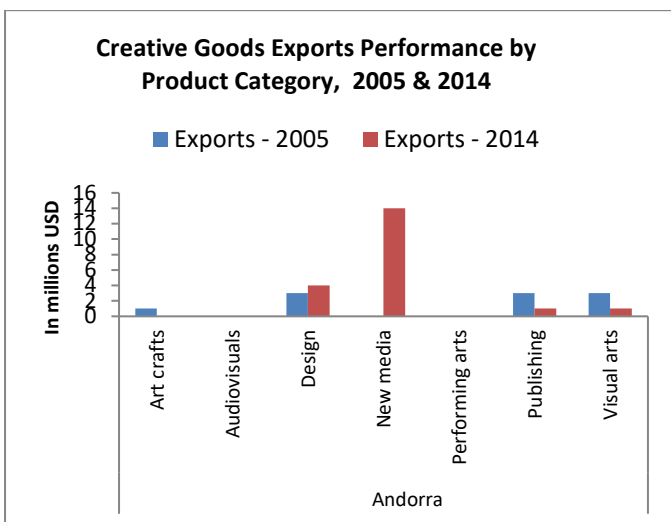
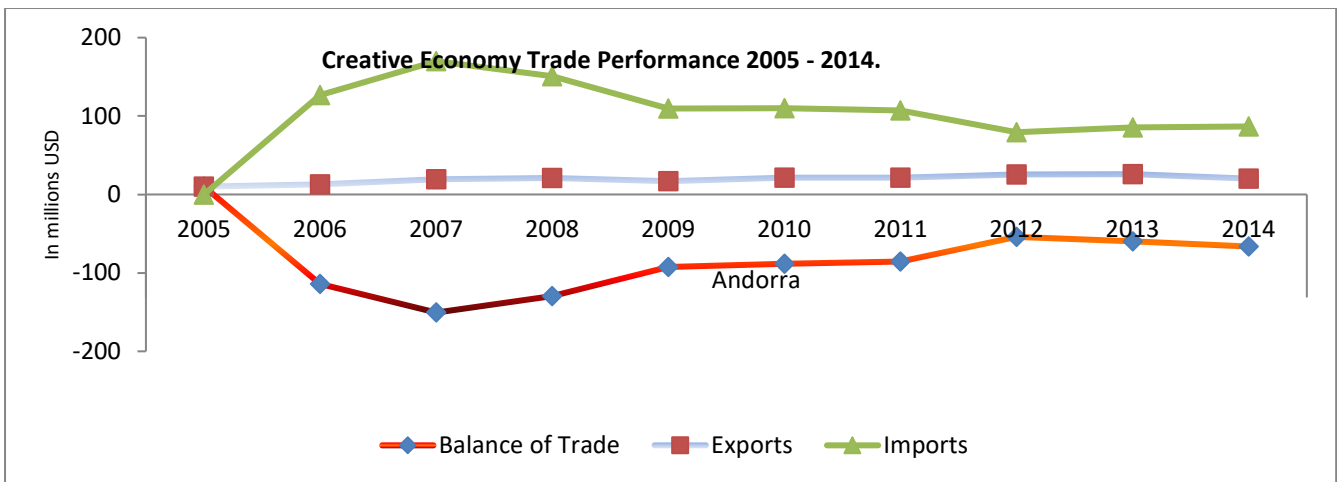
The Guide Culture: One for the books, Algeria, The Report Algeria 2013

<sup>1</sup> [L'exportation du livre algérien compromise par une réglementation dissuasive, 04 novembre 2016](#)

<sup>2</sup> [95 % des salles de cinéma algériennes sont fermées et non exploitées \(Ministère de la Culture\), 1 juillet 2015](#)  
UNCTAD Creative Economy Outlook / Country Profiles

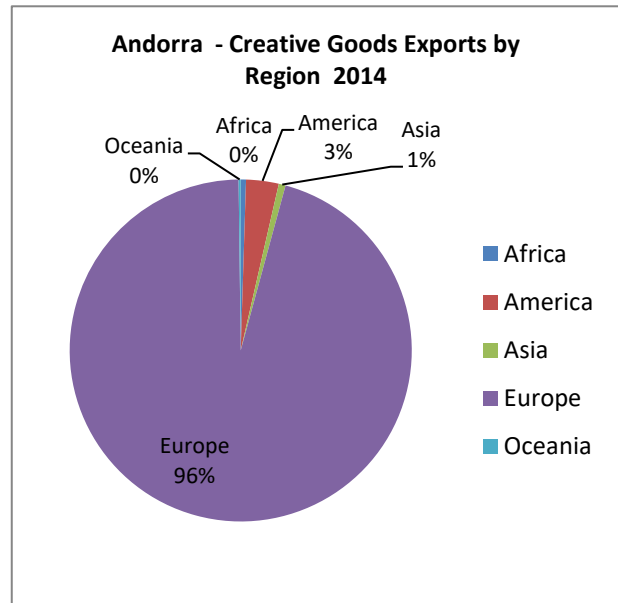
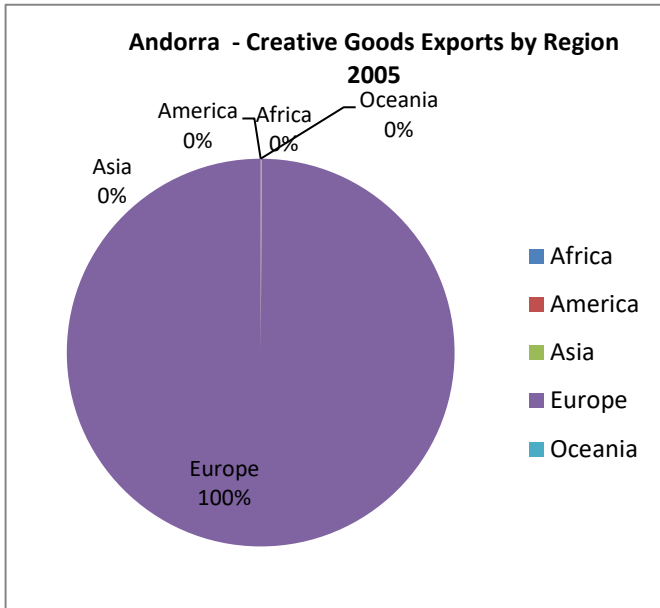
# Andorra

COUNTRY PROFILE- Andorra										
Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Andorra	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	10,04	12,66	19,32	21,20	16,94	21,47	21,36	25,46	25,89	20,11
Imports	0,00	126,92	169,88	150,87	109,50	109,90	107,06	79,44	85,58	86,62
Balance of Trade	10,04	-114,26	-150,56	-129,67	-92,56	-88,43	-85,70	-53,98	-59,69	-66,51



Andorra's exports of creative goods stood at \$20 million in 2014, double the value of 2005. Recorded media and video games accounted for the largest share of new media exports, reaching \$13.6 million in 2014, followed by jewelry and fashion design at \$4 million. Andorra is a net importer of creative goods, with imports standing at \$86.62 million worth of goods, including fashion (\$26 million), interior design (\$14 million) and jewelry (\$12 million) as key sectors in terms of imports. The trade deficit of Andorran creative goods was \$67 million in 2014.

# Andorra



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Spain	6,52	0,00	6,52	Spain	12,75	50,00	-37,26
2	Portugal	2,41	0,00	2,41	Norway	4,03	0,00	4,03
3	France	0,95	0,00	0,95	France	0,85	8,92	-8,07
4	Italy	0,06	0,00	0,06	Switzerland	0,77	0,24	0,52
5	Belgium	0,04	0,00	0,04	Italy	0,35	5,99	-5,64
6	United Kingdom	0,02	0,00	0,02	United States	0,29	0,90	-0,61
7	Japan	0,01	0,00	0,01	Russian Federation	0,23	0,01	0,22
8	Switzerland	0,01	0,00	0,01	Guatemala	0,14	0,00	0,14
9	Ukraine	0,00	0,00	0,00	Morocco	0,09	0,01	0,08
10	Netherlands	0,00	0,00	0,00	Netherlands	0,08	0,45	-0,36

In 2014, Andorran exports of creative goods went mainly to the European continent. Spain was the main destination market with exports of creative goods at \$12.7 million, followed by Norway with \$4 million and France and Switzerland combined at \$1.62 million. At \$50 million, imports of creative goods from Spain were nearly four times higher than the value of exports, creating a trade deficit of \$37.26 million. Imports from Spain included design goods and publishing such as books, newspapers and journals with a value of \$31 million. A trade deficit of \$8.92 million with France and another of \$5.99 million with Italy were reported in 2014.

# Andorra

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## CREATIVE SERVICES

- No data were reported or available on Andorran creative services.

### Highlights

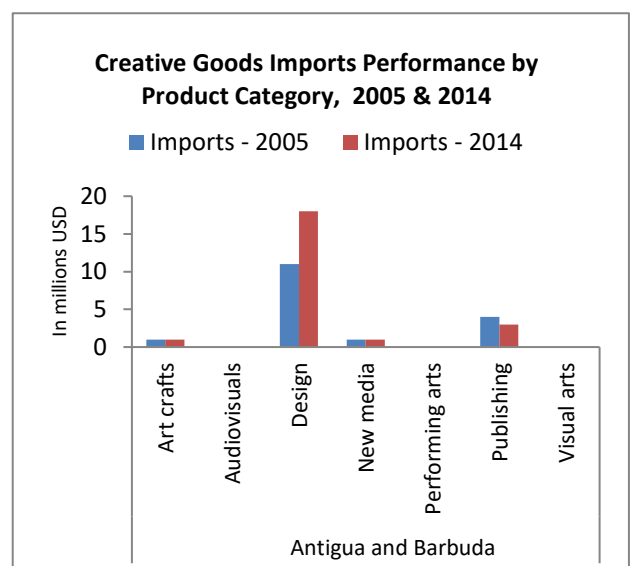
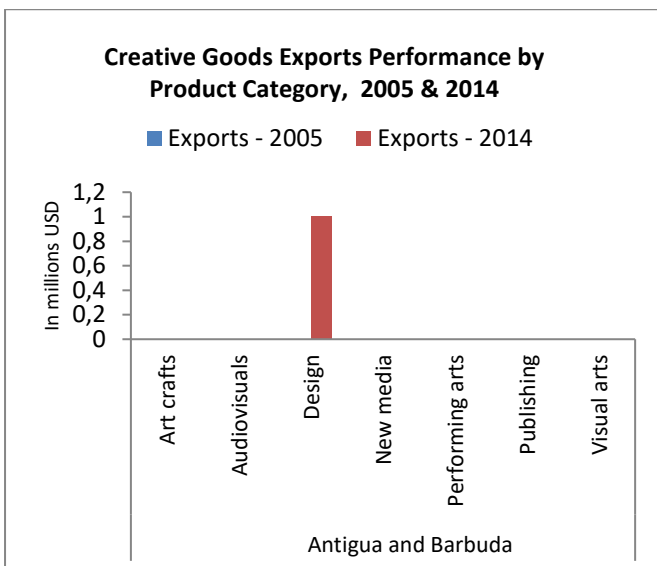
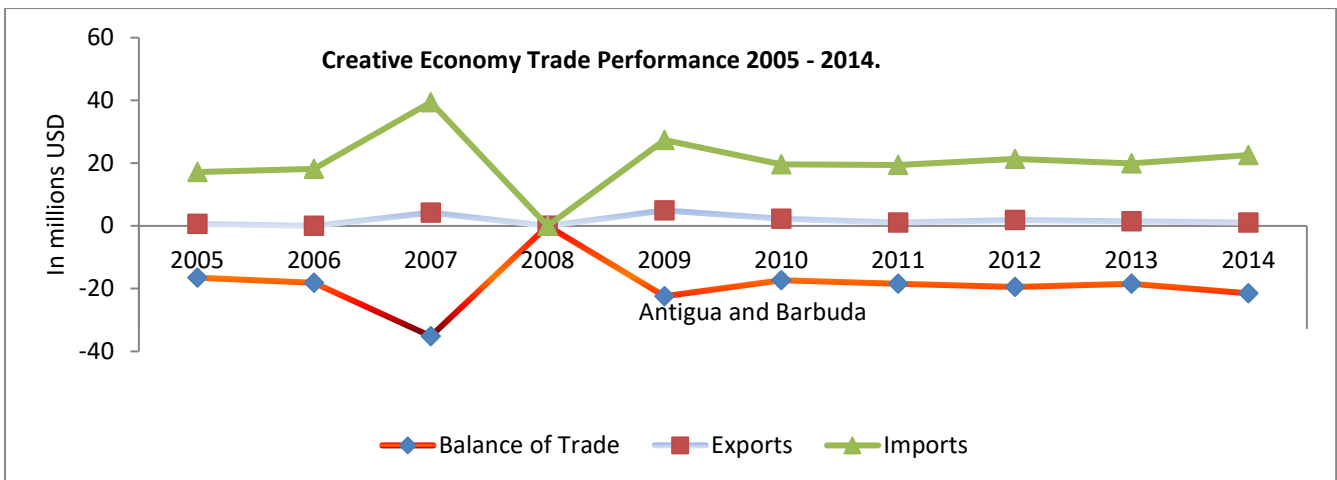
- Tourism and trade constitute fundamental pillars of the economy of Andorra. Tourism sees a footfall of about eight million annual visitors, mostly from Spain and France.
- Andorra has over 20 museums in an area of only 468 km.<sup>2</sup>

*Source: Andorra en Cifras, 2015*

# Antigua and Barbuda

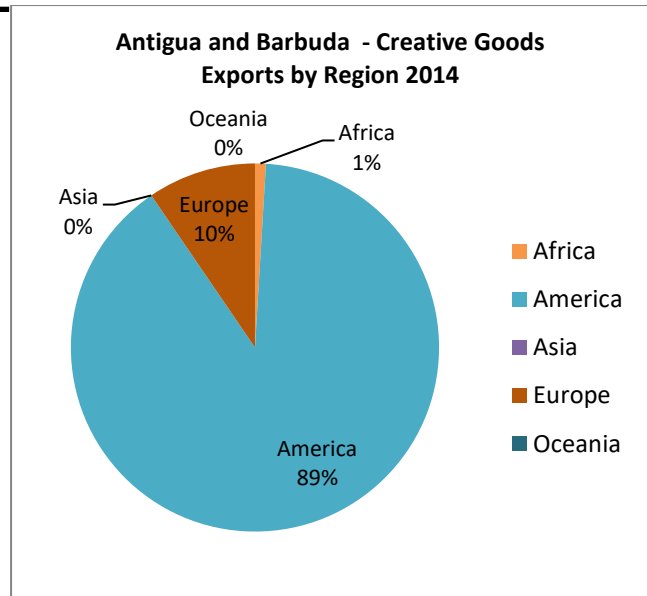
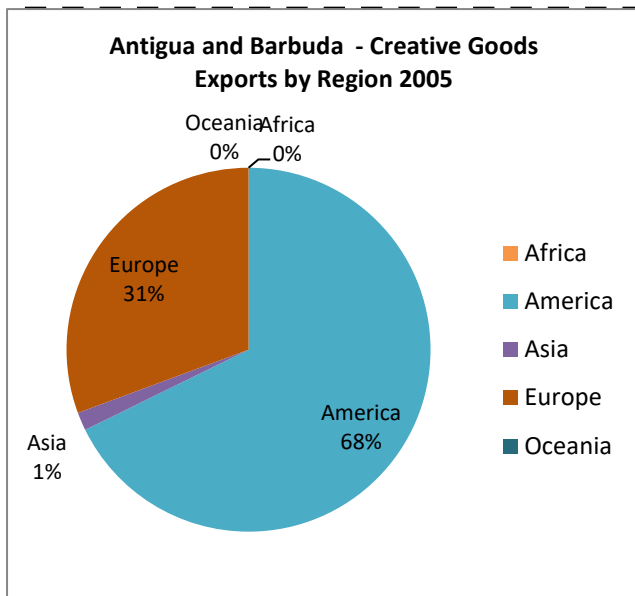
## COUNTRY PROFILE- Antigua and Barbuda

Creative industries Trade Performance, 2005-2014						Values in Million US \$				
Antigua and Barbuda	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,63	0,00	4,25	0,00	4,92	2,23	1,02	1,84	1,48	1,05
Imports	17,18	18,14	39,42	0,00	27,34	19,58	19,42	21,35	19,94	22,53
Balance of Trade	-16,55	-18,14	-35,17	0,00	-22,42	-17,35	-18,40	-E19,51	-18,46	-21,48



As small islands, Antigua and Barbuda are dependent on shipping-in vital supplies and are, therefore, net importers of creative goods and services. In 2014, creative goods exports stood at \$1.05 million and imports at \$22.53 million. Antigua and Barbuda are also tourist economies. Carnival, which has become the single largest economic activity outside the traditional tourism season, sustains skilled artists and traditions. This year marks the 60<sup>th</sup> Anniversary of Antigua's Carnival which showcases costumes, craftsmanship and artistry. However, in 2017, nearly 90% of the Barbuda's infrastructure was damaged or destroyed by Hurricane Irma 17; and about 50% of the population lost their homes – a disaster which has negatively impacted the cultural and creative sectors. No creative services data is available.

# Antigua and Barbuda



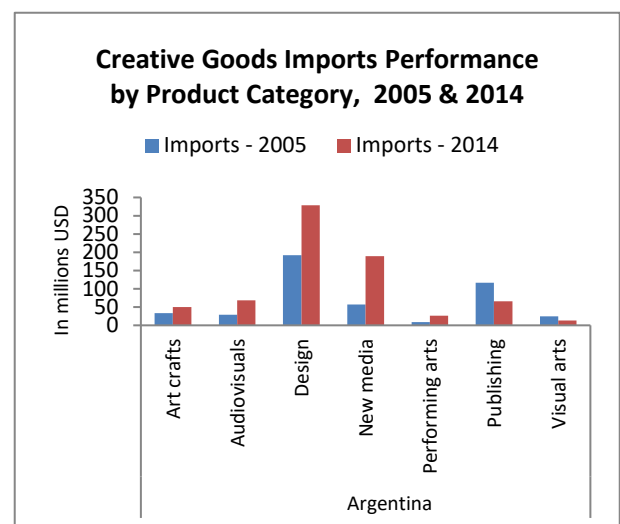
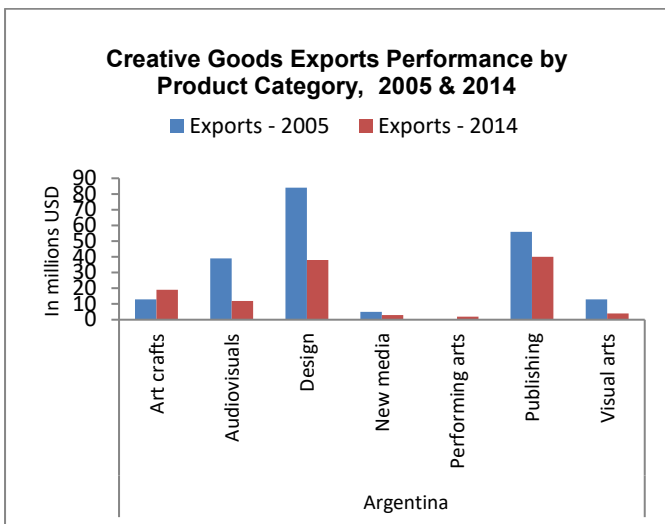
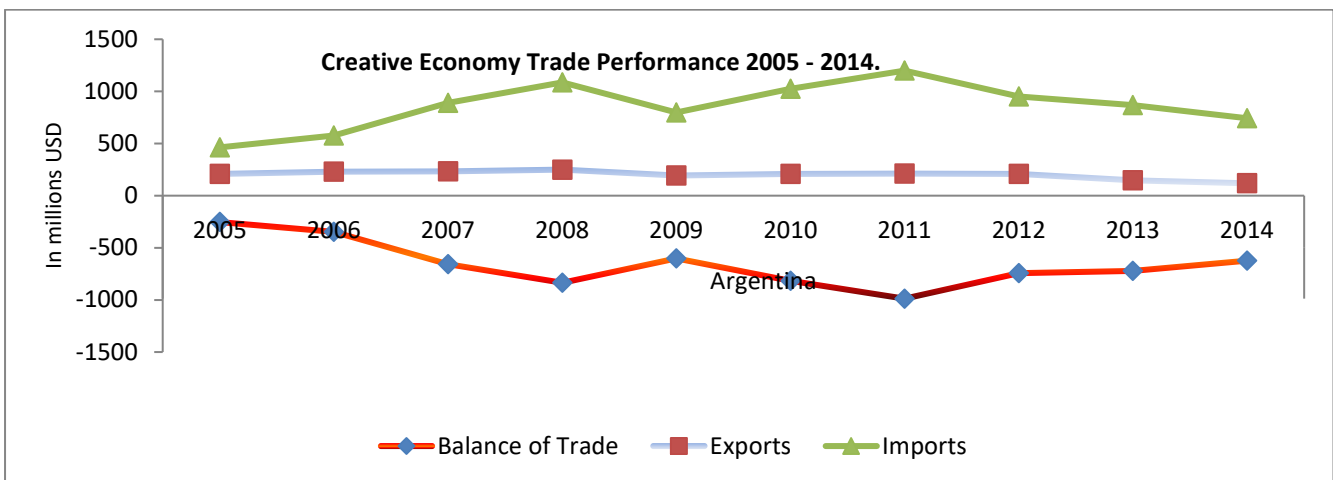
TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Rank	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Kingdom	0,19	2,10	-1,91	United States	0,71	12,46	-11,75
2	United States	0,18	10,31	-10,13	United Kingdom	0,09	1,17	-1,09
3	Trinidad and Tobago	0,06	0,87	-0,80	Trinidad and Tobago	0,05	0,58	-0,53
4	Montserrat	0,04	0,00	0,04	Curaçao	0,05	0,12	-0,07
5	Saint Kitts and Nevis	0,03	0,01	0,02	Guyana	0,04	0,00	0,03
6	Netherlands Antilles	0,03	0,16	-0,13	Saint Vincent and the Grenadines	0,02	0,00	0,02
7	Anguilla	0,02	0,00	0,02	Saint Kitts and Nevis	0,02	0,00	0,02
8	Barbados	0,02	0,06	-0,04	Barbados	0,01	0,02	-0,01
9	Guyana	0,02	0,03	-0,01	British Virgin Islands	0,01	0,00	0,01
10	Thailand	0,01	0,06	-0,05	Dominica	0,01	0,00	0,01

The Americas are the main regional destination market for exports of creative goods from Antigua and Barbuda, the main trading partners being the United States, followed by the United Kingdom, Trinidad and Tobago and Curacao, and the main exports being handicrafts and jewelry. In 2014, Antigua and Barbuda had a significant trade deficit with the United States, with imports worth \$12.46 million in 2014, as well as with the United Kingdom, with imports worth \$1.17 million.

# Argentina

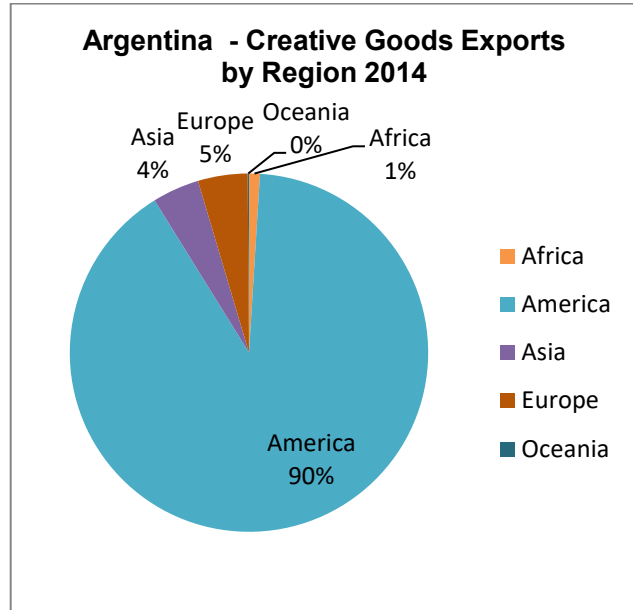
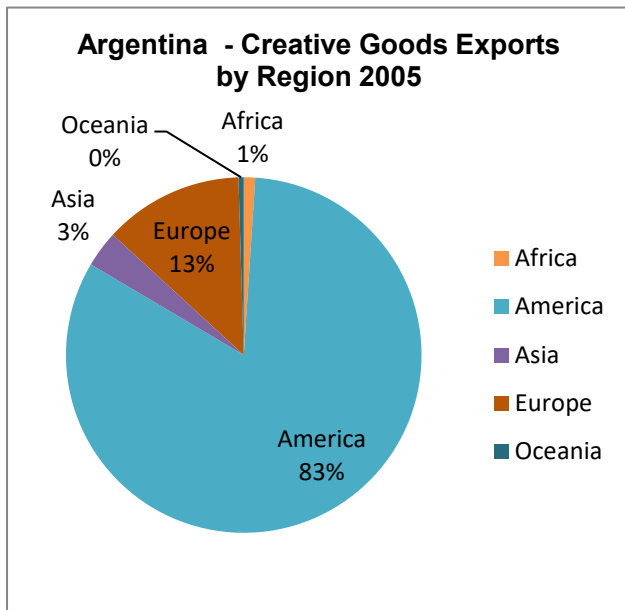
## COUNTRY PROFILE- Argentina

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Argentina	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	209,78	230,95	233,44	249,83	193,63	209,75	211,40	209,31	147,79	118,40
Imports	463,22	577,02	889,47	1.086,14	796,47	1.026,40	1.199,27	951,50	870,00	741,50
Balance of Trade	-253,44	-346,07	-656,03	-836,31	-602,84	-816,65	-987,87	-742,19	-722,21	-623,10



Argentinian exports of creative goods stood at \$118.40 million in 2014, down from \$147.79 million in 2013, reflecting the economic turbulence of Argentina's debt default crisis. Creative good exports were at their lowest in a decade. The key export sector was publishing with books, newspapers and other printed materials worth \$36 million. Argentina was the biggest market in Spanish-speaking Latin America for trade in books. However, 2016 saw 20 million less books sold compared to 2015 and competition is on the rise from other markets. Design is another key sector with interior design and fashion goods (accessories, bags, belts, hats) worth \$29 million. Audiovisuals also contribute significantly, and with skilled professionals, competitive costs and varied landscapes, Argentina is an ideal place for film and television. It is the fourth largest exporter of original TV formats in the world. Despite some strong sectoral performance, in 2014 Argentina had a large trade deficit of \$623.10 million.

# Argentina



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	52,17	83,65	-31,48	Uruguay	22,93	1,77	21,15
2	Chile	25,49	34,67	-9,18	Chile	17,47	5,96	11,51
3	Brazil	19,20	58,39	-39,20	Brazil	11,89	35,95	-24,06
4	Mexico	18,22	6,20	12,02	Paraguay	10,35	0,03	10,32
5	Uruguay	16,16	12,23	3,93	United States	9,10	108,09	-98,98
6	Spain	13,20	40,21	-27,01	Peru	8,55	0,41	8,13
7	Venezuela (Bolivarian Rep. of)	7,42	0,38	7,04	Bolivia (Plurinational State of)	7,84	0,19	7,65
8	Colombia	6,76	4,16	2,60	Colombia	4,73	3,66	1,07
9	Peru	5,28	0,97	4,31	Mexico	3,73	6,45	-2,72
10	Paraguay	5,08	0,50	4,58	Malaysia	2,46	3,34	-0,88

In 2014, Argentina's main trading region was the Americas with a 90% market share of creative goods exports. The top five trade partners were Uruguay, Chile, Brazil, Paraguay and the United States. Interior design goods and fashion accessories from Argentina and books and newspapers were the key exports going to the American region. Argentina's key imports of creative goods came from the United States, with a value of \$108 million in 2014, mainly for new media (video games, recorded media) and audiovisuals (film, CDs, DVDs, tapes), which together accounted for over 70% of imports. Exports to the European region also fell markedly from 13% in 2005 to 5% in 2014, indicating that Argentina could diversify its access to this market as part of a growth strategy. Asian exports grew by only 1% over the period.

# Argentina

## CREATIVE SERVICES

<b>ARGENTINA</b>					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	2.009,9	2.537,0	2.467,2	2.453,8	2.092,8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	359,0	446,2	442,5	484,3	510,5
Research and development (R&D)	359,0	446,2	442,5	484,3	510,5
<b>Personal, cultural and recreational services</b>	326,6	342,1	309,7	280,4	222,0
Audiovisual and related services	326,6	342,1	309,7	280,4	222,0
<b>Telecommunications, computer, and information services</b>	1.324,4	1.748,7	1.715,1	1.689,1	1.360,3
Computer services	1.320,8	1.744,5	1.710,5	1.682,5	1.342,4
Information services	3,6	4,2	4,6	6,6	17,8
<b>IMPORTS</b>	815,5	1.022,0	1.150,5	1.206,8	1.163,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	29,7	34,4	51,1	54,9	39,9
Research and development (R&D)	29,7	34,4	51,1	54,9	39,9
<b>Personal, cultural and recreational services</b>	330,5	416,7	452,8	480,9	488,9
Audiovisual and related services	330,5	416,7	452,8	480,9	488,9
<b>Telecommunications, computer, and information services</b>	455,4	570,9	646,6	671,0	634,3
Computer services	432,3	546,8	596,8	622,7	590,6
Information services	23,1	24,1	49,8	48,2	43,7

### Highlights

- Argentina offers a wide and attractive range of cultural and recreational activities: 932 museums, 448 movie theaters and 2,800 theaters.<sup>1</sup>
- Argentina's book market generated \$540 million in 2016, compared with \$905 million in 2015, showing a 40% decline. This was mainly linked to the floating of the Argentine peso and the decision to cease almost all government purchases of textbooks, which accounted for \$132 million in sales for the publishing industry in 2015.<sup>2</sup>
- Argentina released 446 movies in 2016 compared to 429 produced in 2015. In 2016, the newly appointed Minister of Culture presented a film industry promotion plan, the Plan de Fomento para la Industria Cinematografica, which revised the subsidy system, setting aside \$607 million for the industry (higher than in Mexico). The plan reflects the market-oriented economics of the government. The new plan addresses all stages of film production and supports the decentralization of production in a country where 80% of producers are based in Buenos Aires.<sup>3</sup>
- Argentina boasts the fastest-growing paid media market in the world, with total media spending at \$4.71 billion in 2015. In 2013, Argentina's total spending on all entertainment and media of \$13.7 billion, ranking third in the Latin America region behind Brazil with \$40.9 billion and Mexico \$24.1 billion.<sup>4</sup>

<sup>1</sup> [Invest in Argentina- A world-class center of creativity](#)

<sup>2</sup> Argentine Consultancy Agency Promage – [Argentina's Book Market Fell 40% in 2016](#)

<sup>3</sup> [Argentina Approves \\$61 million Promotion Plan for Cinema](#)- October, 2016

<sup>4</sup> Global Entertainment and media outlook 2014-2018, PWC: [Argentina-set to outpace global spending growth, led by radio and Internet advertising.](#)

# Argentina

- 
- MICA, Argentina’s Cultural Industries Market, connects audiovisual producers, record labels, publishers, video game developers, performing arts and music producers and designers with leading cultural industry companies worldwide. The relevance of this event lies in the fact that it is a common forum that gathers the main cultural industries in a single space and it is a point of articulation with all state agencies engaged in promoting Cultural Industries, according to UNESCO<sup>5</sup>.
  - Audiovisual content production, digital and film was bestowed the rank of “cultural industry” through Decree No.1528/12 which gives them access to the same tax benefits as manufacturing has today in Argentina<sup>6</sup>.

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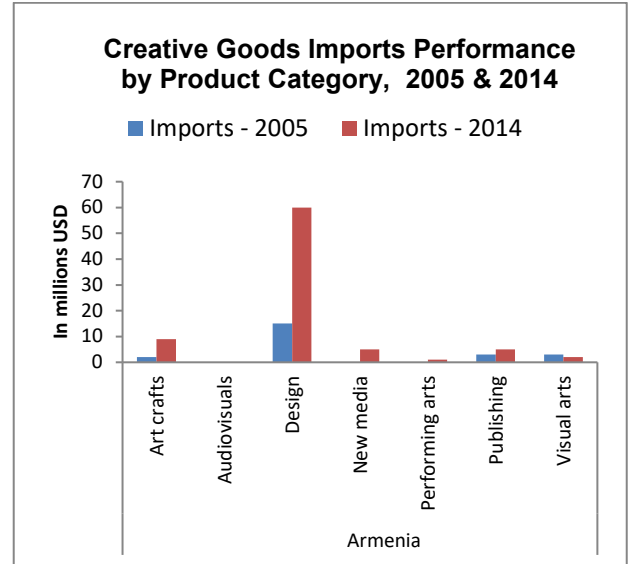
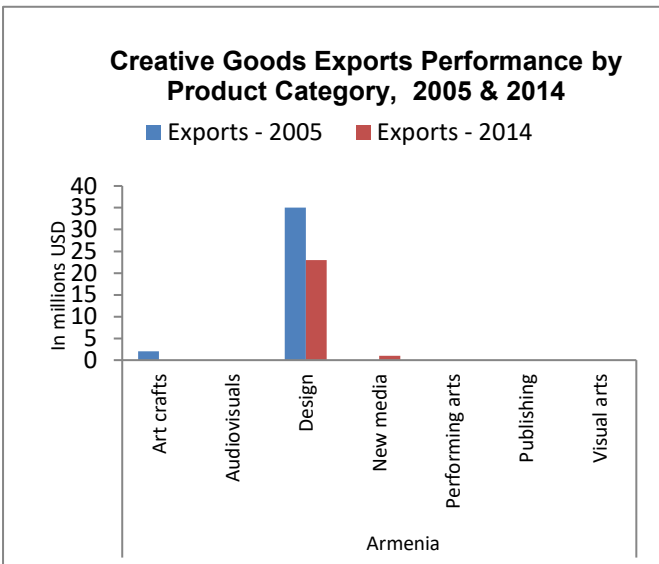
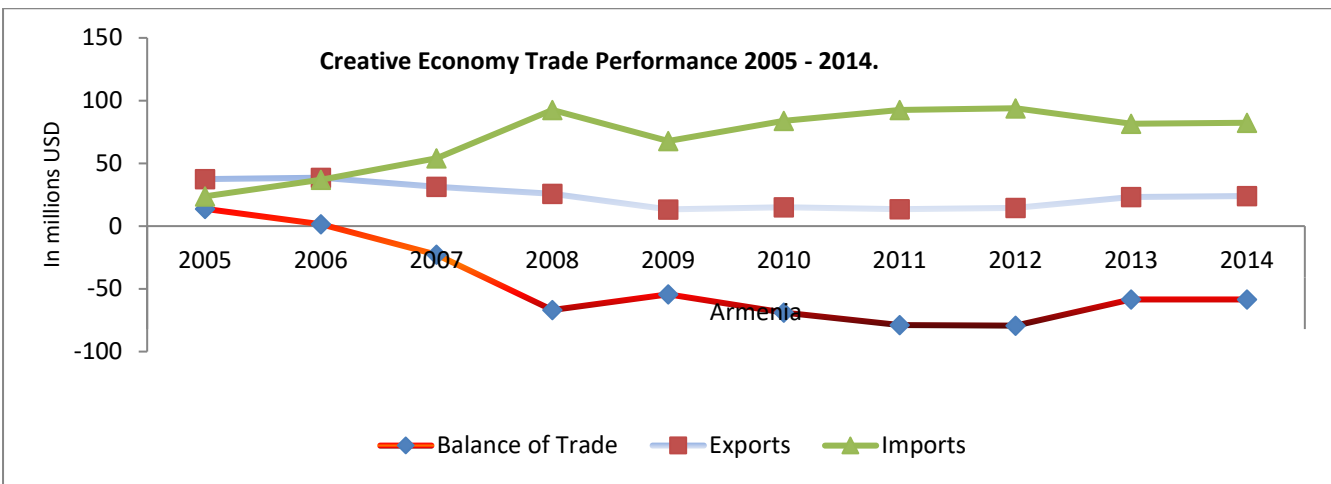
<sup>5</sup> <https://en.unesco.org/creativity/policy-monitoring-platform/argentine-cultural-industries-0>

<sup>6</sup> [Creative Industries in Argentina, A world-class center of creativity](#). Ministry of Foreign Affairs and Worship of the Republic of Argentina and Invest in Argentina, Under-secretariat for Investment Development and Trade Promotion.

# Armenia

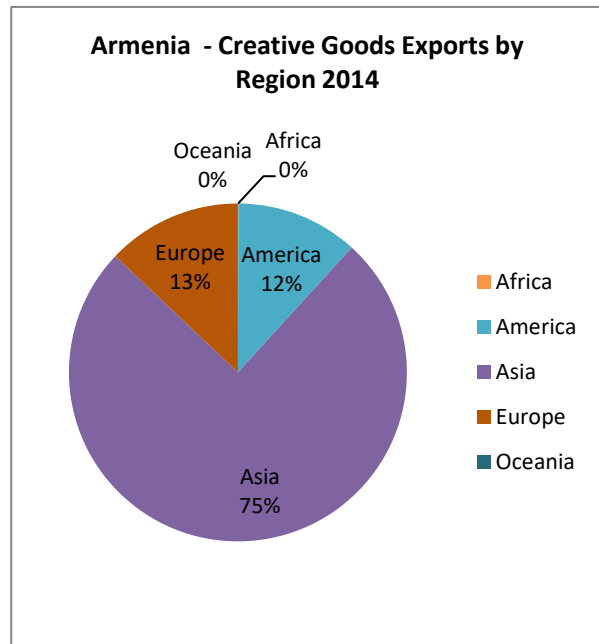
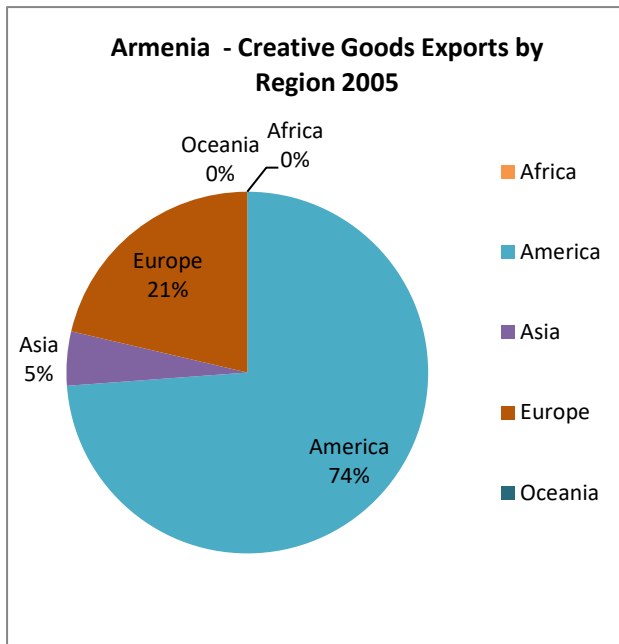
## COUNTRY PROFILE - Armenia

Creative Industries Trade Performance, 2005 -2014					Values in Million US \$					
Armenia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	37,47	38,57	31,23	25,73	13,32	15,00	13,49	14,61	23,11	23,89
Imports	23,72	36,99	53,93	92,63	67,73	83,93	92,47	93,93	81,60	82,38
Balance of Trade	13,75	1,58	-22,70	-66,90	-54,41	-68,93	-78,98	-79,32	-58,49	-58,49



In 2014, Armenia's exports of creative goods stood at \$23.89 million, with design goods (jewelry) accounting for the largest share. Armenia has gold mines, top quality jewelers, and its locally manufactured goods, in terms of customs valuation, are at the top of the list when it comes to exports from Armenia. The sector could grow if it accesses international markets since most merchandise is sold locally. It also has an important local-level impact because it employs high numbers of women. Imports of creative goods were four times higher than exports, with a value of \$82.38 million, creating a significant trade deficit for creative goods in 2014.

# Armenia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	26,78	3,99	22,79	Turkmenistan	8,40	0,00	8,40
2	Russian Federation	2,28	1,54	0,75	United Arab Emirates	4,73	1,66	3,07
3	Hungary	1,42	0,04	1,38	Russian Federation	2,10	2,94	-0,84
4	Switzerland	1,41	0,23	1,19	Kazakhstan	1,62	0,00	1,62
5	Belgium	1,39	0,20	1,19	Georgia	1,30	0,17	1,14
6	Germany	0,58	0,73	-0,15	Thailand	1,26	0,84	0,42
7	Thailand	0,48	0,13	0,36	Belize	1,05	0,00	1,05
8	British Virgin Islands	0,45	0,75	-0,30	United States	0,73	2,27	-1,54
9	Canada	0,43	0,06	0,37	British Virgin Islands	0,69	0,00	0,69
10	Turkmenistan	0,38	0,00	0,38	Belarus	0,38	0,41	-0,03

The main trading market shifted from the Americas, which had 74% market share in 2005, to the Asia region, which had 75% in 2015. In 2014, the top five Armenian trading partners for creative goods were Turkmenistan (\$8.40 million), followed by United Arab Emirates (\$4.73 million), Russian Federation (\$2.10 million), Kazakhstan (\$1.62 million), Georgia (\$1.30 million) and Thailand (\$1.26 million). The key exports were design goods including jewelry and fashion accessories. Armenia is also famous for carpet weaving, design and fashion and the arts, sectors where women play a vital local economic role. From 2010 to 2014, Armenia had a large trade surplus in creative services of between \$55 to \$70 million, mainly due to exports of computer services.

# Armenia

## CREATIVE SERVICES

ARMENIA	2010	2011	2012	2013	2014
<b>EXPORTS</b>	68,2	60,2	69,8	78,9	89,3
<b>Other business Services</b>					
Research and development (R&D)					
<b>Personal, cultural and recreational services</b>	4,7	4,5	4,3	4,3	4,3
Audiovisual and related services	4,7	4,5	4,3	4,3	4,3
<b>Telecommunications, computer, and information services</b>	63,5	55,7	65,5	74,6	85,1
Computer services	60,5	51,9	60,7	68,5	77,4
Information services	3,0	3,9	4,8	6,1	7,7
<b>IMPORTS</b>	13,7	11,8	11,0	19,2	19,1
<b>Other business Services</b>					0,0
Research and development (R&D)					0,0
<b>Personal, cultural and recreational services</b>	8,8	7,6	6,5	6,9	6,9
Audiovisual and related services	8,8	7,6	6,5	6,9	6,9
<b>Telecommunications, computer, and information services</b>	4,9	4,2	4,5	12,3	12,2
Computer services	3,6	2,9	3,2	10,4	10,8
Information services	1,3	1,4	1,4	1,9	1,4

### Highlights:

- Jewelry is a craft that has been mastered and practiced in Armenia for centuries and has a rich tradition.<sup>1</sup> Bank gold reserves are directed to the jewelry sector. Most producers are still using outdated equipment, some from the Soviet era, though new equipment and technologies are making inroads.
- In September 2017, Iran and Armenia signed an agreement to expand bilateral ties in the film industry. The purpose was to establish long-term relations between Farabi Foundation and Armenia's National Cinema Center by conducting research, hosting festivals, exchanging technology and facilities, distributing and screening Iranian and Armenian films and training human resources.
- Armenia's Ambassador to India examined the Indian film market and proposed that Indian producers film in Armenia. Filming is now taking place in the country. If half of India's population watches a movie shot in Armenia, Armenia will be well known to Indians and it may boost the economy.<sup>2</sup>
- A total of 1.2 million international tourists visited Armenia in 2016. Tourism accounts 3.8% of Armenia's GDP, and is a valuable site for the development and promotion of cultural resources.
- Carpet weaving, jewelry, design and fashion and the arts in general are sectors where women can play a vital role in the local economy. Women constitute 67% of Armenia's economically non-active population and their unemployment rate is almost double that of men (51.5% female vs. 21.8% male). According to the [World Bank](#), Armenia loses as much as 14% of its potential GDP due to unequal opportunities for women to participate in employment and entrepreneurship.

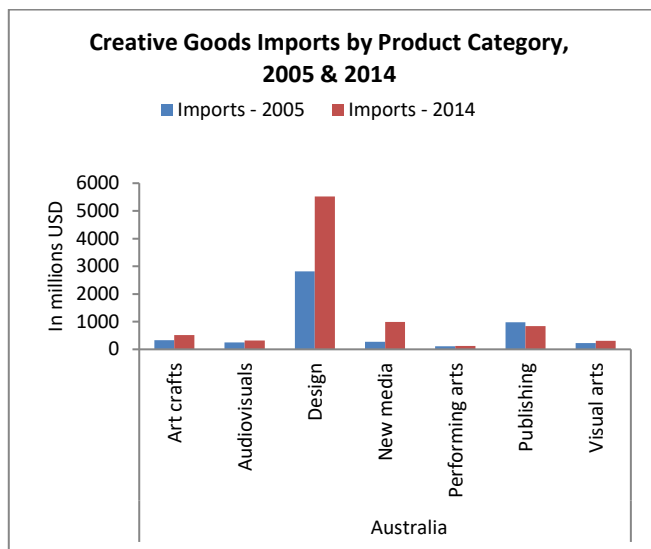
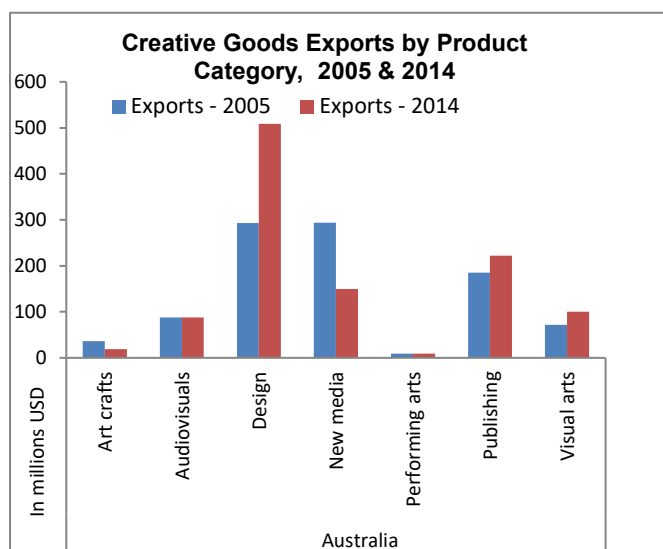
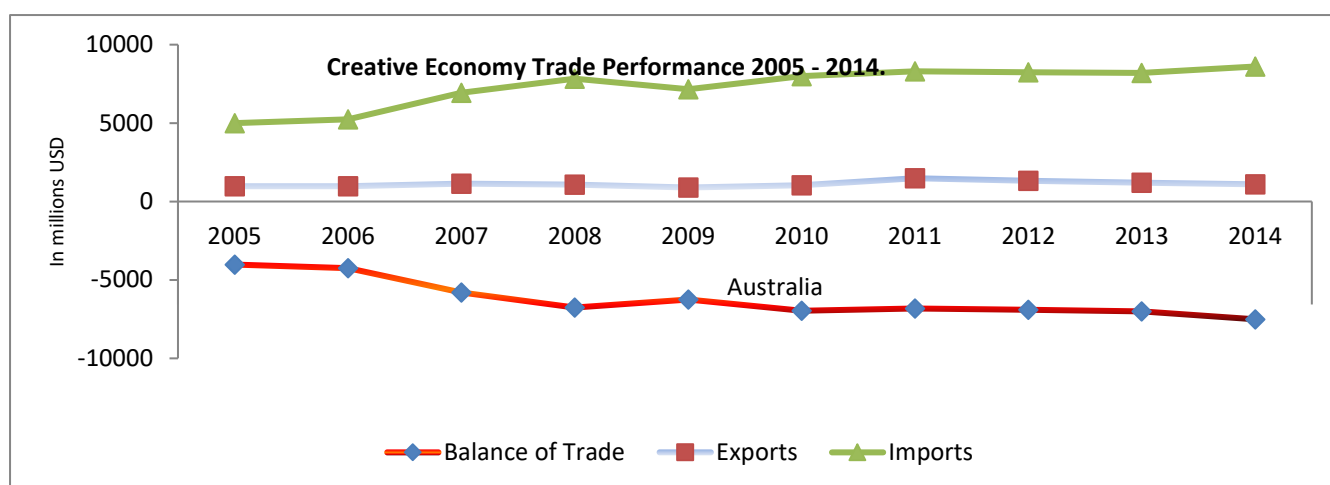
<sup>1</sup> [Armenia's Jewelry Sector: Despite problems, potential for growth exists, May 2015.](#)

<sup>2</sup> [Bollywood shooting a film in Armenia, July 2017](#)

# Australia

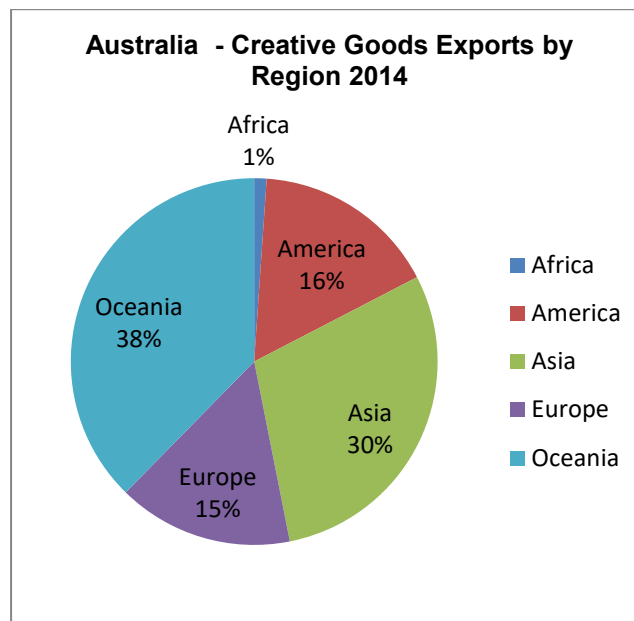
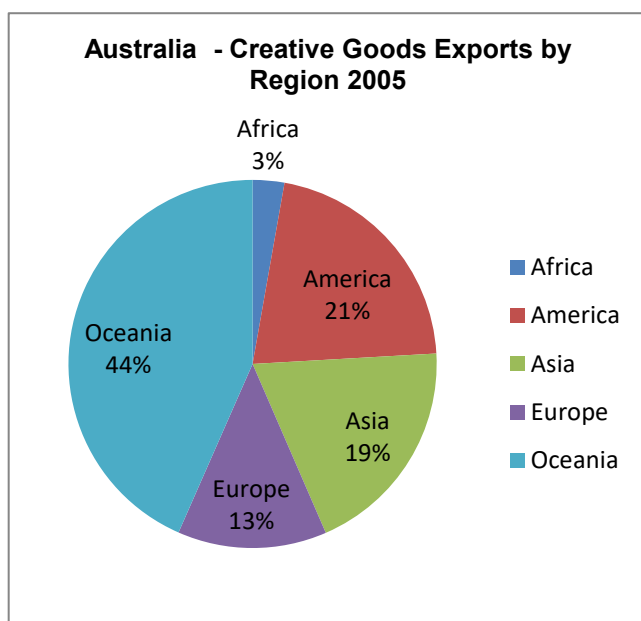
## COUNTRY PROFILE - Australia

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Australia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	976,81	983,19	1.132,53	1.069,81	892,01	1.026,42	1.483,50	1.330,40	1.202,81	1.097,37
Imports	4.997,27	5.230,86	6.931,50	7.838,16	7.148,49	7.996,49	8.309,78	8.232,58	8.199,33	8.606,90
Balance of Trade	-4.020,46	-4.247,67	-5.798,97	-6.768,35	-6.256,48	-6.970,07	-6.826,28	-6.902,18	-6.996,52	-7.509,53



Creative goods exports from Australia grew steadily from 2005, reaching a peak of \$1.4 billion in 2011, before declining to \$1.09 billion in 2014. Design (\$451 million), publishing (\$193 million) and new media (\$173 million) were the most dynamic sectors in 2014. The volume of imports was seven times higher than exports, generating a trade deficit of \$7.5 billion in 2014. The largest share of imports was made up of interior design goods worth \$1.9 billion, fashion accessories worth \$1.4 billion and toys at \$1.06 billion, followed by publishing, including books at \$434 million and newspapers at \$197 million.

# Australia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	New Zealand	396,38	323,55	72,84	New Zealand	381,86	206,21	175,65
2	United States	182,56	444,81	-262,25	United States	127,95	599,89	-471,94
3	United Kingdom	63,43	406,74	-343,31	United Kingdom	77,81	390,18	-312,37
4	Hong Kong (China)	42,48	188,81	-146,33	Hong Kong (China)	66,69	206,56	-139,87
5	Singapore	35,25	134,92	-99,67	Singapore	59,60	257,55	-197,95
6	Germany	19,08	75,02	-55,95	Canada	44,65	19,39	25,26
7	South Africa	17,06	9,89	7,16	Switzerland	44,09	28,59	15,50
8	Philippines	13,91	16,23	-2,32	India	39,17	286,59	-247,42
9	Malaysia	13,61	93,20	-79,59	United Arab Emirates	25,49	19,59	5,90
10	Fiji	13,42	1,11	12,31	Philippines	20,52	13,77	6,75

In 2014, Australia's main creative export markets by region were Oceania (38%), Asia (30%), the Americas (16%) and Europe (15%). Australia's top five creative goods export destinations by country, i.e. New Zealand, the United States, the United Kingdom, Hong Kong (China) and Singapore were the same as they were in 2005. Exports of creative services stood at \$5.1 billion in 2014, with architectural, engineering, scientific, and other technical services at \$1.49 billion and computer services at \$1.4 billion. Creative services imports stood at \$8.5 billion, the main ones being Architectural, engineering, scientific, and other technical services at \$2.79 billion and computer services \$1.8 billion, giving a creative services trade deficit of \$2.4 billion.

# Australia

## CREATIVE SERVICES

<b>AUSTRALIA</b>					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	4.445,22	5.344,20	5.303,37	5.198,66	5.116,45
<b>Charges for the use of intellectual property n.i.e</b>	556,80	632,31	523,92	523,25	540,85
Licences for the use of outcomes of research and development	377,93	342,46	229,86	267,42	241,58
Licences to reproduce and/or distribute audio-visual and related products	0,00	0,00	0,00	0,00	0,00
Licences to reproduce and/or distribute computer software	178,87	289,85	294,06	255,83	299,27
<b>Other business Services</b>	2.525,32	3.103,78	3.253,26	3.117,27	2.867,41
Advertising, market research, and public opinion polling services	332,06	537,41	704,08	785,83	696,80
Architectural, engineering, scientific, and other technical services	1.676,82	1.992,86	1.949,68	1.641,18	1.490,04
Research and development (R&D)	516,44	573,51	599,50	690,26	680,57
<b>Personal, cultural and recreational services</b>	128,42	200,11	189,48	141,91	213,64
Audiovisual and related services	128,42	200,11	189,48	141,91	213,64
<b>Telecommunications, computer, and information services</b>	1.234,68	1.408,00	1.336,71	1.416,24	1.494,55
Computer services	1.164,05	1.347,14	1.260,09	1.309,08	1.401,71
Information services	70,63	60,86	76,62	107,16	92,85
<b>IMPORTS</b>	6.441,26	8.050,85	8.457,23	8.908,69	8.543,64
<b>Charges for the use of intellectual property n.i.e</b>	1.580,50	1.924,78	1.918,62	1.780,19	1.874,95
Licences for the use of outcomes of research and development	486,17	560,10	505,28	442,15	430,88
Licences to reproduce and/or distribute audio-visual and related products	0,00	0,00	0,00	0,00	0,00
Licences to reproduce and/or distribute computer software	1.094,34	1.364,67	1.413,34	1.338,04	1.444,07
<b>Other business Services</b>	2.573,94	3.273,98	3.598,05	4.005,43	3.329,84
Advertising, market research, and public opinion polling services	184,38	220,74	404,85	330,17	284,85
Architectural, engineering, scientific, and other technical services	2.174,00	2.665,39	2.903,29	3.381,79	2.797,10
Research and development (R&D)	215,57	387,84	289,92	293,48	247,89
<b>Personal, cultural and recreational services</b>	1.034,71	1.361,58	1.411,26	1.324,53	1.290,83
Audiovisual and related services	1.034,71	1.361,58	1.411,26	1.324,53	1.290,83
<b>Telecommunications, computer, and information services</b>	1.252,11	1.490,52	1.529,30	1.798,54	2.048,02
Computer services	1.201,66	1.421,41	1.427,83	1.632,49	1.886,67
Information services	50,45	69,11	101,47	166,05	161,35

# Australia

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## Highlights

- More than half a million Australians now work in the creative sector, making it one of the fastest-growing, most dynamic segments of the national economy according to the [ARC Centre Of Excellence](#) for Creative Industries and Innovation.
- Fashion is big business in Australia. Australian designers and their designs are fast becoming hot exports for the world's fashion centers. The Fashion Chamber of Commerce was formed to keep talent at home and nurture domestic brands and businesses.<sup>1</sup>
- Australia's publishing industry produces some 7,000 titles a year, generating \$2 billion in revenue and employing 20,000 across the industry.<sup>2</sup>
- The video games industry, which earned \$114.9 million in 2015, 81% of which was from overseas markets, has potential to become a 'clean' national export. Supported by a grant from the International Game Developers Association, the industry is expected to grow in coming years.<sup>3</sup>
- The Department of Foreign Affairs and Trade recognizes that Australia's creative industries have built a global reputation for innovation, talent and energy and play an important role in the Australian economy.<sup>4</sup>

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<sup>1</sup> ['Fashion is a big business in Australia- but you would wouldn't know it from the news'](#) The Guardian, May 2016

<sup>2</sup> [Australian Publishing Industry](#), Peter Kahlil, Nov. 2016

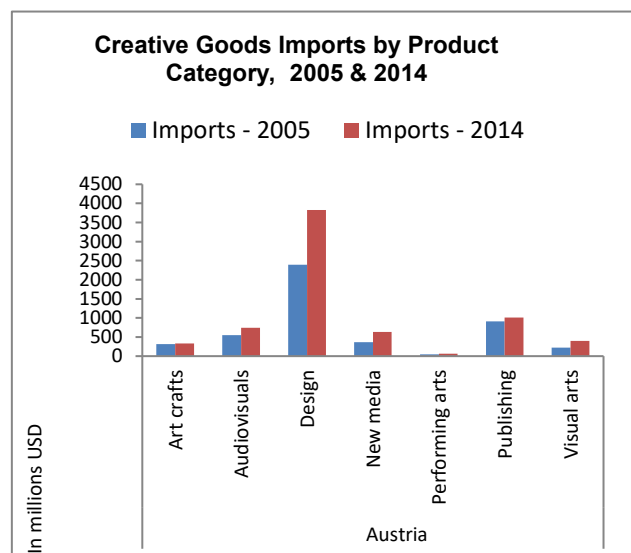
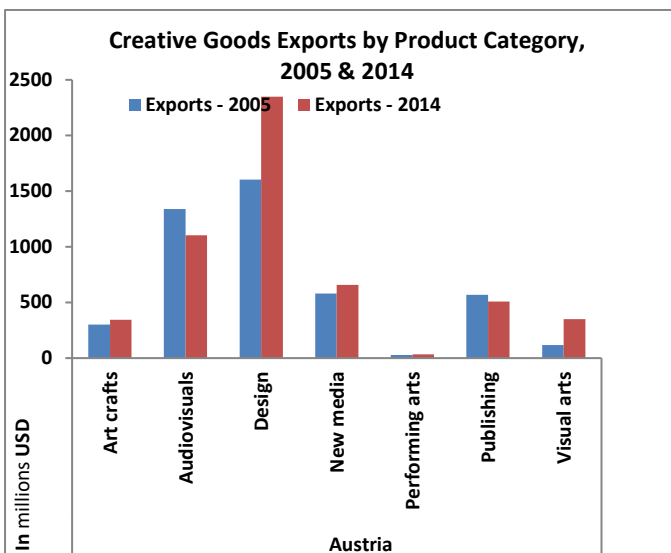
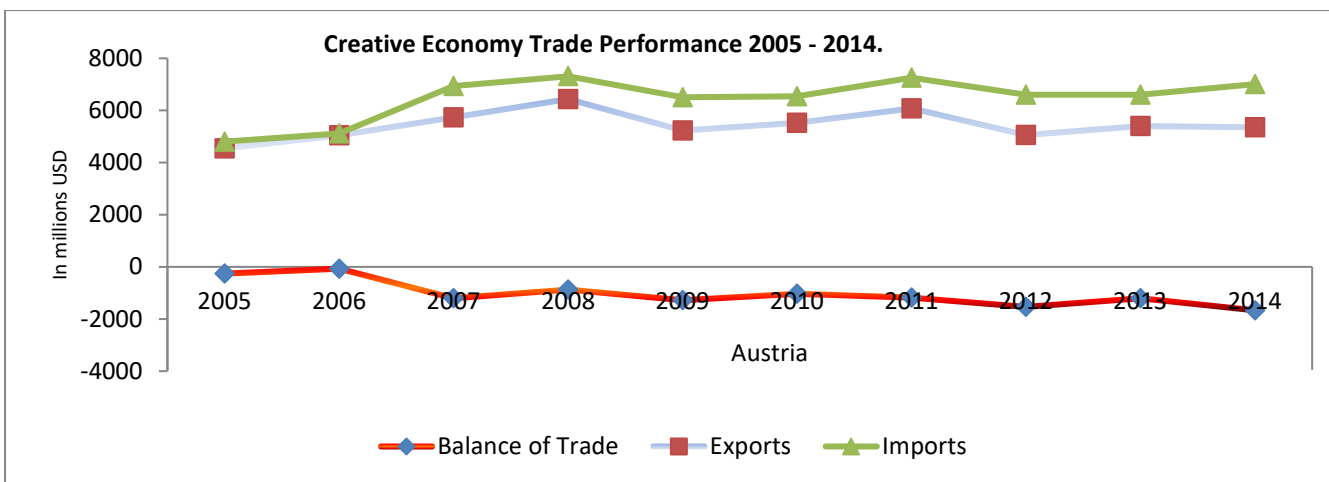
<sup>3</sup> [How video games could become Australia's next big export, Jan. 2017](#)

<sup>4</sup> [Creative Australia](#)

# Austria

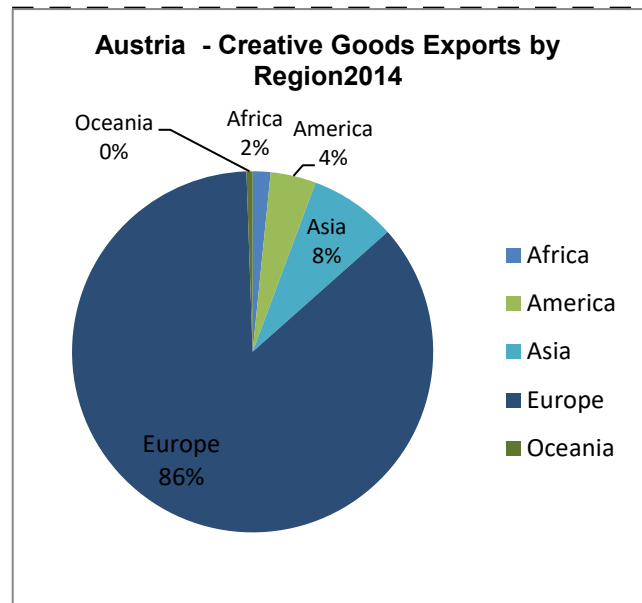
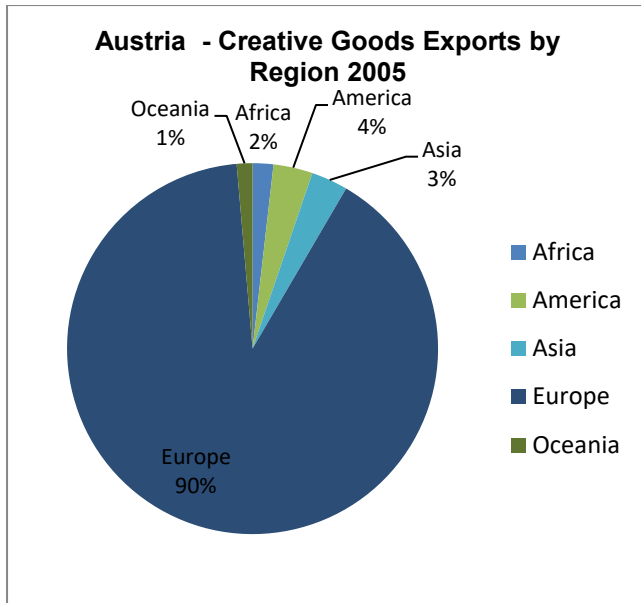
## COUNTRY PROFILE- Austria

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Austria	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4.541,32	5.048,60	5.727,73	6.436,33	5.233,86	5.519,16	6.074,36	5.062,07	5.399,60	5.346,99
Imports	4.805,04	5.118,26	6.937,55	7.311,95	6.506,91	6.547,44	7.252,44	6.600,92	6.605,09	7.014,39
Balance of Trade	-263,72	-69,66	-1.209,82	-875,62	-1.273,05	-1.028,28	-1.178,08	-1.538,85	-1.205,49	-1.667,40



Due to the global financial crisis, Austrian creative goods exports have yet to recover to the \$6.4 billion level reached in 2008. In 2014, key exports included design, audiovisuals, and publishing goods and new media. Austria is world famous for its arts and crafts, most notably fine handcrafted items, customized jewelry, ceramics and glassware. A high level of creative design good imports, particularly in publishing and audiovisuals drives a negative trade balance.

# Austria



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	1.342,00	2.534,85	-1.192,84	Germany	1.678,74	3.210,16	-1.531,42
2	United Kingdom	484,03	80,78	403,25	Switzerland	461,17	147,78	313,39
3	Italy	353,86	300,95	52,91	United Kingdom	439,14	99,98	339,16
4	Switzerland	331,45	126,37	205,08	Italy	302,87	421,27	-118,40
5	France	272,96	102,96	170,01	France	290,90	141,69	149,21
6	Russian Federation	188,86	5,37	183,49	Czechia	230,46	364,97	-134,51
7	Netherlands	160,86	88,62	72,24	United States	152,82	179,31	-26,49
8	Czechia	139,10	256,59	-117,50	Spain	136,58	39,35	97,23
9	Spain	137,70	27,93	109,77	Netherlands	135,12	116,55	18,57
10	Hungary	131,56	29,04	102,53	Hungary	117,08	80,19	36,89

In 2014, Austria's main creative goods export markets were Europe (86%), Asia (8%) and the Americas (4%). Austria's top five export partners were the same as in 2014, namely: Germany, Switzerland, the United Kingdom, Italy and France. More than 80% of Austrian country style fashion and accessories were exported to these markets, which value high quality natural materials (pure wool, cotton, silk, and linen). Customized jewelry and fine art crafted items were also part of the exports as Austria was the number eight exporter of jewelry from the European Union. Austria maintained a large trade deficit in creative goods with Germany throughout the period 2005 to 2014.

# Austria

## CREATIVE SERVICES

<b>AUSTRIA</b>					
	2010	2011	2012	2013	2014
(in millions of \$)					
<b>EXPORTS</b>	3.111,4	3.769,9	19.690,5	18.604,3	20.679,8
<b>Charges for the use of intellectual property n.i.e</b>	0,0	0,0	0,0	645,3	739,0
Licences for the use of outcomes of research and development	0,0	0,0	0,0	235,0	297,2
Licences to reproduce and/or distribute audio-visual and related products	0,0	0,0	0,0	163,3	163,2
Licences to reproduce and/or distribute computer software	0,0	0,0	0,0	247,0	278,6
<b>Other business Services</b>			15.469,7	12.271,0	13.390,7
<b>Advertising, market research, and public opinion polling services</b>			1.397,9	1.683,6	1.899,9
Architectural services			3.721,0	75,7	71,6
Architectural, engineering, scientific, and other technical services			3.721,0	4.127,9	4.237,6
R&D , sale of proprietary rights arising from R&D			30,8	15,9	25,2
R&D work undertaken on a systematic basis to increase the stock of knowledge			2.210,0	2.101,8	2.356,3
R&D, Provision of customized and non-customized R&D services			2.179,1	2.085,9	2.331,1
Research and development (R&D)			2.210,0	2.180,2	2.469,1
<b>Personal, cultural and recreational services</b>	89,4	105,9	118,2	250,9	289,2
Audiovisual and related services	89,4	105,9	118,2	111,5	131,3
Audio-visual services				110,2	132,7
Other personal, cultural and recreational services, heritage and recreational services			0,0	29,2	25,2
<b>Telecommunications, computer, and information services</b>	3.022,0	3.664,0	4.102,6	5.437,1	6.260,9
Computer Service, software				520,5	640,8
Computer services	2.846,9	3.451,7	3.863,6	4.612,6	5.356,0
Information services	175,1	212,4	239,0	304,1	264,0
<b>IMPORTS</b>	2.456,0	2.704,1	10.041,2	12.363,9	13.796,7
<b>Charges for the use of intellectual property n.i.e</b>				1.270,6	1.283,0
Licences for the use of outcomes of research and development				410,3	354,2
Licences to reproduce and/or distribute audio-visual and related products				407,6	433,8
Licences to reproduce and/or distribute computer software				452,8	494,9
<b>Other business Services</b>			7.199,1	6.695,8	7.419,1
Advertising, market research, and public opinion polling services			1.473,7	2.247,9	2.819,3
Architectural services			1.850,2	139,4	142,0
Architectural, engineering, scientific, and other technical services			1.850,2	2.255,8	2.246,2
R&D , sale of proprietary rights arising from R&D			43,7	15,9	47,8
R&D work undertaken on a systematic basis to increase the stock of knowledge			674,6	608,1	643,5
R&D, Provision of customized and non-customized R&D services			632,2	590,8	595,7
Research and development (R&D)			674,6	837,8	924,7

# Austria

<b>Personal, cultural and recreational services</b>	300,9	304,5	322,5	597,5	611,6
Audiovisual and related services	300,9	304,5	322,5	292,1	310,5
Audio-visual services				292,1	297,2
Other personal, cultural and recreational services, heritage and recreational services			0,0	13,3	4,0
<b>Telecommunications, computer, and information services</b>	2.155,1	2.399,6	2.519,6	3.800,0	4.483,0
Computer Service, software				435,5	650,1
Computer services	1.922,1	2.140,2	2.247,2	3.059,1	3.519,8
Information services	233,0	259,4	272,4	305,4	313,1

## Highlights

- In 2013, Austria's creative industry consisted of about 39,000 enterprises (10.4 % of all enterprises); 140,000 employees; and sales of €20.3 billion<sup>1</sup>.
- Software and games were the largest sector within the creative industries in terms of employment and sales, which accounted for about 30% of the entire creative industries. The second largest sector was music, books and artistic activities.
- In 2015 creative services exports stood at \$17.730 million, which included architectural services at \$57.7 million, personal, cultural and recreational services at \$123.1 million and information services at \$253.1 million.

## Sources:

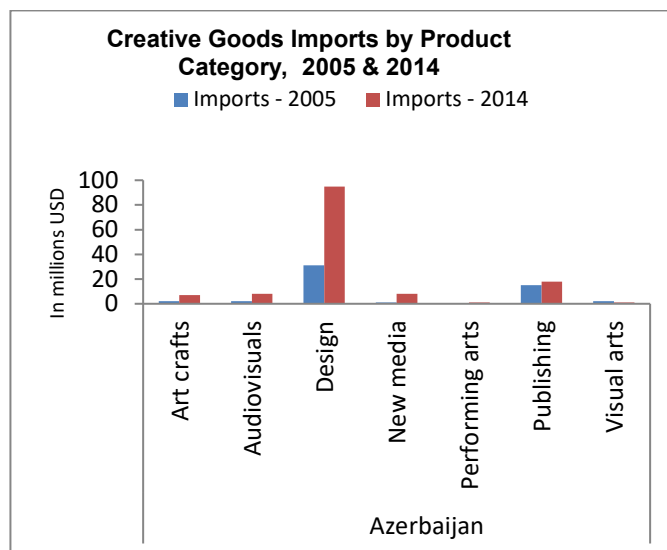
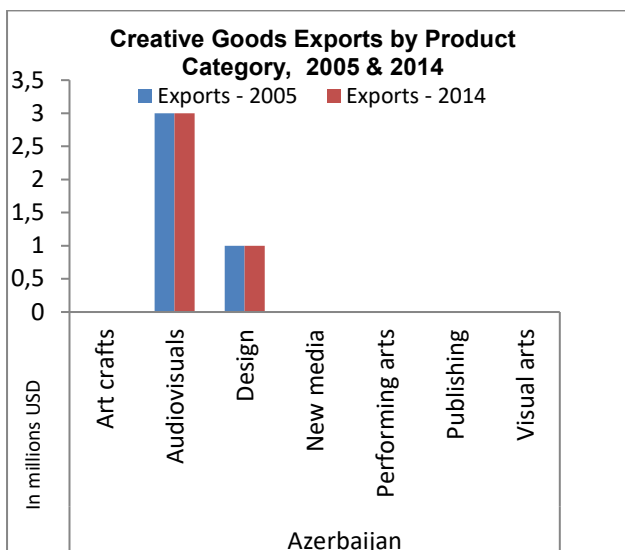
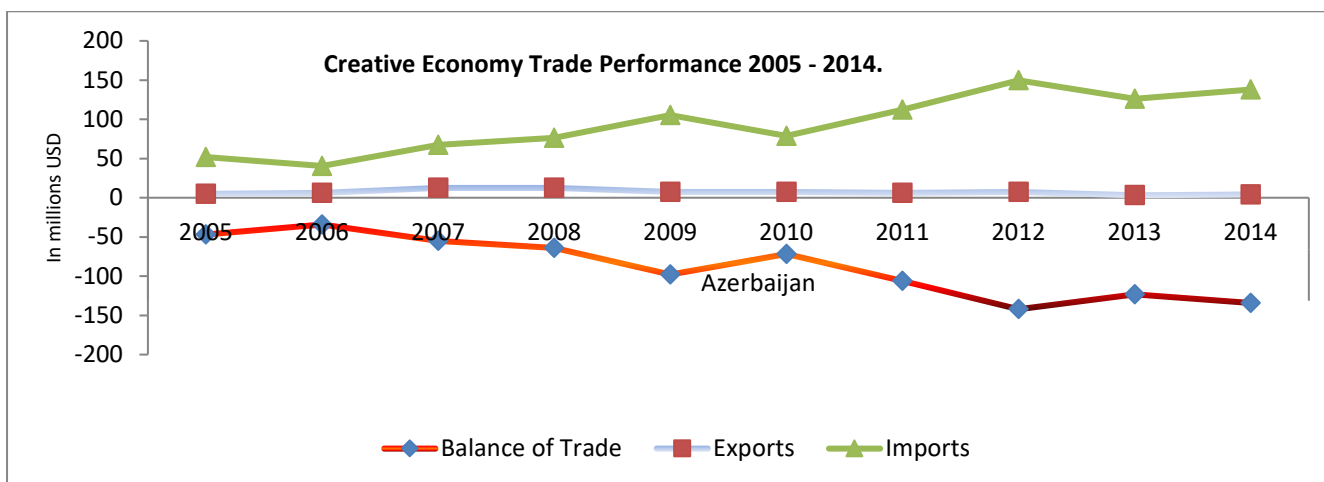
[Association of the Austrian Textile Industry](#)

<sup>1</sup> Austrian Report on Creative Industries 2015- advantageaustria.org7 <https://www.kreativwirtschaft.at/wp-content/uploads/2017/05/7KWB-E-Summary.pdf>

# Azerbaijan

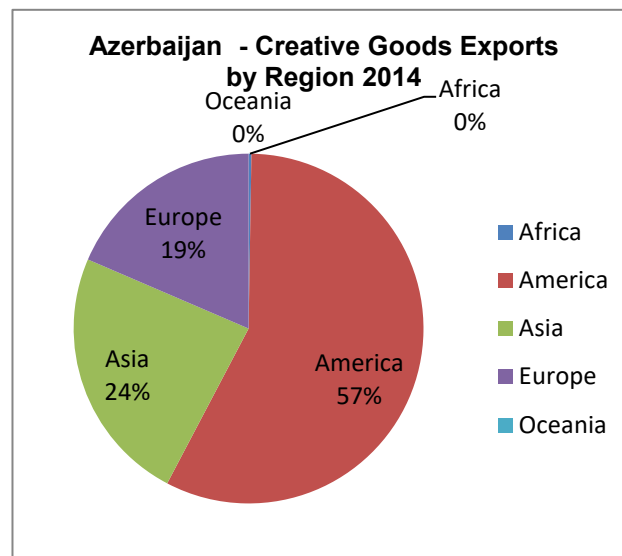
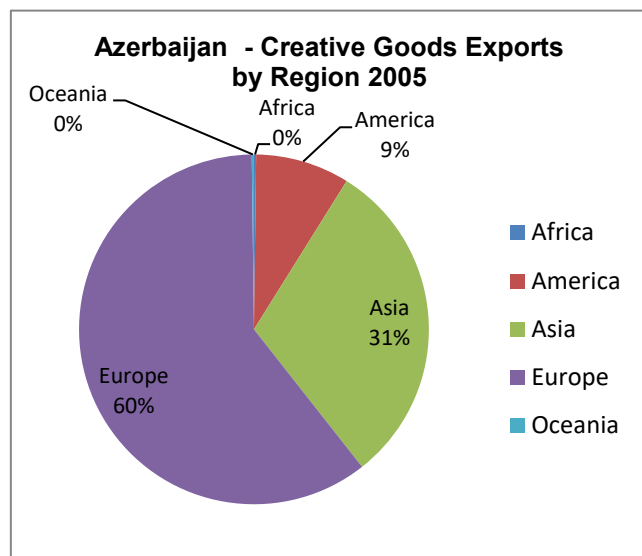
## COUNTRY PROFILE - Azerbaijan

Creative Industries Trade Performance, 2005 - 2014					Values in Million US\$					
Azerbaijan	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4,94	6,31	12,53	12,53	7,41	7,26	6,30	7,47	3,13	3,95
Imports	51,77	40,49	67,43	76,44	105,43	78,99	112,36	149,65	126,22	138,04
Balance of Trade	-46,83	-34,18	-54,90	-63,91	-98,02	-71,73	-106,06	-142,18	-123,09	-134,09



Creative goods exports reached a peak of \$7.47 million in 2012 but declined after the global crisis to a level of \$3.95 million in 2014. The largest share of exports were audiovisuals (CDs, DVDs, tapes) and design related products. In 2014, imports stood at \$138 million, including interior design goods at \$79 million and fashion and jewelry at \$14 million. Imports were composed of books at \$11 million, and newspapers and other printed materials at \$7 million. Azerbaijan posted a trade deficit of \$134 million in 2014.

# Azerbaijan



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Norway	1,53	0,03	1,50	United States	2,19	2,27	-0,08
2	United Kingdom	1,01	4,90	-3,90	Kazakhstan	0,66	0,01	0,65
3	Kazakhstan	0,93	0,02	0,91	France	0,37	3,08	-2,71
4	Georgia	0,48	0,02	0,46	Russian Federation	0,22	6,69	-6,48
5	United States	0,42	0,54	-0,12	Georgia	0,10	0,40	-0,30
6	Russian Federation	0,34	6,20	-5,86	Tajikistan	0,05	0,00	0,05
7	Italy	0,09	1,43	-1,34	United Kingdom	0,04	3,84	-3,80
8	United Arab Emirates	0,03	1,75	-1,71	Turkey	0,04	55,23	-55,19
9	Turkey	0,02	17,16	-17,14	Iran (Islamic Republic of)	0,03	4,82	-4,79
10	Iran (Islamic Republic of)	0,02	0,83	-0,81	Ukraine	0,02	5,00	-4,99

Regional trade partners for Azerbaijan have shifted entirely in recent years. In 2005, Europe was the main destination market for Azerbaijan creative goods exports, with a share of 60%, followed by Asia with 31% and America with 9%. In 2014, the Americas dominated as the top regional market for creative goods exports with a 57% share, followed by Asia with 24% and Europe with 19%. The top export partners for creative goods in 2014 were the United States, Kazakhstan, France, the Russian Federation and Georgia, and Azerbaijan maintained trade deficits with the majority of them.

# Azerbaijan

## CREATIVE SERVICES

<b>AZERBAIJAN</b>					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	9,8	5,8	9,6	19,9	36,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	0,3	0,7	4,1	9,7	7,3
Research and development (R&D)	0,3	0,7	4,1	9,7	7,3
<b>Personal, cultural and recreational services</b>					1,1
Audiovisual and related services					1,1
<b>Telecommunications, computer, and information services</b>	9,5	5,1	5,5	10,1	27,8
Computer services	6,9	2,2	2,8	3,7	19,3
Information services	2,6	2,9	2,6	6,4	8,5
<b>IMPORTS</b>	22,1	49,3	59,4	70,5	84,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	0,8	2,0	2,2	6,3	3,1
Research and development (R&D)	0,8	2,0	2,2	6,3	3,1
<b>Personal, cultural and recreational services</b>				1,1	1,7
Audiovisual and related services				1,1	1,7
<b>Telecommunications, computer, and information services</b>	21,3	47,3	57,2	63,2	79,7
Computer services	13,5	24,9	24,9	27,5	34,9
Information services	7,9	22,5	32,3	35,7	44,8

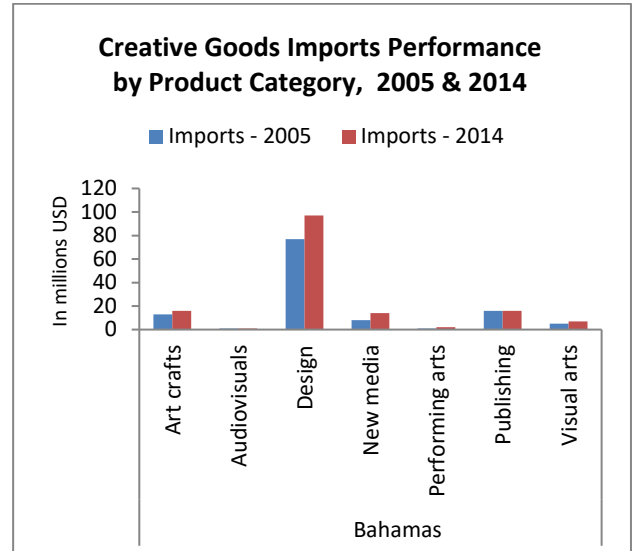
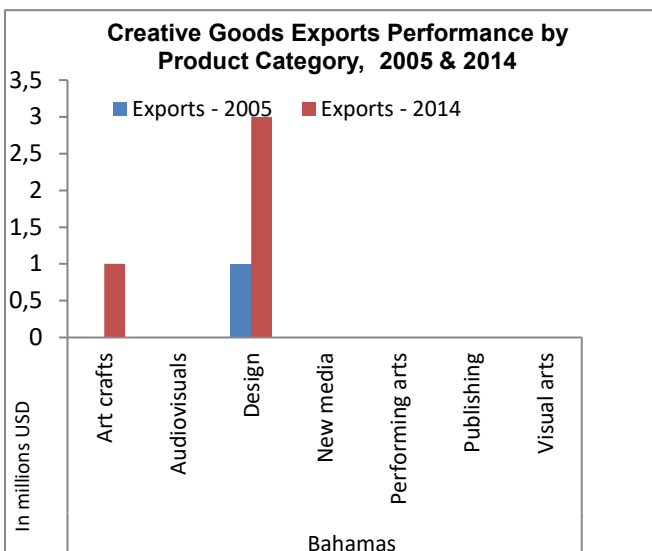
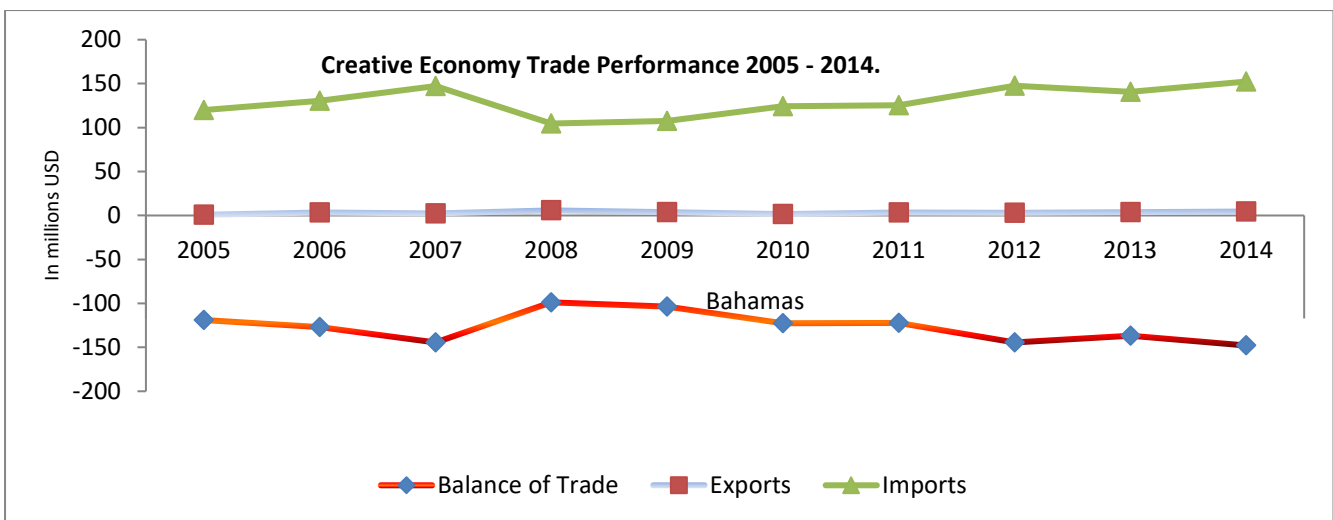
### Highlights

- Exports of creative services stood at \$36.3 million in 2014, with telecommunications, computer, and information services accounting for the largest share of creative services exports, valued at \$27.8 million.
- Azerbaijani carpet art was inscribed in the UNESCO [Representative List of Intangible Cultural Heritage of Humanity](#) in 2010.

# Bahamas

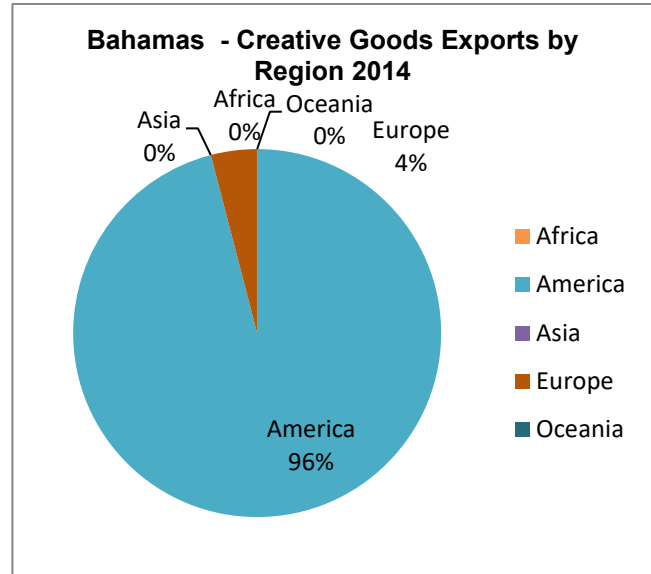
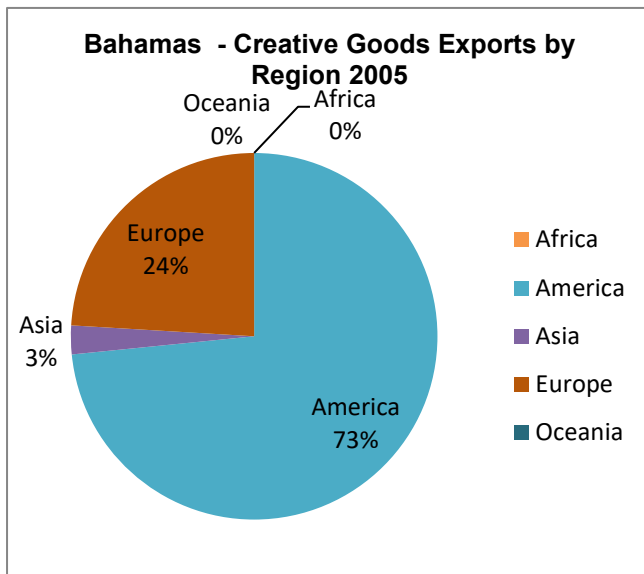
## COUNTRY PROFILE- Bahamas

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Bahamas	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,79	3,47	2,46	5,79	3,72	1,68	3,39	3,12	3,92	4,45
Imports	119,88	130,58	147,07	104,62	107,40	124,13	125,53	147,48	140,60	152,36
Balance of Trade	-119,09	-127,11	-144,61	-98,83	-103,68	-122,45	-122,14	-144,36	-136,68	-147,91



Although the creative industries made up a very small percentage of exports in the Bahamas, creative goods exports grew steadily to a value of \$4.45 million in 2014. The key export sectors were design goods and handicrafts, including jewelry and accessories, baskets and bags and straw materials. In 2014, the Bahamas was a net importer of creative goods with imports at \$152.36 million generating a trade deficit of \$147.91 million.

# Bahamas



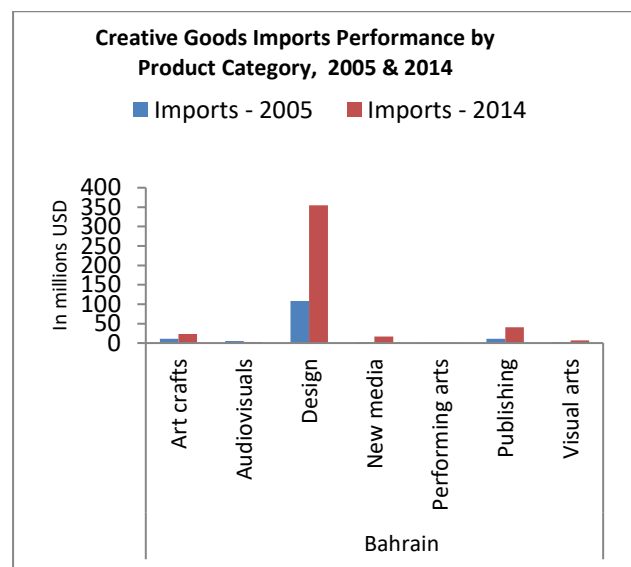
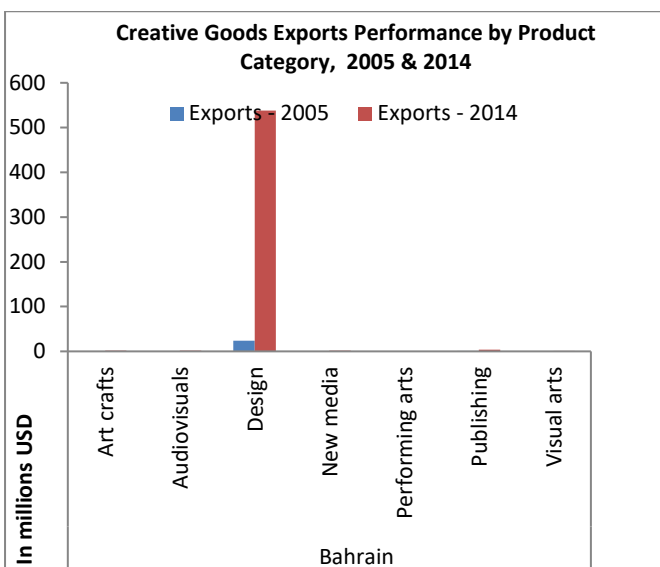
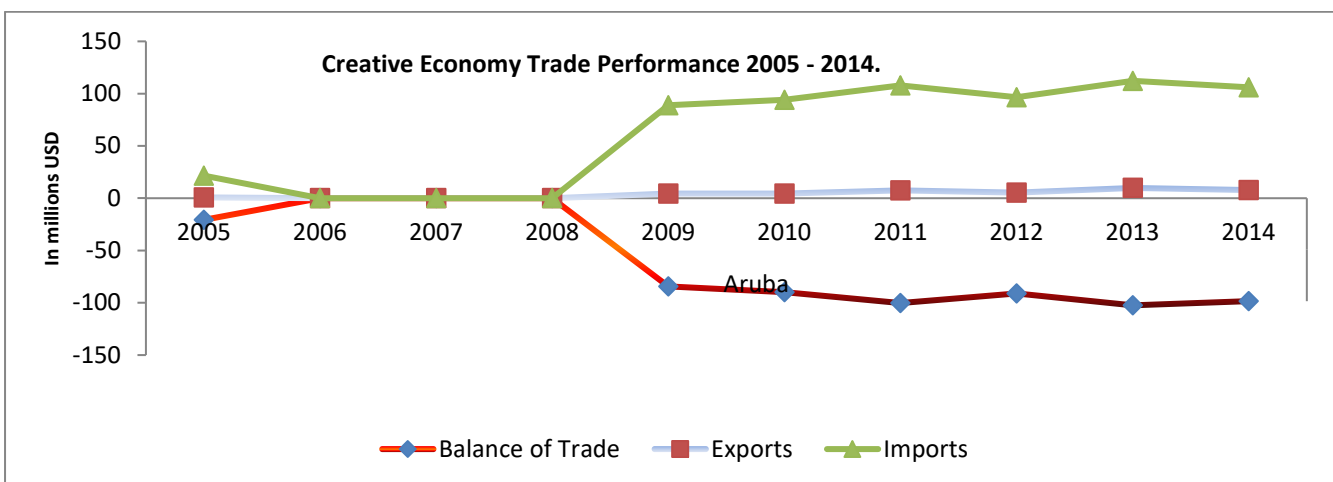
TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	British Virgin Islands	0,51	0,00	0,51	United States	4,21	134,79	-130,58
2	France	0,17	0,16	0,01	Italy	0,14	0,53	-0,38
3	United States	0,03	113,53	-113,50	United Kingdom	0,04	2,28	-2,24
4	Canada	0,03	0,48	-0,45	Brazil	0,03	0,10	-0,07
5	Japan	0,02	0,19	-0,18	Panama	0,01	1,86	-1,85
6	Spain	0,01	0,16	-0,15	Saint Kitts and Nevis	0,00	0,00	0,00
7	United Kingdom	0,01	0,88	-0,87	Turks and Caicos Islands	0,00	0,00	0,00
8	Mongolia	0,00	0,00	0,00	Haiti	0,00	0,00	0,00
9	Suriname	0,00	0,00	-0,00	Dominican Republic	0,00	0,05	-0,05
10	Qatar	0,00	0,00	0,00	Cayman Islands	0,00	0,01	-0,01

The top five export partners for Bahamas creative goods were the United States, Italy, the United Kingdom, Brazil and Panama. The Americas region came to dominate the Bahamas trade growing from 73% share in 2005 to 96% in 2014. Main exports included straw materials, basket ware, wickerwork, and bags. The straw trade grew in line with tourism, the Bahama's largest industry, which saw 4.5 million cruise passengers visiting the island in 2015. Bahamian straw crafts are important eco-friendly fashion accessories but there is no data available as to how much is produced and sold. The Bahamas has a significant trade deficit of \$130 million with the United States, which sent imports to the value of \$135 million to the Bahamas in 2014. There is no data available for creative services exports.

# Bahrain

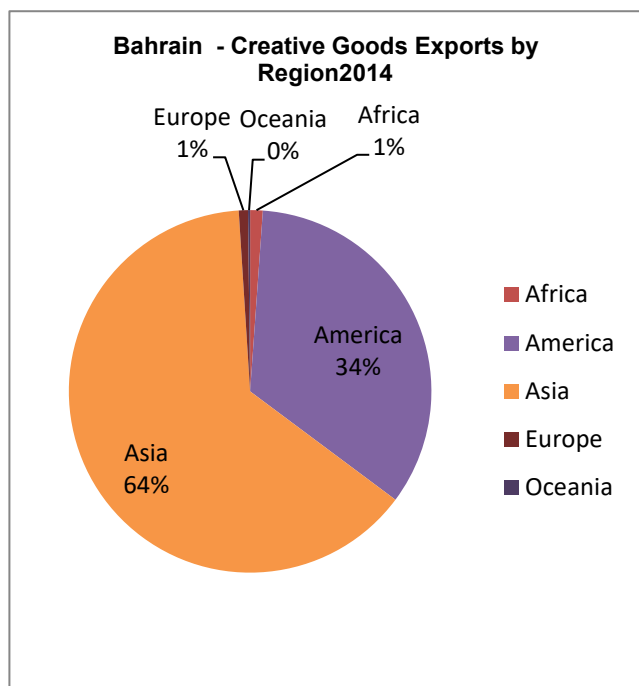
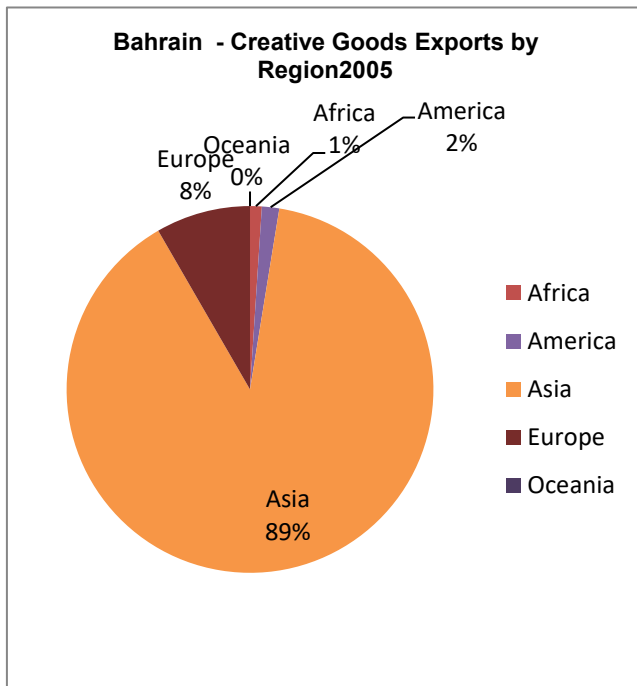
## COUNTRY PROFILE- Bahrain

Creative Industries Trade Performance, 20 and 2015					Value ( in Million US\$)					
Bahrain	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	25,84	20,98	32,36	47,30	44,99	42,42	34,48	136,32	752,57	548,38
Imports	141,41	120,51	146,70	323,53	181,89	245,64	273,42	304,59	352,75	446,87
Balance of Trade	-115,57	-99,53	-114,34	-276,23	-136,90	-203,22	-238,94	-168,27	399,82	101,51



Creative goods exports stood at \$548.83 million in 2014. Design goods, including interior design, fashion accessories and jewelry accounted for the largest share of creative goods exports (\$538 million). Knit or crochet clothing accessories was the fastest growing among the top 10 export categories. Bahraini gems and precious metals posted the third-fastest gain in value, led by jewelry and diamonds. Imports stood at \$446.87 million for the same period. In 2014, Bahrain had a positive trade balance of \$101.51 million.

# Bahrain

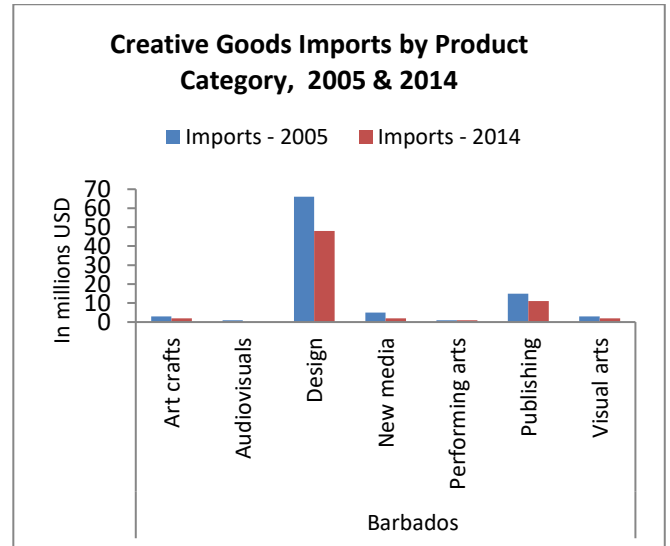
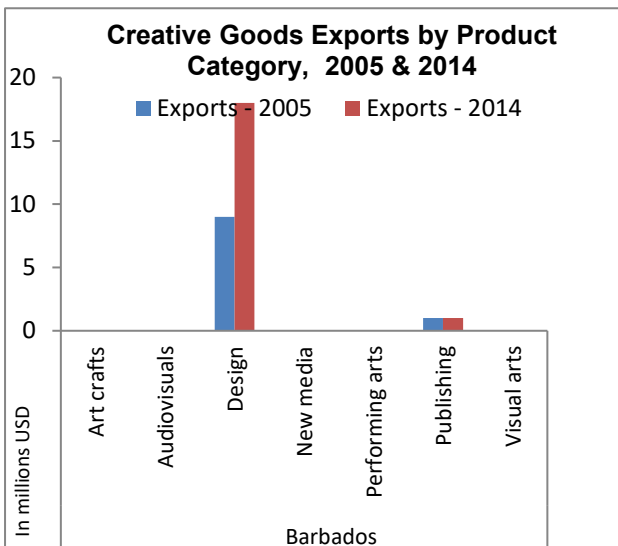
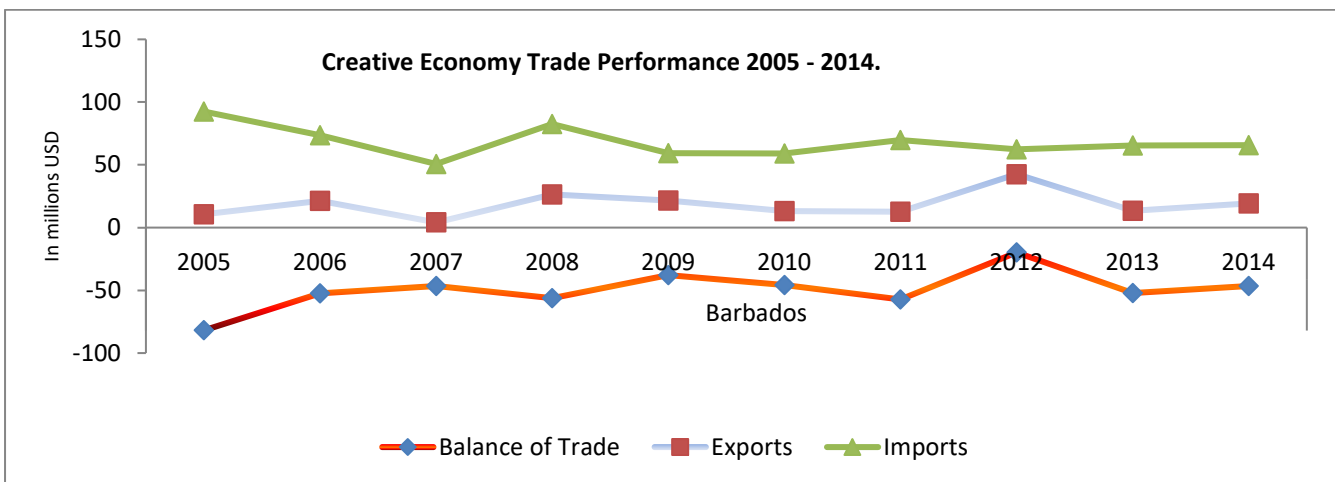


TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Saudi Arabia	10,16	4,20	5,96	United Arab Emirates	256,92	126,13	130,80
2	Kuwait	4,68	1,00	3,68	United States	186,52	13,86	172,66
3	United Arab Emirates	3,12	17,89	-14,77	Oman	30,08	1,35	28,73
4	Switzerland	1,70	1,29	0,41	Saudi Arabia	27,73	7,65	20,08
5	Qatar	1,33	0,11	1,22	Qatar	14,15	0,20	13,95
6	Jordan	1,17	0,11	1,05	Kuwait	10,54	0,93	9,61
7	Oman	0,63	0,20	0,44	Lebanon	4,34	5,49	-1,16
8	United States	0,37	6,82	-6,45	Egypt	3,98	8,33	-4,35
9	France	0,17	3,27	-3,10	Russian Federation	2,36	0,36	2,00
10	South Africa	0,17	0,28	-0,11	Turkey	2,02	8,35	-6,33

In 2005, the main destination markets for Bahrain's creative goods exports were Asia, which accounted for 89% of trade, and Europe with an 8% market share. In 2014, Asia remained the top destination market for creative goods exports, but its market share declined significantly to 64% and the Americas share increased to a significant 34%. The top five export partners of Bahrain were the United Arab Emirates, the United States, Oman, Saudi Arabia and Qatar.

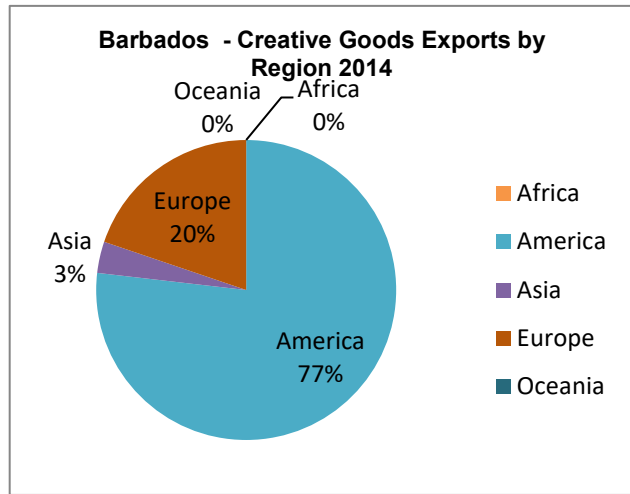
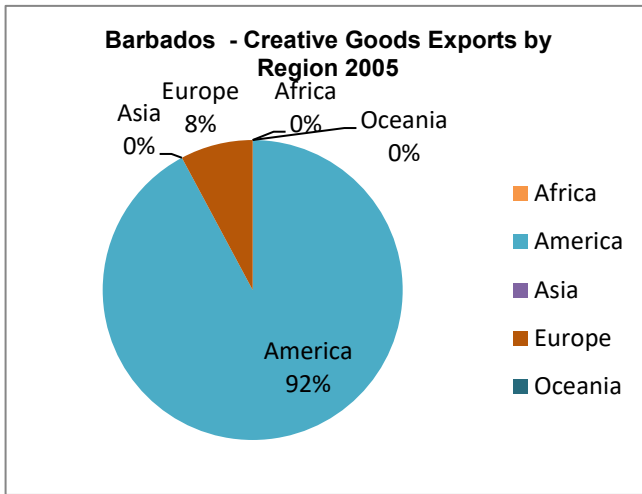
# Barbados

COUNTRY PROFILE: Barbados										
Creative Industries Trade Performance, 2005 and 2014					Values in Million US\$					
Barbados	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	10,62	21,27	4,09	26,47	21,50	13,20	12,52	42,59	13,34	19,20
Imports	92,48	73,61	50,68	82,64	59,32	59,07	69,86	62,44	65,50	65,79
Balance of Trade	-81,86	-52,34	-46,59	-56,17	-37,82	-45,87	-57,34	-19,85	-52,16	-46,59



Creative goods exports from Barbados stood at \$19.2 million in 2014. Key exports constituted a range of creative offerings including couture, business wear, young and trendy designs, jewelry, and handbags. Design-related exports increased from \$9 million in 2005 up to to nearly \$19 million in 2014. Imports stood at \$65.79 million in 2014 driven mainly by design and publishing goods such as books, journals and other printed matter. Barbados had a trade deficit of \$46.59 million in 2014.

# Barbados



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	8,39	51,48	-43,09	United States	12,03	25,89	-13,86
2	Switzerland	0,50	2,12	-1,62	France	3,70	3,16	0,54
3	Saint Vincent and the Grenadines	0,25	0,00	0,25	Hong Kong (China)	0,64	1,10	-0,46
4	United Kingdom	0,24	7,43	-7,19	Canada	0,62	3,55	-2,92
5	Canada	0,21	5,33	-5,12	Mexico	0,52	0,07	0,45
6	Netherlands Antilles	0,14	0,06	0,08	Trinidad and Tobago	0,36	1,21	-0,86
7	Saint Lucia	0,13	0,06	0,07	Aruba	0,21	0,00	0,21
8	Trinidad and Tobago	0,11	2,09	-1,98	Saint Vincent and the Grenadines	0,20	0,26	-0,06
9	Grenada	0,10	0,02	0,08	Panama	0,16	0,38	-0,22
10	Antigua and Barbuda	0,08	0,00	0,08	Dominica	0,16	0,00	0,16

In 2005, the main destination markets for Barbados's creative goods exports were America (92% market share) and Europe (8%). In 2014, America was still the main destination market for Barbados's creative goods exports, but the share of exports going to America had declined to 77% while exports going to Europe had increased to 20%. The top five trading partners of Barbados were the United States, France, Hong Kong (China), Canada and Mexico.

# Barbados

## CREATIVE SERVICES

<b>BARBADOS</b>						
	2008	2009	2010	2011	2012	2013
	Values in Million US \$					
<b>EXPORTS</b>	12,6	11,8	11,8	1,7	7,3	5,0
<b>Charges for the use of intellectual property n.i.e</b>						
<b>Other business Services</b>				0,7	0,2	0,1
Research and development (R&D)				0,7	0,2	0,1
<b>Personal, cultural and recreational services</b>				0,2	0,2	0,1
Audiovisual and related services				0,2	0,2	0,1
<b>Telecommunications, computer, and information services</b>	12,6	11,8	11,8	0,8	7,0	4,8
Computer services	8,4	5,1	5,1	0,8	7,0	4,8
Information services	4,3	6,7	6,7			
<b>IMPORTS</b>	16,6	36,6	36,6	15,4	30,5	38,3
<b>Charges for the use of intellectual property n.i.e</b>						
<b>Other business Services</b>				0,1	2,8	2,9
Research and development (R&D)				0,1	2,8	2,9
<b>Personal, cultural and recreational services</b>				0,2	0,1	0,2
Audiovisual and related services				0,2	0,1	0,2
<b>Telecommunications, computer, and information services</b>	16,6	36,6	36,6	15,1	27,6	35,2
Computer services	8,0	25,0	25,0	5,5	11,8	21,2
Information services	8,6	11,6	11,6	9,6	15,8	14,0

### Highlights

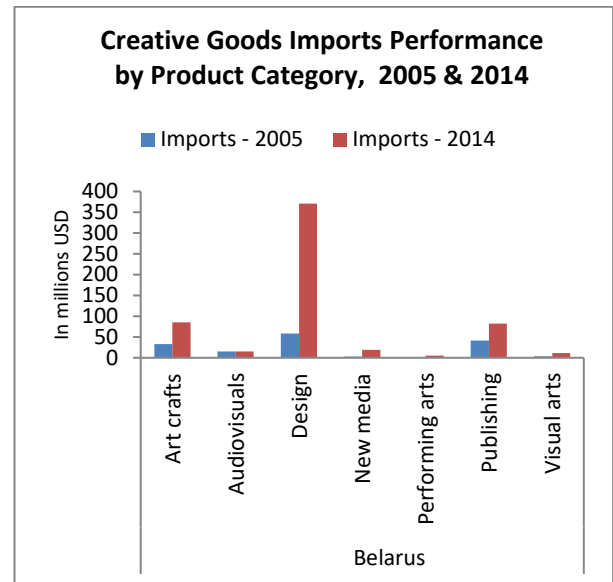
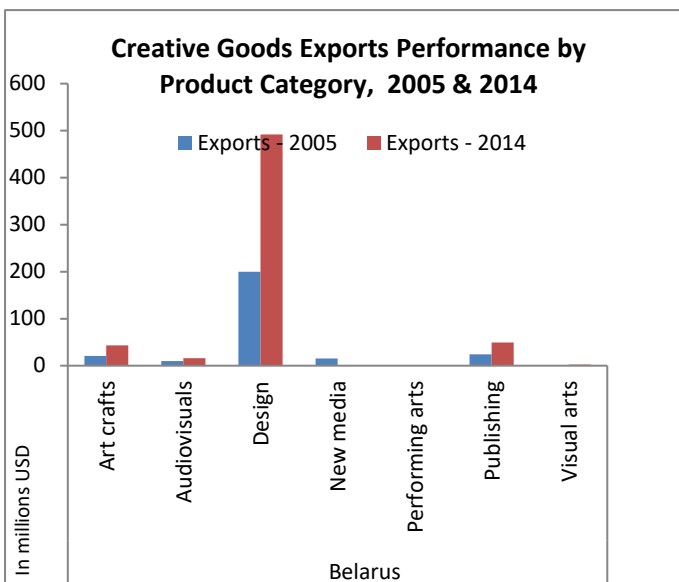
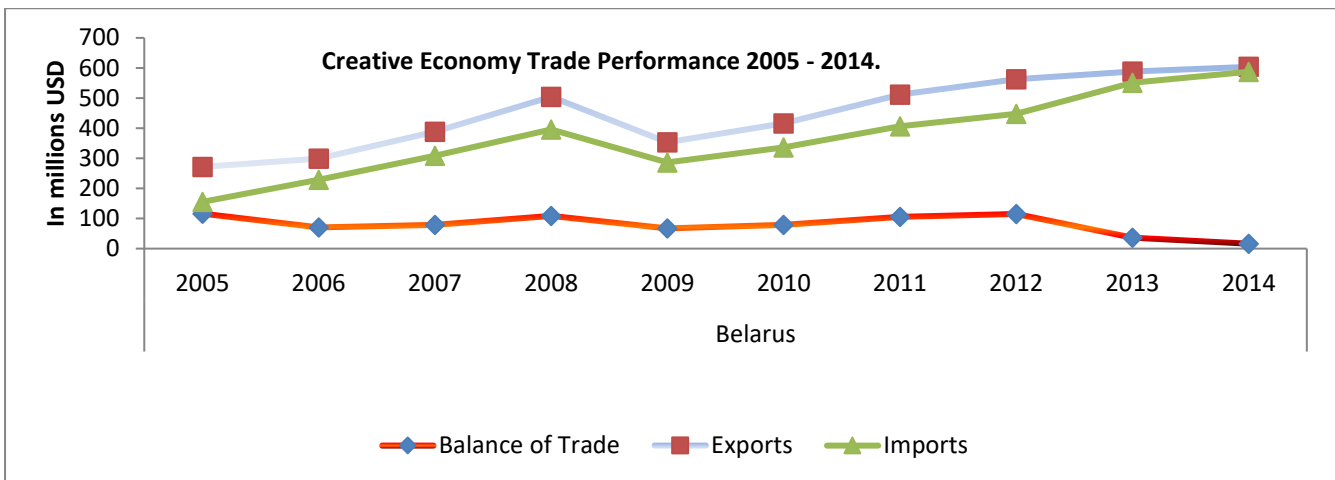
- Key sectors in Barbados include high fashion apparel and music, which is a dynamic field.
- Barbados is poised to become a regional centre of excellence for film, video production and other related audiovisual services according to the [Invest Barbados Agency](#), which promotes creative industries.<sup>1</sup>

<sup>1</sup> Creative Industries- InvestBarbados.org

# Belarus

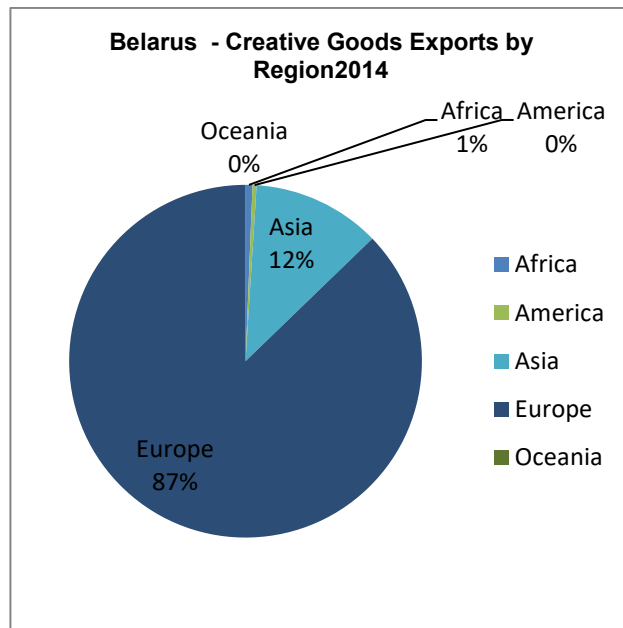
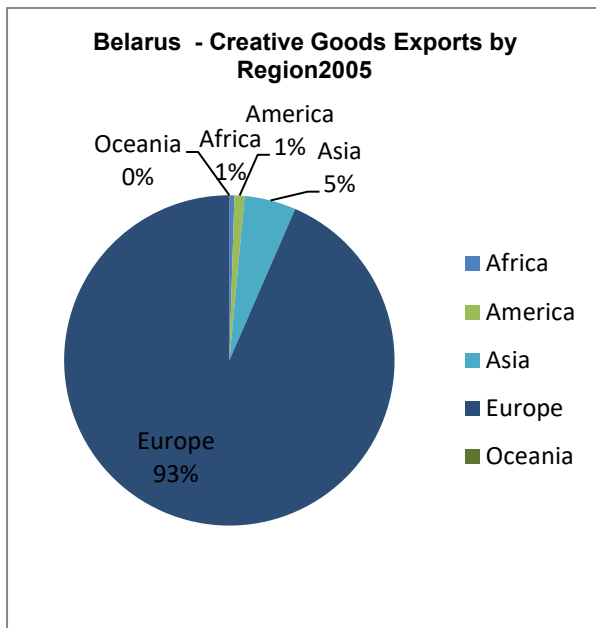
## COUNTRY PROFILE- Belarus

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Belarus	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	271,40	298,59	388,33	504,18	352,83	415,83	511,20	562,79	587,81	603,71
Imports	155,24	228,45	309,01	395,36	286,02	336,71	405,94	447,40	551,09	587,41
Balance of Trade	116,16	70,14	79,32	108,82	66,81	79,12	105,26	115,39	36,72	16,30



Creative goods exports from Belarus grew steadily from 2005 reaching a value of \$603,71 million in 2014. Design goods, publishing and art crafts were key creative goods exports from Belarus. The national cloth industry emerged along with a number of young and successful fashion labels. Creative goods imports continued to grow to reach a volume of \$587.4 million in 2014. Design goods (\$371 million), art craft (\$85 million) and publishing (\$82 million) accounted for the largest share of imports.

# Belarus



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Russian Federation	193,96	67,27	126,68	Russian Federation	459,89	227,35	232,55
2	Germany	13,06	17,82	-4,76	Kazakhstan	40,58	0,18	40,41
3	France	9,87	2,31	7,56	Germany	20,07	23,99	-3,92
4	Kazakhstan	9,00	0,32	8,68	China	15,84	42,91	-27,07
5	Ukraine	8,25	6,98	1,28	Ukraine	11,15	39,14	-27,98
6	Czechia	7,37	1,12	6,25	Poland	6,05	30,10	-24,04
7	Denmark	4,72	0,60	4,12	France	5,62	2,39	3,23
8	Austria	2,92	3,50	-0,59	Azerbaijan	5,60	0,02	5,58
9	Lithuania	2,75	1,08	1,66	Lithuania	2,77	90,12	-87,34
10	United States	2,45	2,15	0,31	Serbia	2,62	3,08	-0,46

In 2005, Europe was the main destination market for Belarus's creative goods exports with a share of 93%, followed by Asia (5%). In 2014, Europe remained the key market for Belarus creative goods exports even though its share declined slightly to 87% while exports to Asia increased to a 12% share. The top five trade partners of Belarus for creative goods exports were the Russian Federation, Kazakhstan, Germany, China and Ukraine. Creative services exports from Belarus stood at \$998.9 million with audiovisual services exports at \$8.3 million and information services at \$10.9 million in 2014.

# Belarus

## CREATIVE SERVICES

<b>BELARUS</b>				
	2011	2012	2013	2014
<b>EXPORTS</b>	297,2	448,2	611,7	758,1
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	16,6	23,8	37,6	45,5
Research and development (R&D)	16,6	23,8	37,6	45,5
<b>Personal, cultural and recreational services</b>		8,4	7	9,9
Audiovisual and related services		8,4	7	9,9
<b>Telecommunications, computer, and information services</b>	280,6	416	567,1	702,7
Computer services	274,1	408	554,9	690,8
Information services	6,5	8	12,2	11,9
<b>IMPORTS</b>	61,7	91,3	117,9	128,8
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	9,4	5,1	4,8	3,3
Research and development (R&D)	9,4	5,1	4,8	3,3
<b>Personal, cultural and recreational services</b>		21,8	30,8	22,7
Audiovisual and related services		21,8	30,8	22,7
<b>Telecommunications, computer, and information services</b>	52,3	64,4	82,3	102,8
Computer services	46,5	55,9	72,4	92,6
Information services	5,8	8,5	9,9	10,2

### Highlights

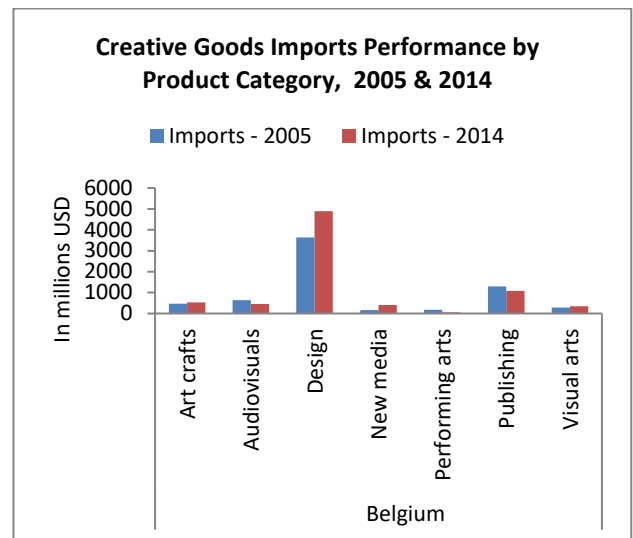
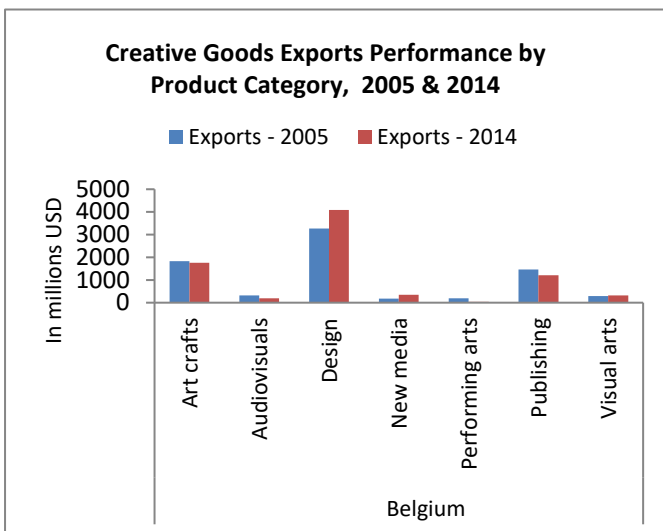
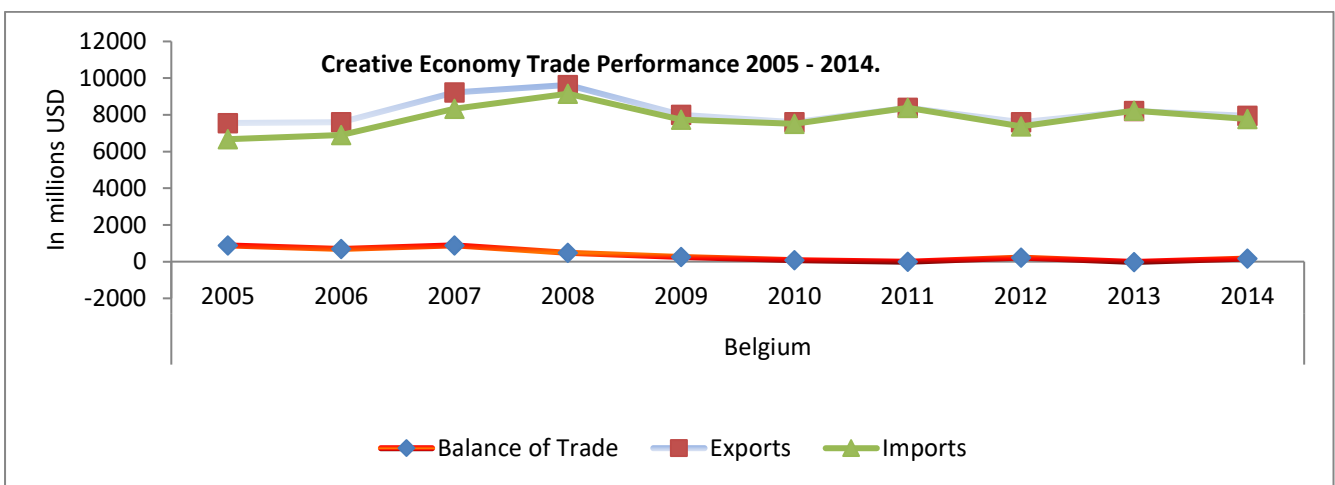
- A key sector for development is the fashion industry both for local and international markets. Belarusians are big spenders on fashion items, spending [11,6% of their income](#) on clothes which is the second largest proportion after food.<sup>1</sup>

<sup>1</sup> Belarus Digest- Young Fashion labels from Belarus, A new Export Hit 2013

# Belgium

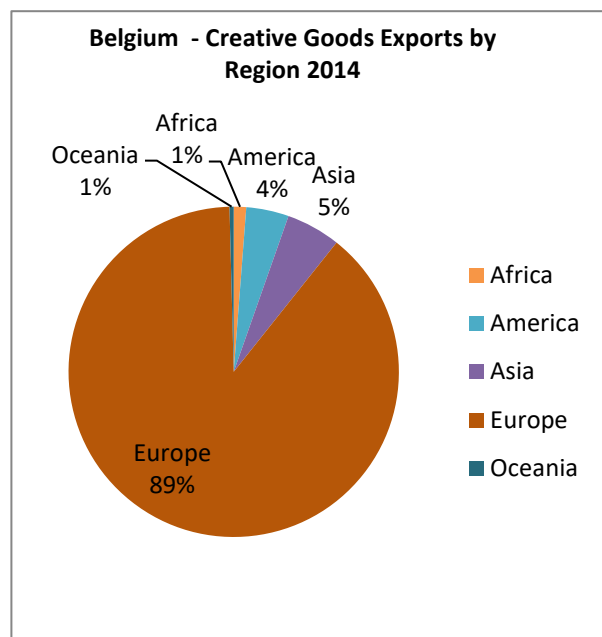
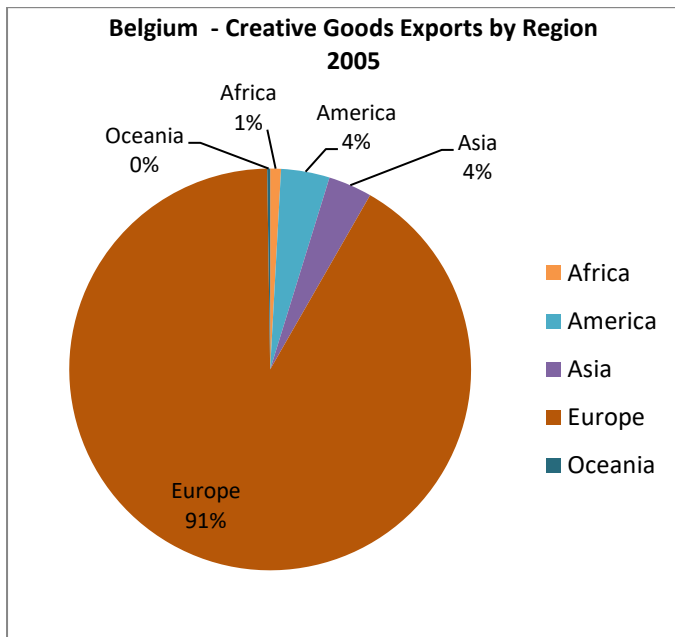
## COUNTRY PROFILE - Belgium

Creative Industries Trade Performance, 2005 - 2014						Values in Million US\$				
Belgium	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	7.554,26	7.590,78	9.223,57	9.628,44	7.992,20	7.590,13	8.385,79	7.596,44	8.210,08	7.952,20
Imports	6.672,68	6.894,09	8.335,72	9.152,12	7.737,36	7.514,46	8.385,89	7.369,68	8.227,68	7.779,09
Balance of Trade	881,58	696,69	887,85	476,32	254,84	75,67	-0,10	226,76	-17,60	173,11



Creative goods exports from Belgium stood at \$7.9 billion in 2014. Design goods, arts crafts, publishing and visual arts accounted for the largest share of exports. Design goods exports, which grew from \$3.2 billion in 2005 to \$4.1 billion in 2014, included architecture, interior design and fashion accessories. Imports stood at \$7.7 billion in 2014, and were driven by design goods, publishing, and visual arts. The diamond and jewelry sectors represented an important part of the country's exports. Antwerp in Belgium is the world centre of diamond trade and manufacturing, where 56% of world diamond trade takes place. French-speaking Belgium is the world's biggest producer of comics per capita.

# Belgium



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Belgium	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	2.490,43	1.139,63	1.350,81	France	2.776,29	959,13	1.817,16
2	Netherlands	1.264,26	1.303,59	-39,33	Netherlands	1.097,94	1.439,37	-341,42
3	United Kingdom	927,77	249,84	677,93	Germany	798,85	875,87	-77,02
4	Germany	811,23	697,13	114,10	United Kingdom	793,17	234,18	558,99
5	Spain	252,76	94,21	158,55	Italy	264,10	268,25	-4,15
6	United States	241,35	105,59	135,76	United States	256,39	134,34	122,06
7	Italy	202,74	311,40	-108,66	Switzerland	200,64	68,57	132,06
8	Luxembourg	140,12	33,70	106,42	Spain	176,06	91,12	84,94
9	Switzerland	130,35	60,19	70,16	Poland	132,92	170,91	-37,99
10	Poland	75,79	82,66	-6,86	Luxembourg	121,79	27,80	93,99

In 2014, the main destination market for Belgium's creative goods exports was Europe (91 %), followed by Asia (5%), the Americas (4%) and Africa (1%). The top five trade partners were France, the Netherlands, Germany, the United Kingdom and Italy. Belgium posted a trade deficit with the Netherlands of \$342.4 million. Creative services exports were at \$32.7 billion in 2014. Advertising, market research, public opinion and polling services accounted for the largest share of creative services exports at \$6.0 billion, followed by architectural, engineering, scientific and other technical services at \$3.4 billion in 2014.

# Belgium

## CREATIVE SERVICES

<b>BELGIUM</b>				
	2011	2012	2013	2014
<b>EXPORTS</b>	24.800,0	26.660,9	28.523,9	32.742,5
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	18.583,3	20.208,3	20.751,3	23.281,5
Advertising, market research, and public opinion polling services	4.308,0	4.543,3	4.692,2	6.059,2
Architectural services	52,8	74,5	95,6	45,1
Architectural, engineering, scientific, and other technical services	1.790,5	2.511,9	3.000,7	3.468,1
R&D , sale of proprietary rights arising from R&D	98,7	100,2	143,4	13,3
R&D work undertaken on a systematic basis to increase the stock of knowledge	4.144,0	4.359,5	4.320,5	4.569,3
R&D, Provision of customized and non-customized R&D services	4.045,3	4.259,3	4.178,4	4.557,3
Research and development (R&D)	4.144,0	4.359,5	4.320,5	4.569,3
<b>Personal, cultural and recreational services</b>	704,8	670,7	702,4	1.060,1
Audiovisual and related services	599,1	569,2	592,2	829,2
Other personal, cultural and recreational services, heritage and recreational services	105,7	101,5	110,2	230,9
<b>Telecommunications, computer, and information services</b>	5.511,9	5.781,9	7.070,2	8.400,9
Computer services	4.508,2	5.199,8	6.407,7	7.770,7
Information services	501,8	291,7	331,9	315,8
Information services, News agency	136,2	80,9	83,6	69,0
Information services, Other (other than news agency)	365,6	209,4	247,0	245,4
<b>IMPORTS</b>	20.104,1	24.083,4	25.100,9	36.811,5
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	15.192,8	18.787,2	19.035,8	29.765,3
Advertising, market research, and public opinion polling services	4.501,3	5.599,4	5.791,6	7.279,8
Architectural services	271,1	286,5	237,7	31,8
Architectural, engineering, scientific, and other technical services	1.942,0	2.050,6	2.638,2	2.624,3
R&D , sale of proprietary rights arising from R&D	439,3	142,6	66,4	2.101,5
R&D work undertaken on a systematic basis to increase the stock of knowledge	2.826,1	3.616,9	3.456,1	6.609,8
R&D, Provision of customized and non-customized R&D services	2.386,9	3.474,3	3.389,7	4.508,2
Research and development (R&D)	2.826,1	3.616,9	3.456,1	6.609,8
<b>Personal, cultural and recreational services</b>	1.052,3	812,0	852,4	1.119,8
Audiovisual and related services	800,7	691,3	768,8	1.008,3
Other personal, cultural and recreational services, heritage and recreational services	251,6	120,8	83,6	111,4
<b>Telecommunications, computer, and information services</b>	3.859,0	4.484,2	5.212,7	5.926,5

# Belgium

Computer services	3.581,0	4.141,1	4.900,7	5.609,4
Information services	139,0	170,9	156,7	159,2
Information services, News agency	38,9	46,3	35,8	19,9
Information services, Other (other than news agency)	100,1	125,9	119,5	138,0

## Highlights

- Belgium has been on the cutting edge of fashion industry during the last decade supported by a highly skilled, multilingual and productive force.
- Interior design is growing and exports could grow at a fast pace given the excellent geographical location of Belgium in Europe and its well-developed transport infrastructure.
- Exports of creative services stood at \$32.7 billion in 2014.

## Sources:

Centre for International Management and Development Antwerp

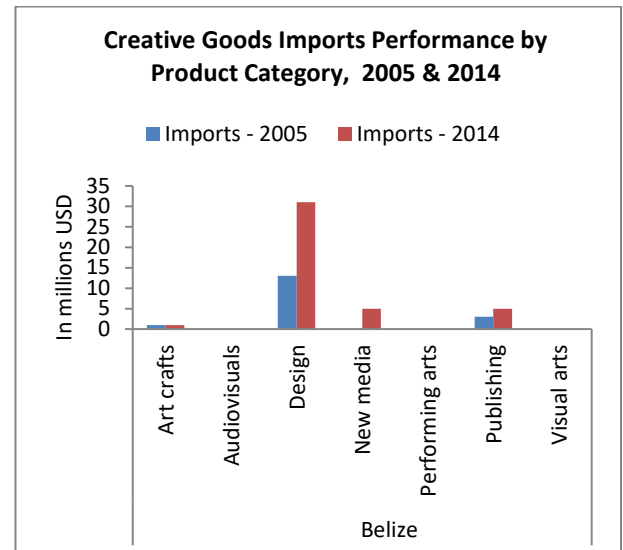
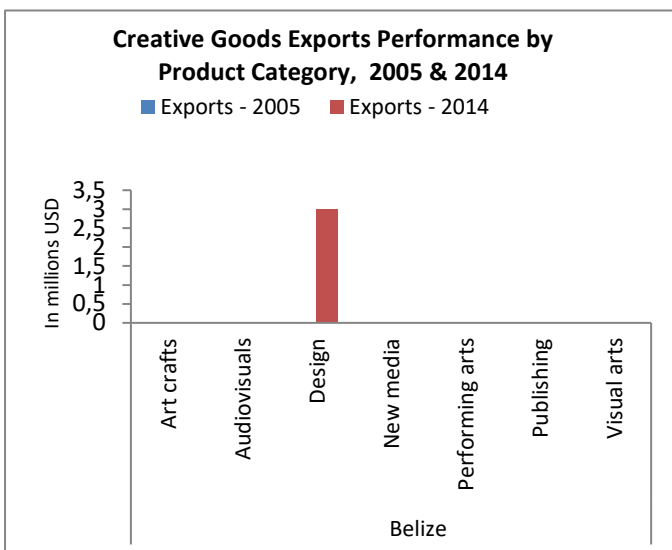
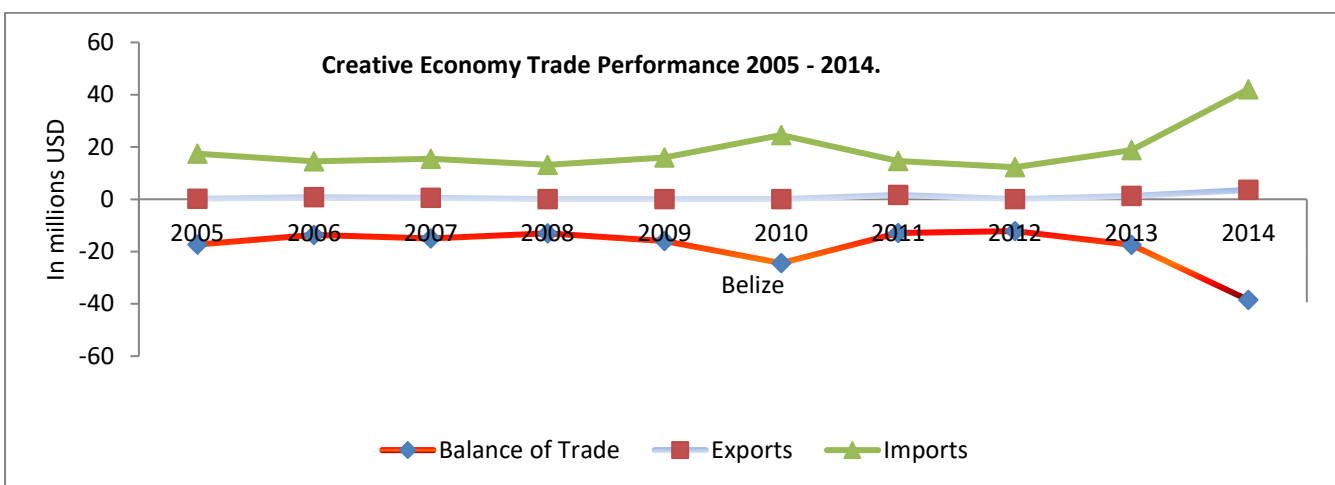
Centre for ASEAN Studies

Belgian Foreign Trade Agency

# Belize

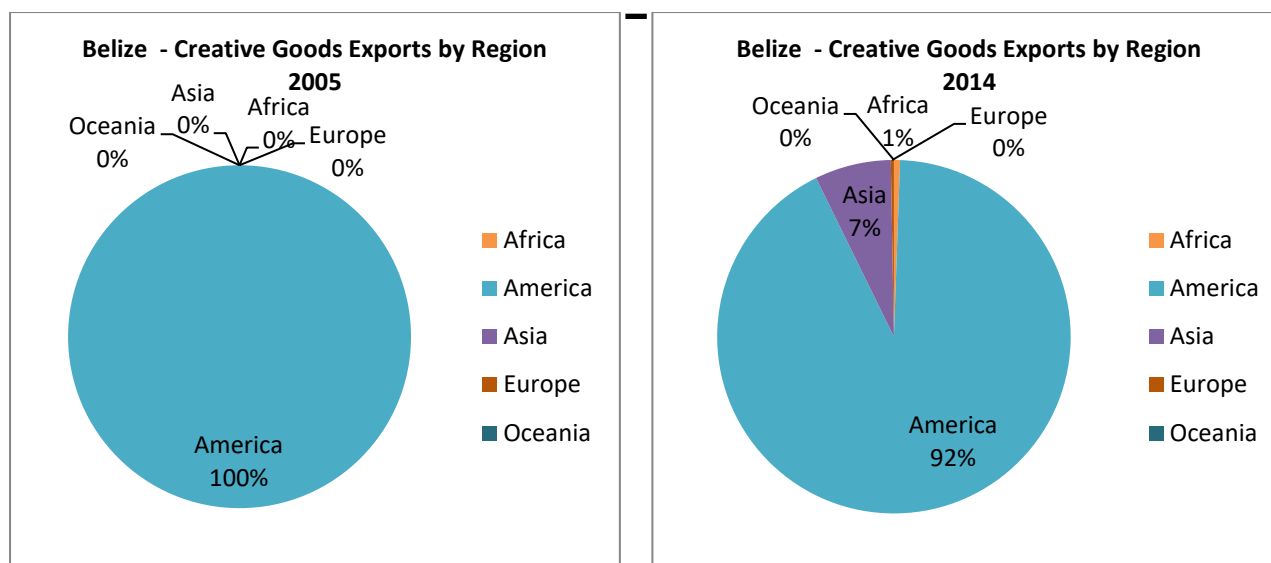
## COUNTRY PROFILE- Belize

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Belize	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,21	0,85	0,56	0,06	0,08	0,11	1,69	0,08	1,31	3,57
Imports	17,51	14,55	15,54	13,12	16,01	24,53	14,60	12,26	18,78	42,11
Balance of Trade	-17,30	-13,70	-14,98	-13,06	-15,93	-24,42	-12,91	-12,18	-17,47	-38,54



Creative goods exports from Belize increased from less than a million in 2005 to \$3.5 million in 2014. According to the data reported, design goods, accounted for nearly \$3 million. Imports stood at \$42.1 million, led by imports related to design goods (interior design, fashion accessories, jewelry) with a value of nearly \$30 million, followed by imports of new media (DVDs, CDs) worth nearly \$5 million and publishing (books, journals) worth nearly \$5 million in 2014. Belize posted a trade deficit of \$38.5 million in 2014.

# Belize



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	0,16	12,16	-11,99	United States	3,11	10,01	-6,90
2	Mexico	0,01	0,64	-0,63	China	0,18	20,46	-20,28
3	Guatemala	0,01	0,16	-0,15	Canada	0,08	0,35	-0,27
4	Trinidad and Tobago	0,01	0,31	-0,30	Hong Kong (China)	0,06	2,65	-2,59
5	Barbados	0,01	0,02	-0,02	Panama	0,04	1,35	-1,31
6	Honduras	0,00	0,01	-0,00	Guatemala	0,03	0,36	-0,33
7	Cayman Islands	0,00	0,00	0,00	Mexico	0,02	1,00	-0,98
8	Cuba	0,00	0,00	0,00	United Republic of Tanzania	0,02	0,00	0,02
9	Montserrat	0,00	0,00	0,00	Suriname	0,01	0,00	0,01
10	Tokelau	0,00	0,00	0,00	Italy	0,01	0,08	-0,08

In 2014, the Americas was the main destination market for Belize's creative goods exports with a market share of 92%. However, Asia was gaining ground with a 7% market share in 2014. The top export partners for creative goods were the United States, China, Canada, Hong Kong (China) and Panama. Belize's imports of creative services stood at \$5.9 million in 2014. No data was available for creative services exports.

Note: The Americas include the following: Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia (Plurinational State of), Bonaire, Sint Eustatius and Saba, Brazil, British Virgin Islands, Canada, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curaçao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands (Malvinas), Greenland, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Saint Kitts and Nevis, Saint Lucia, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, Sint Maarten (Dutch part), Suriname, Trinidad and Tobago, Turks and Caicos Islands, United States, Uruguay, Venezuela (Bolivarian Rep. of).

# Belize

## CREATIVE SERVICES

BELIZE					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>					
Charges for the use of intellectual property n.i.e					
Other business Services					
Telecommunications, computer, and information services					
<b>IMPORTS</b>	2,3	3,1	3,1	4,9	5,9
Charges for the use of intellectual property n.i.e					
Other business Services					
Personal, cultural and recreational services	0,1	0,0	0,1	0,0	0,0
Audiovisual and related services	0,1	0,0	0,1	0,0	0,0
Telecommunications, computer, and information services	2,2	3,1	3,0	4,9	5,9
Computer services		2,0	1,4	2,7	2,8
Information services	2,2	1,1	1,6	2,2	3,1

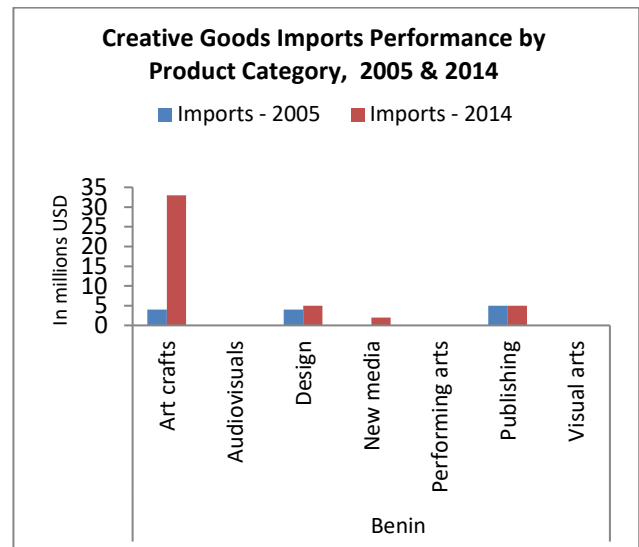
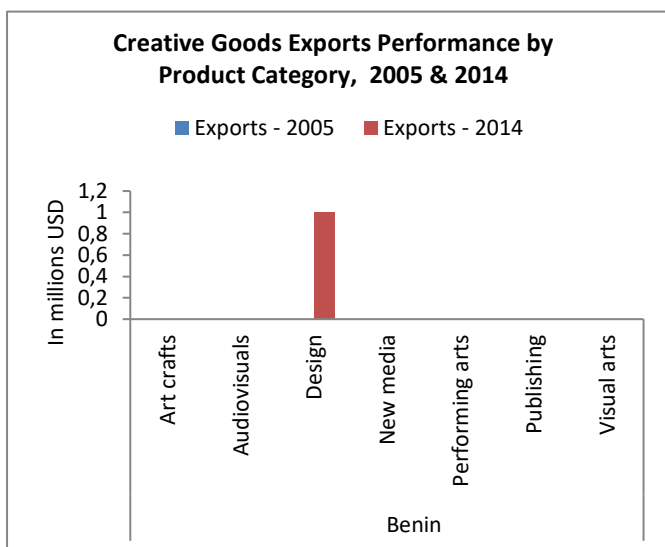
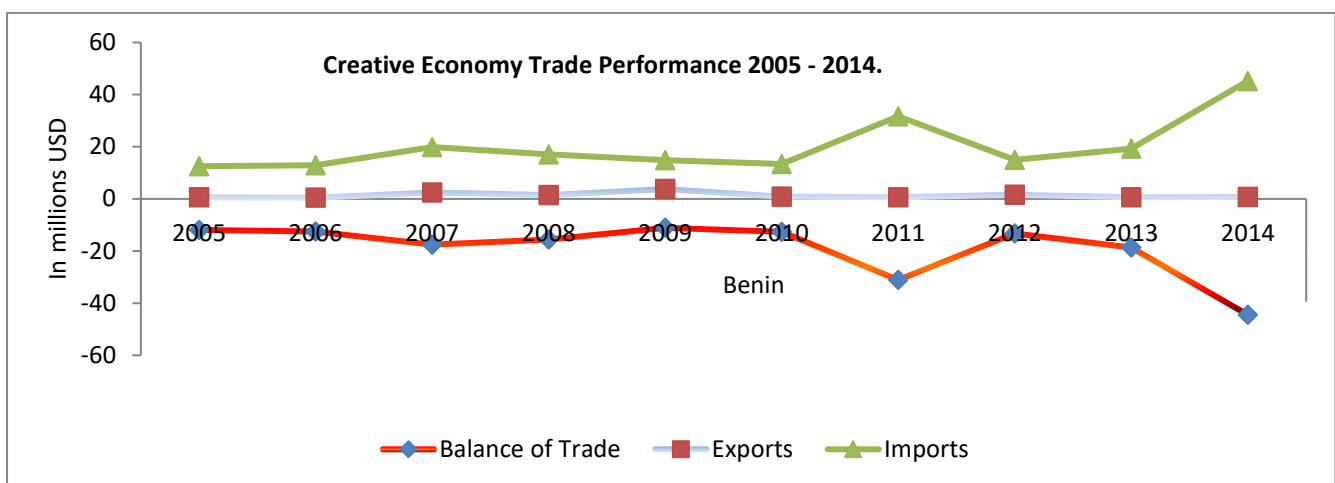
### Highlights:

- The Government of Belize ensured that culture and the arts form an integral part of the Belize 2030 Plan, the Tourism Master Plan and the NICH Strategic Plan.<sup>1</sup> [The Belize National Cultural Policy \(2016-2026\)](#) envisages the following policy interventions:
  - Provide support for research and development of instruments to validate or determine the contribution of the cultural and creative industries to national economy;
  - Ensure effective collaboration and consultation between the NICH and the BELTRAIDE, the Belize Chamber of Commerce and Industry and the Belize Coalition of Service Industries on issues dealing with the development and promotion of the cultural and creative industries and the effective marketing of cultural goods and services;
  - Facilitate the creation of conditions for the development of Public-Private Partnerships in the cultural and creative industries especially for effective and viable distribution of cultural goods and services within Belize and internationally;
  - Consider special export incentives for goods and services from the cultural and creative industries for increased investment in these sectors.

<sup>1</sup> [National Institute of Culture and History](#)  
UNCTAD Creative Economy Outlook / Country Profiles

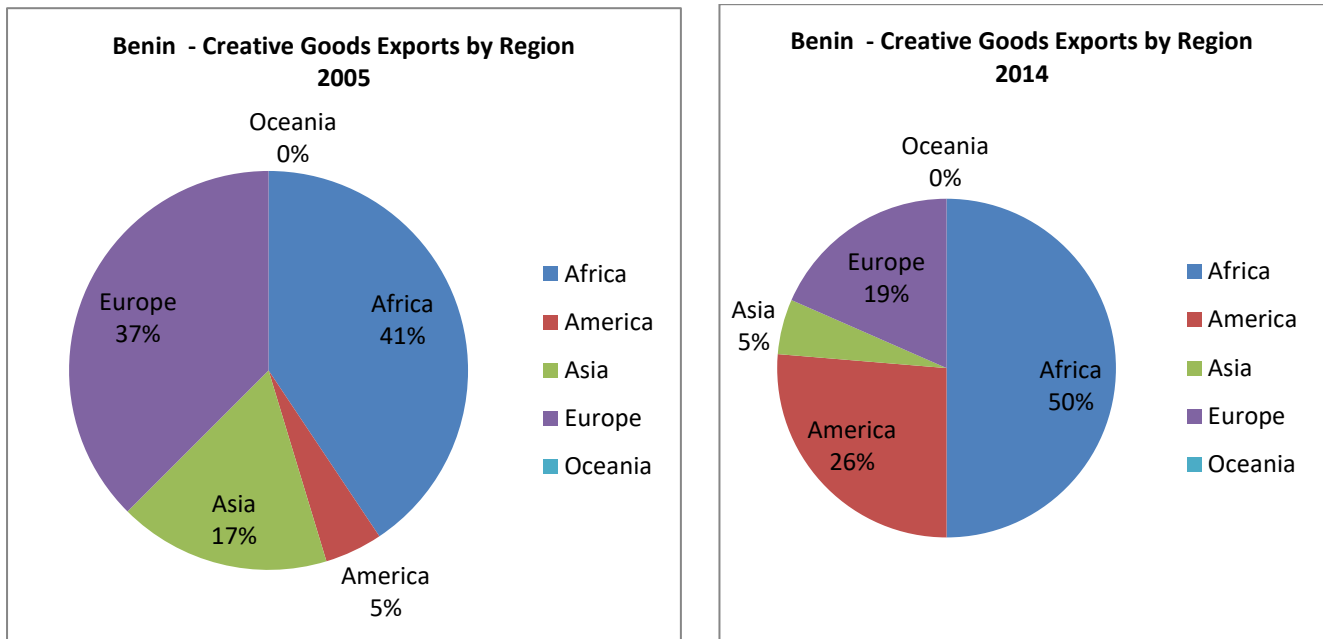
# Benin

COUNTRY PROFILE - Benin										
Creative Industries Trade Performance, 2005-2014										
Benin	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,64	0,44	2,40	1,47	3,75	0,85	0,66	1,65	0,64	0,76
Imports	12,56	12,94	19,90	17,02	14,85	13,45	31,67	14,97	19,29	45,25
Balance of Trade	-11,92	-12,50	-17,50	-15,55	-11,10	-12,60	-31,01	-13,32	-18,65	-44,49



Creative goods exports stood at less than a million in 2014 while imports stood at \$45.2 million generating a significant trade deficit of \$44.4 million in 2014. Benin's creative goods exports were low and related to design goods. In terms of imports, Benin posted a high value of imported art crafts worth nearly \$35 million, followed by publishing (books and journals) worth \$5 million, design goods (interior design, fashion accessories) with a value near to \$5 million and new media (DVDs, CDs), with a value below \$5 million in 2014.

# Benin



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Benin		Values in Million US \$			Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	0,19	3,46	-3,27	United States	0,20	0,87	-0,67
2	Guinea	0,07	0,01	0,06	Senegal	0,13	0,05	0,08
3	Japan	0,05	0,02	0,03	Cameroon	0,11	0,01	0,10
4	Côte d'Ivoire	0,04	0,16	-0,13	France	0,06	5,11	-5,05
5	China	0,03	4,63	-4,60	Togo	0,03	1,47	-1,44
6	Congo	0,02	0,00	0,02	Belgium	0,03	0,71	-0,69
7	Equatorial Guinea	0,02	0,00	0,02	Côte d'Ivoire	0,01	0,10	-0,09
8	Belgium	0,02	0,08	-0,06	Ghana	0,01	0,04	-0,03
9	Mali	0,02	0,00	0,02	Denmark	0,01	21,84	-21,83
10	India	0,02	0,28	-0,26	Italy	0,01	0,42	-0,41

In 2005, Benin's main destination market for creative goods exports was Africa with a share of 41%, followed by Europe with 37% and Asia with 17%. In 2014, Africa remained the main market for Benin's exports with a 50% share. Benin had increased significantly its exports to the Americas to arrive at a 26% share while its exports to Europe and Asia decreased to 19% and 5% respectively. The top export partners for creative goods in 2014 were the United States, Senegal, Cameroon, France, Togo and Belgium.

# Benin

## CREATIVE SERVICES

BENIN				
	2011	2012	2013	2014
<b>EXPORTS</b>	0,6	1,7	0,4	38,5
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>		0,0		
Research and development (R&D)		0,0		
<b>Personal, cultural and recreational services</b>	0,0	1,3		
Audiovisual and related services	0,0	1,3		
<b>Telecommunications, computer, and information services</b>	0,6	0,5	0,4	38,5
Computer services	0,5	0,5	0,4	0,5
Information services	0,1			37,9
<b>IMPORTS</b>	2,9	7,2	9,5	6,2
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>		0,3	0,0	1,5
Research and development (R&D)		0,3	0,0	1,5
<b>Personal, cultural and recreational services</b>	0,0	0,1	0,0	0,1
Audiovisual and related services	0,0	0,1	0,0	0,1
<b>Telecommunications, computer, and information services</b>	2,9	6,8	9,4	4,7
Computer services	2,3	3,3	8,0	3,3
Information services	0,6	3,6	1,4	1,3

### Highlights

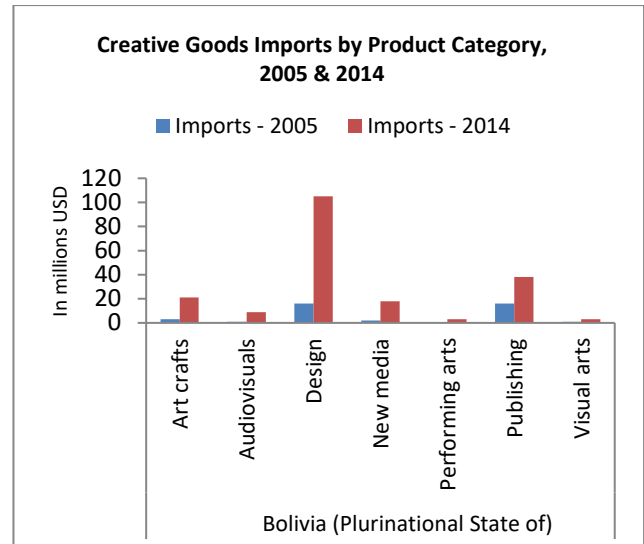
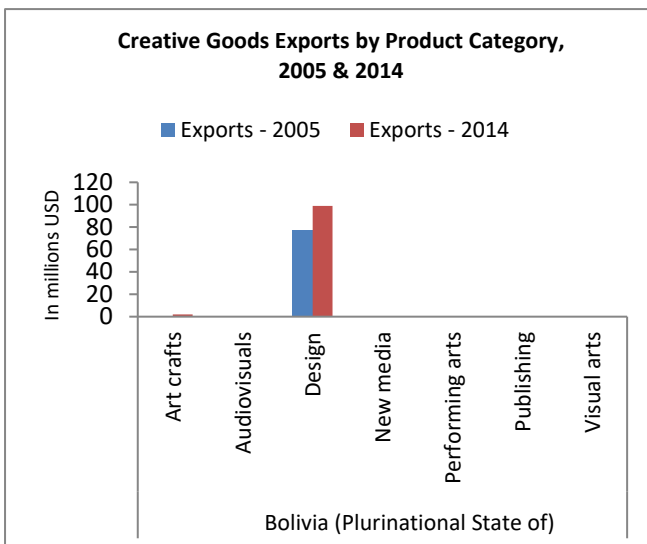
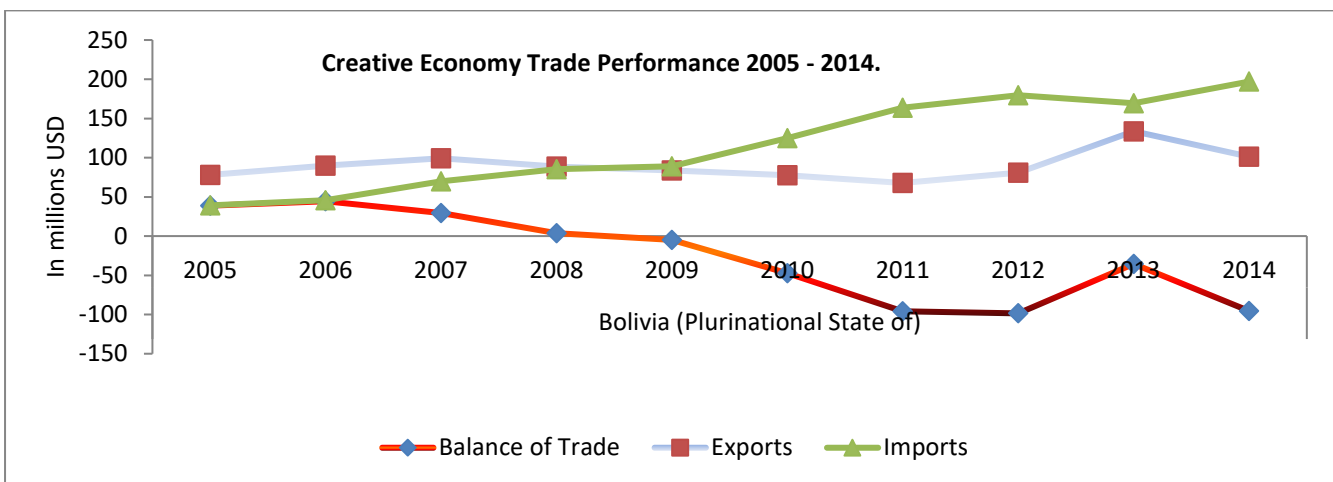
- Creative services exports stood at \$38.5 million in 2014 and information services accounted for the largest share of creative services exports.
- The Programme of Action of the Government [Programme d'Action du Gouvernement (2016-2021)], launched a Fund for the support Cultural Projects (PMFBCPC), and a credit line to support cultural enterprises in the Republic of Benin and to reinforce cultural management capabilities.<sup>1</sup>

<sup>1</sup> <https://www.benincultures.com/fr/appui-aux-entreprises-et-industries-culturelles-appel-a-candidatures/>  
UNCTAD Creative Economy Outlook / Country Profiles

# Bolivia, Plurinational State of

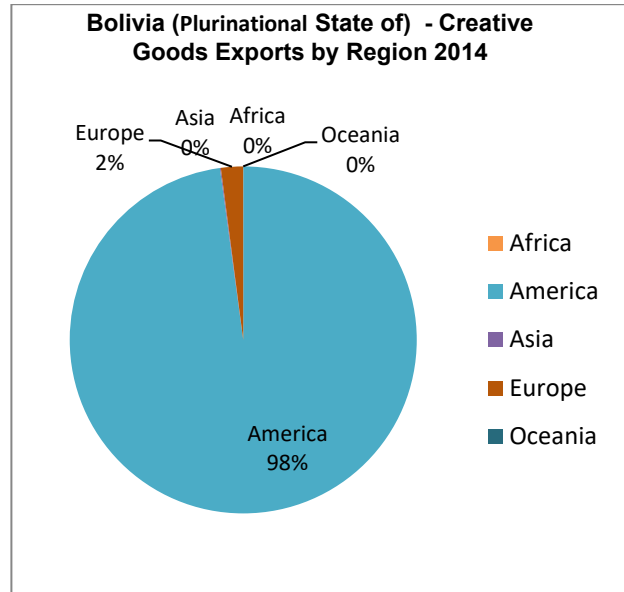
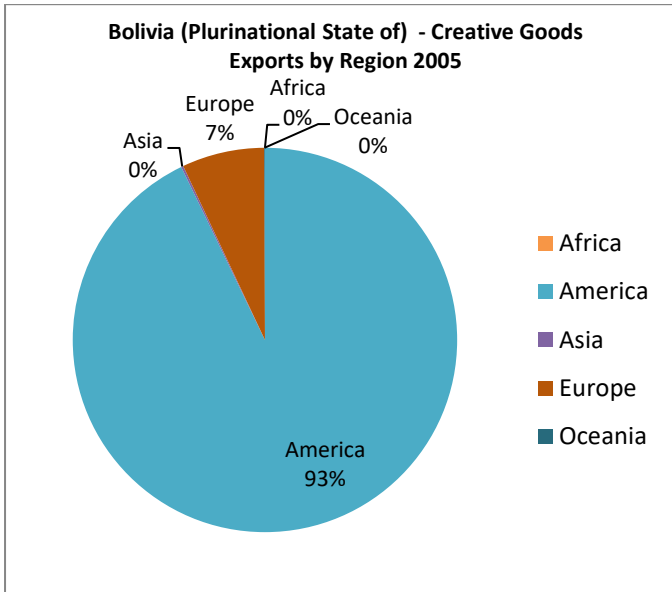
## COUNTRY PROFILE – Bolivia (Plurinational State of)

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Bolivia (Plurinational State of)	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	77,87	89,94	99,11	88,75	83,85	77,68	67,70	80,99	133,67	101,33
Imports	39,16	45,56	69,73	85,23	88,81	125,09	163,64	179,53	169,24	197,01
Balance of Trade	38,71	44,38	29,38	3,52	-4,96	-47,41	-95,94	-98,54	-35,57	-95,68



Creative goods exports from the Plurinational State of Bolivia showed steady growth from \$77.8 million in 2005 up to \$101.3 million in 2014. Design goods (knitted clothing pieces such as ponchos, Aguayo, and hats produced with local materials and fibers) accounted for the largest share of its exports. Imports stood at \$197 million in 2014. Key imports were design goods (fashion accessories, interior design, jewelry, toys) worth \$105 million, followed by books and journals worth \$38 million, art crafts worth \$21 million and new media worth 18 million in 2014. Imports also increased significantly from \$39.1 million in 2005 up to \$197 million in 2014, resulting in a trade deficit of \$95.6 million.

# Bolivia, Plurinational State of



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	70,52	5,51	65,01	United States	95,17	8,79	86,38
2	United Kingdom	3,09	0,14	2,95	Venezuela (Bolivarian Rep. of)	2,31	0,03	2,28
3	France	0,95	0,28	0,67	Italy	1,16	1,71	-0,56
4	Spain	0,64	1,60	-0,97	Canada	0,57	3,33	-2,76
5	Chile	0,44	7,62	-7,18	United Kingdom	0,37	0,32	0,05
6	Venezuela (Bolivarian Rep. of)	0,40	0,02	0,37	Argentina	0,37	8,81	-8,44
7	Argentina	0,31	1,91	-1,59	Chile	0,29	6,27	-5,98
8	Belgium	0,17	0,09	0,08	Denmark	0,23	0,17	0,06
9	Italy	0,16	0,21	-0,05	Mexico	0,19	3,77	-3,57
10	Germany	0,16	0,38	-0,22	Peru	0,11	16,95	-16,83

In 2014, the Americas was the main destination market for Plurinational State of Bolivia's creative goods exports. Nearly all exports went to the United States of America with value of \$95.1 million, mainly in design goods. Well-established American fashion brands have set up production facilities in Bolivia to produce jeans and other fashion accessories, which are then re-exported to the United States. Creative services exports stood at \$22.5 million in 2014. Computer services, information services and audiovisual and related services accounted for the largest share of creative services exports.

# Bolivia, Plurinational State of

## CREATIVE SERVICES

Bolivia, Plurinational State of				
	2011	2012	2013	2014
<b>EXPORTS</b>	12,0	19,3	27,2	22,5
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>				
<b>Personal, cultural and recreational services</b>	1,4	1,5	1,2	1,5
Audiovisual and related services	1,4	1,5	1,2	1,5
<b>Telecommunications, computer, and information services</b>	10,6	17,8	25,9	21,0
Computer services	7,3	10,4	18,5	16,2
Information services	3,3	7,4	7,4	4,8
<b>IMPORTS</b>	45,5	45,3	47,1	59,6
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>				7,6
Research and development (R&D)				7,6
<b>Personal, cultural and recreational services</b>	11,2	12,5	12,1	10,9
Audiovisual and related services	11,2	12,5	12,1	10,9
<b>Telecommunications, computer, and information services</b>	34,4	32,8	35,0	41,1
Computer services	20,0	18,4	19,0	22,8
Information services	14,4	14,4	16,0	18,3

## Highlights

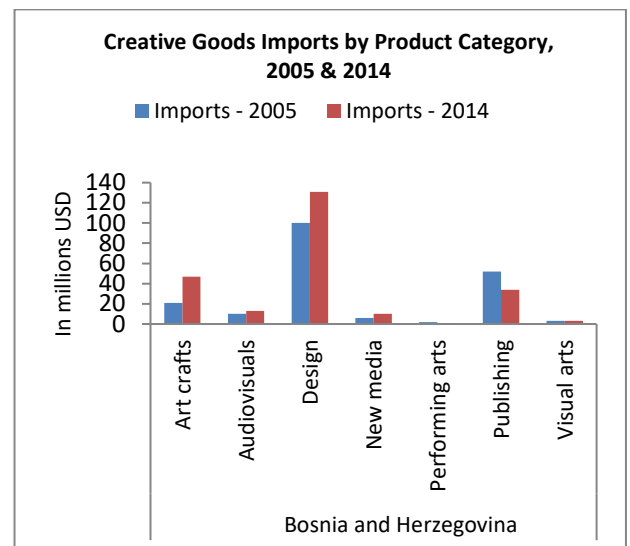
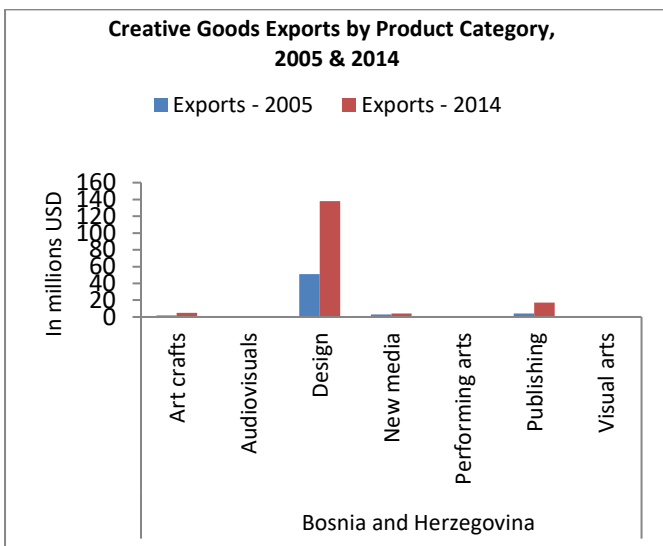
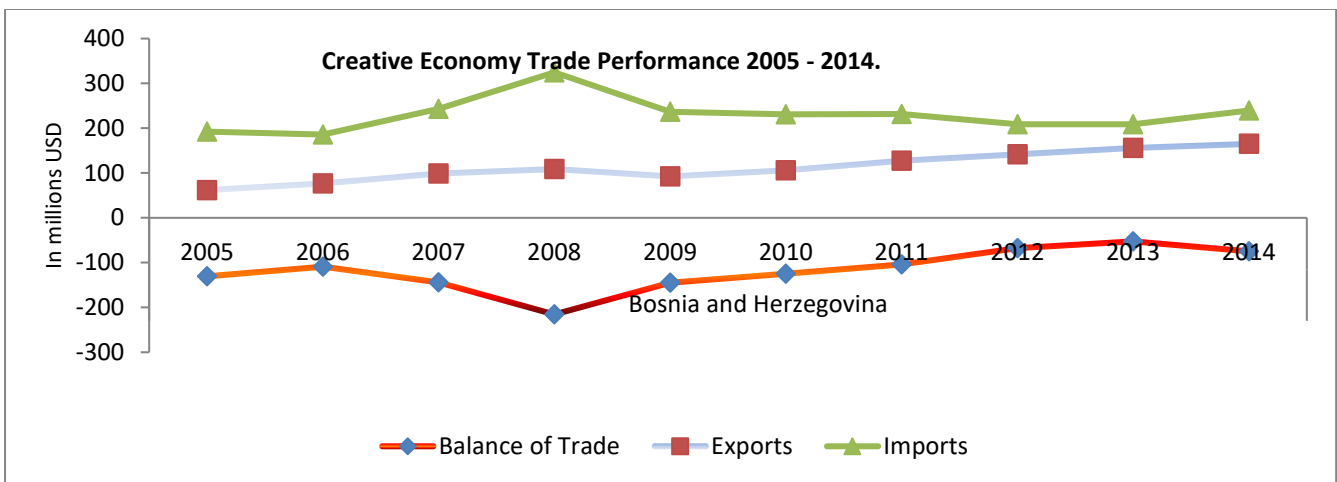
- Bolivian textile exports declined 80.7%<sup>1</sup> from 2007 to 2014 due to the smuggling of second-hand clothing entering into the country.
- In 2014, the Central Registry of Artisans (La Central única de Artesanos) had 213,000 members and had created 900,000 jobs in the country.

<sup>1</sup> [Caen en 80% exportaciones de textiles bolivianos, 2017](#)

# Bosnia & Herzegovina

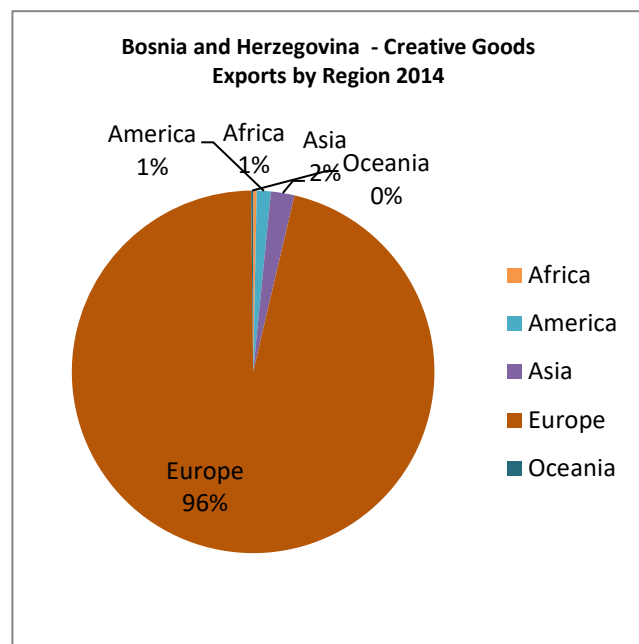
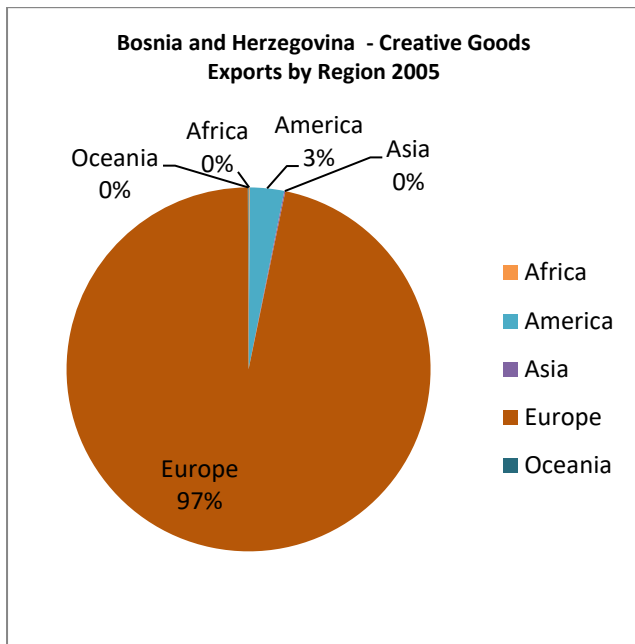
## COUNTRY PROFILE- Bosnia and Herzegovina

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Bosnia and Herzegovina	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	61,97	76,96	98,73	109,06	92,20	105,98	127,44	141,27	156,07	164,84
Imports	192,46	185,85	242,79	324,61	236,64	230,60	231,79	208,90	208,69	239,45
Balance of Trade	-130,49	-108,89	-144,06	-215,55	-144,44	-124,62	-104,35	-67,63	-52,62	-74,61



Creative goods exports posted continuous growth with exports worth \$61.9 million in 2005 climbing to \$164.8 million in 2014. Design goods exports nearly tripled from \$51 million in 2005 to \$138 million in 2014. Imports stood at \$239.4 million in 2014, mainly driven by the imports of design goods, art crafts and publishing. It is worth noting that arts crafts exports increased from \$21 million in 2005 up to \$47 million in 2014. Bosnia and Herzegovina posted a trade deficit of \$74.6 million in 2014.

# Bosnia & Herzegovina



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	13,03	15,64	-2,61	Germany	53,23	15,14	38,09
2	Croatia	12,46	39,68	-27,23	Croatia	21,63	22,13	-0,51
3	Federal Republic of Yugoslavia	10,49	25,35	-14,86	Slovenia	15,74	12,32	3,42
4	France	5,45	0,92	4,53	France	8,80	1,69	7,11
5	Slovenia	3,01	18,90	-15,89	Italy	7,80	17,72	-9,92
6	Netherlands	2,99	0,65	2,35	Austria	7,47	12,21	-4,74
7	Austria	2,46	4,89	-2,43	Netherlands	7,43	0,88	6,54
8	United Kingdom	2,31	2,94	-0,63	Czechia	7,09	1,64	5,45
9	Italy	2,15	16,31	-14,16	Switzerland	6,29	0,69	5,60
10	United States	1,83	1,35	0,48	Serbia	5,23	27,37	-22,14

The main destination market for creative goods exports was Europe, which accounted for 96% of the market. The top ten export partners were Germany, Croatia, Slovenia, France, Italy, Austria, Netherlands, Czechia, Switzerland and Serbia. Creative services exports stood at \$34.9 million in 2014 led by computer services exports, which generated \$34.7 million for the same period.

# Bosnia & Herzegovina

## CREATIVE SERVICES

Bosnia and Herzegovina	2010	2011	2012	2013	2014
<b>EXPORTS</b>	0,5	1,0	31,8	31,5	34,9
Charges for the use of intellectual property n.i.e					
Other business Services					
Personal, cultural and recreational services	0,5	1,0	0,6	1,2	0,2
Audiovisual and related services	0,5	1,0	0,6	1,2	0,2
Telecommunications, computer, and information services			31,2	30,2	34,7
Computer services			31,2	30,2	34,7
<b>IMPORTS</b>	12,4	9,4	10,6	9,0	10,4
Charges for the use of intellectual property n.i.e					
Other business Services	0,2	0,4	2,6	0,1	0,2
Research and development (R&D)	0,2	0,4	2,6	0,1	0,2
Personal, cultural and recreational services	1,5	1,0	0,9	2,1	1,6
Audiovisual and related services	1,5	1,0	0,9	2,1	1,6
Telecommunications, computer, and information services	10,7	8,0	7,1	6,8	8,7
Computer services	10,7	8,0	7,1	6,8	8,7

### Highlights:

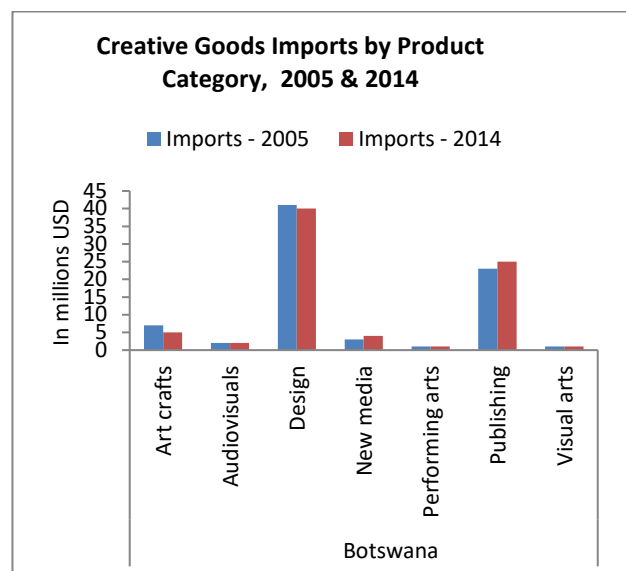
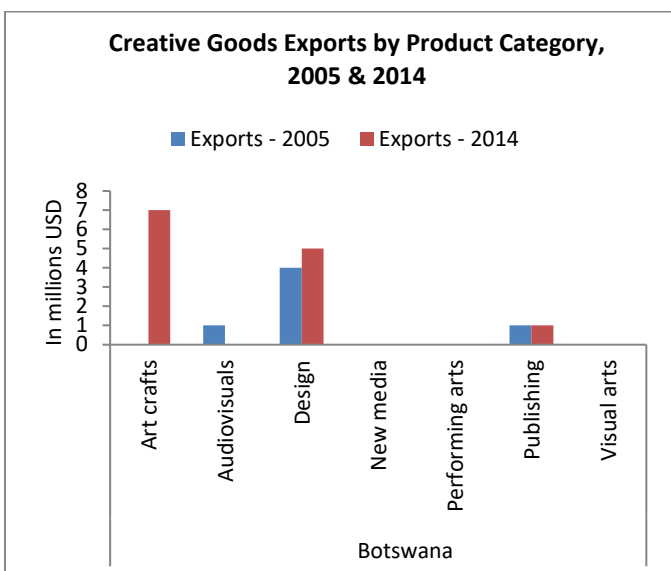
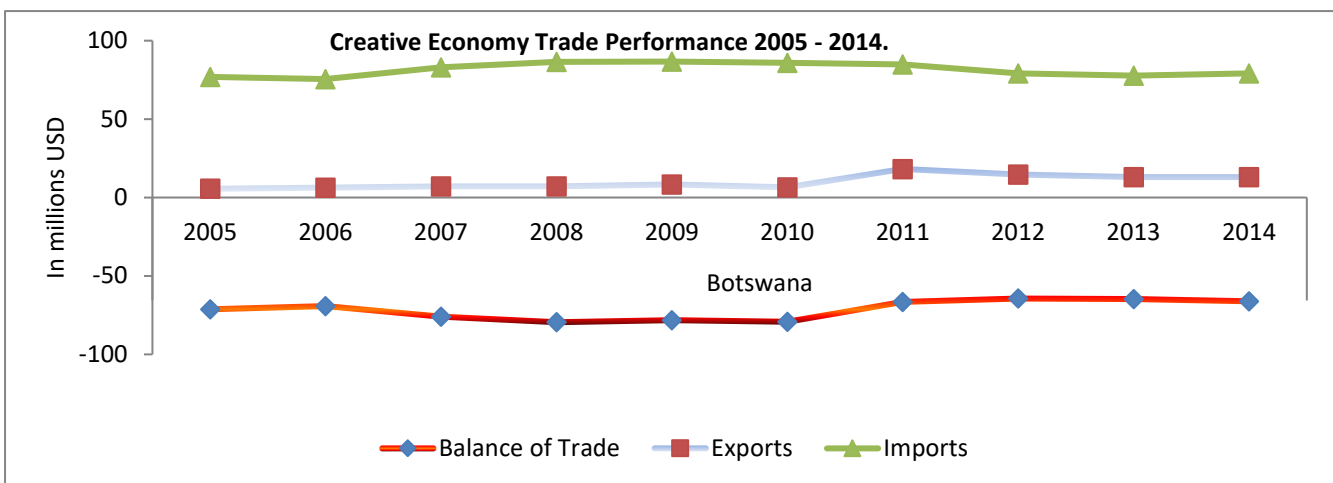
- In 2015, the creative industries of Bosnia and Herzegovina included 3,836 enterprises.
- Bosnia and Herzegovina's cinematography has developed into a diversified sector, capable of producing quality audiovisual contents for the domestic and foreign audience. There are 96 cultural events of international importance per annum, of which almost 50% are in creative industries (27 in the publishing industry; 17 in the film industry; and 15 in the music industry).<sup>1</sup>
- In recent years, young software developers have begun establishing their own start-ups, upgrading the digitalization process in Bosnia and Herzegovina, and are now working side by side with large outsourced multinational companies. This has led to a tremendous growth in the ICT sector.<sup>2</sup> Telecommunications, computer and information services exports stood at \$34.7 million in 2014.

<sup>1</sup> Contemporary Development of Creative Industries in Bosnia and Herzegovina, February, 2015

<sup>2</sup> [The ITC Sector, A rapidly growing sector in Bosnia and Herzegovina, May 2017](#)  
UNCTAD Creative Economy Outlook / Country Profiles

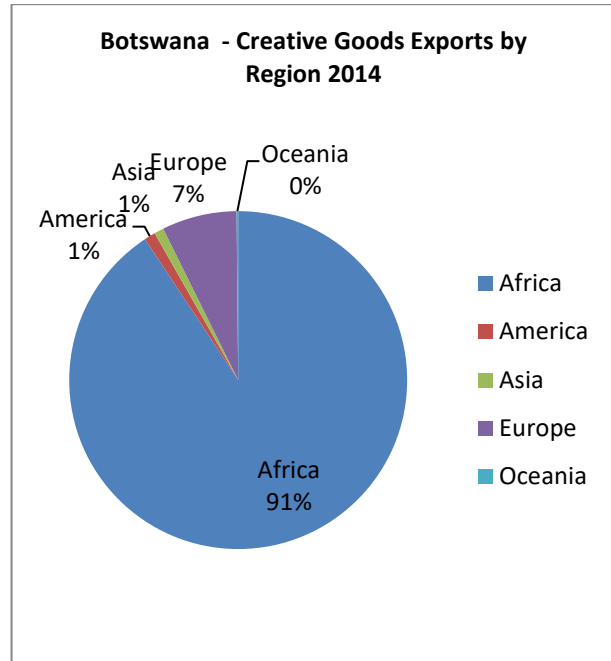
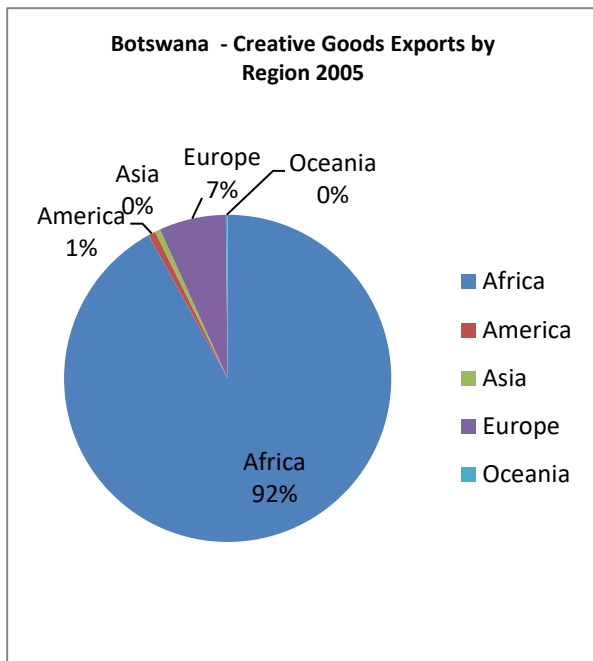
# Botswana

COUNTRY PROFILE- Botswana										
Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Botswana	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	5,60	6,21	7,09	7,02	8,39	6,57	18,20	14,67	13,05	13,11
Imports	76,85	75,52	83,03	86,52	86,68	85,81	84,85	79,07	77,68	79,22
Balance of Trade	-71,25	-69,31	-75,94	-79,50	-78,29	-79,24	-66,65	-64,40	-64,63	-66,11



Creative goods exports from Botswana increased from \$5.6 million in 2005 up to \$13.1 million in 2014. Art crafts was a leading export sector with a value of \$7 million, followed by design goods worth \$5 million. Imports stood at \$79.2 million in 2014 generating a trade deficit of \$66.1 million for the same period. Art crafts such as traditional pottery, leatherwork, woodcarving, beadwork, lekgapho, and basket weaving play an important role in preserving Botswana's culture and account for nearly 50 per cent of creative goods exports.

# Botswana



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	South Africa	3,10	65,57	-62,47	South Africa	8,98	56,24	-47,26
2	Namibia	1,28	0,15	1,14	Zambia	1,59	0,03	1,56
3	Zambia	0,40	0,03	0,37	Namibia	0,94	0,10	0,84
4	United Kingdom	0,35	3,71	-3,36	United Kingdom	0,82	9,24	-8,42
5	Zimbabwe	0,19	0,48	-0,29	Zimbabwe	0,30	0,24	0,06
6	Eswatini	0,05	0,00	0,05	United States	0,12	1,29	-1,17
7	Lesotho	0,05	0,00	0,05	India	0,07	0,78	-0,71
8	United States	0,03	1,39	-1,36	Eswatini	0,06	0,10	-0,05
9	Morocco	0,02	0,00	0,02	Denmark	0,03	0,00	0,03
10	Japan	0,02	0,11	-0,09	Kenya	0,02	0,02	-0,00

In 2014, the main destination markets for Botswana's exports of creative goods were Africa with a share of 91% and Europe with a 7% share. Botswana exported \$8.9 million worth of goods to South Africa, but also imported \$56.2 million worth of goods imported from South Africa as well, resulting in a significant trade deficit. Creative services exports stood at \$17.6 million in 2014.

# Botswana

## CREATIVE SERVICES

<b>BOTSWANA</b>					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	8,9	9,7	14,6	16,8	17,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	7,3	4,4	12,2	10,2	4,9
Research and development (R&D)	7,3	4,4	12,2	10,2	4,9
<b>Telecommunications, computer, and information services</b>	1,5	5,3	2,4	6,6	12,7
Computer services	1,5	5,3	2,4	6,6	12,7
<b>IMPORTS</b>	15,2	20,4	15,0	10,2	24,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	7,3	10,3	3,7	4,6	15,5
Research and development (R&D)	7,3	10,3	3,7	4,6	15,5
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	7,9	10,0	11,3	5,6	8,5
Computer services	7,9	10,0	11,3	5,6	8,5

### Highlights:

- In 2016, the Ministry of Youth, Sports and Culture said that the creative industry had contributed towards the economic growth in the Ngmailand District and that arts and culture were economic drivers in communities.<sup>1</sup>
- Wacona Cultural Village is involved in promoting tangible and intangible Botswana culture through cultural tourism. The cultural village specializes in traditional cuisine based on game meat and offers accommodation in traditional huts representing the different ethnic groups.<sup>2</sup>

<sup>1</sup> [Botswana: Creative Industry Economy Driver, July 2016](#)

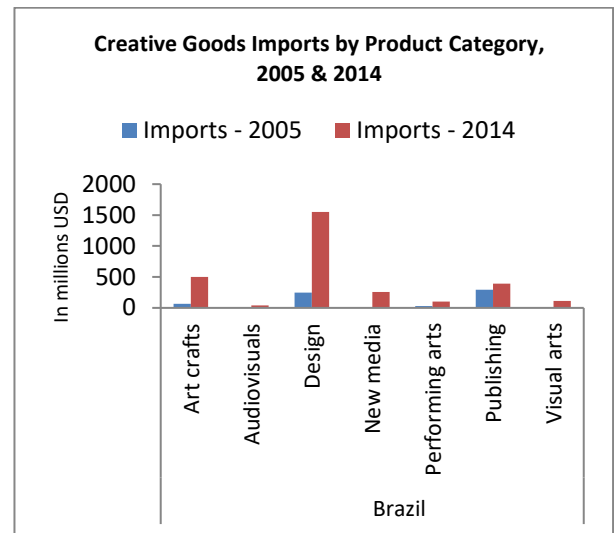
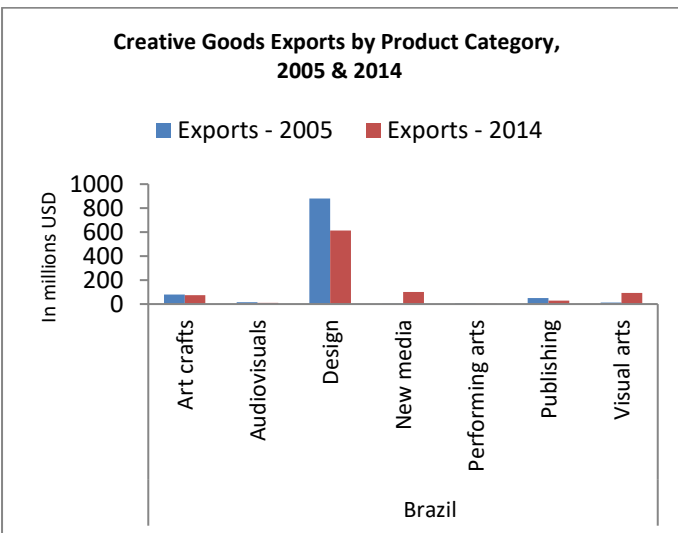
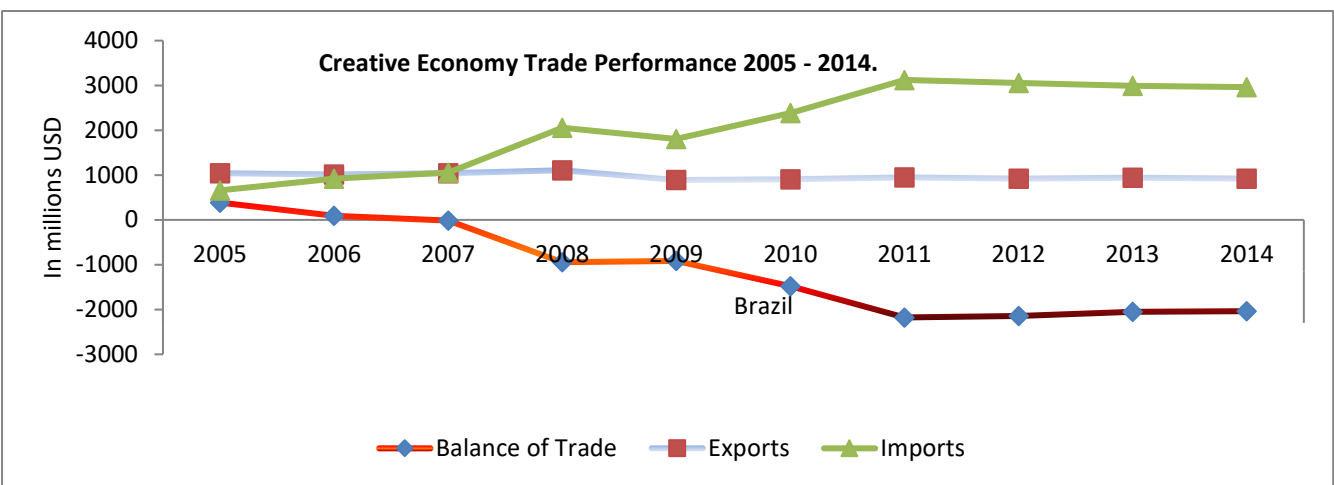
<sup>2</sup> [Support Programme for ACP Cultural Industries, Report Botswana](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Brazil

## COUNTRY PROFILE - Brazil

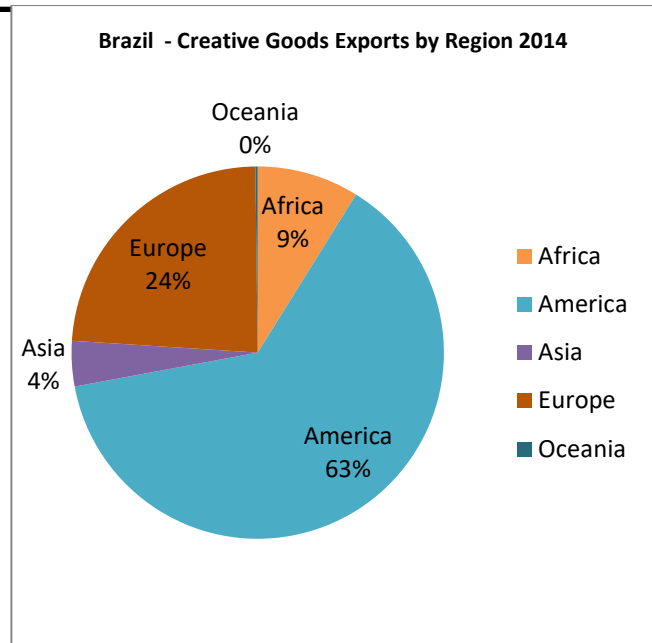
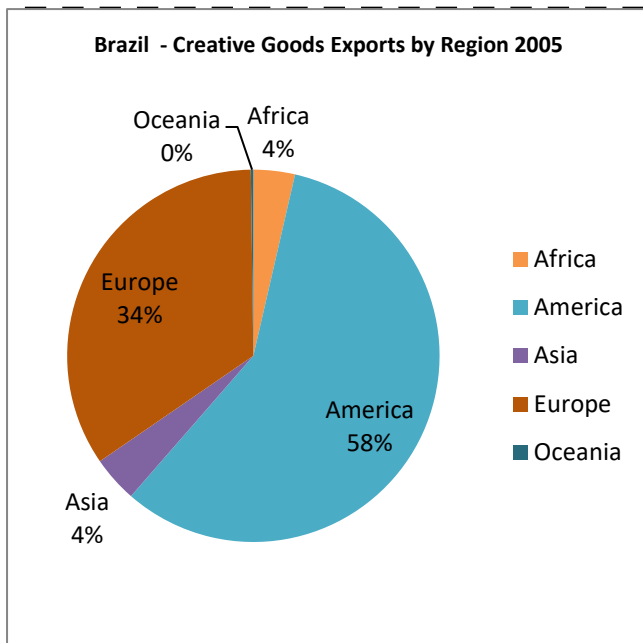
### Creative Industries Trade Performance, 2005-2014

Brazil	Value in Million US\$									
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1.044,26	1.012,50	1.042,86	1.107,51	888,52	904,91	945,47	916,90	941,80	923,47
Imports	658,62	921,80	1.056,40	2.052,47	1.802,33	2.382,88	3.122,37	3.057,77	2.989,47	2.962,92
Balance of Trade	385,64	90,70	-13,54	-944,96	-913,81	-1.477,97	-2.176,90	-2.140,87	-2.047,67	-2.039,45



Creative goods exports stood at \$923.4 million in 2014. Design goods, such as fashion, accessories, interior design and jewelry were leading exports. The crown jewel of Brazil's growing creative economy is the fashion industry. However, it is worth noting that the value of exports of design goods declined from \$880 million in 2005 to \$614 million in 2014. New media, such as film, stood at \$102 million followed by visual arts at \$92 million and art crafts at \$73 million. Imports tripled the level of exports with a value of \$2.9 billion in 2014. Overall, music, film and online media were growth sectors in Brazil.

# Brazil



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Brazil		Values in Million US \$			Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	376,09	51,51	324,58	United States	184,82	175,74	9,07
2	France	106,83	46,17	60,66	United Kingdom	115,96	53,65	62,31
3	United Kingdom	59,92	11,24	48,69	Peru	56,21	2,44	53,77
4	Argentina	52,92	16,62	36,30	Angola	47,38	0,00	47,38
5	Spain	43,01	23,86	19,14	Chile	45,41	3,15	42,26
6	Germany	40,58	6,77	33,82	Bolivia (Plurinational State of)	43,18	0,01	43,17
7	Netherlands	35,39	3,30	32,08	Mexico	41,29	20,42	20,87
8	Chile	31,32	12,73	18,59	Paraguay	40,42	5,77	34,65
9	Portugal	25,71	2,52	23,19	Uruguay	38,41	2,01	36,40
10	Mexico	22,71	1,94	20,77	Argentina	36,76	12,01	24,74

The main destination markets for Brazil's creative goods exports were the America's (63%), Europe (24%), Africa (9%) and Asia (4%). While the proportion of exports to the America's continued to grow, that to Europe declined from 34 percent in 2005 to 24 percent in 2014. The top export partners for creative goods were the United States, United Kingdom, Peru, Angola and Chile. Brazil had a positive trade balance with its key trade partners.

# Brazil

## CREATIVE SERVICES

BRAZIL				
	2011	2012	2013	2014
<b>EXPORTS</b>	701,6	974,4	940,1	1.808,7
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	463,6	593,1	496,2	525,1
Research and development (R&D)	463,6	593,1	496,2	525,1
<b>Personal, cultural and recreational services</b>	2,0	0,2	0,5	265,4
Audiovisual and related services	2,0	0,2	0,5	265,4
<b>Telecommunications, computer, and information services</b>	236,0	381,1	443,4	1.018,2
Computer services	216,6	336,2	393,6	946,9
Information services	19,4	44,9	49,8	71,3
<b>IMPORTS</b>	4.305,9	4.613,4	5.106,9	4.602,7
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	32,4	41,8	56,4	90,8
Research and development (R&D)	32,4	41,8	56,4	90,8
<b>Personal, cultural and recreational services</b>	237,9	125,1	138,4	1.273,9
Audiovisual and related services	237,9	125,1	138,4	1.273,9
<b>Telecommunications, computer, and information services</b>	4.035,6	4.446,5	4.912,2	3.238,0
Computer services	3.802,4	4.207,5	4.673,6	3.016,2
Information services	233,2	239,1	238,6	221,8

### Highlights:

- In 2014, the sector employed over 11 million people (about 2 million were new jobs), and exports keep growing. With a 37.5% increase in its middle classes since 1980 (a third of the total population), the country is now one of the biggest cultural markets in the world, and the government has recognized the importance of the creative and cultural industries by creating a permanent Secretariat for Creative Economy within the Ministry of Culture.<sup>1</sup>
- Based in Recife, Porto Digital is Brazil's most successful and innovative digital and cultural cluster. It host 265 enterprises and institutions from the ICT sector, Creative Economy and Technology for Cities. The park hosts business incubators, research centers, and organizations of related services as well as several Government agencies.<sup>2</sup>
- Brazil creative services exports stood at \$1,808 million in 2014, led by Research and Development at \$ 525.1 million, Computer services at \$946.9 million, Audiovisual and related services at \$265.4 million and information services at \$71.3 million.

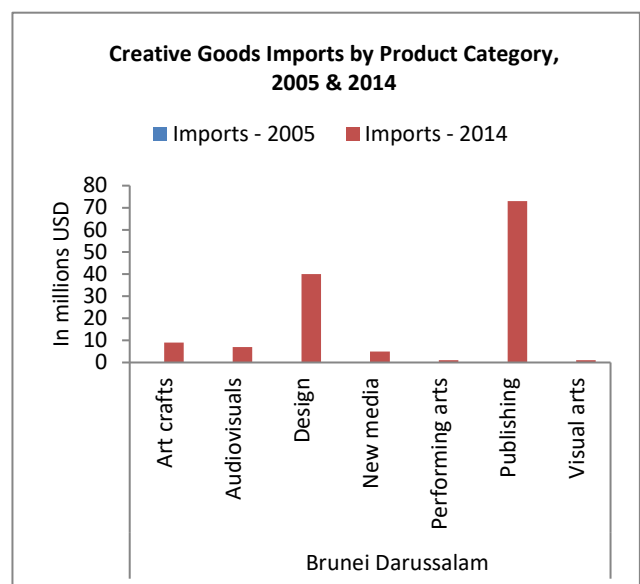
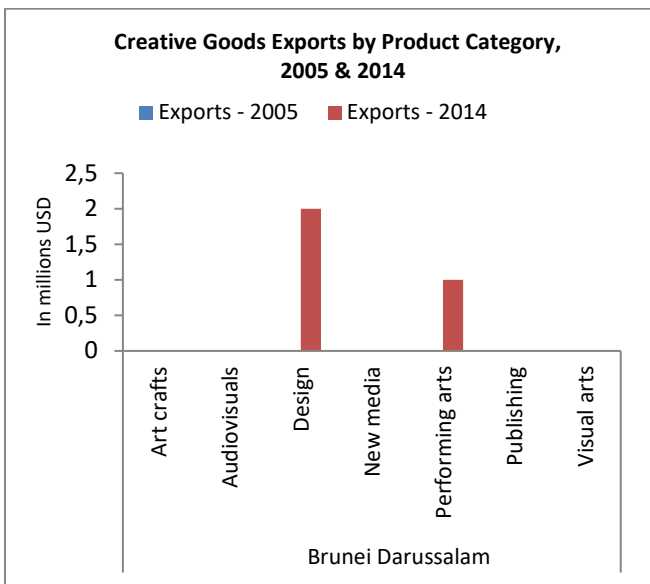
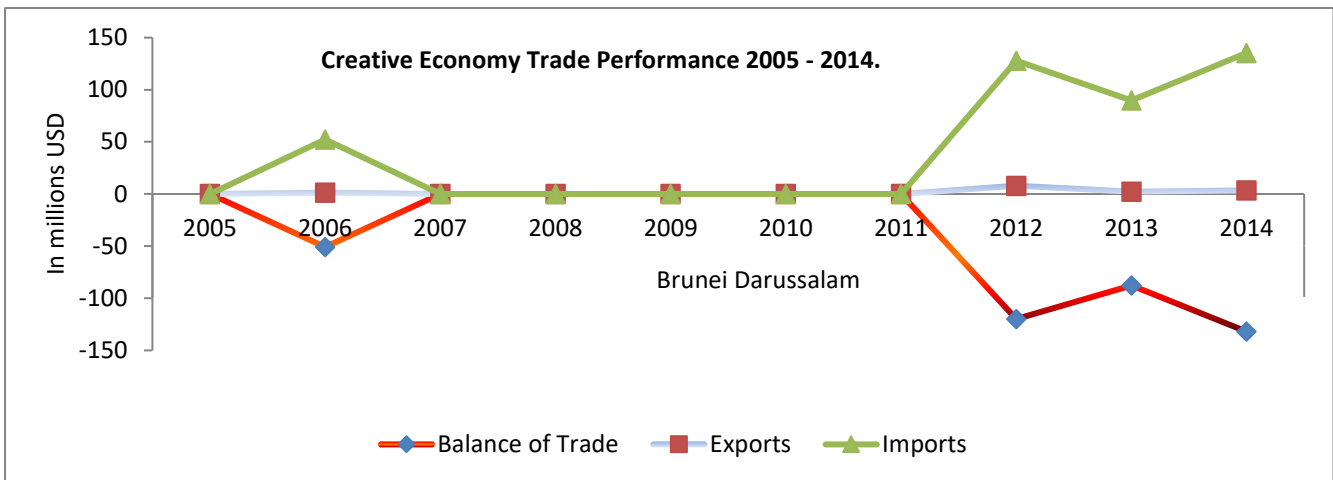
<sup>1</sup> [After the Crisis: How Brazil can Create Growth, April, 2016](#)

<sup>2</sup> [Porto Digital Parque Tecnológico](#)

# Brunei Darussalam

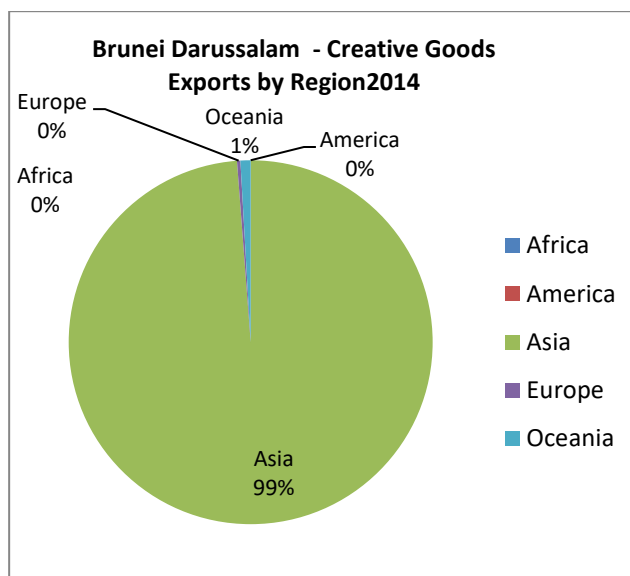
## COUNTRY PROFILE – Brunei Darussalam

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Brunei Darussalam	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,00	1,44	0,00	0,00	0,00	0,00	0,00	7,92	2,22	3,34
Imports	0,00	52,39	0,00	0,00	0,00	0,00	0,00	127,85	89,88	135,29
Balance of Trade	0,00	-50,95	0,00	0,00	0,00	0,00	0,00	-119,93	-87,66	-131,95



Creative goods exports reached a peak in 2012 with exports worth \$7.9 million; however, as a consequence of the economic crisis of 2011-2012, they then declined to just \$3.3 million in 2014. Design goods, such as jewelry, fashion accessories and interior design were key exports with a value of \$2 million, followed by performing arts at a value of \$1 million. Imports stood at \$135.2 million in 2014. Main imports included publishing (books, journals) at \$73 million, followed by design goods at \$40 million and by art crafts at \$9 million.

# Brunei Darussalam



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1					Malaysia	1,78	22,80	-21,02
2					Singapore	1,14	17,08	-15,94
3					China	0,29	19,58	-19,28
4					New Zealand	0,02	0,03	-0,01
5					Japan	0,02	1,09	-1,07
6					Saudi Arabia	0,01	0,03	-0,02
7					United Kingdom	0,01	2,08	-2,07
8					Hong Kong (China)	0,01	1,99	-1,98
9					Australia	0,01	0,19	-0,18
10					Philippines	0,01	0,76	-0,75

The main destination market for creative goods exports from Brunei Darussalam was Asia. The top 10 export partners included Malaysia, Singapore, China, New Zealand, Japan, Saudi Arabia, United Kingdom, Hong Kong (China), Australia and Philippines. Brunei Darussalam had a trade deficit with all its top ten export partners.

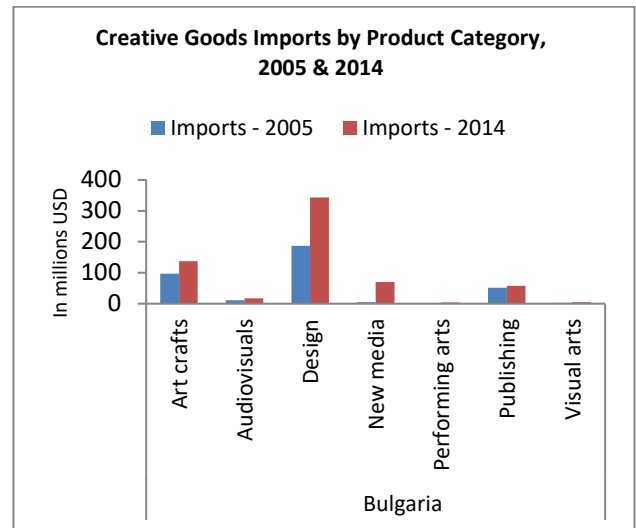
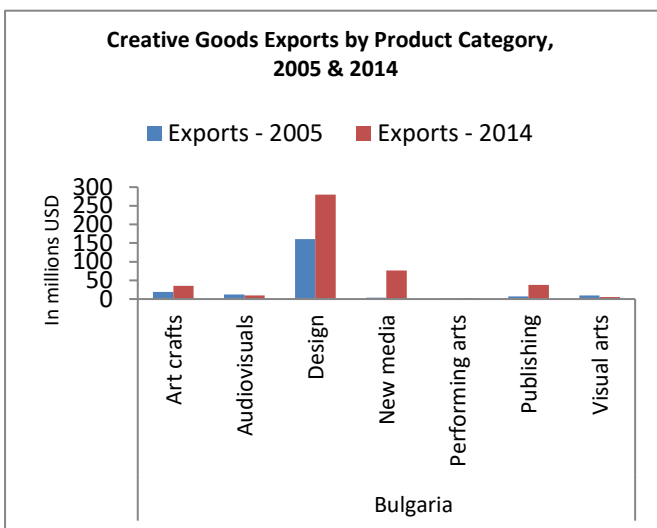
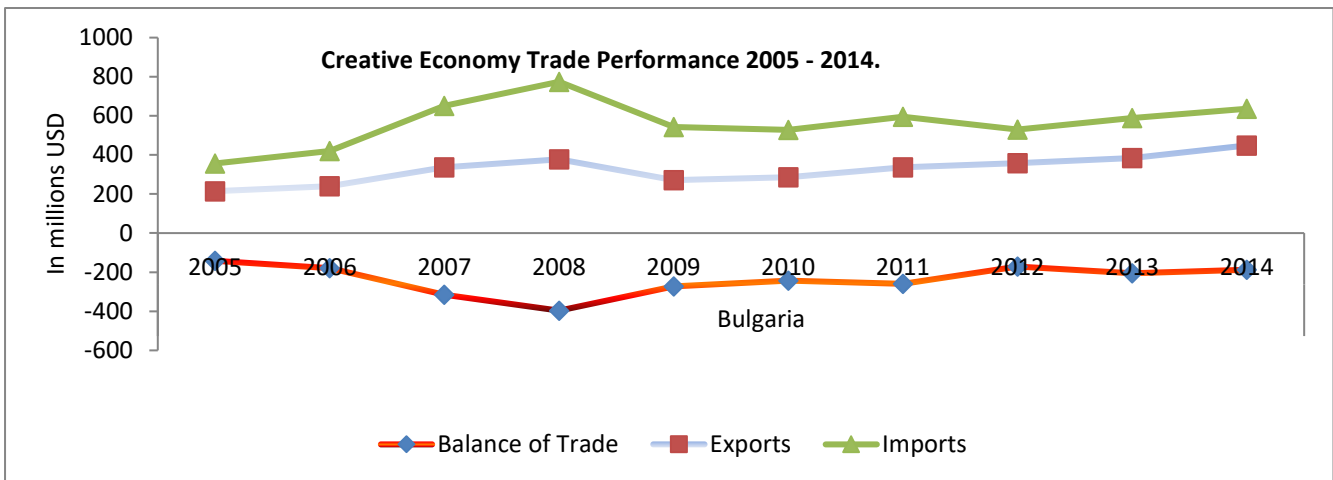
## Highlights

Brunei Darussalam has identified the Technology and Creative Industry as one of the clusters that can help diversify the economy according to the [Brunei Economic Development Board](#).

# Bulgaria

## COUNTRY PROFILE - Bulgaria

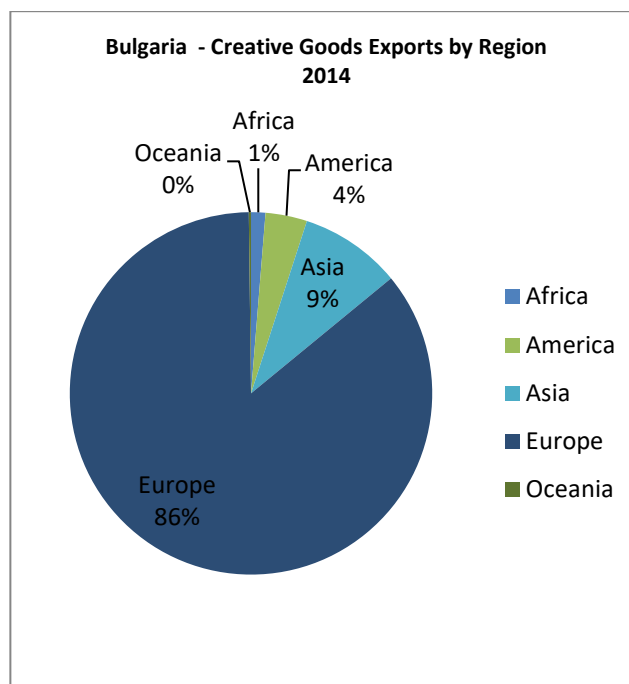
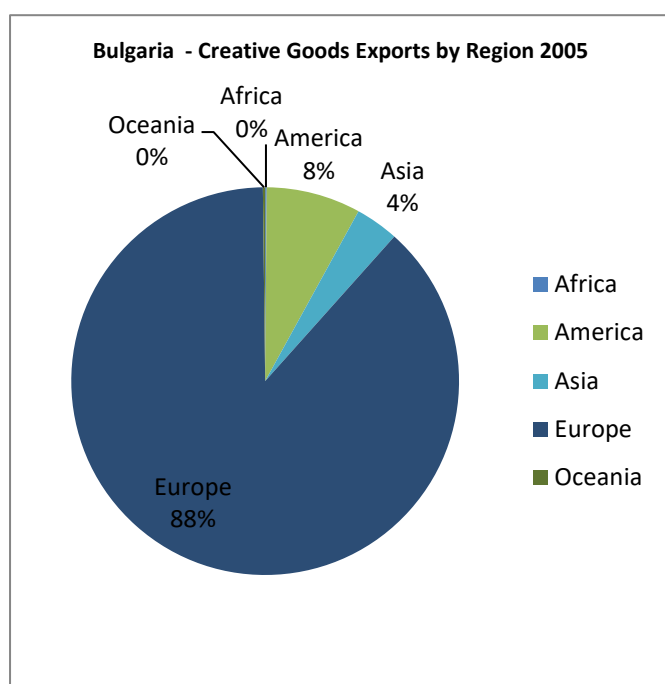
Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Bulgaria	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	214,39	240,42	336,34	377,46	270,66	285,34	336,67	357,93	383,38	448,40
Imports	356,13	419,49	651,64	774,07	543,18	528,83	595,50	529,64	588,79	635,64
Balance of Trade	-141,74	-179,07	-315,30	-396,61	-272,52	-243,49	-258,83	-171,71	-205,41	-187,24



Creative goods exports more than doubled from a value of \$214 million in 2005 to \$448 million in 2014. Design goods stood at \$280 million, followed by new media at \$77 million and publishing at \$38 million. Imports stood at \$636 million. Main imports included design goods, worth \$343 million, followed by art crafts at \$137 million and new media at \$70 million. Bulgaria posted a trade deficit of \$187 million in 2014. Bulgaria is striving to catch up with Central Europe, where economies based on low-cost manufacturing and exports are shifting to innovative and creative industries.<sup>1</sup>

<sup>1</sup> [Bulgaria strives to become tech capital of the Balkans, October, 2016](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Bulgaria



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Italy	59,68	73,03	-13,35	Italy	71,48	101,60	-30,12
2	Germany	26,31	45,23	-18,92	Germany	47,30	69,74	-22,44
3	United States	15,62	3,85	11,77	Romania	46,13	25,48	20,65
4	France	15,15	30,85	-15,71	France	41,61	34,10	7,51
5	United Kingdom	14,22	13,17	1,06	Greece	34,55	63,40	-28,85
6	Greece	12,62	24,24	-11,62	United Kingdom	18,71	22,48	-3,77
7	Belgium	10,13	7,44	2,69	Belgium	16,22	16,68	-0,45
8	Poland	7,16	22,50	-15,33	Poland	14,69	24,34	-9,65
9	Romania	5,54	7,19	-1,65	Netherlands	12,70	18,77	-6,07
10	Austria	5,29	4,62	0,67	United States	12,25	2,26	10,00

From 2005 to 2014, Europe was the main destination market for Bulgaria's creative goods exports. In 2014, Europe accounted for 86% market share, followed by Asia with a 9%. The top ten trading partners were Italy, Germany, Romania, France, Greece, United Kingdom, Belgium, Poland, Netherlands and the United States. Bulgaria posted trade deficits with nearly all of its top trading partners. After ten years of European Union's membership, software is the best performing sector of the ICT industry in the country. Total incomes in 2016 reached nearly 1 billion euros according to [Invest Sofia Agency](#). Creative services exports stood at \$2.1 billion in 2014.

# Bulgaria

## CREATIVE SERVICES

<b>BULGARIA</b>					
In millions of \$					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	1.253,8	1.543,3	1.737,3	1.976,5	2.121,7
<b>Charges for the use of intellectual property n.i.e</b>	22,6	21,3	39,6	50,0	56,7
Licences for the use of outcomes of research and development	0,1	1,0	1,5	1,3	2,1
Licences to reproduce and/or distribute audio-visual and related products	9,1	9,9	17,0	23,5	25,9
Licences to reproduce and/or distribute audio-visual products	7,1	8,2	15,3	21,6	23,1
Licences to reproduce and/or distribute computer software	4,1	0,6	4,0	1,9	2,8
Licences to reproduce and/or distribute other related audio-visual products	2,1	1,7	1,8	1,7	2,8
<b>Other business Services</b>	577,5	697,9	703,3	818,9	796,2
Advertising, market research, and public opinion polling services	104,4	118,5	118,0	137,5	175,8
Architectural services	25,7	16,1	25,4	10,9	12,7
Architectural, engineering, scientific, and other technical services	108,0	57,4	87,2	54,7	82,0
Industrial Processes	0,0	0,1	0,4	0,4	0,4
R&D , sale of proprietary rights arising from R&D	0,0	0,1	0,4	0,4	0,5
R&D work undertaken on a systematic basis to increase the stock of knowledge	112,8	167,6	156,8	204,4	170,1
R&D, Copyrights arising from R&D	0,0	0,0	0,0	0,0	0,0
R&D, Industrial processes and designs	0,0	0,0	0,0	0,0	0,0
R&D, Provision of customized and non-customized R&D services	112,8	167,4	156,4	204,0	169,7
Research and development (R&D)	113,7	170,6	158,7	206,7	184,9
Research and development (R&D), Patents	0,0	0,0	0,0	0,0	0,0
<b>Personal, cultural and recreational services</b>	82,9	74,7	109,1	91,3	91,0
<b>Artistic related services(audiovisual and related)</b>	4,0	4,4	8,2	8,0	6,0
Audiovisual and related services	27,7	22,0	40,0	29,6	29,5
Audio-visual services	23,7	17,5	31,7	21,8	23,5
Other personal, cultural, and recreational services, heritage and recreational services	27,5	30,7	29,2	32,0	32,1
<b>Telecommunications, computer, and information services</b>	570,8	749,4	885,3	1.016,3	1.177,8
Computer Service, software	115,0	135,3	179,0	217,9	261,4
Computer services	313,3	434,4	502,8	599,5	645,6
Information services	71,2	89,8	101,8	99,4	135,5
Information services, News agency	1,5	0,4	0,5	0,3	0,7
Information services, Other (other than news agency)	69,8	89,4	101,3	99,1	134,8
<b>IMPORTS</b>	1.223,6	1.140,4	1.273,9	1.104,4	1.370,0

# Bulgaria

<b>Charges for the use of intellectual property n.i.e</b>	150,4	185,1	258,3	257,6	314,7
Licences for the use of outcomes of research and development	11,3	14,3	17,7	43,8	33,4
Licences to reproduce and/or distribute audio-visual and related products	54,8	66,6	92,1	82,2	105,6
Licences to reproduce and/or distribute audio-visual products	46,6	53,1	70,5	65,4	91,3
Licences to reproduce and/or distribute computer software	29,5	37,5	56,3	49,5	70,2
Licences to reproduce and/or distribute other related audio-visual products	8,2	13,5	21,6	16,7	14,2
<b>Other business Services</b>	730,4	495,2	632,5	524,1	643,3
Advertising, market research, and public opinion polling services	27,5	38,9	39,7	46,6	67,7
Architectural services	38,0	9,2	15,3	10,8	8,8
Architectural, engineering, scientific, and other technical services	362,2	108,5	225,3	102,1	127,4
Industrial Processes	0,0	0,1	0,1	0,1	3,8
R&D , sale of proprietary rights arising from R&D	0,1	0,1	0,1	0,1	8,1
R&D work undertaken on a systematic basis to increase the stock of knowledge	100,9	112,8	117,3	121,4	142,5
R&D, Copyrights arising from R&D	0,0	0,0	0,1	0,1	3,4
R&D, Industrial processes and designs	0,0	0,0	0,0	0,0	0,1
R&D, Provision of customized and non-customized R&D services	100,7	112,6	117,1	121,3	134,4
Research and development (R&D)	100,9	112,9	117,4	121,6	146,5
Research and development (R&D), Patents	0,0	0,0	0,0	0,0	0,7
<b>Personal, cultural and recreational services</b>	76,6	189,1	103,6	81,4	40,5
<b>Artistic related services(audiovisual and related)</b>	3,0	32,4	4,0	3,2	1,6
Audiovisual and related services	35,7	90,9	47,9	37,3	16,8
Audio-visual services	32,6	58,7	43,9	34,1	15,3
Other personal, cultural, and recreational services, heritage and recreational services	5,3	7,1	7,7	6,8	6,8
<b>Telecommunications, computer, and information services</b>	266,2	271,0	279,6	241,3	371,5
Computer Service, software	54,8	50,9	44,7	43,0	78,9
Computer services	157,1	150,6	114,7	122,6	185,1
Information services	27,1	34,8	60,1	37,8	53,7
Information services, News agency	2,1	3,1	1,8	1,7	1,5
Information services, Other (other than news agency)	25,0	31,7	58,2	36,1	52,3

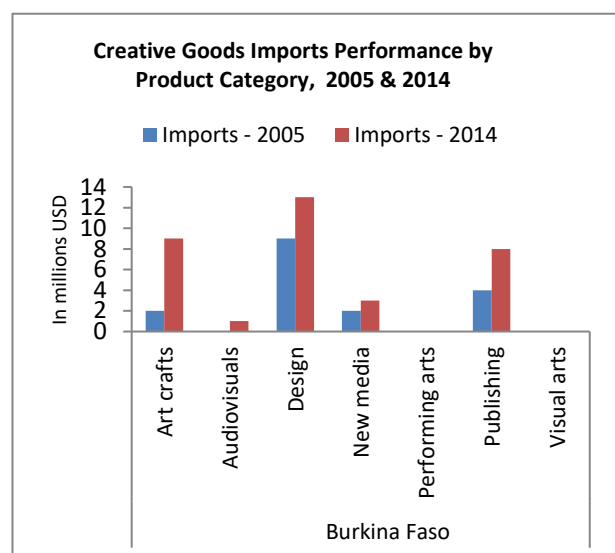
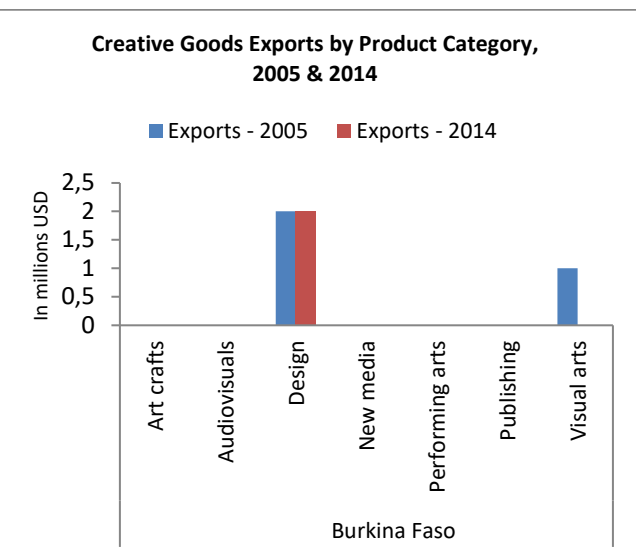
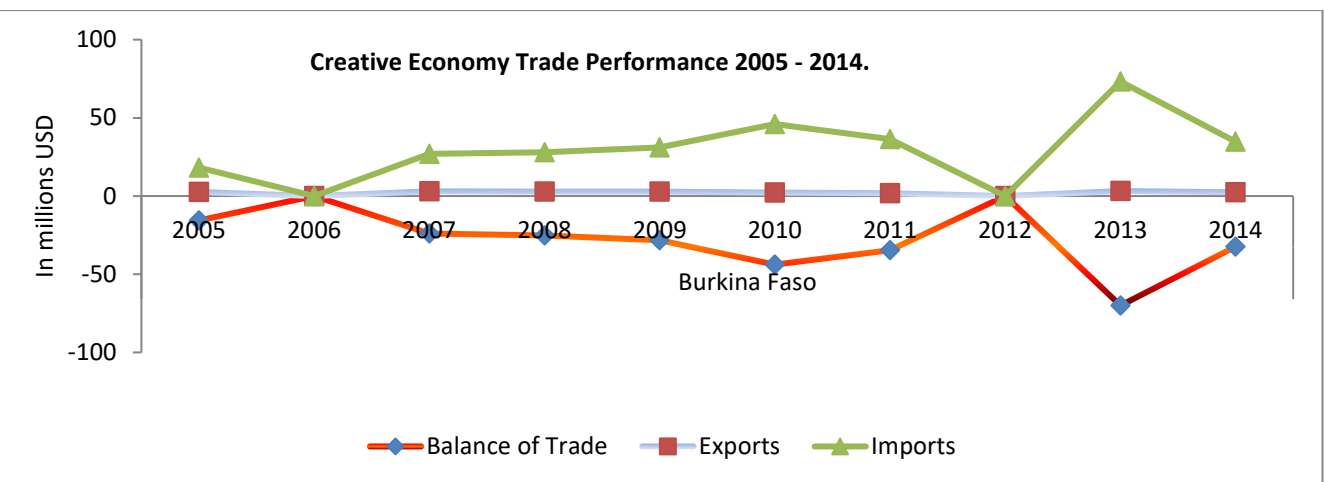
# Burkina Faso

## COUNTRY PROFILE – Burkina Faso

Creative Industries Trade Performance, 2005-2014

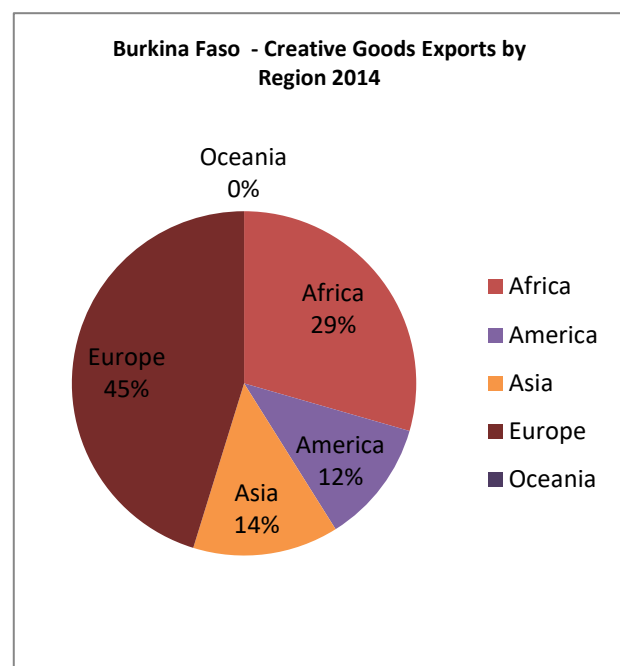
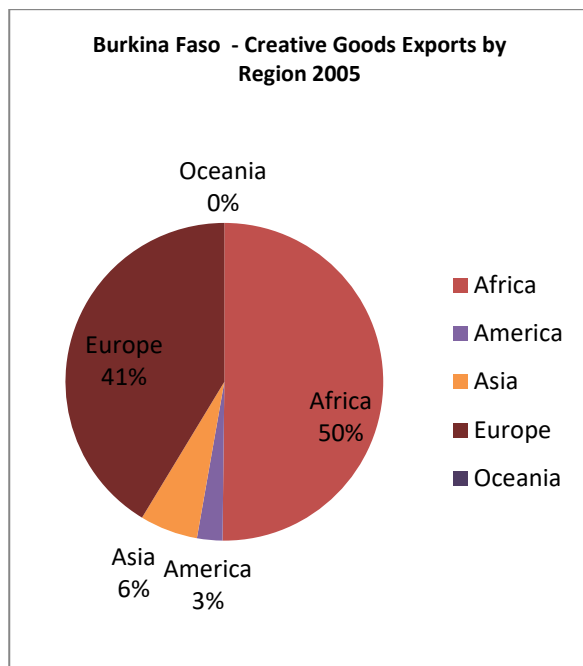
Value in Million US\$

Burkina Faso	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	2,71	0,00	3,02	2,80	2,78	2,31	1,78	0,00	3,21	2,41
Imports	18,21	0,00	26,96	28,06	30,99	46,10	36,32	0,00	73,21	34,76
Balance of Trade	-15,50	0,00	-23,94	-25,26	-28,21	-43,79	-34,54	0,00	-70,00	-32,35



Creative goods exports stood at \$2.4 million in 2014 and design goods accounted for the largest share at \$2 million. Similarly, Burkina Faso's imports of creative goods stood at \$34.7 million in 2014. Design goods accounted for the largest share of imports with a value of \$13 million followed by art crafts. Imports of art crafts increased more than four times from a value of \$2 million in 2005 up to \$9 million in 2014. Books and journals with a value of \$8 million accounted for the largest share of imports in 2014, which doubled the figure for 2005.

# Burkina Faso



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Togo	0,90	1,40	-0,50	France	0,71	7,92	-7,21
2	France	0,77	6,55	-5,78	United States	0,24	1,27	-1,03
3	Bangladesh	0,14	0,00	0,14	Zambia	0,18	0,01	0,17
4	Belgium	0,13	0,23	-0,10	Germany	0,17	0,70	-0,53
5	Mali	0,11	0,15	-0,04	Cambodia	0,17	0,00	0,17
6	Netherlands	0,11	0,10	0,01	Japan	0,12	0,04	0,08
7	Ghana	0,10	0,53	-0,43	Morocco	0,12	0,11	0,00
8	Côte d'Ivoire	0,10	1,32	-1,22	Côte d'Ivoire	0,11	4,38	-4,27
9	Niger	0,05	0,10	-0,06	Cameroon	0,08	0,03	0,06
10	United States	0,05	0,65	-0,60	Belgium	0,07	0,62	-0,55 14

In 2005, Africa was the main destination market for creative goods exports from Burkina Faso, accounting for 50% of market share. However, by 2014, the main destination markets for Burkina Faso's creative goods exports had changed significantly. Europe became the main destination market with a share of 45% while Africa's share declined to a 29%. Asia's share increased from 6% in 2005 to 14% in 2014. The market share of the Americas increased from 3% in 2005 to 12% in 2014. The top export partners for creative goods were France, United States, Zambia, Germany and Cambodia. France was the second-largest bilateral donor of development assistance to Burkina Faso (€44 million in 2014), including assistance for cultural cooperation.

# Burkina Faso

## CREATIVE SERVICES

Burkina Faso	2010	2011	2012	2013	2014
<b>EXPORTS</b> (in millions of \$)	3,3	9,4	28,8	28,4	14,3
Charges for the use of intellectual property n.i.e					
<b>Other business Services</b>	0,2	0,5	0,5	0,5	0,4
Research and development (R&D)	0,2	0,5	0,5	0,5	0,4
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	3,0	8,9	28,3	27,9	13,9
Computer services	3,0	3,9	3,6	3,7	3,4
Information services		5,0	24,7	24,2	10,5
<b>IMPORTS</b>	12,3	45,5	59,9	69,4	68,5
Charges for the use of intellectual property n.i.e					
<b>Other business Services</b>			0,0	0,0	0,8
Research and development (R&D)			0,0	0,0	0,8
<b>Personal, cultural and recreational services</b>				0,2	0,4
Audiovisual and related services				0,2	0,4
<b>Telecommunications, computer, and information services</b>	12,3	45,5	59,9	69,2	67,3
Computer services	12,3	9,3	15,9	20,0	18,3
Information services		36,2	44,0	49,3	48,9

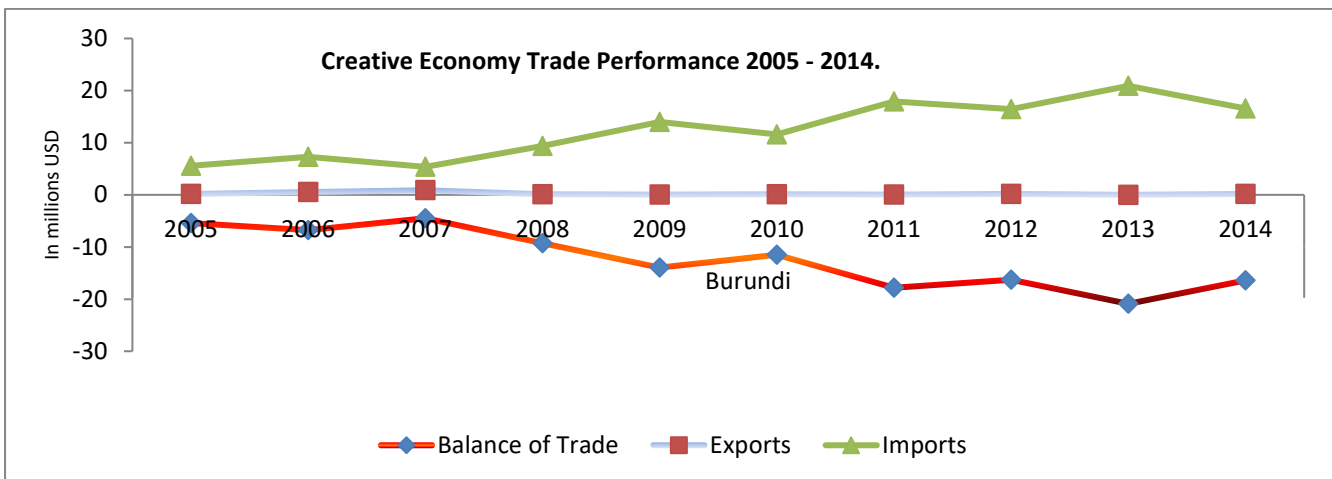
## Highlights

- Exports of creative services stood at \$14.3 million in 2014.
- The Pan-African Film Festival of Ouagadougou (FESPACO), Burkina Faso, is among the biggest African film events in the region.

# Burundi

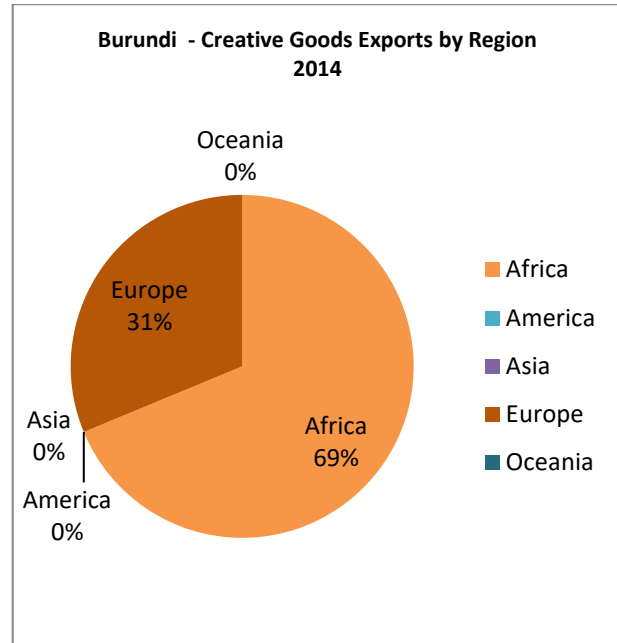
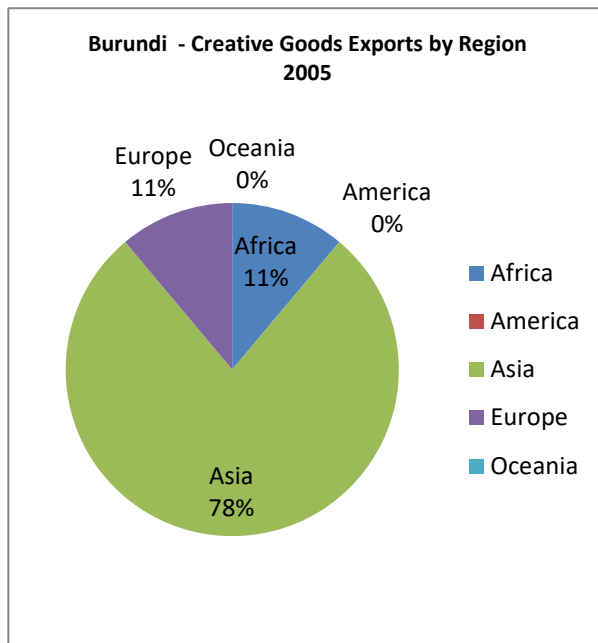
## COUNTRY PROFILE - Burundi

Creative Industries Trade Performance, 2002 and 2015					Value in Million US\$					
Burundi	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,18	0,52	0,88	0,10	0,07	0,13	0,06	0,17	0,01	0,16
Imports	5,57	7,29	5,37	9,39	14,00	11,61	17,90	16,43	20,91	16,59
Balance of Trade	-5,39	-6,77	-4,49	-9,29	-13,93	-11,48	-17,84	-16,26	-20,90	-16,43



From 2005 to 2014, Burundi was a net importer of creative goods. In 2014, exports were less than \$1 million while imports stood at \$16.5 million. Crafts and handicrafts (tightly woven baskets, masks, and wooden statues) are an important part of Burundi's cultural heritage. However, imports of art craft tripled from \$3 million in 2005 to \$10 million in 2014. Design goods imports also increased from \$1 million in 2005 up to \$3 million in 2014. Both art crafts and design goods accounted for the largest share of imports generating a trade deficit of \$16 million in 2014.

# Burundi



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Viet Nam	0,13	0,59	-0,46	Rwanda	0,10	0,06	0,04
2	Belgium	0,01	0,46	-0,44	Switzerland	0,03	0,06	-0,03
3	France	0,01	0,89	-0,89	Russian Federation	0,01	0,00	0,01
4	Tunisia	0,00	0,00	0,00	Dem. Rep. of the Congo	0,00	0,01	-0,01
5	Sudan	0,00	0,00	0,00	Zambia	0,00	0,00	0,00
6	Senegal	0,00	0,00	0,00	Djibouti	0,00	0,00	0,00
7	United States	0,00	0,06	-0,06	United Republic of Tanzania	0,00	3,42	-3,42
8	Dem. Rep. of the Congo	0,00	0,00	0,00	United States	0,00	0,27	-0,27
9	Japan	0,00	0,00	0,00	Italy	0,00	0,07	-0,07
10	Rwanda	0,00	0,02	-0,01	Cameroon	0,00	0,00	-0,00

In 2005, Asia was the main destination market for Burundi's creative goods exports with a market share of 78% followed by Africa and Europe with an 11% market share respectively. In 2014, Africa was the main destination market for Burundi's creative goods exports with a 69% market share, followed by Europe with 31%. [The East African Community Creative and Cultural Industries Bill 2015](#), from the East African Community, seeks to establish the Creative and Cultural Industries Development Council for the enhancement and stimulation of creativity and innovative endeavors among the citizens of the Community. However, exports to Rwanda may show a decline in coming years due to the two countries' worsening diplomatic relations, which led to the closure at the end of July 2016 of the border by the Burundian government.

UNCTAD Creative Economy Outlook / Country Profiles

# Burundi

## CREATIVE SERVICES

	2011	2012	2013	2014
<b>EXPORTS</b>	0,3	0,8	1,5	1,5
Charges for the use of intellectual property n.i.e				
<b>Other business Services</b>				
Personal, cultural and recreational services				
<b>Telecommunications, computer, and information services</b>	0,3	0,8	1,5	1,5
Computer services		0,8	1,5	1,5
Information services	0,3			
<b>IMPORTS</b>	3,0	2,0	3,1	2,5
Charges for the use of intellectual property n.i.e				
<b>Other business Services</b>				
Personal, cultural and recreational services				
<b>Telecommunications, computer, and information services</b>	3,0	2,0	3,1	2,5
Computer services		2,0	3,1	2,5
Information services	3,0			

### Highlights

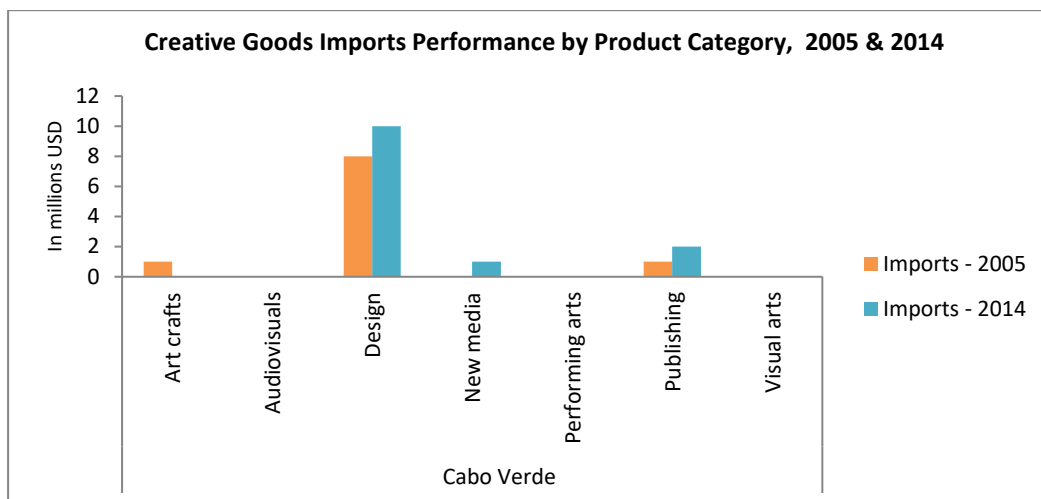
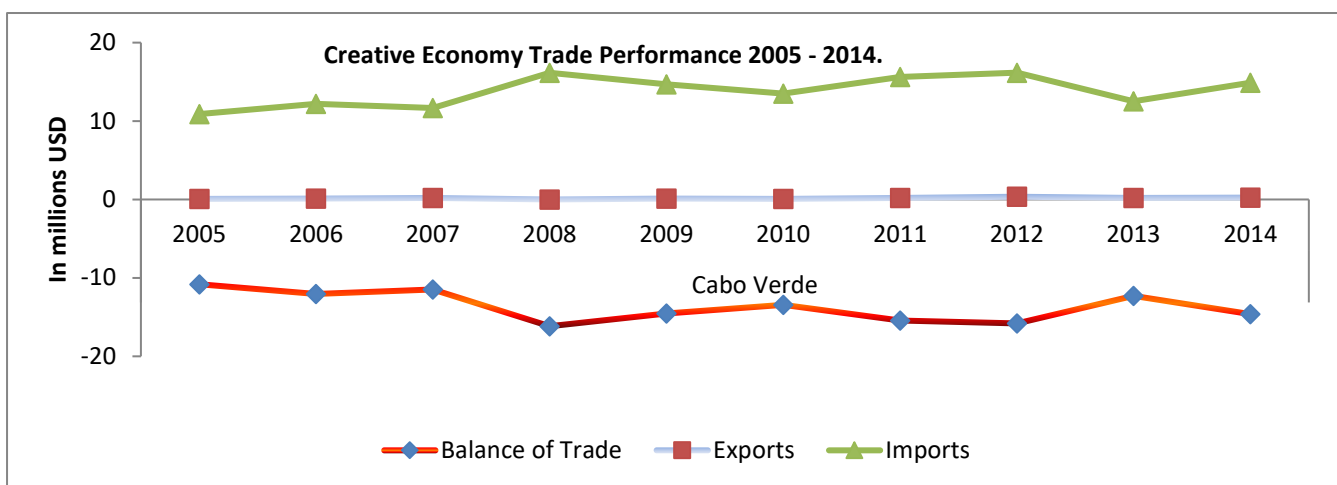
- Creative services exports stood at \$1.5 million in 2014.
- The minister of Youth, Sport and Culture strongly encourages the pursuit of traditional dance and drumming. Another widespread form of entertainment is storytelling and the overall oral culture.<sup>1</sup>

<sup>1</sup> The Republic of Burundi: Cultural Heritage, Dance, Music, Arts and Literature  
UNCTAD Creative Economy Outlook / Country Profiles

# Cabo Verde

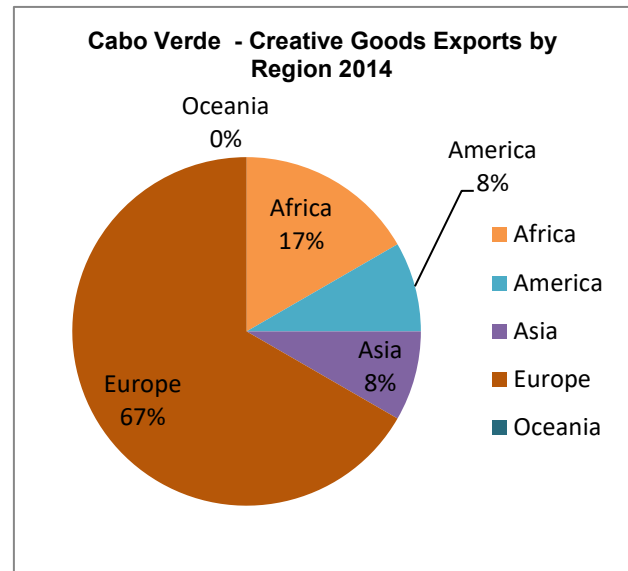
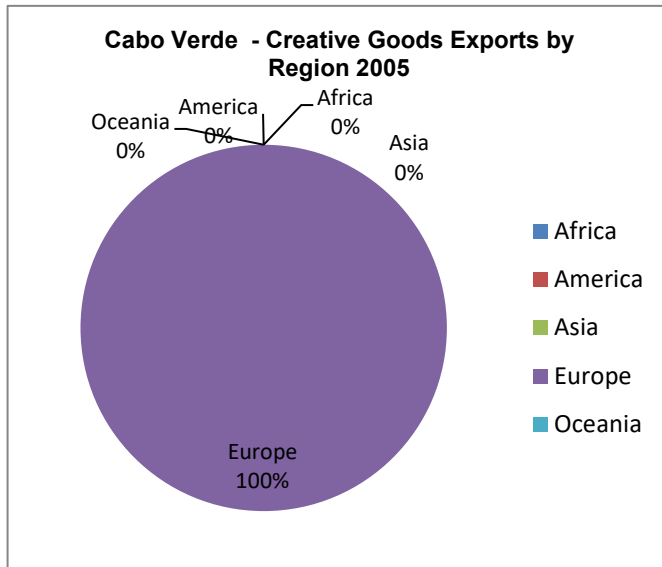
## COUNTRY PROFILE – Cabo Verde

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Cabo Verde	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,08	0,12	0,19	0,00	0,12	0,06	0,18	0,35	0,20	0,25
Imports	10,89	12,18	11,68	16,16	14,67	13,50	15,63	16,17	12,51	14,87
Balance of Trade	-10,81	-12,06	-11,49	-16,16	-14,55	-13,44	-15,45	-15,82	-12,31	-14,62



Cabo Verde's creative economy is small but has potential. There is also only now a better emerging picture of their trade in creative goods. In 2014, for instance, creative goods exports from Cabo Verde were less than half a million dollars. Conversely, imports stood at \$14.87 million, resulting in a trade deficit. Main imports included design goods (fashion accessories, interior design, jewelry), which accounted for a \$10 million deficit, followed by publishing (books and journals) at \$2 million and new media (films, DVD, CDs) at \$1 million in 2014. The national economy is dominated by the informal sector with 88% of the economy flowing through it. It is estimated that 66% of the cultural sector operates informally, which complicates the collection of statistical data to assess its contribution to the economy. To support Cabo Verde, UNCTAD prepared the study "[Cabo Verde's Creative Economy: Leveraging culture and creativity for sustainable development](#)" available on UNCTAD's website.

# Cabo Verde



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Portugal	0,05	4,79	-4,74	Portugal	0,04	7,77	-7,73
2	Spain	0,01	2,17	-2,16	Spain	0,02	1,22	-1,20
3	Germany	0,01	0,13	-0,12	Angola	0,01	0,01	0,01
4	Belgium	0,00	0,22	-0,22	United States	0,01	0,20	-0,19
5	Netherlands	0,00	0,11	-0,11	United Arab Emirates	0,01	0,00	0,00
6	Sao Tome and Principe	0,00	0,00	0,00	Netherlands	0,01	0,08	-0,07
7	Montenegro	0,00	0,00	0,00	Guinea-Bissau	0,01	0,00	0,01
8	Togo	0,00	0,00	0,00	Senegal	0,01	0,02	-0,02
9	Rwanda	0,00	0,00	0,00	Belgium	0,00	0,07	-0,06
10	Antigua and Barbuda	0,00	0,00	0,00	United Kingdom	0,00	0,48	-0,48

Cabo Verde diversified its export markets between 2005 and 2014. From exporting primarily to Europe in 2005, Cabo Verde's main regional destination markets for creative goods exports expanded, with Europe still maintaining the lion's share with 67% of the market, Africa with a 17% share and Asia with America with an 8% each. In 2014, the top export partners of Cabo Verde were Portugal, Spain, Angola, United States and the United Arab Emirates. Cabo Verde has a very high emigration rate, with more people living outside the country than inside. In 2015, UNCTAD prepared the study on [Cabo Verde's Creative Economy](#), which maps out a series of strategic interventions for a creative economy development plan. There are no available services data from Cabo Verde.

# Cabo Verde

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## Highlights:

- Among the 2015 UNCTAD [report recommendations](#) are that Cabo Verde should:
  - establish an African Observatory for Creative Economy in Cabo Verde;
  - expand and strengthen the concept of Creative Neighbourhoods;
  - create a National Program for Creative Education at the Ministry of Higher Education, Science and Technology of Cabo Verde;
  - formulate a national and international policy for the movement and export of Cabo Verde creative products based on the “Cabo Verde creative” brand.
- In 2018 Cabo Verde held its fifth edition of Atlantic Music Expo (AME) – a powerful think tank and advocacy group for the African music sector, reinforcing transatlantic music exchanges. The 2017 edition drew over 550 delegates from 40 countries to Praia.<sup>1</sup>

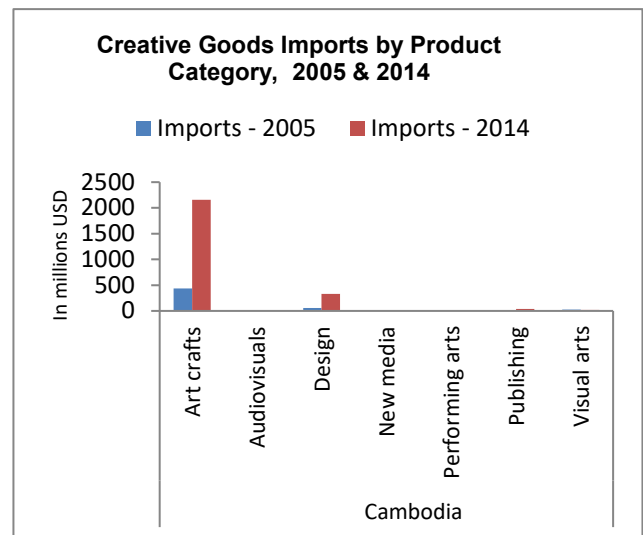
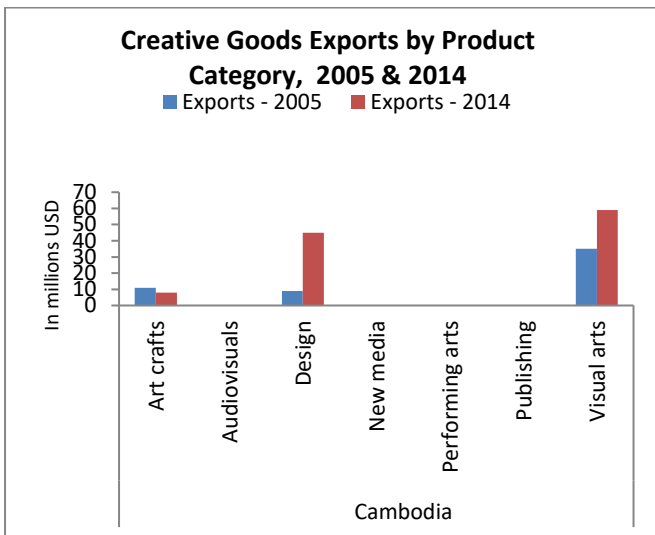
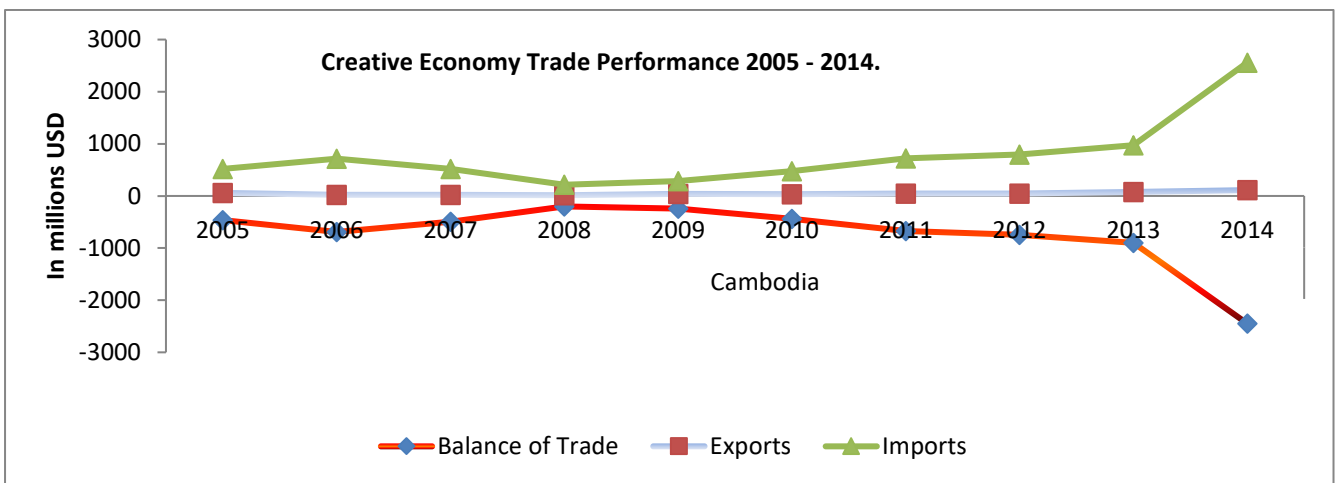
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<sup>1</sup> [Atlantic Music Expo- A platform for transatlantic cultural exchanges](#)

# Cambodia

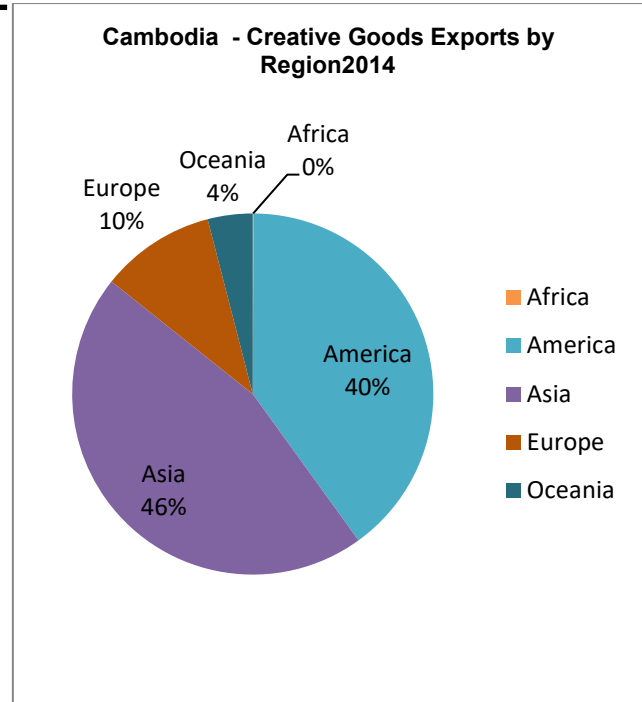
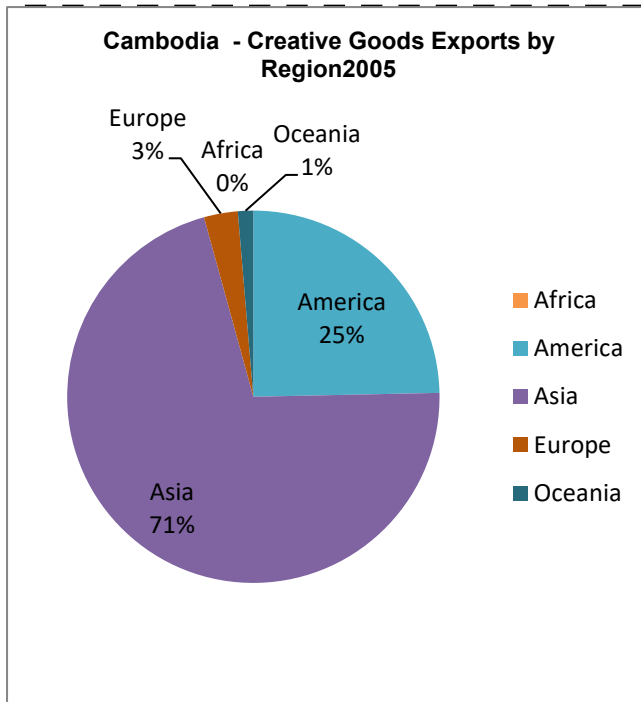
## COUNTRY PROFILE- Cambodia

Creative Industries Trade Performance, 2002 and 2015					Value ( in Million US\$)					
Cambodia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	55,51	21,14	22,17	13,92	40,74	36,16	47,12	48,38	74,34	111,63
Imports	520,99	714,26	517,84	215,08	283,04	475,88	719,91	792,61	975,81	2.560,13
Balance of Trade	-465,48	-693,12	-495,67	-201,16	-242,30	-439,72	-672,79	-744,23	-901,47	-2.448,50



Creative goods exports stood at \$111.63 million in 2014 nearly doubling the value of exports of 2013. Visual arts accounted for the largest share of exports with a value of \$59 million, followed by design goods at \$45 million. It is worth noting that in 2014 design exports stood at \$9 million, making a fivefold increase over 2005. Export-oriented textile and apparel production accounted for 16% of Cambodia's GDP employing nearly 45% of the manufacturing labor force. Imports stood at \$2,560 million in 2014. Art crafts was the main import with a value of \$2,158 million, a fivefold increase over the value (\$439 million) reported in 2005. Cambodia posted a trade deficit of \$2.4 billion in 2014.

# Cambodia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Japan	35,01	0,59	34,42	United States	42,21	7,31	34,90
2	United States	13,23	1,46	11,77	China	39,26	1.570,54	-1.531,28
3	Singapore	1,20	7,45	-6,25	Australia	4,48	1,77	2,71
4	United Kingdom	1,06	0,20	0,86	Japan	4,37	17,93	-13,56
5	Hong Kong (China)	0,92	171,97	-171,05	United Kingdom	3,81	0,60	3,21
6	Australia	0,73	0,19	0,54	Germany	2,93	18,71	-15,79
7	Malaysia	0,70	38,14	-37,44	Canada	1,92	0,24	1,69
8	Viet Nam	0,61	9,79	-9,18	Thailand	1,44	97,85	-96,41
9	China	0,38	106,43	-106,05	Viet Nam	1,39	168,41	-167,02
10	Canada	0,30	0,02	0,28	France	1,32	1,83	-0,50

In 2005, Asia was the main destination market for Cambodia's creative goods exports with a market share of 71 percent. In 2014, the main market was still Asia, but its market share declined to 46 percent. America had gained market share from 25 percent in 2005 to 40 percent in 2014. Exports of creative services stood at \$2 million, mainly related to exports of telecommunications, computer and information services.

# Cambodia

## CREATIVE SERVICES

	2010	2011	2012	2013	2014
<b>Cambodia</b>					
<b>EXPORTS (in millions of \$)</b>	0,3	0,0	0,3	0,1	3,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	0,3	0,0	0,3	0,1	3,2
Computer services	0,3	0,0	0,3	0,1	3,2
<b>IMPORTS</b>	0,9	1,5	2,7	4,7	38,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	0,9	1,5	2,7	4,7	38,6
Computer services	0,9	1,5	2,7	4,7	38,6

### Highlights

- More than 30 years ago, the country began a revival of Khmer art and culture — a difficult task with so many of its artists lost in the genocide. It started slowly, with the reopening of the Phare Ponleu Selpak arts centre, followed by refugees' painful return to their country, and the birth of a new generation of daring, determined artists. Today, the Cambodian art scene is thriving.<sup>1</sup>
- A key promoter of cultural and creative industries is The Bophana Center, which has provided archivists, film and audiovisual technicians as well as young filmmakers with vocational training as well as professional support. The center has developed a new multimedia training curriculum. While being a discussion forum for the artists, the Bophana Center also supports art creation in all its forms and produces documentaries and fiction films about Cambodia.<sup>2</sup>

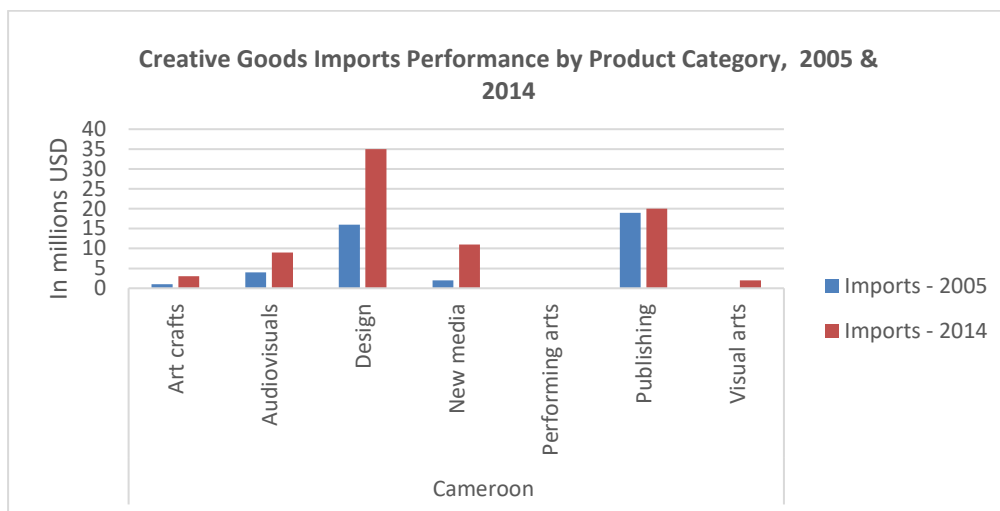
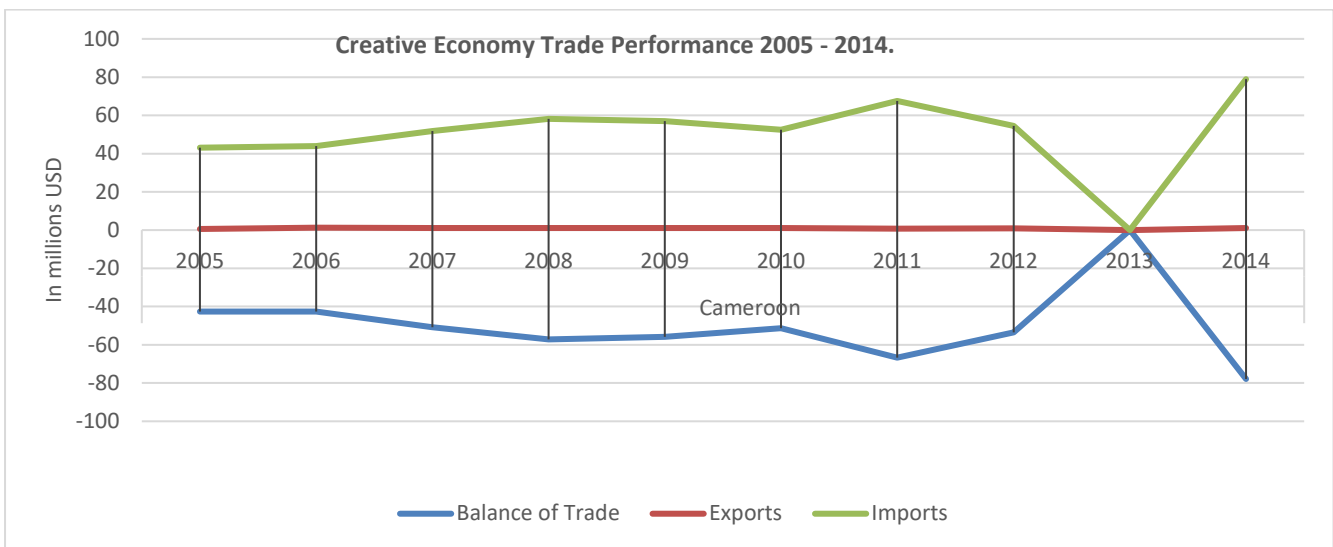
<sup>1</sup> [The Art Scene in Cambodia: More than a Cultural Revival, February 2017](#)

<sup>2</sup> <http://bophana.org/> 2017  
UNCTAD Creative Economy Outlook / Country Profiles

# Cameroon

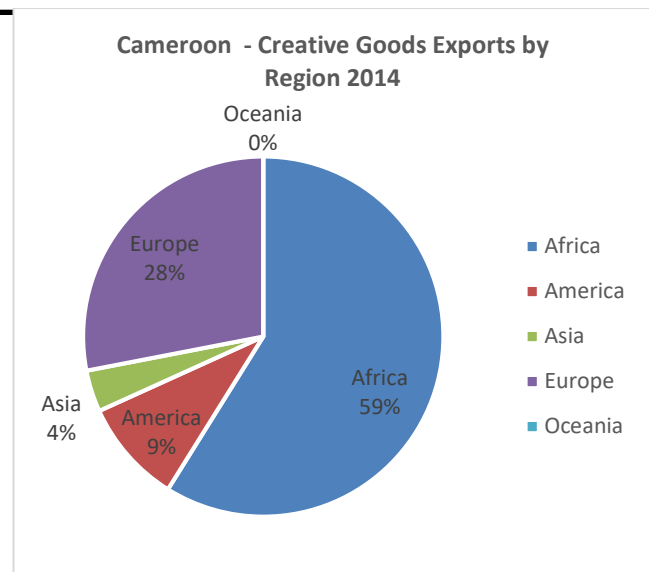
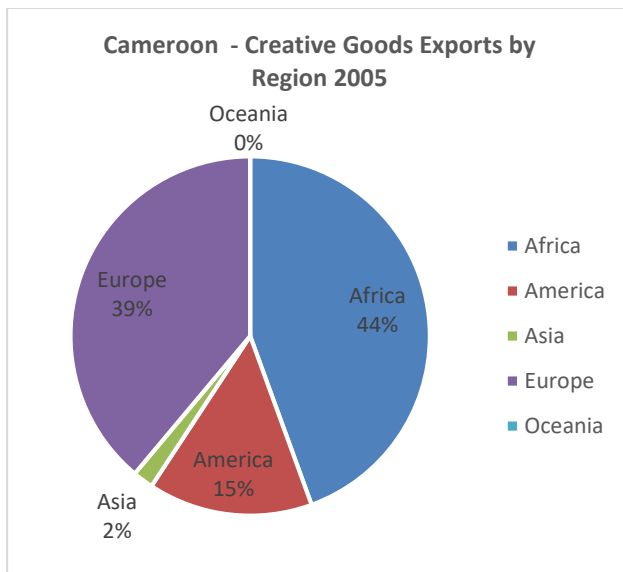
## COUNTRY PROFILE- Cameroon

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Cameroon	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,53	1,27	1,05	1,01	1,14	1,16	0,76	0,97	0,00	1,06
Imports	43,11	43,94	51,81	58,15	57,05	52,40	67,54	54,53	0,00	78,93
Balance of Trade	-42,58	-42,67	-50,76	-57,14	-55,91	-51,24	-66,78	-53,56	0,00	-77,87



In 2014, creative goods exports stood at \$1 million while imports were substantially higher at \$78.9 million.

# Cameroon



## TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014

		2005			2014			
Cameroon		Values in Million US \$			Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	0,15	16,28	-16,13	Chad	0,23	0,00	0,23
2	United States	0,08	0,94	-0,86	France	0,15	15,83	-15,68
3	Dem. Rep. of the Congo	0,06	0,00	0,06	Gabon	0,11	0,00	0,10
4	Sao Tome and Principe	0,04	0,00	0,04	South Africa	0,10	0,77	-0,66
5	Congo	0,04	0,00	0,04	United States	0,09	1,93	-1,85
6	Spain	0,03	0,24	-0,21	Equatorial Guinea	0,07	0,00	0,07
7	Gabon	0,02	0,01	0,01	Belgium	0,04	2,65	-2,60
8	Senegal	0,02	0,00	0,01	Germany	0,04	1,52	-1,47
9	Belgium	0,01	0,61	-0,60	Turkey	0,04	1,07	-1,04
10	Equatorial Guinea	0,01	0,00	0,01	Central African Republic	0,03	0,00	0,03

In 2014, the main destination markets for creative good exports were Africa (59%), Europe (28%) and the Americas (9%). The top export partner was Chad. Creative services exports decreased from \$5.8 million in 2011 to \$1 million in 2014. The key creative services exports were related to telecommunications, computer, and information services. Creative services imports stood at \$4.6 million and were mainly driven by telecommunications, computer, and information services.

## CREATIVE SERVICES

# Cameroon

Cameroon	2011	2012	2013	2014
<b>Exports</b>	5,87	1,10	1,16	1,08
Personal, Cultural and recreational services	4,58			
<b>Audiovisual and related services</b>	4,58			
Telecommunications, computer, and information services	1,29	1,10	1,16	1,08
<b>Computer services</b>	1,29	1,10	1,16	1,08
<b>Imports</b>	5,73	2,85	4,02	4,65
Personal, Cultural and recreational services	2,41			
<b>Audiovisual and related services</b>	2,41			
Telecommunications, computer, and information services	3,32	2,85	4,02	4,65
<b>Computer services</b>	3,32	2,85	4,02	4,65

## Highlights

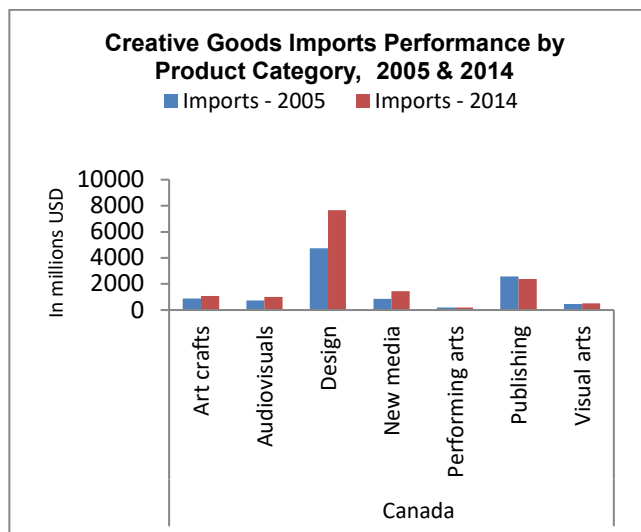
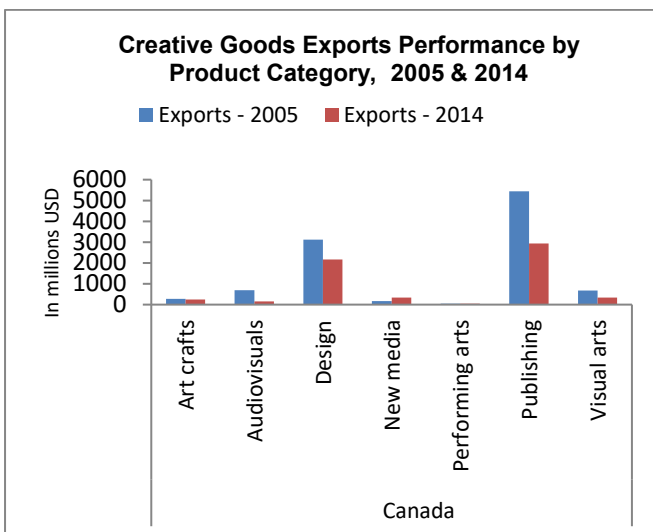
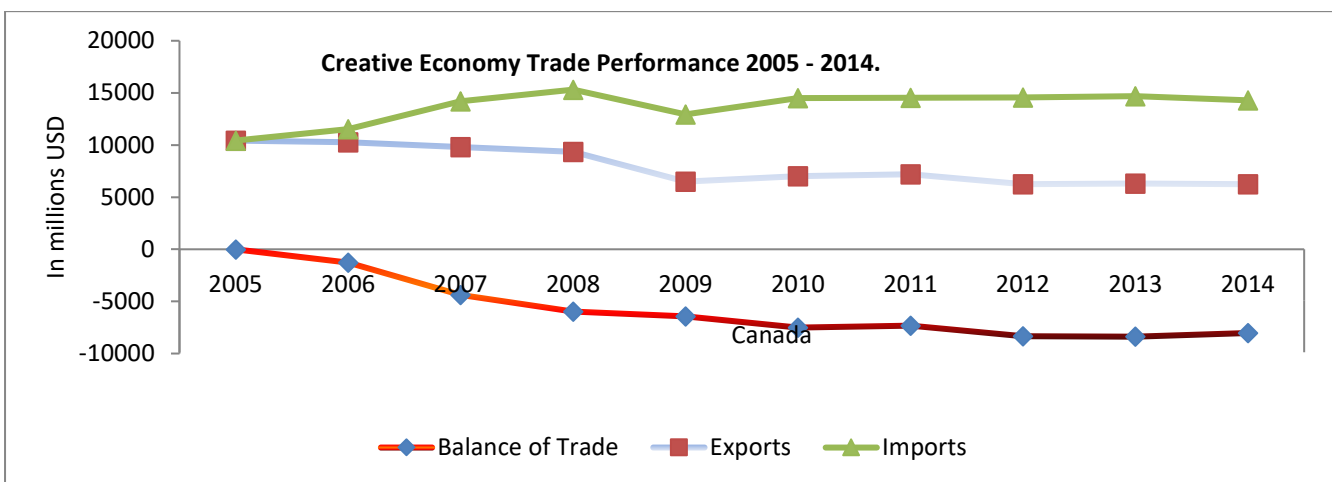
- The 90's was the golden age of the music industry in Cameroon and the 2000s, that of new technologies and self-production. However, the record industry in Cameroon is today a victim of piracy, which is undermining African music industry in general. The slow pace of adaptation to new technologies and the difficult implementation of a real cultural policy is jeopardizing the activity of actors in the production and distribution sectors.<sup>1</sup>

<sup>1</sup> [L'industrie du disque au Cameroun](#), Music in Africa

# Canada

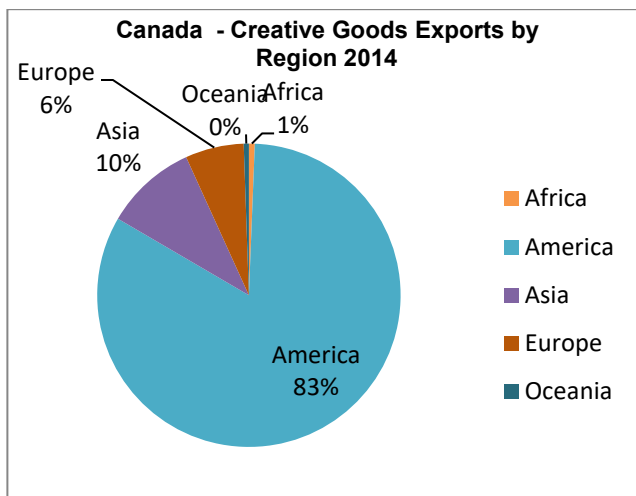
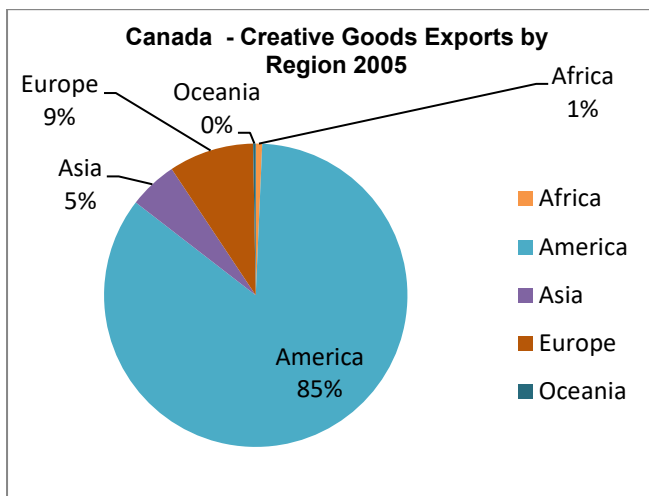
## COUNTRY PROFILE - Canada

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Canada	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	10.422,95	10.264,88	9.803,73	9.337,48	6.501,29	7.005,72	7.211,07	6.245,26	6.292,42	6.242,54
Imports	10.429,97	11.528,94	14.182,68	15.312,96	12.951,34	14.516,55	14.527,01	14.571,41	14.674,18	14.288,50
Balance of Trade	-7,02	-1.264,06	-4.378,95	-5.975,48	-6.450,05	-7.510,83	-7.315,94	-8.326,15	-8.381,76	-8.045,96



Creative goods exports stood at \$6.2 billion in 2014. Main exports included newspapers and journals with a combined value of \$2.9 billion, followed by interior design goods worth \$2.1 billion. Visual arts, art crafts and new media exports were worth \$927 million. At \$14.2 billion, imports, which were more than double creative goods exports, were driven by books at \$1.1 billion, interior design at \$2.8 billion, fashion accessories at \$1.8 billion and jewelry at \$1.1 billion. Canada posted a trade deficit of \$8 billion in 2014. Canada is recognized globally for its high-quality creative content and industries, which are an engine of economic growth and a competitive advantage.

# Canada



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	8.505,28	4.626,89	3.878,39	United States	4.711,61	4.988,64	-277,03
2	United Kingdom	316,90	187,46	129,44	India	227,10	295,43	-68,33
3	India	158,75	127,37	31,38	Brazil	165,06	19,19	145,87
4	Netherlands	119,63	13,74	105,89	United Kingdom	147,76	188,50	-40,73
5	Brazil	106,53	18,97	87,56	Hong Kong (China)	64,48	49,11	15,36
6	France	98,73	254,51	-155,78	France	61,44	267,83	-206,39
7	Germany	83,95	90,62	-6,67	Colombia	50,07	1,32	48,75
8	Switzerland	79,03	27,82	51,21	Turkey	49,37	50,81	-1,45
9	Turkey	66,07	26,14	39,93	Taiwan Province of China	47,89	173,58	-125,69
10	Taiwan Province of China	65,92	102,39	-36,47	Mexico	47,88	558,08	-510,20

From 2005 to 2014, Canada's main destination market for creative goods exports was the Americas with 83% of market share. Creative services exports stood at \$24.9 billion in 2014. Architectural, engineering, scientific, and other technical services accounted for the largest share of exports at \$6.6 billion, followed by telecommunications, computer, and information services at \$ 6.3 billion, and audiovisual and related services exports worth \$1.3 billion. Prime Minister Justin Trudeau is insisting that Canada will not sign a renegotiated North American Free Trade Agreement that doesn't protect Canada's cultural sectors — including the news media — or a dispute resolution mechanism.<sup>1</sup>

<sup>1</sup> [No NAFTA without cultural exemption and a dispute settlement clause](#), Trudeau vows, CBC News, 2018

# Canada

## CREATIVE SERVICES

<b>CANADA</b>				
	2011	2012	2013	2014
<b>EXPORTS</b>	23.525,3	25.629,8	26.514,9	24.962,4
<b>Charges for the use of intellectual property n.i.e</b>	3.047,9	3.429,8	3.817,3	4.119,9
Licences for the use of outcomes of research and development	1.596,7	1.717,4	1.742,1	1.901,3
Licences to reproduce and/or distribute audio-visual and related products	500,2	459,4	493,3	167,3
Licences to reproduce and/or distribute computer software	951,0	1.253,0	1.581,9	2.051,3
<b>Other business Services</b>	10.331,2	11.775,6	13.651,2	12.950,9
Advertising, market research, and public opinion polling services	926,7	1.356,1	979,8	951,1
Architectural, engineering, scientific, and other technical services	5.038,8	6.073,9	7.466,5	6.672,1
Research and development (R&D)	4.365,7	4.345,5	5.204,9	5.327,7
<b>Personal, cultural and recreational services</b>	2.114,1	2.191,8	2.149,0	1.524,3
Audiovisual and related services	2.114,1	2.191,8	2.149,0	1.524,3
<b>Telecommunications, computer, and information services</b>	8.032,1	8.232,7	6.897,5	6.367,4
Computer services	6.894,2	6.742,5	5.790,5	5.602,5
Information services	1.137,9	1.490,2	1.107,0	764,8
<b>IMPORTS</b>	18.171,2	21.454,4	22.599,6	21.987,1
<b>Charges for the use of intellectual property n.i.e</b>	7.504,6	8.746,1	9.570,8	9.228,8
Licences for the use of outcomes of research and development	4.106,0	4.645,8	5.130,1	4.742,8
Licences to reproduce and/or distribute audio-visual and related products	1.108,6	1.064,9	775,9	576,8
Licences to reproduce and/or distribute computer software	2.290,0	3.035,5	3.664,8	3.909,2
<b>Other business Services</b>	5.013,5	6.207,0	6.721,7	6.607,0
Advertising, market research, and public opinion polling services	709,4	955,8	672,0	689,8
Architectural, engineering, scientific, and other technical services	3.166,1	3.867,1	4.595,1	4.556,5
Research and development (R&D)	1.137,9	1.384,1	1.454,7	1.360,6
<b>Personal, cultural and recreational services</b>	2.075,7	2.484,0	2.004,3	1.704,2
Audiovisual and related services	2.075,7	2.484,0	2.004,3	1.704,2
<b>Telecommunications, computer, and information services</b>	3.577,5	4.017,3	4.302,8	4.447,1
Computer services	2.688,1	3.134,5	3.439,5	3.439,1
Information services	889,3	882,7	863,3	1.008,0

# Canada

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## Highlights:

- Creative Canada is a new approach to creative industries and growing the creative economy by the Government of Canada. Together with the \$1.9 billion in new funding announced by the Government in 2016, this policy charts a course towards continued growth and investment in Canada's creative sector, including funding for the Canada Media Fund and a significant funding commitment to Canada's Creative Export Strategy of \$125 million over five years.<sup>2</sup>
- The book industry is a \$1.15 billion industry, with 13,845 jobs. Online channels (including online, mobile app, and ebook/audio) increased from 46.2% of the market share in 2015 to 48% in 2016. Physical channels (including chains, bookstores, general, discount, book clubs, and grocery) decreased from 53.7% in 2015 to 52% in 2016.<sup>3</sup>
- Canada has \$7 billion worth of film and television production. Film and television productions in Canada are booming because the costs of production are significantly cheaper with the decline of the Canadian dollar. Foreign producers can access combined federal and provincial tax credits ranging from 32 % to 70 % of eligible labor.<sup>4</sup>
- Canada is a world leader in digital animation and visual effects. In Vancouver, over 60 studios make up the VFX (visual effects) and Animation industry, the world's largest cluster of domestic and foreign-owned studios. Over 170 video game development studios are located in Canada.

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<sup>2</sup> [Creative Canada Policy Framework](#), Government of Canada

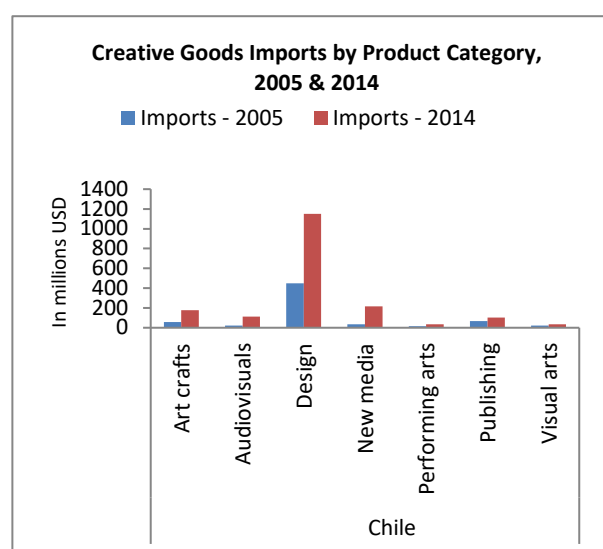
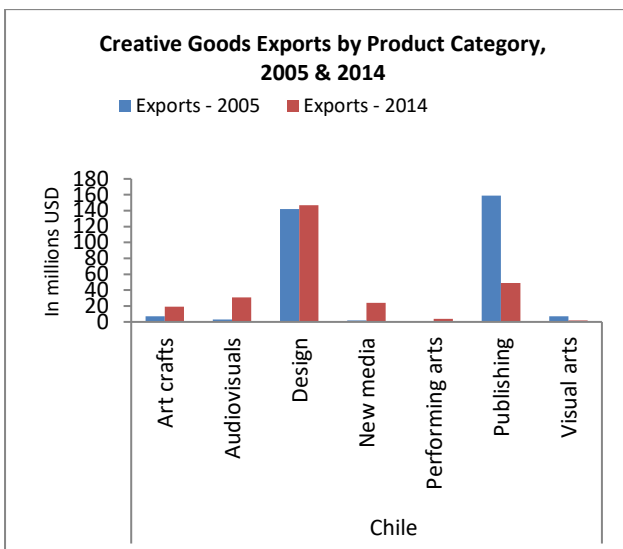
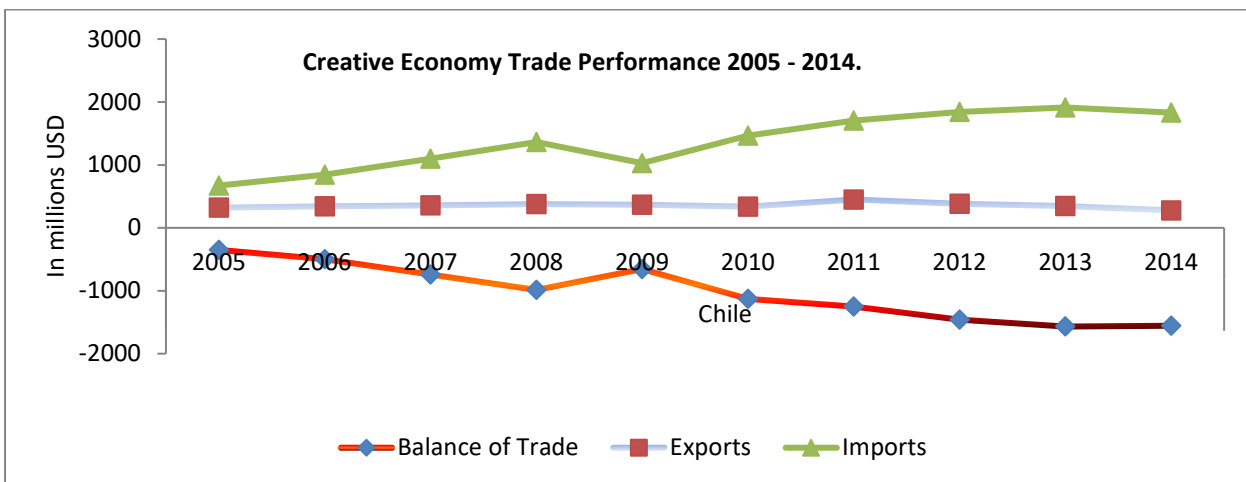
<sup>3</sup> [Canadian Publishing in 2016: A Review](#), 2017

<sup>4</sup> [How to Break into Film and Television in Canada , Immigration Requirements](#), Forbes, 2016  
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# Chile

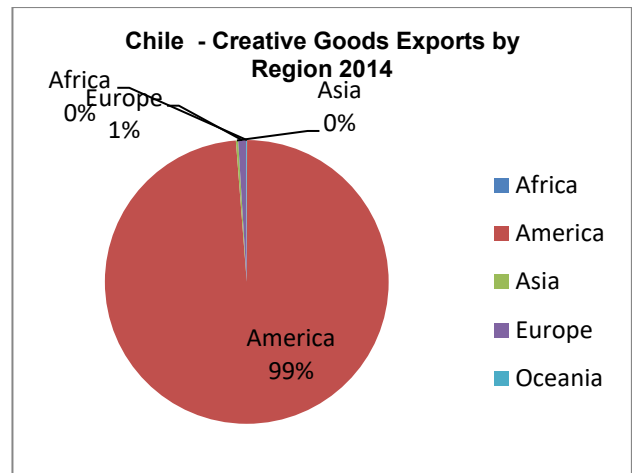
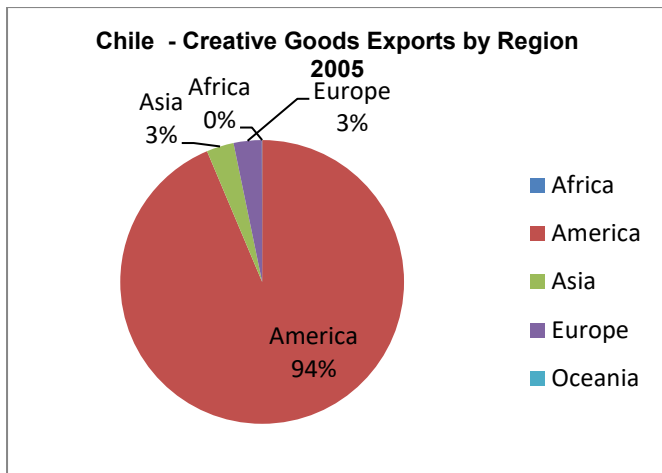
## COUNTRY PROFILE - Chile

Creative Industries Trade Performance, 2005- 2014						Value in Million US\$				
Chile	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	321.29	342.97	354.44	378.81	368.46	335.92	450.40	380.77	344.66	276.78
Imports	672.07	843.14	1'097.79	1'362.89	1'026.60	1'465.21	1'702.83	1'839.40	1'912.99	1'831.65
Balance of Trade	-350.78	-500.17	-743.35	-984.08	-658.14	-1'129.29	-1'252.43	-1'458.63	-1'568.33	-1'554.87



Chile's exports of creative goods stood at \$267.7 million in 2014 showing a decline from \$344.6 million in 2013. Main exports in 2014 included design goods such as toys (\$86 m), fashion (\$36 m) and accessories and interior design goods (24 m). Chile was a net importer of creative goods, with imports worth \$1.8 billion in 2014, giving a trade deficit of \$1.5 billion. Design products accounted for 63% of imports, followed by art crafts (yarn and carpets) and publishing. Interior design and fashion goods were the main imports, followed by new media (recorded media and video games) at \$216 million, audiovisuals (CD's, DVD's and film) at \$112 million and publishing at \$97 million (Books, newspapers and other printed matters).

# Chile



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014									
	2005					2014			
	Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Economy	Partner	Exports	Imports	Balance
1	Peru	86.92	6.94	79.98	Chile	Peru	104.14	17.26	86.88
2	Bolivia (Plurinational State of)	52.96	0.42	52.54	Chile	Bolivia (Plurinational State of)	99.14	0.37	98.77
3	United States	39.56	54.11	-14.55	Chile	Paraguay	21.93	0.24	21.70
4	Argentina	31.67	27.93	3.74	Chile	United States	11.58	163.56	-151.97
5	Ecuador	14.93	0.61	14.32	Chile	Ecuador	8.71	0.80	7.91
6	Paraguay	13.46	0.07	13.39	Chile	Colombia	8.55	17.27	-8.73
7	Brazil	13.10	33.09	-19.99	Chile	Argentina	8.09	19.54	-11.45
8	Mexico	12.40	11.36	1.04	Chile	Mexico	4.19	32.63	-28.44
9	Venezuela (Bolivarian Rep. of)	9.55	0.22	9.33	Chile	Panama	1.96	10.71	-8.74
10	Colombia	8.41	10.05	-1.64	Chile	Uruguay	1.84	2.23	-0.39

In 2014, Chile's top 10 partners for its exports of creative goods were Peru, the Plurinational State of Bolivia, Paraguay, United States and Ecuador, with which it had positive trade balances except for the United States, with which it had a trade deficit of \$152 million. Main exports were design goods, audiovisuals and publishing. Data for Chile's exports of creative services was limited as the country only reported some items in this category. Exports of computer services (software originals) stood at \$290 million in 2014 and imports posted an even higher value of \$432 million for the same period.

# Chile

## CREATIVE SERVICES

CHILE							
	2008	2009	2010	2011	2012	2013	2014
<b>In millions of \$</b>							
<b>EXPORTS</b>							
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Telecommunications, computer, and information services</b>	127.0	142.7	195.0	229.7	205.7	248.0	259.9
Computer services	127.0	142.7	195.0	229.7	205.7	248.0	259.9
<b>Other business Services</b>							
<b>Personal, cultural and recreational services</b>							
<b>IMPORTS</b>							
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Telecommunications, computer, and information services</b>	273.1	312.5	356.3	442.8	523.3	505.1	431.9
Computer services	273.1	312.5	356.3	442.8	523.3	505.1	431.9
<b>Other business Services</b>							
<b>Personal, cultural and recreational services</b>							

### Highlights:

- Creative economy in Chile contributes to 2.2% of GDP and 82% of population thinks that they improve the perception of the country at the international level.
- In 2014, there were an estimated 31,351 creative enterprises, amounting to 3.3% of total enterprises in Chile<sup>1</sup>.
- The presence of Chilean films at international festivals and awards, as well as the growing importance of local festivals and exhibitions, confirms the fact that Chilean cinema is consolidating its position as one of the strongest film industries in Latin America.<sup>2</sup>
- The Viña del Mar International Song Festival is a music festival that started in 1960 and it is the largest and best-known music festival in Latin America.
- Chile Creativo is a public-private partnership promoted by the Chilean Corporation Corfo through the Strategic Programme prioritized by the National Productivity Agenda 2014-2018 to foster a competitive environment for export companies in the audiovisual, publishing, music and design sectors, in order to help diversify the Chilean economy.

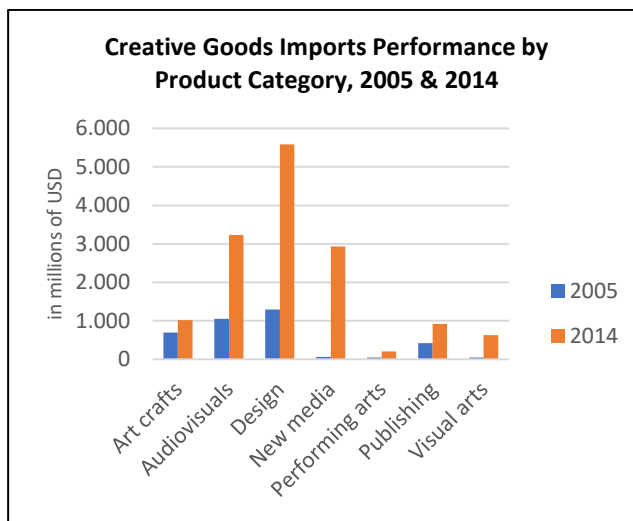
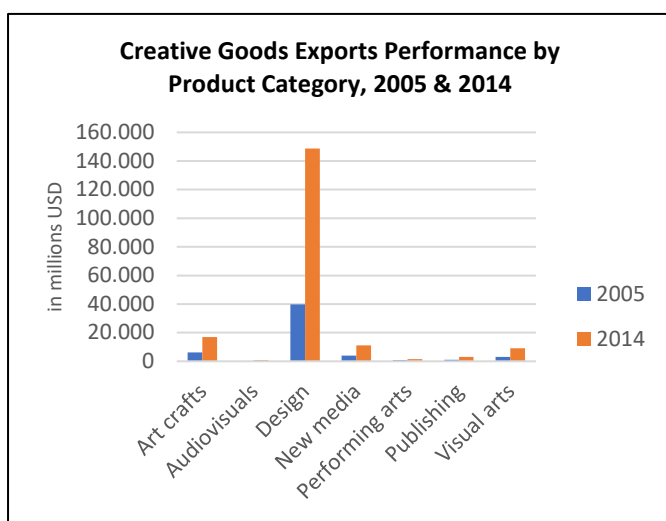
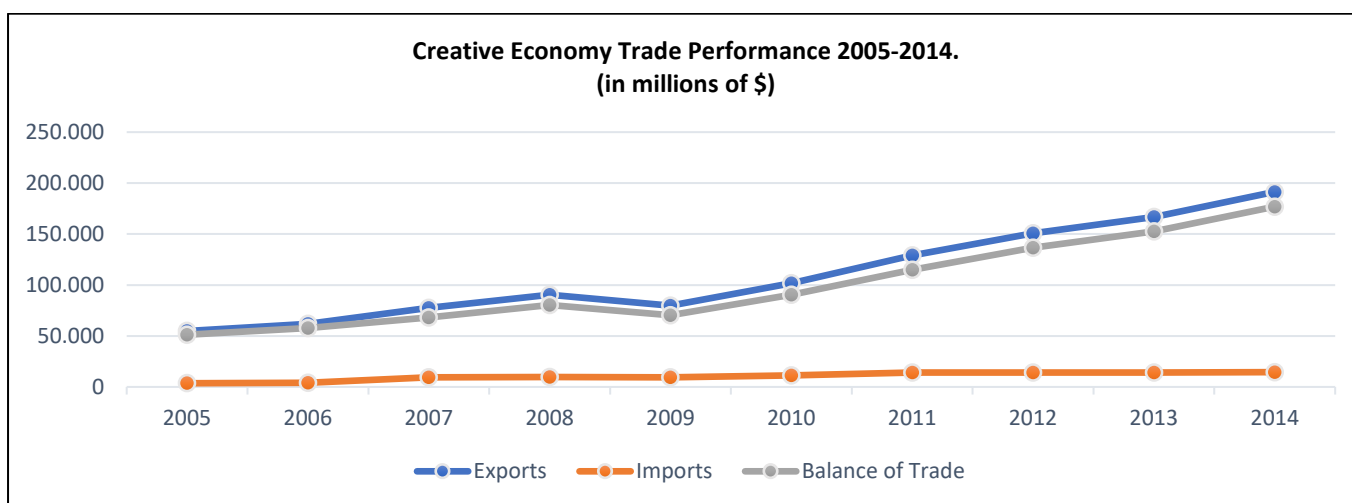
<sup>1</sup> [Mapeo de las Industrias Creativas en Chile, Consejo Nacional de la Cultura y las Artes](#), Chile

<sup>2</sup> [El gran momento del cine chileno en el extranjero](#), Fundación Imagen de Chile, March 2017  
UNCTAD Creative Economy Outlook / Country Profiles

# China

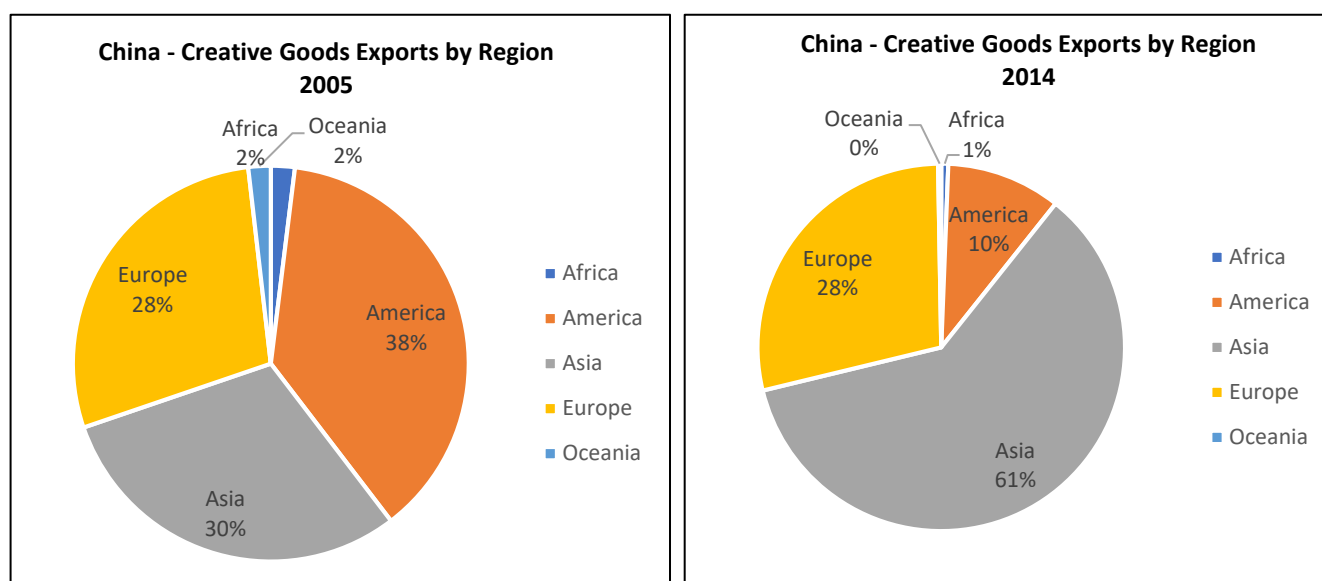
## COUNTRY PROFILE- China

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
China	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	54.850,91	61.898,40	77.632,31	90.288,72	79.715,37	101.775,17	129.032,75	150.645,08	166.620,00	191.409,94
Imports	3.610,02	3.969,62	9.439,50	9.855,95	9.377,21	11.372,97	14.054,12	14.113,65	13.971,44	14.507,33
Balance of Trade	51.240,89	57.928,78	68.192,81	80.432,77	70.338,16	90.402,20	114.978,63	136.531,43	152.648,56	176.902,61



Chinese creative goods dominate the world market and China is a net exporter of creative goods. Creative goods exports rose from \$54.8 billion in 2005 to \$191.4 billion in 2014 while imports remained significantly lower, standing at a level of \$14.5 billion in 2014. China's creative goods trade balance recorded a surplus of \$176.9 billion in 2014. Today, China is the largest market for a significant volume of luxury goods, as shown by the level of exports and imports of design goods. Exports of creative products such as art crafts doubled between 2005 to 2014. New media, publishing and visual arts also grew. Imports into China for audiovisuals, new media and design have grown significantly since 2005 as the Chinese marketplace has expanded and become more consumer-driven.

# China



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Value in Million US\$					Value in Million US\$			
Ranking	Partner	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	18.032,51	369,19	17.663,32	Hong Kong (China)	55.668,47	598,56	55.069,91
2	Hong Kong (China)	8.150,30	341,31	7.808,99	United States	37.635,56	1.345,68	36.289,88
3	Japan	4.011,31	582,37	3.428,94	Japan	7.834,53	840,09	6.994,45
4	Russian Federation	3.319,99	30,18	3.289,82	Russian Federation	6.457,41	19,45	6.437,97
5	Germany	2.629,69	226,44	2.403,25	United Kingdom	6.336,53	354,90	5.981,63
6	United Kingdom	2.207,96	63,56	2.144,40	Germany	5.400,64	511,00	4.889,64
7	Netherlands	1.758,55	34,13	1.724,42	Netherlands	3.987,48	113,07	3.874,41
8	Italy	1.212,61	111,39	1.101,22	Malaysia	3.614,23	101,57	3.512,66
9	Canada	1.182,38	17,32	1.165,06	Singapore	3.576,33	1.494,51	2.081,82
10	France	1.027,28	98,49	928,79	United Arab Emirates	3.554,59	1,50	3.553,09

In 2014, the main regional markets for China's creative goods exports were Asia (61%), the Americas (10%), and Europe (28%). The Asian market expanded significantly, doubling in size from 2005, and crowding out other regional markets, with Hong Kong (China), Japan, Malaysia, Singapore and the United Arab Emirates accounting for the large Asian share of Chinese creative goods exports. European trade partners maintained a 28% share of Chinese creative goods exports over the period. Despite the lack of available data on Chinese creative services imports and exports for the period, indications from within the sector are that creative services saw robust growth.

# China

## Highlights

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- China has consistently moved toward a more creative, consumer-driven economy. The value added from China's culture-related sectors tallied \$463.9 billion in 2016, a 13% rise from the previous year, according to data from the National Bureau of Statistics and reported by [China Daily](#).
- In just eight years, the number of museums in China more than doubled – from 1,722 museums in 2007 to 4,510 museums by 2015.<sup>1</sup>
- China is the world's biggest art market. According to Artprice and Artron, sales in the Chinese market stabilized in 2016 with total sales at auction reported to be \$4.79 billion, representing 38% of the world market, with the United States at 28% and the United Kingdom at 17%.<sup>2</sup>
- The Chinese film market is set to expand significantly. "The Chinese film market is going to be the largest film market in short order," said Charles Rivkin, a former US assistant secretary of state, who in January 2018 took over from Christopher Dodd as Motion Picture Association of America (MPAA) chairman. "They're building about 25 screens a day."<sup>3</sup>
- China's increasing accessibility to internet, breakneck pace of technology evolution, and booming population consuming digital media have also paved the way for the development of China's game industry.<sup>4</sup>

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<sup>1</sup> [Canada Museum Association, 2015; State Administration of Culture Heritage, 2015](#)

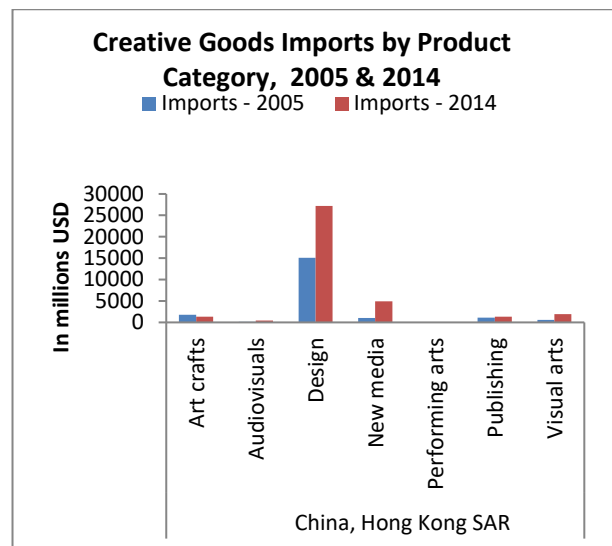
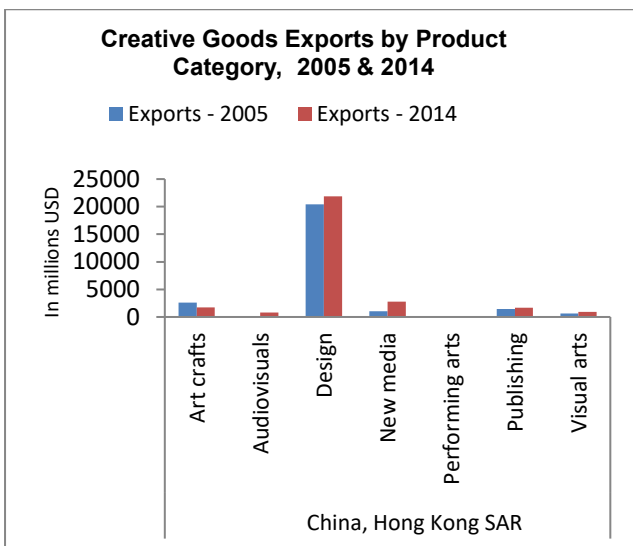
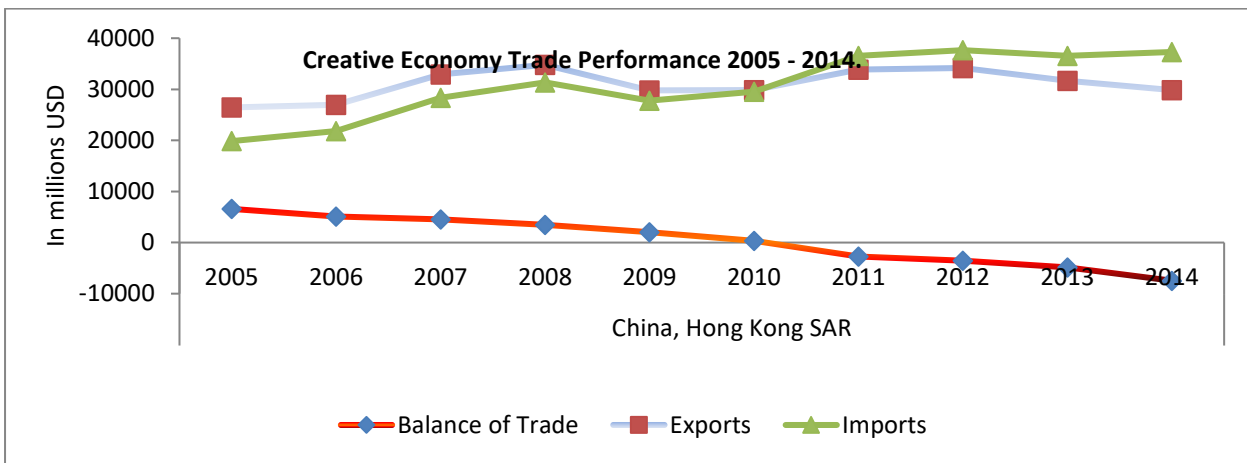
<sup>2</sup> [A Snapshot of China's Creative Industries- Canada, 2016](#)

<sup>3</sup> [Hollywood says China will soon be world's top film market, as ticket sales overtake US-Canada in 2018](#)

<sup>4</sup> [Understanding the Chinese Game Industry \(Part 1\), 2016](#)

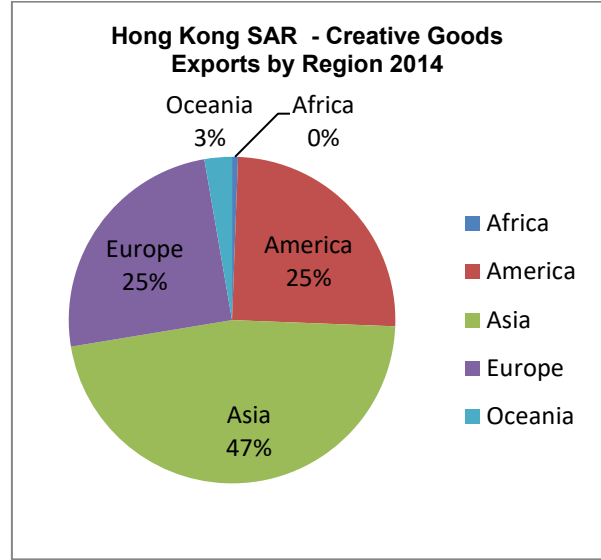
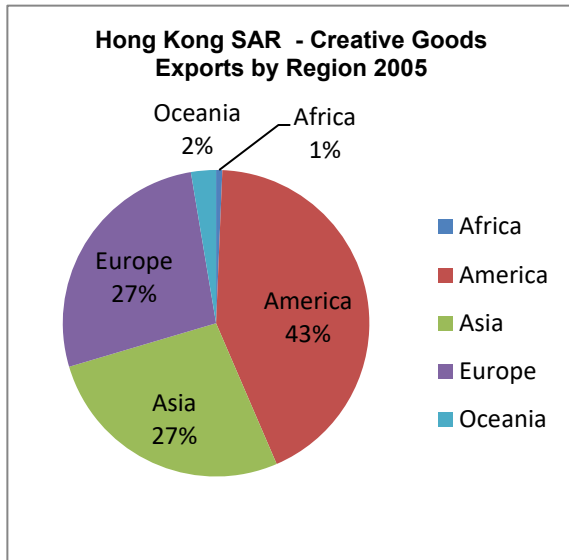
# Hong Kong, SAR

COUNTRY PROFILE - Hong Kong, SAR										
Creative Industries Trade Performance, 2005- 2014						Value in Million US\$				
Hong Kong SAR	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	26'446.1	26'959.2	32'889.8	34'789.7	29'806.4	29'829.6	33'843.4	34'144.9	31'684.5	29'824.3
Imports	19'857.0	21'832.3	28'362.3	31'345.5	27'758.5	29'511.8	36'563.6	37'659.6	36'550.2	37'284.1
Balance of Trade	6'589.1	5'127.0	4'527.5	3'444.2	2'047.9	317.8	-2'720.3	-3'514.8	-4'865.7	-7'459.8



Creative goods exports stood at \$29.8 billion in 2014. Design goods exports accounted for the largest share of exports. Jewelry stood at \$8.7 billion, followed by fashion at \$6.6 billion and toys at \$5.7 billion. Imports stood at \$37.2 billion led by imports of jewelry at \$15 billion and fashion accessories at \$6.6 billion. Hong Kong, SAR posted a trade deficit of \$7.4 billion in 2014 nearly double the figures reported a year earlier. Creative industries are important economic drivers for Hong Kong, SAR. They help to increase the innovation capacity of the economy and can be a powerhouse for future economic growth.

# Hong Kong, SAR



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	10'094.92	753.80	9'341.12	United States	6'562.23	2'470.55	4'091.68
2	Japan	2'487.38	1'770.64	716.74	China	5'075.02	18'084.50	-13'009.48
3	China	2'155.45	14'251.25	-12'095.80	Japan	2'213.85	1'276.96	936.89
4	United Kingdom	1'665.62	248.91	1'416.70	United Kingdom	1'541.87	959.86	582.01
5	Germany	1'516.58	109.09	1'407.49	Switzerland	1'215.02	2'326.67	-1'111.65
6	Italy	927.01	537.76	389.25	United Arab Emirates	1'093.21	714.21	379.00
7	France	819.27	441.44	377.84	Macao (China)	1'034.14	190.49	843.65
8	Canada	656.45	60.66	595.79	Germany	989.98	220.55	769.43
9	Australia	592.75	46.19	546.56	Taiwan Province of China	877.96	1'965.14	-1'087.18
10	Spain	481.53	33.36	448.17	France	861.52	1'782.03	-920.50

In 2014, the main destination markets of creative goods exports were Asia (47%), Europe (25%) and the Americas (25%). The main export partner was the United States followed by China. Hong Kong, SAR maintained a significant trade deficit with mainland China at \$13 billion. Creative services exports stood at \$2.5 billion with telecommunication, computer and information services accounting for the largest share of exports at \$1 billion, followed by advertising, market research and polling services at \$768.8 million in 2014. Hong Kong, SAR is developing into a regional design centre.

# Hong Kong, SAR

## CREATIVE SERVICES: EXPORTS AND IMPORTS

Hong Kong, China	2010	2011	2012	2013	2014
Value in millions of \$					
<b>EXPORTS</b>	2'181.6	2'336.6	2'488.8	2'572.7	2'586.8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Telecommunications, computer, and information services</b>	885.2	945.9	1'004.7	1'038.3	1'045.4
Computer services	811.8	850.6	906.0	940.3	951.8
Information services	73.4	95.3	98.8	98.0	93.6
<b>Other business Services</b>	1'184.6	1'280.4	1'372.0	1'440.0	1'454.3
Research and development (R&D)	50.8	68.7	78.1	116.4	155.9
Advertising, market research, and public opinion polling services	651.7	732.4	785.2	831.7	768.8
Architectural, engineering, scientific, and other technical services	482.0	479.3	508.7	491.9	529.7
<b>Personal, cultural and recreational services</b>	111.9	110.2	112.0	94.4	87.1
Audiovisual and related services	111.9	110.2	112.0	94.4	87.1
<b>IMPORTS</b>	1'453.8	1'553.2	1'690.6	1'792.0	1'889.8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Telecommunications, computer, and information services</b>	564.3	541.0	577.6	694.6	787.8
Computer services	487.6	447.2	477.8	549.3	656.0
Information services	76.7	93.8	99.8	145.3	131.8
<b>Other business Services</b>	850.0	948.6	1'042.9	1'037.6	1'051.8
Research and development (R&D)	116.9	117.8	135.0	137.8	161.2
Advertising, market research, and public opinion polling services	479.5	511.8	579.9	565.5	524.8
Architectural, engineering, scientific, and other technical services	253.7	319.0	328.0	334.3	365.9
<b>Personal, cultural and recreational services</b>	39.5	63.6	70.1	59.8	50.2
Audiovisual and related services	39.5	63.6	70.1	59.8	50.2

### Highlights:

- Hong Kong (China) has developed a leading edge in key areas of creative industries like film, television, music, design, architecture, advertising, digital entertainment, and publishing and printing.<sup>1</sup>
- The software, computer games and interactive media domain has been a dominant component among all CCI domains. It accounted for 31.6% of the total value added of CCI in 2005, growing to 42.4% in 2015. Key members of this domain are Internet services and development of software and computer games, which together accounted for some 90% of the value added of this domain in 2015.<sup>2</sup>
- While publishing is the second largest component of CCI (in terms of both value added and employment), the business performance of this domain has been rather moderate in recent years, partly due to keen competition, especially in the business of newspapers and magazines, and challenges arising from free newspapers and information portals.
- Hong Kong (China) is developing into a regional design centre. Design is playing an important role as a source of innovative content and a key driver of enhancing economic value of products and business competitiveness. In 2015, the value added of the design domain was \$4.1 billion, accounting for 3.8% of the total value added of CCI.

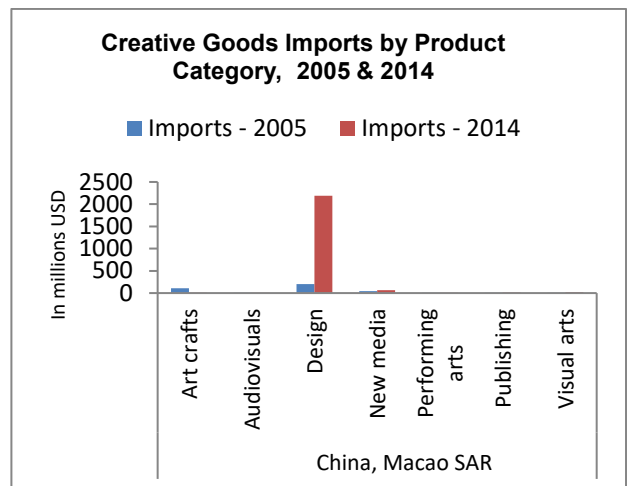
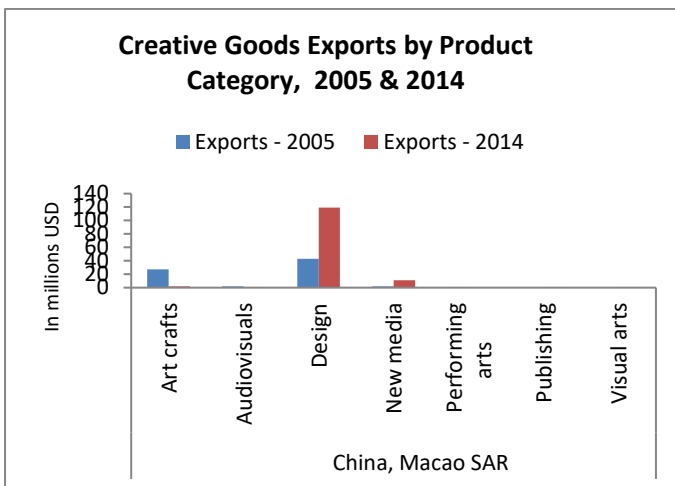
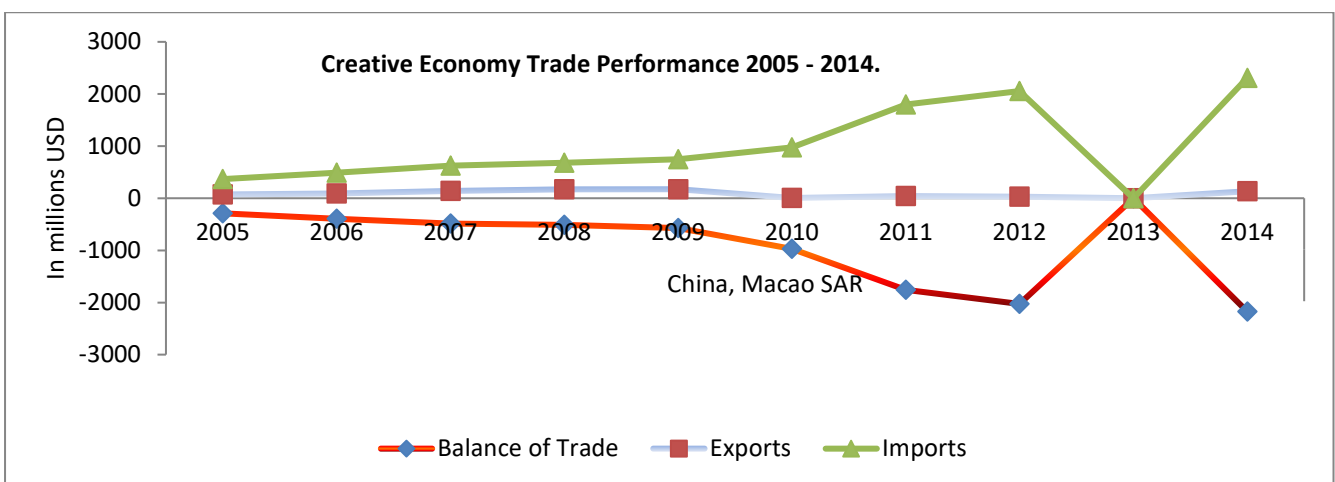
<sup>1</sup> [Hong Kong: The Facts Creative Industries](#), April 2016

<sup>2</sup> [Hong Kong Monthly Digest of Statistics, June 2017](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Macao SAR

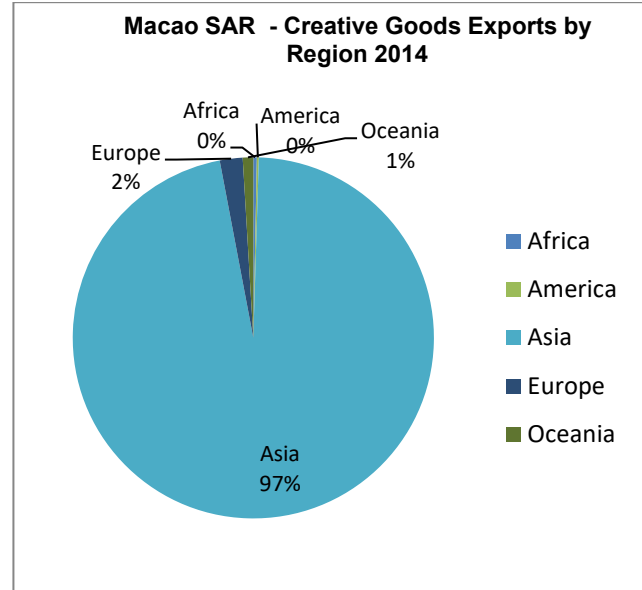
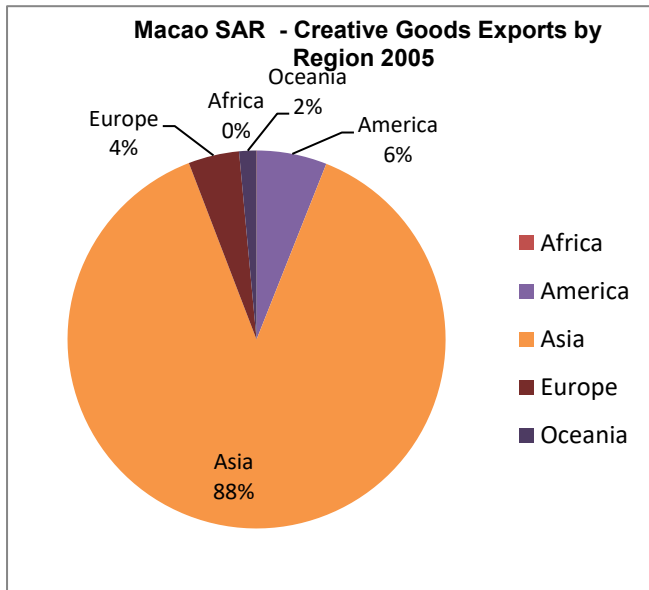
## COUNTRY PROFILE – Macao, SAR

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Macao SAR	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	74,94	93,89	138,72	171,18	172,72	6,01	38,81	31,92	0,00	135,03
Imports	365,23	488,61	624,56	680,44	747,91	974,88	1.796,81	2.057,62	0,00	2.308,50
Balance of Trade	-290,29	-394,72	-485,84	-509,26	-575,19	-968,87	-1.758,00	-2.025,70	0,00	-2.173,47



In 2014, creative goods exports stood at \$135 million. Design goods accounted for the largest share of exports led by jewelry at \$74 million and design accessories at \$42 million. Macao SAR has thriving industries such as textiles, electronics and toys, as well as a notable tourist industry. Imports stood at \$2.3 billion mainly driven by the imports of jewelry. Macao SAR is an important marketplace for all sectors of the global jewelry industry, with a wide range of jewelry products, including antique and estate jewelry, fine jewelry, diamonds, pearls, gemstones. The sector grew as the city-state's thriving gaming and tourism sectors continued to attract affluent Chinese tourists; however, the number of Chinese visitors has decreased, which has affected tourism in Macao SAR.

# Macao SAR



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Hong Kong SAR	34,46	100,12	-65,66	Hong Kong SAR	123,37	872,19	-748,82
2	China	30,64	109,90	-79,26	China	3,10	364,40	-361,31
3	United States	4,24	18,75	-14,51	Italy	2,03	318,31	-316,28
4	Australia	1,11	21,51	-20,40	Australia	1,27	17,58	-16,32
5	France	0,74	26,81	-26,07	Singapore	1,23	2,18	-0,95
6	Germany	0,42	1,64	-1,22	Philippines	1,23	4,93	-3,70
7	San Marino	0,38	0,00	0,38	Japan	0,67	120,08	-119,41
8	Taiwan Province of China	0,35	30,27	-29,92	South Africa	0,42	1,02	-0,59
9	Netherlands	0,34	0,23	0,11	Taiwan Province of China	0,34	19,94	-19,60
10	Italy	0,27	9,35	-9,08	Switzerland	0,29	27,46	-27,16

In 2014, the main destination market for creative goods exports from Macao SAR was Asia, with a 97% of market share. The top export partner was Hong Kong SAR. The top products were precious metals exported to Hong Kong SAR and mainland China. Macao SAR exports to Italy included knitted or crocheted articles of garment, pearls and precious stones. In 2014, Macao SAR maintained a significant trade deficit with Hong Kong SAR at \$748 million. Data for creative services exports was not available. Imports of creative services stood at \$60 million driven mainly by telecommunications, computer, and information services, which stood at \$57 million in 2014.

# Macao SAR

## CREATIVE SERVICES

MACAO SAR			
In millions of \$	2012	2013	2014
<b>EXPORTS</b>			
Other business Services			
Telecommunications, computer, and information services			
<b>IMPORTS</b>	44,3	51,6	60,3
Charges for the use of intellectual property n.i.e			
Other business Services	1,3	2,4	2,9
Research and development (R&D)	1,3	2,4	2,9
Telecommunications, computer, and information services	43,0	49,2	57,4
Computer services	43,0	49,2	57,4

### Highlights:

- Macao SAR is a place where traditional Chinese culture has assimilated Portuguese and Western ways to create a unique cultural mix.
- In 2016, UNCTAD participated and contributed to the Forum on Cultural Industries: One Belt One Road Initiative for Macao Cultural Industries. The aim was to discuss opportunities to develop its cultural industries based on its strategic location as an important stop on Maritime Silk Road, its strong cultural value, its privileged location in the Pearl River Delta and the mature resources of gaming industry and tourism. The Chinese Cultural Exchange Association and Peking University organized the event.
- The Cultural Affairs Bureau of Macao SAR has set up the Department for Promoting Cultural and Creative Industries.
- The Government of Macao SAR launched the Macao Cultural and Creative Industries ([www.macaucci.gov.mo](http://www.macaucci.gov.mo)), 2016.
- The Cultural Affairs Bureau (IC) is launching the 2018 edition of the Macao Cultural and Creative Map (CCM Map) in paper and its mobile app in order to promote Macao's cultural and creative industries close by residents and tourists<sup>1</sup>.
- Creative Macau is a local NGO centre for local creative industries with the primary task of assisting local creative industries enhance their profile and potential value.<sup>2</sup>
- The Macao International Music Film Festival celebrated its 30<sup>th</sup> anniversary in 2017. The Festival gives off an overwhelming power of radiance to Macao audience featuring works presented by young talents, reinterpretation of classics and brings internationally famous ensembles.<sup>3</sup>

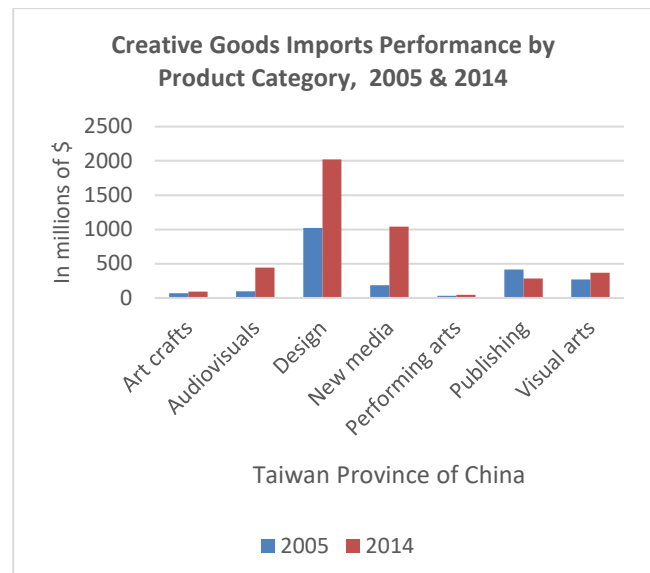
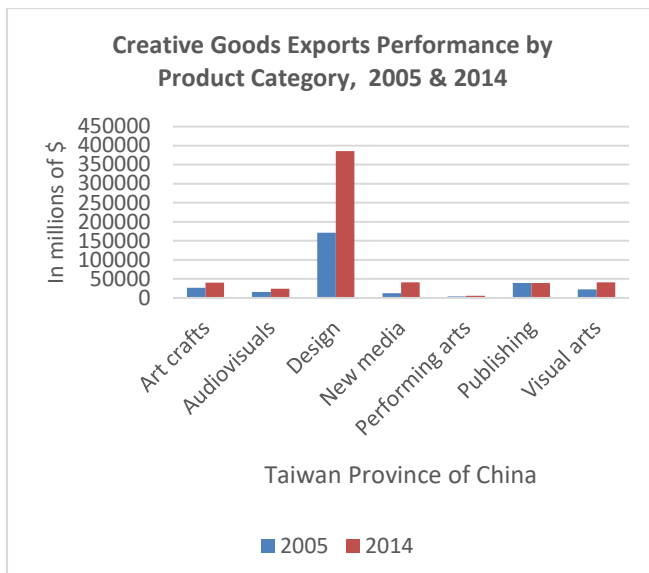
<sup>1</sup> [2018 Macao Cultural and Creative Map invites entities to register for inclusion in the map](#), 2018

<sup>2</sup> [Creative Macau](#)

<sup>3</sup> [The Macao International Music Festival](#), 2017  
Creative Economy Outlook / Country Profiles

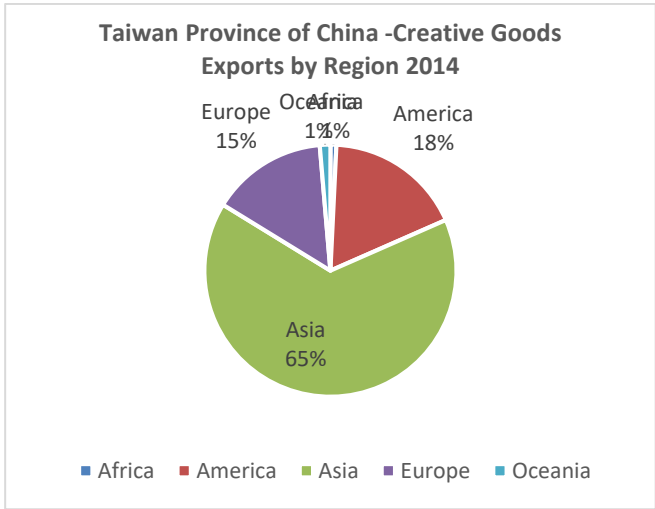
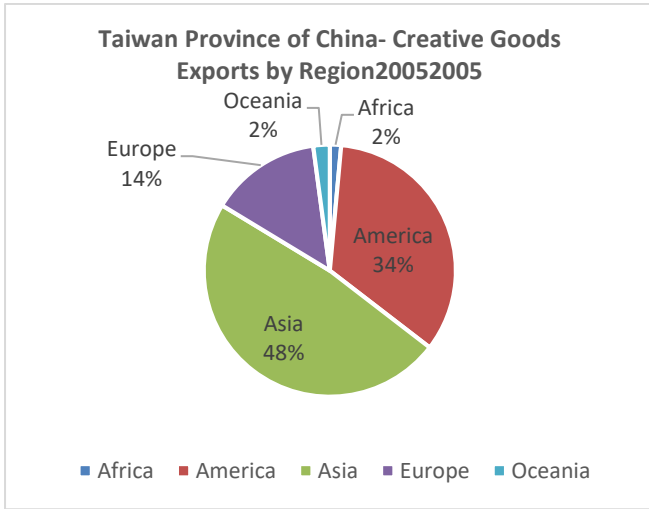
# Taiwan Province of China

COUNTRY PROFILE- Taiwan Province of China										
Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.106,99	3.246,20	3.261,59	3.228,88	6.555,74	8.548,25	9.569,95	9.380,43	8.493,51	9.656,15
Imports	2.087,17	2.064,75	2.232,93	2.386,32	3.169,46	4.375,08	4.920,13	4.473,45	4.053,99	4.298,90
Balance of Trade	1.019,82	1.181,45	1.028,66	842,56	3.386,28	4.173,17	4.649,82	4.906,98	4.439,52	5.357,25



Taiwan Province of China is a net exporter of creative goods. In 2014, creative goods exports tripled from \$3.1 billion in 2005 to \$9.6 billion. New media (recorded media) stood at \$5.7 billion and accounted for the largest share of creative goods exports, followed by design goods (interior design and fashion goods and toys) at \$2 billion and art crafts at \$1 billion. Creative goods imports stood at \$4.2 billion, generating a positive trade balance of \$5.3 billion in 2014. In 2013, the industry consisted of about 62,000 business establishments with a combined annual revenue of NT\$785.6 billion (US\$24.2 billion).

# Taiwan Province of China



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	930,66	127,36	803,30	Hong Kong SAR	2.499,31	242,91	2.256,39
2	Hong Kong SAR	370,39	113,54	256,85	United States	1.511,78	254,28	1.257,50
3	Japan	342,21	400,27	-58,07	China	1.219,09	1.522,90	-303,81
4	China	207,61	539,82	-332,21	Japan	828,84	437,48	391,35
5	Viet Nam	109,38	32,48	76,90	Viet Nam	425,78	69,59	356,18
6	United Kingdom	106,79	41,14	65,65	United Kingdom	378,52	49,75	328,77
7	Singapore	74,39	49,20	25,18	Germany	275,10	82,15	192,95
8	Germany	72,27	46,40	25,87	Singapore	201,71	75,99	125,72
9	Canada	56,96	78,26	-21,31	Netherlands	170,57	45,89	124,68
10	India	56,61	30,75	25,86	Republic of Korea	129,53	169,79	-40,26

In 2014, the main destination markets for creative goods exports were Asia (65%), the Americas (18%), and Europe (15%). The top export partner for creative goods was Hong Kong SAR. Taiwan is a leading country of ICT technology in the world. World Economic Forum ranks Taiwan 14th out of 138 economies in its Global Competitiveness Report in September 2016. Creative industries combined with the latest digital and innovative technology can lead to unique products and services. Over 25,000 cultural and creative workers are currently exhibiting some 400,000 products on the platform Pinkoi, a Taiwanese e-commerce platform for cultural and creative products.

# Taiwan Province of China

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## Highlights:

- Legislative act 2010, the “Law for the Development of the Cultural and Creative Industries” is the major policy resource of CCI in Taiwan. There are multiple financing resources for the CCI sector including Culture entrepreneurship, crossover cooperation, matchmaking and training, training of CCI intermediary agents, a subsidy for stationing in a National culture cluster and a subsidy for a CCI joining an international trade fair or exhibition.<sup>1</sup>
- National Taiwan University of Arts, Taipei National University of the Arts and Tainan National University of the Arts are three major universities of Arts in Taiwan. National Taipei University of Education also has a department of the CCI sector. Shih Chien University is the leading university in the design and fashion sector in Taiwan.
- In the above-mentioned universities alone, nearly 30,000 university students study arts in Taiwan.
- There are 5 national creative clusters: Huashan Creative Park (Taipei), Taichung, Tainan, Hualien and Chiayi.<sup>2</sup>
- Huashan Creative Park (Taipei) has nearly 500 employees and over one million visitors per year. It was a ROT (Reconstruction, Operation, and Transfer) project, and is self-financed.

## Sources:

Interview with Mr. Cheng Chang Li, Taiwan, Province of China.  
Taiwan Business Topics, December 2015

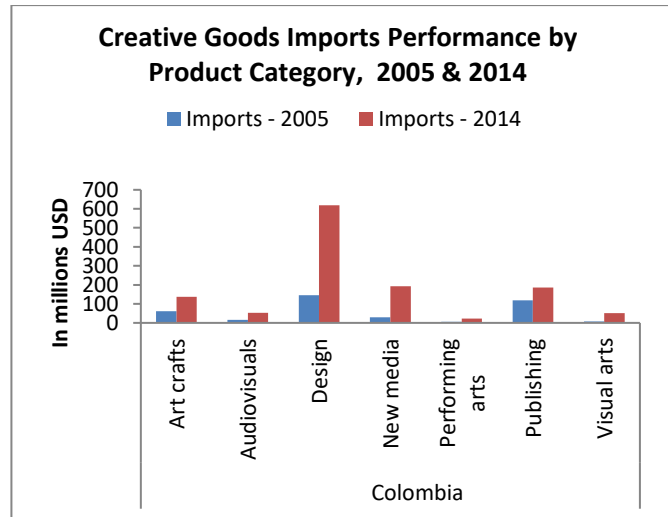
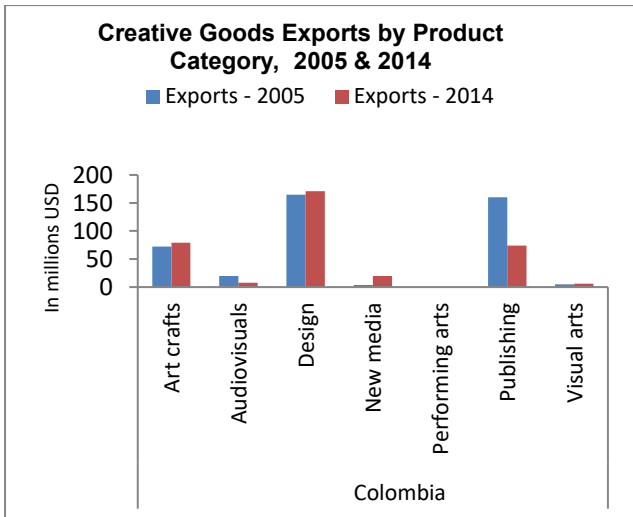
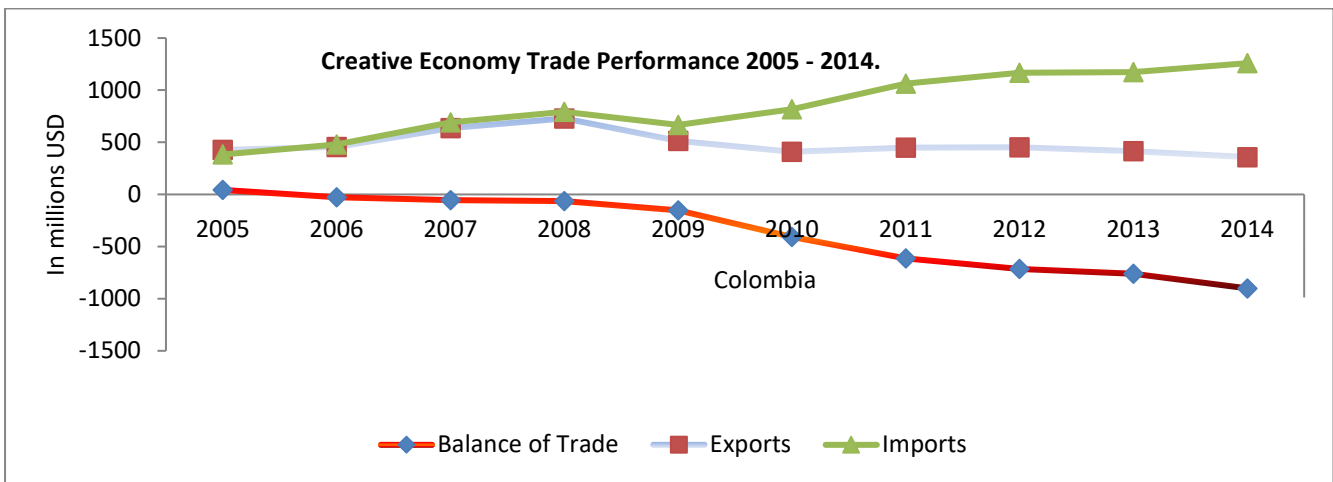
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<sup>1</sup> <http://law.moc.gov.tw/law/EngLawContent.aspx?lan=E&id=8>

<sup>2</sup> Interview Mr. Cheng Chang Li, Taiwan Province of China.  
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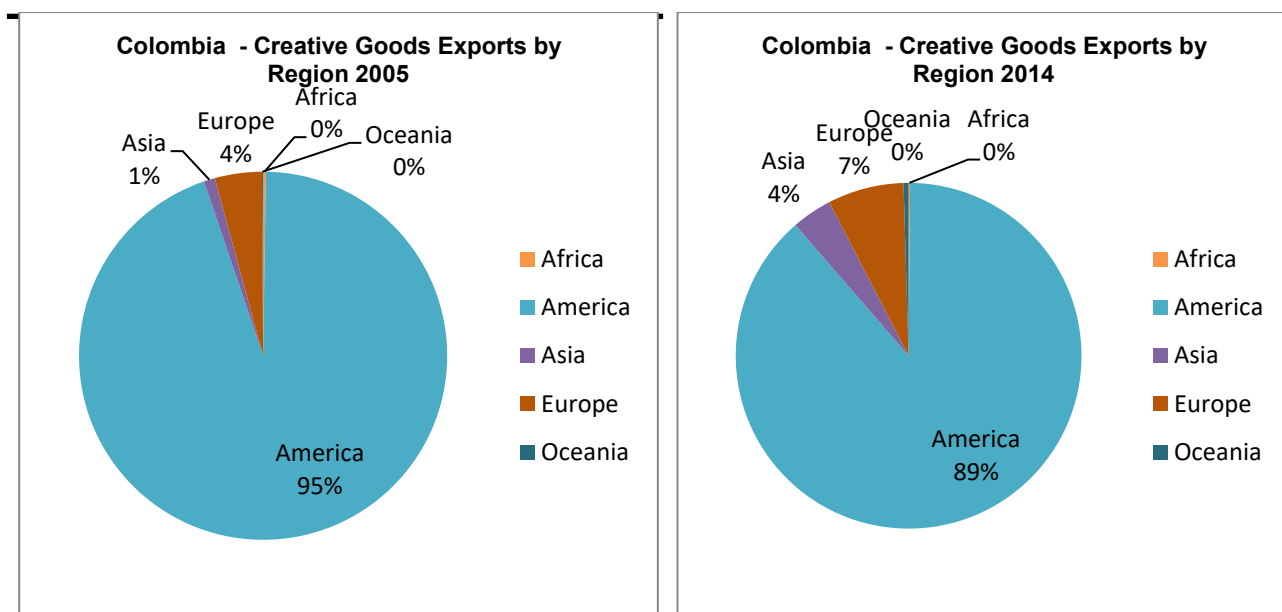
# Colombia

Creative Industries Trade Performance, 2005-2014						Values in Million US\$				
Colombia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	426,52	454,99	636,24	729,10	514,08	408,16	448,89	452,10	413,53	358,15
Imports	383,15	480,57	691,28	793,33	667,03	815,67	1.062,97	1.166,85	1.174,66	1.258,85
Balance of Trade	43,37	-25,58	-55,04	-64,23	-152,95	-407,51	-614,08	-714,75	-761,13	-900,70



In 2014, creative goods exports stood at \$358 million. Key sectors were Design, especially interior design, with exports at \$77 million and fashion accessories at \$41 million. Colombia has high-quality textiles, but its exports have decreased in the recent years due to the changes in the fashion system, which requires more brands instead of commodities. Other key sectors are the art crafts (yarn) which stood at \$79 million in 2014. Nearly 300,000 Colombian artisans work and preserve the art of manual techniques and the sector is expanding its internationalization. The Publishing sector stood at \$72 million, mainly driven by the export of books (school texts/books) and journals.

# Colombia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	122,14	61,95	60,19	Ecuador	65,90	4,68	61,22
2	Venezuela (Bolivarian Rep. of)	76,05	2,31	73,75	United States	53,18	123,04	-69,86
3	Mexico	58,96	14,94	44,02	Mexico	43,41	53,40	-9,99
4	Ecuador	36,38	1,50	34,88	Peru	33,73	32,03	1,69
5	Panama	18,98	3,21	15,77	Panama	26,09	2,54	23,55
6	Peru	18,41	15,53	2,88	Venezuela (Bolivarian Rep. of)	23,01	0,41	22,60
7	Guatemala	9,98	0,14	9,84	Chile	14,97	8,90	6,07
8	Chile	9,93	8,83	1,10	Guatemala	8,17	0,24	7,94
9	Costa Rica	9,24	3,05	6,19	Brazil	8,12	56,25	-48,14
10	Dominican Republic	6,87	0,02	6,85	Costa Rica	7,50	0,18	7,31

In 2014, the main destination markets for creative goods exports were the Americas (89%), followed by Europe (7%) and Asia (4%). The Top ten export partners for creative goods included Ecuador, the United States, Mexico, Peru, Panama, Bolivarian Republic of Venezuela, Chile, Guatemala, Brazil and Costa Rica. Regional integration mechanisms such as the Andean Community of Nations (CAN) has strengthened the cooperation within the region and Colombia has taken good advantage of this system. Colombia recorded a trade deficit of nearly \$70 million with the United States in 2014.

# Colombia

## CREATIVE SERVICES

COLOMBIA	2010	2011	2012	2013	2014
<b>Colombia</b>					
<b>EXPORTS</b>	141,5	140,5	161,8	316,9	362,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	58,3	55,5	68,3	85,6	195,1
Advertising, market research, and public opinion polling services	47,5	45,2	49,4	60,8	64,5
Architectural, engineering, scientific, and other technical services	10,8	10,3	19,0	24,8	130,6
<b>Personal, cultural and recreational services</b>	28,1	34,6	26,9	96,2	40,6
Audiovisual and related services	28,1	34,6	26,9	96,2	40,6
<b>Telecommunications, computer, and information services</b>	55,1	50,4	66,6	135,1	126,4
Computer services	49,5	44,9	59,4	129,2	120,2
Information services	5,6	5,5	7,1	5,9	6,1
<b>IMPORTS</b>	338,4	455,4	419,7	681,9	660,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	131,3	218,6	178,2	188,3	195,1
Advertising, market research, and public opinion polling services	54,5	56,6	75,0	93,3	111,9
Architectural, engineering, scientific, and other technical services	76,8	162,0	103,3	94,9	83,2
<b>Personal, cultural and recreational services</b>	55,6	34,0	41,1	67,0	45,6
Audiovisual and related services	55,6	34,0	41,1	67,0	45,6
<b>Telecommunications, computer, and information services</b>	151,6	202,7	200,4	426,7	420,0
Computer services	113,5	159,4	156,5	374,5	388,6
Information services	38,1	43,3	43,9	52,2	31,4

### Highlights:

- From 2010 to 2017, Colombia invested over \$530 billion in building and reconstructing 428 cultural spaces, many of which were in regions that were far from the capital or had been hit by violence.<sup>1</sup>
- The national cinema is thriving. Between 2010 and 2017, 215 films were released. 2017 witnessed the premiere of 43 nationally produced or co-produced films and more than 3.3 million spectators.<sup>2</sup>
- Organized by the Chamber of Commerce of Bogotá and Proimágenes Colombia, with the support of the Fund for Cinematographic Development (FDC), the Bogotá Audiovisual Market (BAM) is the most important audiovisual market in Colombia. It seeks to publicize Colombia's wide offering of completed films, films in post-production, projects in development, and audiovisual production services.<sup>3</sup>

<sup>1</sup> [Historica Inversion de MinCultura en Espacios Culturales para los Colombianos, December, 2017](#)

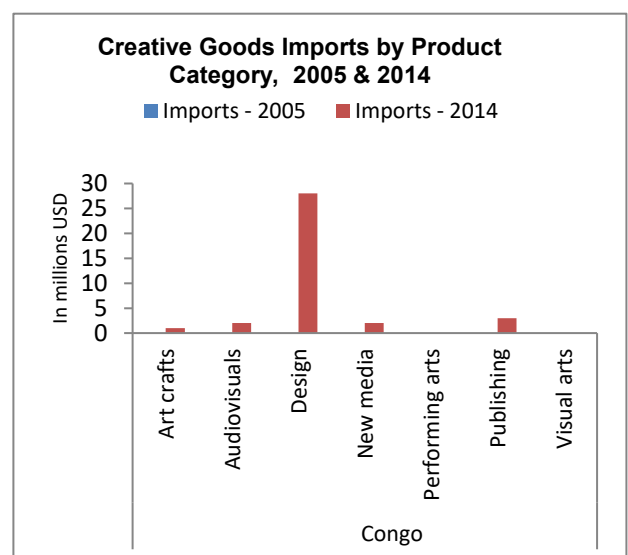
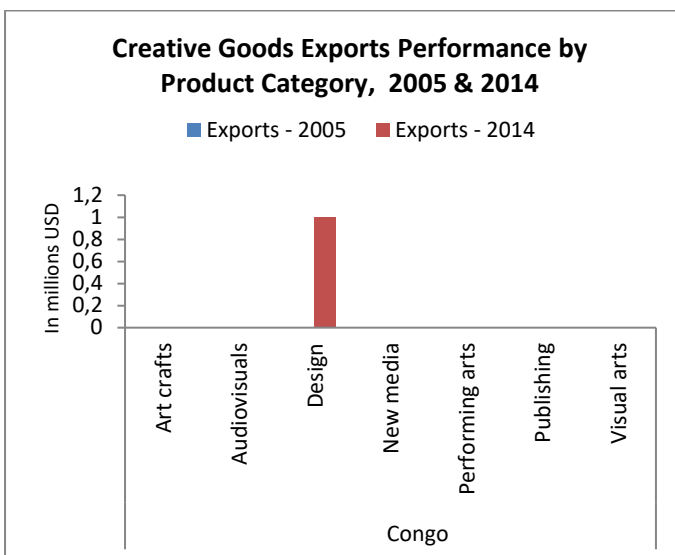
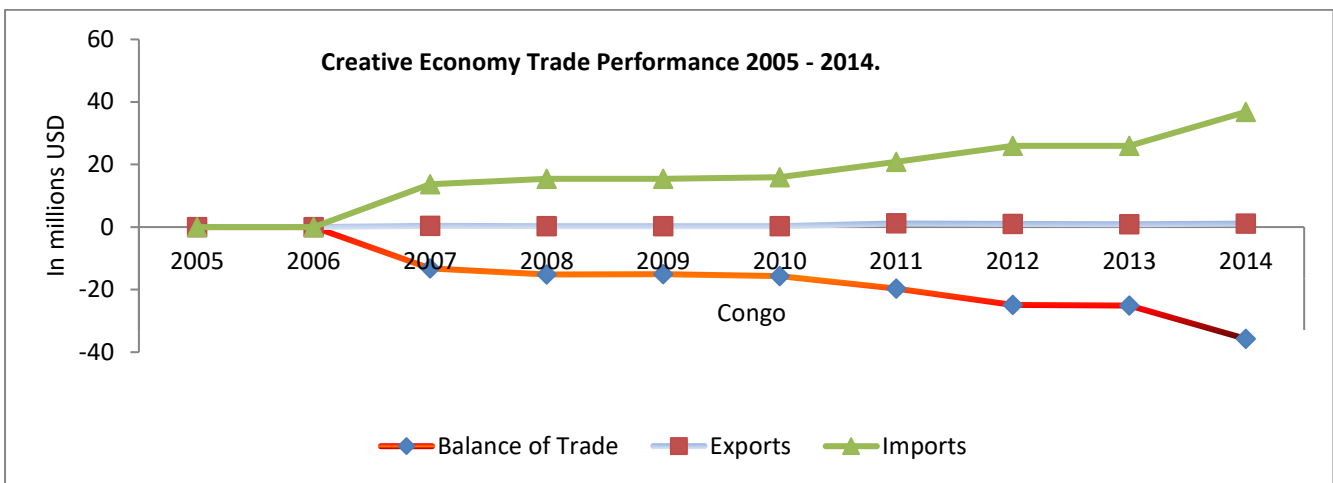
<sup>2</sup> Idem

<sup>3</sup> <https://www.accioncultural.es/en/bam-2018-bogota-audiovisual-market>  
UNCTAD Creative Economy Outlook / Country Profiles

# Democratic Rep. of the Congo

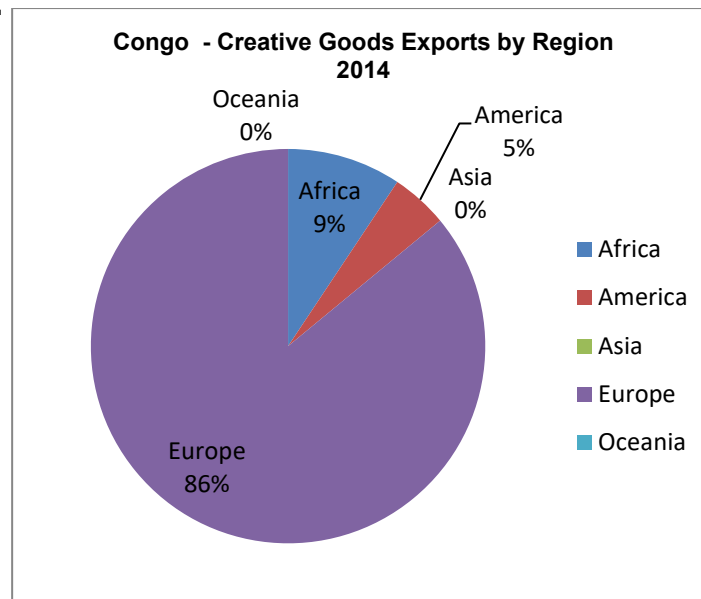
## COUNTRY PROFILE - Congo

Creative Industries Trade Performance, 2005- 2014					Value in Million US\$					
Congo	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,00	0,00	0,44	0,33	0,29	0,28	1,16	1,04	0,91	1,07
Imports	0,00	0,00	13,66	15,48	15,40	15,94	20,84	25,94	25,97	36,81
Balance of Trade	0,00	0,00	-13,22	-15,15	-15,11	-15,66	-19,68	-24,90	-25,06	-35,74



In 2014, creative goods exports stood at \$1 million and key exports were design related goods. Imports were considerably higher than exports and stood at \$37 million in 2014 generating a large trade deficit. For a country that has undergone decades of social and political unrest, the Democratic Republic of Congo, has produced some of the finest music in Africa. Initiated by the Ministry of Industry, a "Made in Congo or Congolese consume" campaign was launched in 2015 to encourage and support Congolese companies working in the cultural-creative spheres.

# Democratic Rep. of the Congo



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking					Partner	Exports	Imports	Balance
1					France	0,88	8,32	-7,44
2					United States	0,05	0,50	-0,45
3					Cameroon	0,03	0,01	0,02
4					South Africa	0,02	0,38	-0,35
5					Senegal	0,01	0,02	-0,00
6					Netherlands	0,01	0,24	-0,23
7					United Kingdom	0,01	0,24	-0,23
8					Angola	0,01	0,01	-0,00
9					Togo	0,01	0,10	-0,09
10					Dem. Rep. of the Congo	0,01	0,11	-0,10

In 2014, the main destination market for creative goods exports from RDA was Europe, with an 86% of market share. The top five export partners for creative goods were France, the United States, Cameroon, South Africa and Senegal. Creative services imports stood at \$7 million in 2014.

# Democratic Rep. of the Congo

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## CREATIVE SERVICES

Congo, Dem. Republic		
	2013	2014
<b>Congo, Dem. Rep. of</b>		
<b>EXPORTS</b>		
Charges for the use of intellectual property n.i.e		
Other business Services		
Personal, cultural and recreational services		
Telecommunications, computer, and information services		
<b>IMPORTS</b>	14,2	7,0
Charges for the use of intellectual property n.i.e		
Other business Services		
Personal, cultural and recreational services		
Telecommunications, computer, and information services	14,2	7,0
Information services	14,2	7,0

## Highlights

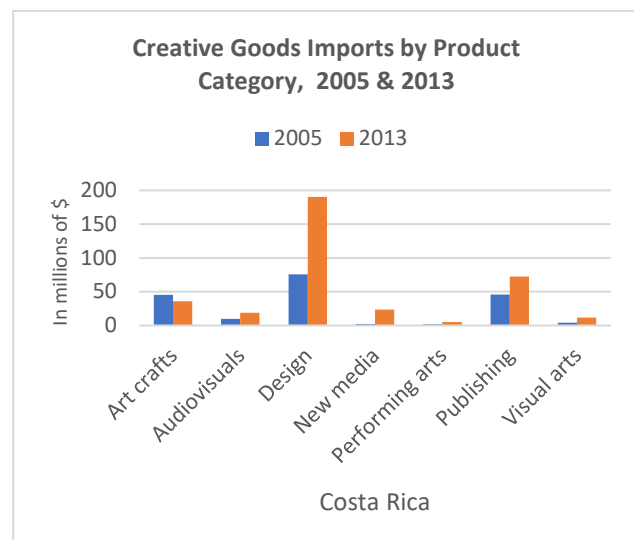
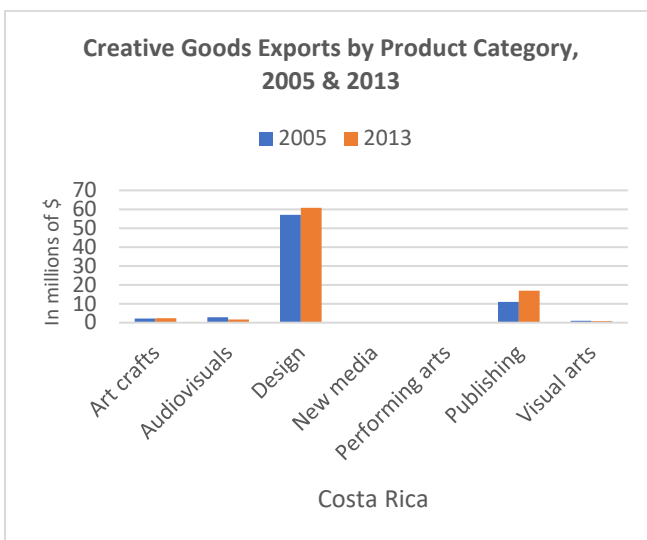
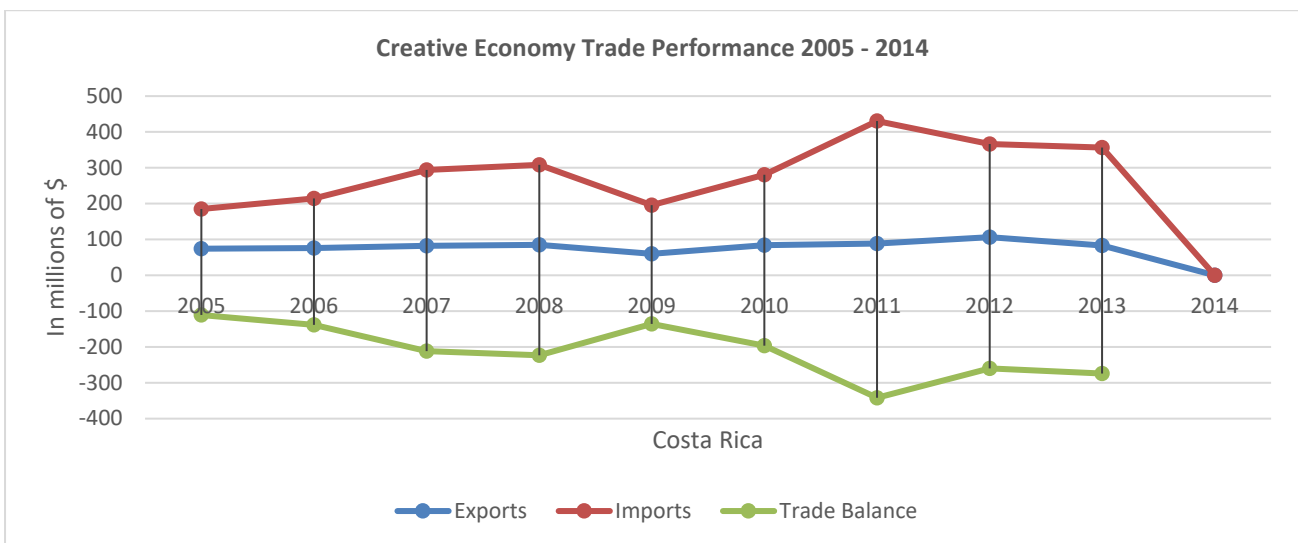
- In August 2013, the National Assembly approved the *Declaration on Cultural Policy*, which defines the scope, principles and objectives of as well as guidelines and recommendations for a national cultural policy.
- The country's achievements include creating a collective society for the management of intellectual property rights, finalizing a national book policy and transforming an existing fund for cultural promotion into an institution for public funding and organizing a cinema week that enabled a mapping of the film sector to be carried out.<sup>1</sup>

<sup>1</sup> UNESCO : <https://en.unesco.org/creativity/activities/democratic-republic-congo-harnessing-cultural>  
UNCTAD Creative Economy Outlook / Country Profiles

# Costa Rica

## COUNTRY PROFILE- Costa Rica

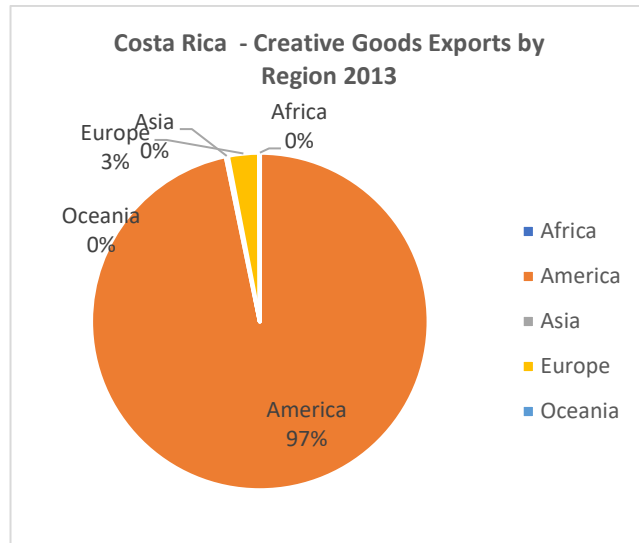
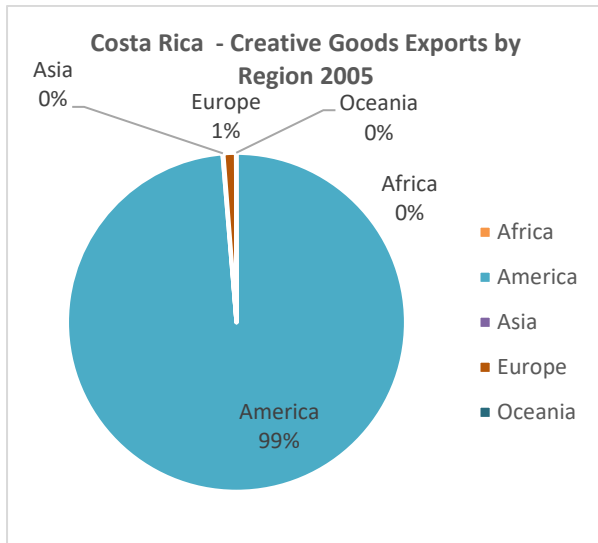
Creative Industries Trade Performance, 2002 and 2015					Value in Million US\$					
Costa Rica	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	74,00	76,00	82,00	85,00	60,00	84,00	89,00	106,00	83,00	0,00
Imports	185,00	215,00	294,00	308,00	196,00	281,00	430,00	366,00	357,00	0,00
Balance of Trade	-111,00	-139,00	-212,00	-223,00	-136,00	-197,00	-341,00	-260,00	-274,00	0,00



While creative goods exports increased from \$74 million in 2005 to \$83 million in 2013, imports nearly doubled from \$185 million in 2005 to \$357 million in 2013. Data for 2014 is not available. In a decade, Costa Rica managed to build a cluster of Information and Communication Technologies (ICT) to become the main producer per capita of that sector in Latin America. Costa Rica is strong in mobile infrastructure (the cheapest and most widespread mobile-cellular services in Americas) and has the highest percentage of IT professionals in Latin America<sup>1</sup>.

<sup>1</sup> [INCAE Business School](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Costa Rica



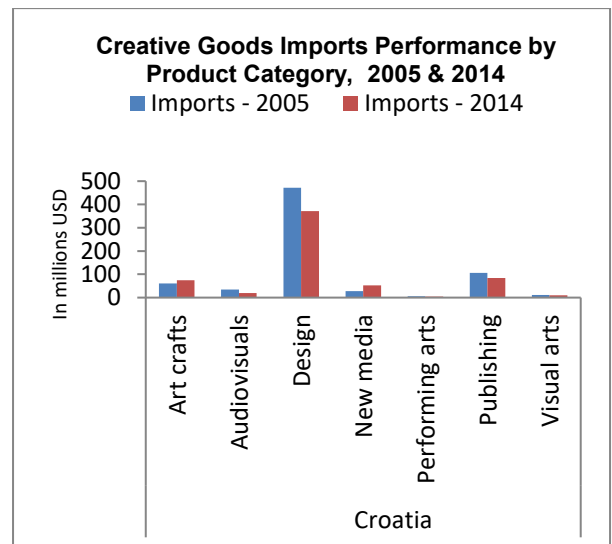
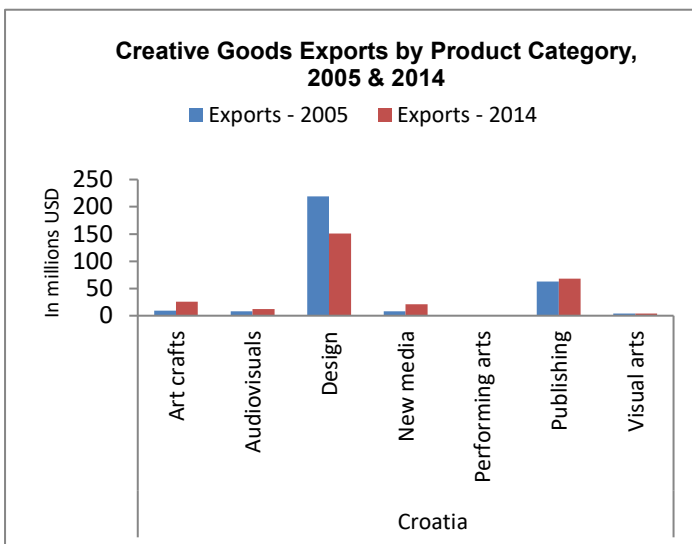
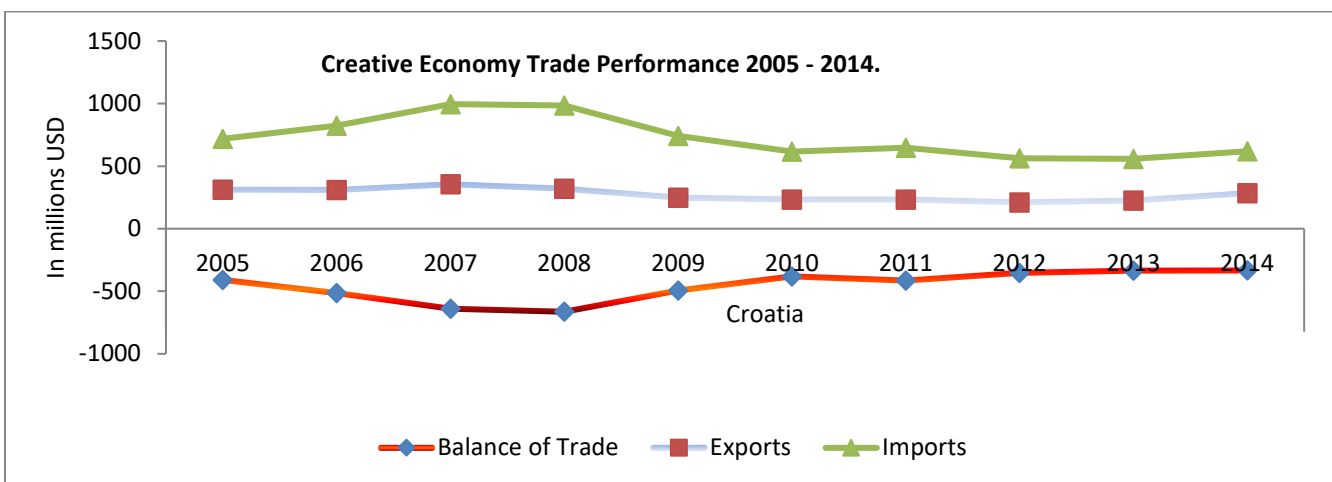
TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2013								
2005					2013			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Trade Balance	Partner	Exports	Imports	Trade Balance
1	United States	48,53	78,01	-29,48	United States	48,15	114,62	-66,47
2	Nicaragua	3,90	0,23	3,67	Panama	7,34	11,05	-3,71
3	Honduras	3,57	5,58	-2,01	Guatemala	4,95	4,85	0,1
4	Colombia	3,02	8,91	-5,88	Nicaragua	4,81	0,54	4,27
5	Panama	2,70	3,20	-0,50	El Salvador	3,64	5,16	-1,52
6	El Salvador	2,37	1,02	1,34	Honduras	2,50	6,08	-3,58
7	Dominican Republic	2,17	0,09	2,08	Dominican Republic	2,34	0,03	2,31
8	Guatemala	2,16	2,02	0,13	Mexico	1,84	28,20	-26,36
9	Jamaica	1,77	0,00	1,77	Venezuela (Bolivarian Rep. of)	1,82	0,04	1,78
10	Mexico	0,84	12,30	-11,46	France	1,50	0,68	0,82

In 2013, the top destination export market for creative goods exports was the United States in 2013 with which Costa Rica also kept a trade deficit of \$66,4 million. Data for 2014 were not available. [Costa Rica's digital technology is growing rapidly](#) in terms of art and software for gaming and both 3 D and 2D animation. The Digital Animation School at Veritas University, for example, has doubled its number of students since 2009 from 170 to approximately 370.

# Croatia

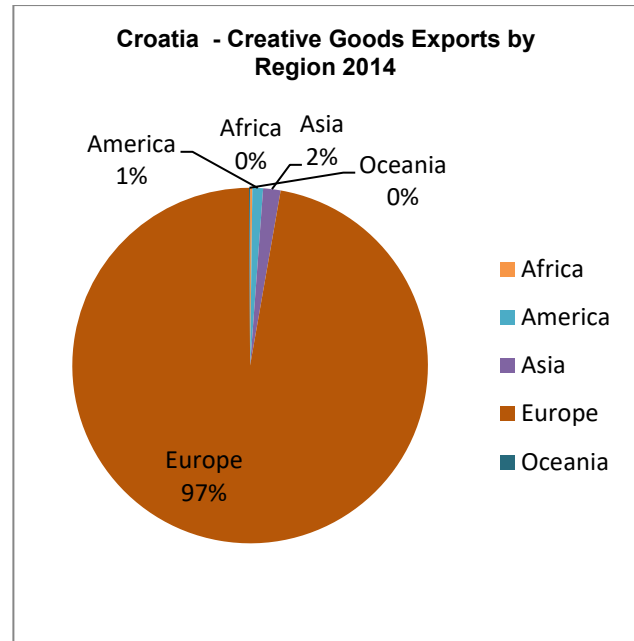
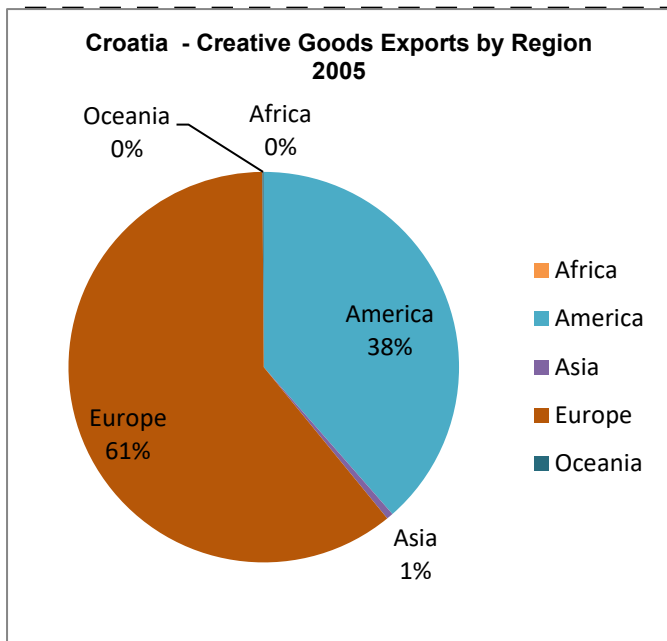
## COUNTRY PROFILE - Croatia

Creative Industries Trade Performance, 2002 and 2015						Values in Million US\$				
Croatia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	311,13	309,52	355,17	321,11	248,62	233,86	231,79	210,53	224,72	284,35
Imports	719,63	824,46	995,88	984,75	741,25	615,52	646,41	562,49	558,60	618,08
Balance of Trade	-408,50	-514,94	-640,71	-663,64	-492,63	-381,66	-414,62	-351,96	-333,88	-333,73



Creative goods exports stood at \$284,3 million in 2014. Design goods and publishing accounted for the largest share of exports. In 2014, the creative industries in Croatia employed over 42,000 people, or 3% of all people employed in Croatia and generated more than [2.6% of Croatian GDP](#). Croatian cultural and artistic heritage was quite unknown to Europe and the world in the 1990s, but by 2015 Croatia had over 12 million tourists. Croatia may be a small country, but it has a remarkably vibrant film industry, with exceptional local talent and production companies that have an impressive record in domestic and international production.

# Croatia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Croatia	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	118,79	10,23	108,57	Germany	47,75	108,38	-60,63
2	Bosnia and Herzegovina	36,69	8,90	27,79	Slovenia	39,10	62,83	-23,74
3	Italy	34,40	242,83	-208,43	Bosnia and Herzegovina	31,71	13,16	18,55
4	Germany	27,35	55,94	-28,59	Austria	24,99	64,50	-39,51
5	Slovenia	20,00	102,21	-82,21	Serbia	17,92	13,48	4,44
6	Federal Republic of Yugoslavia	18,71	4,81	13,89	Italy	17,15	112,33	-95,17
7	Austria	12,27	52,17	-39,90	United Kingdom	14,20	13,56	0,64
8	United Kingdom	11,05	10,79	0,27	Russian Federation	13,64	1,42	12,22
9	France	6,78	11,74	-4,96	Netherlands	10,02	35,55	-25,54
10	Netherlands	4,08	5,38	-1,30	France	8,26	7,60	0,66

In 2014, the main market destination was Europe, which accounted for 97% of creative goods exports. The top ten export partners for creative goods were all European countries. In 2014, Croatia maintained trade deficits with Germany of \$60 million and with Austria at \$40 million. Creative services exports stood at \$1.2 billion in 2014. Telecommunication, computer and information services accounted for the largest share of creative services exports at \$397 million followed by Architectural, engineering, scientific, and other technical services at \$338 million and advertising, market research and public opinion public services at \$325 million.

# Croatia

## CREATIVE SERVICES

<b>CROATIA</b>					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	903,0	1.107,1	1.023,4	1.073,1	1.251,4
<b>Charges for the use of intellectual property n.i.e</b>	0,0	0,0	0,0	20,7	25,8
Licences for the use of outcomes of research and development	0,0	0,0	0,0	20,7	25,8
Licences to reproduce and/or distribute audio-visual and related products	0,0	0,0	0,0	0,0	0,0
Licences to reproduce and/or distribute audio-visual products	0,0	0,0	0,0	0,0	0,0
Licences to reproduce and/or distribute computer software	0,0	0,0	0,0	0,0	0,0
Licences to reproduce and/or distribute other related audio-visual products	0,0	0,0	0,0	0,0	0,0
<b>Other business Services</b>	666,9	794,6	744,3	773,0	784,7
Advertising, market research, and public opinion polling services	235,1	310,3	285,2	292,4	325,5
Architectural, engineering, scientific, and other technical services	341,4	368,9	346,1	375,7	337,9
<b>Organization services</b>				0,0	0,0
Research and development (R&D)	90,4	115,4	113,0	104,9	121,3
<b>Personal, cultural and recreational services</b>	16,3	19,8	21,1	25,1	43,7
Audiovisual and related services	16,3	19,8	21,1	25,1	43,7
Other personal, cultural, and recreational services, heritage and recreational services	0,0	0,0	0,0	0,0	0,0
<b>Telecommunications, computer, and information services</b>	219,8	292,8	258,0	254,3	397,2
Computer services	202,0	269,1	237,1	233,8	368,2
Information services	8,9	11,8	10,4	10,4	14,6
Information services, News agency	2,9	3,9	3,5	3,3	2,7
Information services, Other (other than news agency)	6,0	7,9	7,1	6,8	11,8
<b>IMPORTS</b>	738,2	732,1	670,2	912,0	970,7
<b>Charges for the use of intellectual property n.i.e</b>				243,0	247,0
Licences for the use of outcomes of research and development				243,0	247,0
Licences to reproduce and/or distribute audio-visual and related products				0,0	0,0
Licences to reproduce and/or distribute audio-visual products				0,0	0,0
Licences to reproduce and/or distribute computer software				0,0	0,0
Licences to reproduce and/or distribute other related audio-visual products				0,0	0,0
<b>Other business Services</b>	443,2	386,6	341,2	322,5	347,4

# Croatia

Advertising, market research, and public opinion polling services	183,5	201,2	203,8	183,6	178,4
Architectural, engineering, scientific, and other technical services	231,3	151,7	111,1	110,4	119,7
Organization services				0,0	0,0
Research and development (R&D)	28,4	33,7	26,4	28,6	49,4
<b>Personal, cultural and recreational services</b>	67,5	80,0	56,6	72,5	78,5
Audiovisual and related services	67,5	80,0	56,6	72,5	78,5
Other personal, cultural, and recreational services, heritage and recreational services	0,0	0,0	0,0	0,0	0,0
<b>Telecommunications, computer, and information services</b>	227,5	265,5	272,4	273,9	297,8
Computer services	173,8	202,8	208,2	203,5	219,7
Information services	26,8	31,3	32,1	35,2	39,2
Information services, News agency	1,2	1,4	1,4	1,1	0,7
Information services, Other (other than news agency)	25,7	29,9	30,7	34,1	38,3

## Highlights:

- Since 2012, [Croatia has offered financial incentives for film and TV productions](#). With a 20% rebate, skilled professional crews, and production costs among the lowest in Europe, there has been a steady increase in the number of international film productions being shot in Croatia.<sup>1</sup>
- [A new technology Park](#) covering 7,333 m<sup>2</sup> is being developed and is intended for developing start-up businesses creating and producing innovative and high-tech solutions to enable young, educated and innovative people and their teams to stay in Zagreb and in Croatia to develop their ideas and turn them into entrepreneurial ventures in a stimulating environment.<sup>2</sup>

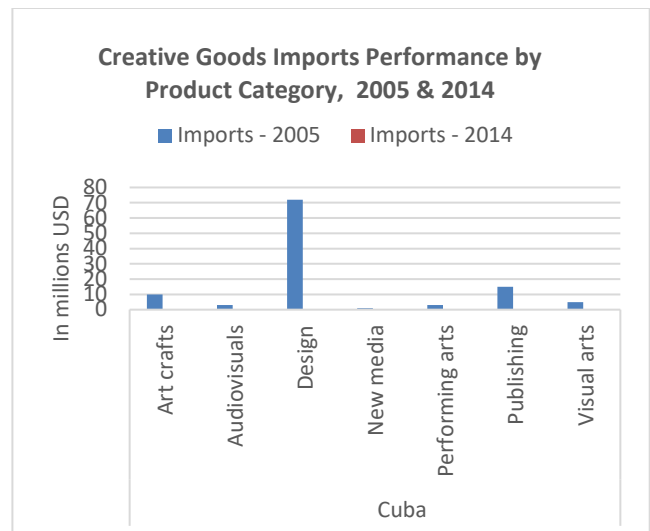
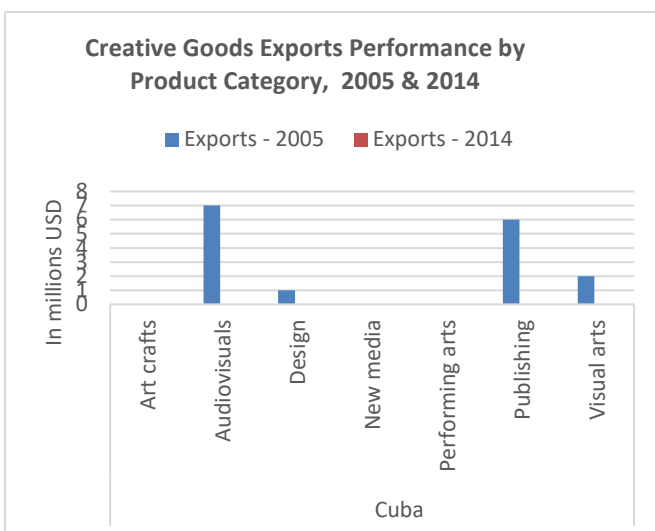
<sup>1</sup> [Filming in Croatia](#)

<sup>2</sup> [New Zagreb Technology Park to Open Soon, April, 2017](#)

# Cuba

## COUNTRY PROFILE -Cuba

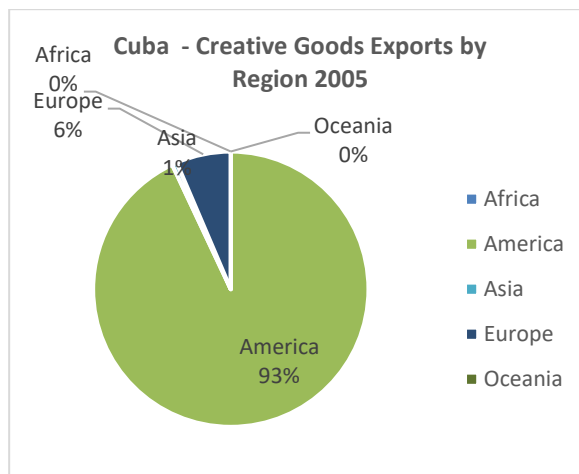
Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Cuba	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	15,76	20,56	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Imports	108,46	110,19	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00
Balance of Trade	-92,70	-89,63	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00



In 2005, creative goods exports from Cuba stood at \$17 million. However, since then data on creative goods and services has not been available. According to UNESCO, Cuba's world of music and audiovisual production is beginning to open up with concert performances and documentary and feature film productions growing, reinforcing the need for creative professionals to find new ways of promoting and strengthening their work. Building on events such as Haban-Arte, the Havana Biennale, which promotes innovative and experimental work from local artists, Cuba recognizes the importance of its creative industries and has ensured that the public has better access to cultural goods and services such as film, music art, theatre and cinema.<sup>1</sup>

<sup>1</sup> [Keeping up with Changes on Cuba's Creative Scene through the 2005 Convention](#), 2016

# Cuba



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Cuba	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Venezuela (Bolivarian Rep. of)	12,68	1,12	11,56				
2	Mexico	0,69	2,73	-2,05				
3	United States	0,56	3,57	-3,01				
4	Canada	0,33	6,60	-6,26				
5	Spain	0,23	17,28	-17,05				
6	Switzerland	0,17	0,10	0,08				
7	France	0,17	1,29	-1,11				
8	Germany	0,16	2,30	-2,13				
9	Dominican Republic	0,14	0,23	-0,10				
10	United Kingdom	0,09	0,42	-0,33				

Cuban cinema has achieved international success during the last decade, especially in Latin America, both in terms of awards for its actors and for its filmmakers. However, structural problems remain.<sup>2</sup> Music is another key sector in Cuba. A report presented in 2017 by the Center for Research and Development of Cuban Music indicated that the institutional system supports more than 16,000 musicians throughout the Island in different ways.<sup>3</sup>

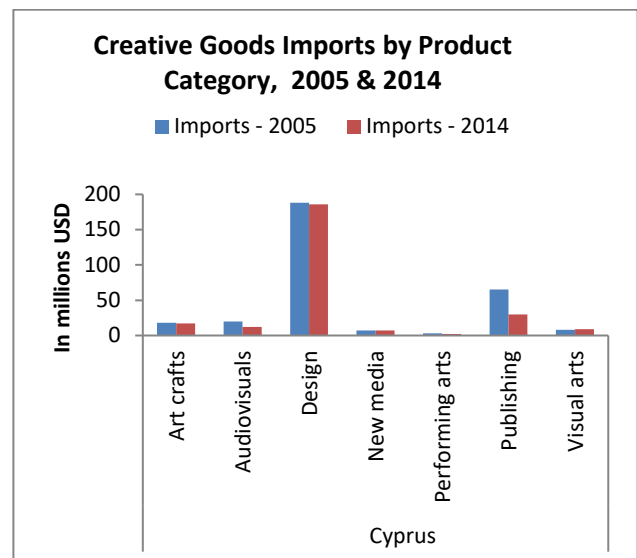
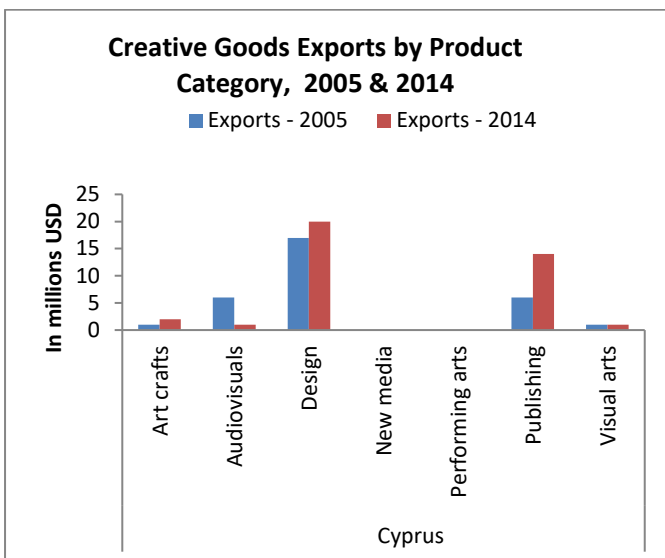
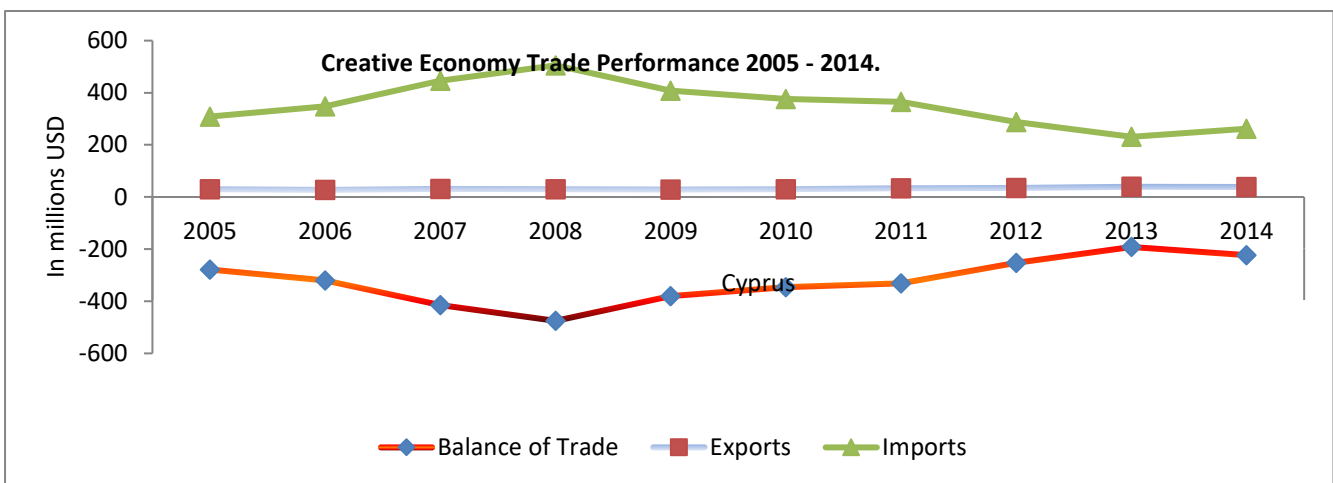
<sup>2</sup> [La realidad del cine Cubano](#), 2016

<sup>3</sup> [Una industria de puro ritmo cubano](#), 2017  
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# Cyprus

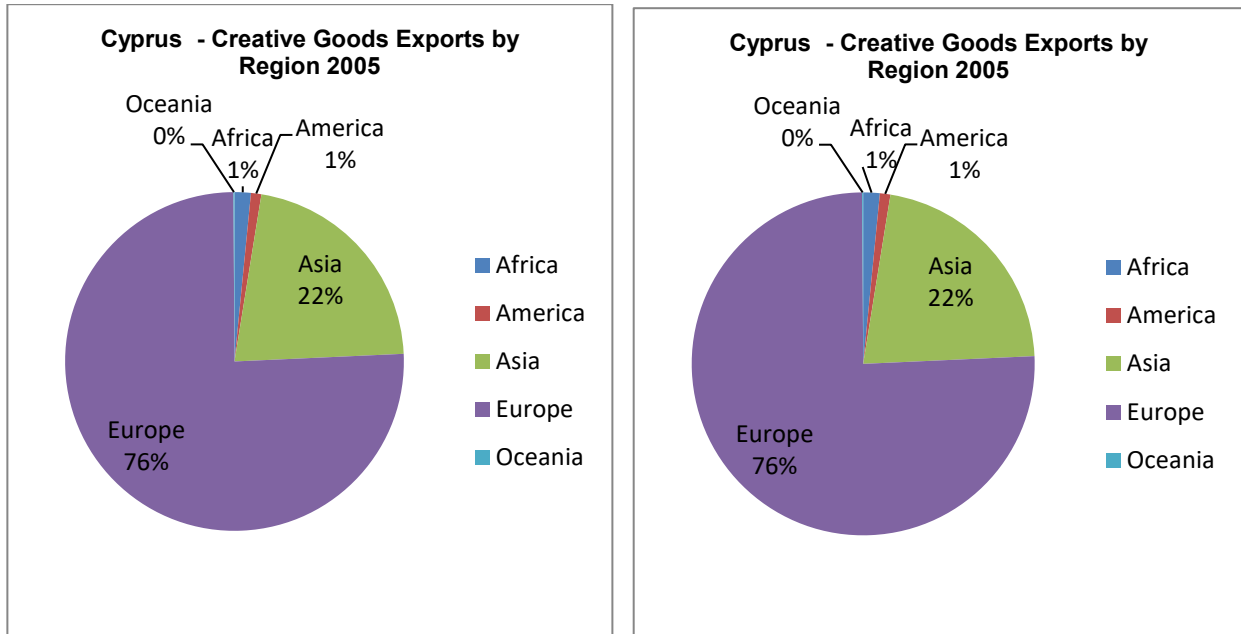
## COUNTRY PROFILE - Cyprus

Creative Industries Trade Performance, 2005-2014						Values in Million US\$				
Cyprus	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	30,44	27,28	30,86	30,11	28,11	29,95	33,84	35,19	39,20	39,08
Imports	308,68	347,70	445,62	505,23	408,64	375,68	365,30	288,23	230,94	262,13
Balance of Trade	-278,24	-320,42	-414,76	-475,12	-380,53	-345,73	-331,46	-253,04	-191,74	-223,05



Creative goods exports increased from \$30 million in 2005 to \$39 million in 2014. Interior design, jewelry and fashion accessories accounted for the largest share of exports. The recently formed Cyprus Fashion Design Association is enabling Cypriot fashion designers to promote their offerings on both an international and national level, and the Cypriot fashion scene is gaining momentum season on season. Imports stood at \$262 million in 2014 generating a trade deficit of \$223 million.

# Cyprus



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Greece	15,91	89,44	-73,53	Greece	20,40	82,31	-61,91
2	United Kingdom	3,36	30,37	-27,01	Egypt	1,80	0,37	1,43
3	Saudi Arabia	3,18	0,02	3,16	Switzerland	1,33	2,20	-0,87
4	Russian Federation	0,88	0,24	0,64	United Arab Emirates	1,19	0,40	0,79
5	United Arab Emirates	0,85	0,85	0,00	Austria	1,12	1,52	-0,40
6	Hong Kong (China)	0,72	6,87	-6,14	Montenegro	1,12	0,00	1,12
7	Israel	0,52	0,79	-0,27	United Kingdom	0,91	22,97	-22,06
8	Belgium	0,33	5,87	-5,55	Italy	0,86	45,36	-44,49
9	Gibraltar	0,32	0,00	0,32	United States	0,83	2,18	-1,35
10	Lebanon	0,31	1,34	-1,03	Germany	0,74	11,89	-11,15

In 2014, Cyprus's creative goods exports went to Europe (76%) and Asia (22%). The top ten export partners for creative goods exports were mainly European countries. Cyprus maintained trade deficits with Greece, Italy and the United Kingdom. Creative services exports stood at \$138 million in 2014 with Advertising, market research, and public opinion polling services accounting for the largest share at \$43.8 million, followed by Personal, cultural and recreational services exports, which stood at \$ 1.3 million.

# Cyprus

## CREATIVE SERVICES: EXPORTS AND IMPORTS

<b>CYPRUS</b>					
<b>(in millions of \$)</b>	2010	2011	2012	2013	2014
<b>EXPORTS</b>	84,8	168,2	128,5	2.779,0	138,0
<b>Charges for the use of intellectual property n.i.e</b>	0,0	1,4	0,0	2,7	1,3
Licences for the use of outcomes of research and development	0,0	0,0	0,0	0,0	0,0
Licences to reproduce and/or distribute audio-visual and related products	0,0	0,0	0,0	0,0	0,0
Licences to reproduce and/or distribute audio-visual products	0,0	0,0	0,0	0,0	0,0
Licences to reproduce and/or distribute computer software		1,4	0,0	2,7	1,3
Licences to reproduce and/or distribute other related audio-visual products	0,0	0,0	0,0	0,0	0,0
<b>Other business Services</b>	62,2	150,1	122,1	131,4	130,0
Advertising, market research, and public opinion polling services	33,1	95,9	65,5	47,8	43,8
Architectural services		12,5	9,0	10,6	
Architectural, engineering, scientific, and other technical services		12,5	9,0		
Industrial Processes	0,0	0,0	0,0	0,0	0,0
Organization services	0,0	0,0	0,0	0,0	0,0
R&D , sale of proprietary rights arising from R&D		0,0	1,3	2,7	10,6
R&D work undertaken on a systematic basis to increase the stock of knowledge	14,6	9,7	12,8	23,9	25,2
R&D, Copyrights arising from R&D		0,0	1,3	2,7	10,6
R&D, Industrial processes and designs	0,0	0,0	0,0	0,0	0,0
R&D, Provision of customized and non-customized R&D services		9,7	10,3	19,9	14,6
Research and development (R&D)	14,6	9,7	12,8	23,9	25,2
Research and development (R&D), Patents	0,0	0,0	0,0	0,0	0,0
<b>Personal, cultural and recreational services</b>	6,6	7,0	1,3	2,7	1,3
Audiovisual and related services	6,6	7,0	1,3	2,7	1,3
Other personal, cultural and recreational services, heritage and recreational services	0,0	0,0	0,0	0,0	
<b>Telecommunications, computer, and information services</b>	15,9	9,7	5,1	2.642,2	5,3
Computer Service, software				1.314,5	
Computer services				1.314,5	
Computer services, Software, Software originals	0,0	0,0	0,0	0,0	0,0
Information services				6,6	5,3
Information services, News agency	15,9	9,7	5,1	6,6	
Information services, Other (other than news agency)				0,0	
<b>IMPORTS</b>	120,5	118,2	95,1	1.445,9	585,1
<b>Charges for the use of intellectual property n.i.e</b>	1,3	1,4	2,6	14,6	17,2

# Cyprus

Licences for the use of outcomes of research and development	0,0	0,0	0,0	0,0	
Licences to reproduce and/or distribute audio-visual and related products	0,0	0,0	0,0		
Licences to reproduce and/or distribute audio-visual products	0,0	0,0	0,0		
Licences to reproduce and/or distribute computer software	1,3	1,4	2,6	14,6	17,2
Licences to reproduce and/or distribute other related audio-visual products	0,0	0,0	0,0	0,0	
<b>Other business Services</b>	103,3	73,7	64,2	430,2	2,7
Advertising, market research, and public opinion polling services	76,8	62,6	56,5	170,0	
Architectural services		2,8	1,3		
Architectural, engineering, scientific, and other technical services		2,8	1,3		2,7
Industrial Processes	0,0	0,0	0,0	0,0	0,0
Organization services	0,0	0,0	0,0	0,0	0,0
R&D , sale of proprietary rights arising from R&D	6,6	1,4	1,3	65,1	
R&D work undertaken on a systematic basis to increase the stock of knowledge	6,6	1,4	1,3	65,1	
R&D, Copyrights arising from R&D	6,6	1,4	1,3	65,1	
R&D, Industrial processes and designs	0,0	0,0	0,0	0,0	0,0
R&D, Provision of customized and non-customized R&D services	0,0	0,0	0,0	0,0	
Research and development (R&D)	6,6	1,4	1,3	65,1	
Research and development (R&D), Patents	0,0	0,0	0,0	0,0	0,0
<b>Personal, cultural and recreational services</b>	0,0	37,5	20,6	18,6	9,3
Audiovisual and related services		37,5	20,6	18,6	9,3
Other personal, cultural and recreational services, heritage and recreational services	0,0	0,0	0,0	0,0	0,0
<b>Telecommunications, computer, and information services</b>	15,9	5,6	7,7	982,5	555,9
Computer Service, software					551,9
Computer services				966,6	
Computer services, Software, Software originals	0,0	0,0	0,0	0,0	0,0
Information services			3,9	8,0	
Information services, News agency	15,9	5,6	3,9	4,0	4,0
Information services, Other (other than news agency)			0,0	4,0	

## Highlights:

- Cyprus is keen to promote creative industries, tourism and technology sectors. Creative industries are supported through various programmes, including subsidies for publishing houses engaged in publishing and promoting works of significant Cyprological content. In the field of music, the Ministry of Education and Culture are supporting certain festivals through grant procedures. In the Visual Arts, the State Gallery of Cypriot Contemporary Art acquires work of art to enrich its collection. In Cinema, the Programme for the Development of Cyprus Cinema has supported local productions and festivals.<sup>1</sup>

<sup>1</sup> [Compendium Cultural Policies and Trends in Europe, 2015](#)  
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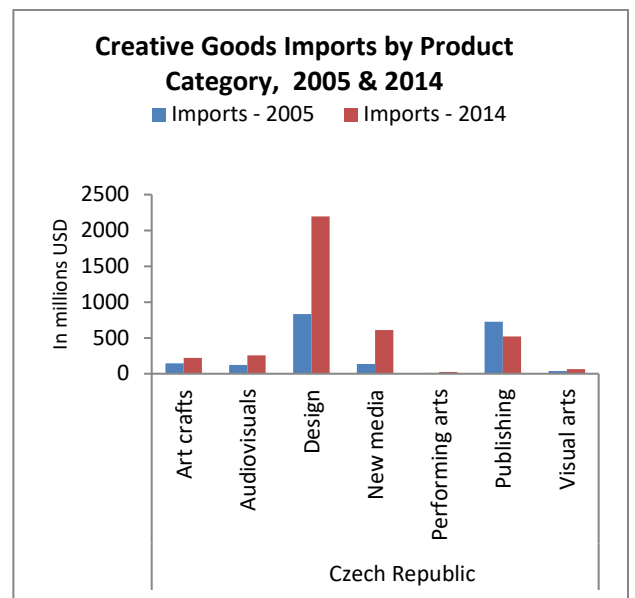
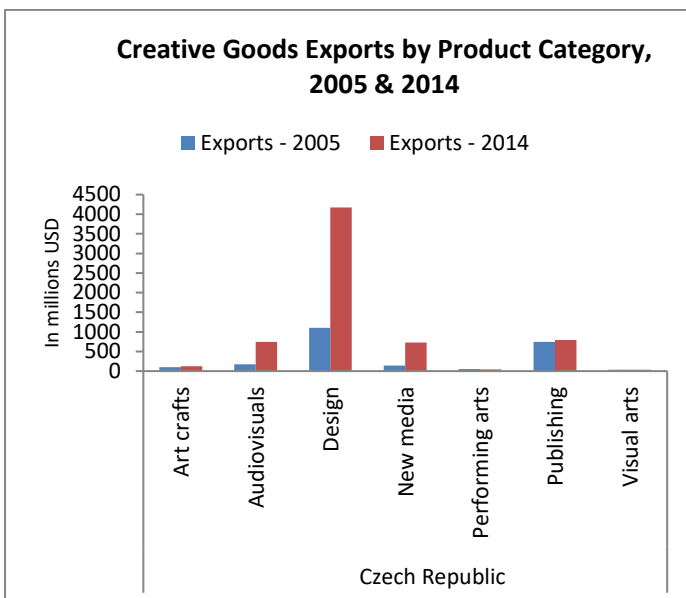
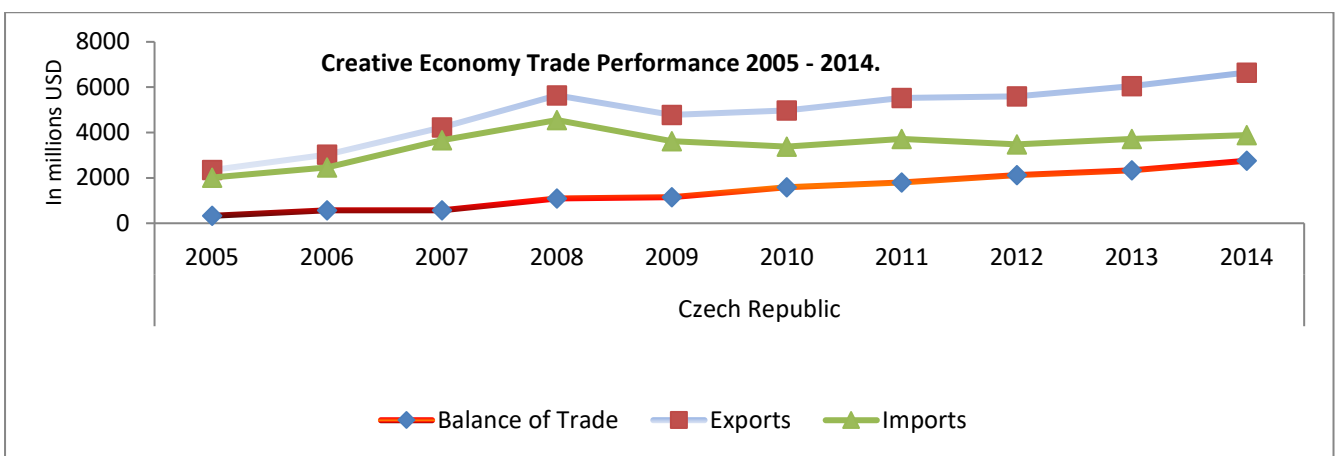
# Cyprus

- The International Short Film Festival of Cyprus was set up by the Cultural Services of the Ministry of Education and Culture in 2000. In 2017, it celebrated its seventh edition.
- Cyprus is a small country with 10,000 years of history and civilization.

# Czechia

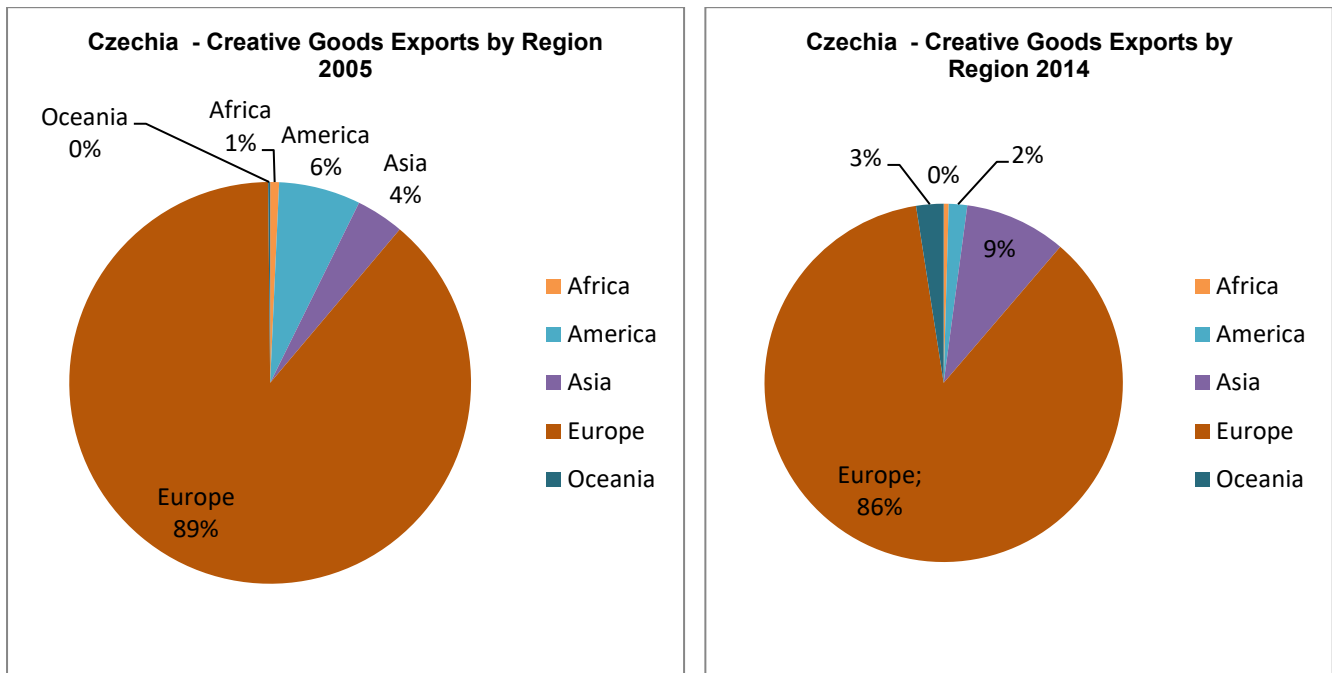
## COUNTRY PROFILE – Czechia

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Czechia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	2.344,86	3.022,97	4.228,42	5.639,08	4.777,25	4.976,39	5.524,39	5.601,27	6.054,98	6.647,93
Imports	2.016,31	2.458,50	3.657,99	4.551,48	3.625,92	3.384,57	3.718,77	3.475,30	3.722,41	3.889,84
Balance of Trade	328,55	564,47	570,43	1.087,60	1.151,33	1.591,82	1.805,62	2.125,97	2.332,57	2.758,09



Creative goods exports tripled from \$2.3 billion in 2005 to \$6.6 billion in 2014. Toys, interior design and fashion accessories accounted for the largest share of exports. Czechia known for its traditional handmade wooden toys and wooden toy crafts, which go back hundreds of years. The Czech ceramic industry has an excellent worldwide reputation thanks to its unique and top-quality hand-crafted production. Roughly 150 companies represent the glass and ceramic industry and more than 22,000 employees (2014) are employed in this sector. Imports of creative goods stood at \$3.8 billion in 2014. Czechia had a positive trade balance of \$2.7 billion in 2014.

# Czechia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy		Values in Million US \$			Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	886,10	768,38	117,72	Germany	2.036,29	747,79	1.288,50
2	Austria	285,50	118,86	166,65	United Kingdom	451,76	66,82	384,94
3	Slovakia	176,80	102,31	74,49	Slovakia	423,29	128,78	294,51
4	United States	134,76	18,59	116,18	France	417,13	87,59	329,54
5	United Kingdom	108,87	54,75	54,12	Russian Federation	364,04	6,78	357,25
6	Netherlands	76,56	60,17	16,38	Austria	347,70	209,52	138,18
7	France	75,60	45,74	29,85	Poland	319,50	262,00	57,49
8	Poland	72,84	114,33	-41,49	Italy	221,43	140,29	81,14
9	Italy	57,13	83,56	-26,43	Netherlands	182,14	99,35	82,80
10	Russian Federation	54,12	9,11	45,00	Australia	144,87	0,76	144,11

In 2014, the main destination markets for creative goods exports were Europe with a 86% share and Asia with 9%. The top ten export partners for creative goods are all European countries. Czechia has many very talented designers who succeed both at home and abroad. A growing number of companies are trying to strengthen their competitiveness through design. Nowadays, it asserts itself increasingly in all branches of industry, including engineering. Creative services exports stood at \$7.5 billion in 2014. Telecommunications, computer, and information services together with Computer services accounted for nearly half of creative services exports, with an export value of \$3.1 billion in 2014.

# Czechia

## CREATIVE SERVICES

Czechia	2010	2011	2012	2013	2014
<b>Exports</b> (in millions of \$)	4.167,2	5.999,4	5.737,6	6.355,5	7.575,3
<b>Charges for the use of intellectual property n.i.e</b>	353,9	406,7	398,4	394,4	551,1
Licences for the use of outcomes of research and development	71,6	70,5	99,6	107,8	147,2
Licences to reproduce and/or distribute audio-visual and related products	132,0	159,1	136,9	131,0	167,4
Licences to reproduce and/or distribute audio-visual products	98,4	118,7	72,1	53,2	133,1
Licences to reproduce and/or distribute computer software	18,3	18,1	24,9	24,6	69,0
Licences to reproduce and/or distribute other related audio-visual products	33,6	40,4	64,9	77,8	34,4
<b>Other business Services</b>	2.029,1	3.096,7	2.463,3	2.745,5	3.455,0
Advertising, market research, and public opinion polling services	755,9	765,0	699,8	613,8	630,0
Architectural services	11,3	15,3	13,0	13,1	14,7
Architectural, engineering, scientific, and other technical services	696,9	941,6	924,8	1.023,0	809,1
Industrial Processes	36,7	195,9	48,4	56,0	196,2
Organization services	27,5	27,9	21,2	24,8	25,3
R&D , sale of proprietary rights arising from R&D	36,7	195,9	48,4	56,0	196,2
R&D work undertaken on a systematic basis to increase the stock of knowledge	166,9	383,7	252,0	338,2	593,2
R&D, Copyrights arising from R&D	0,0	0,0	0,0	0,0	0,0
R&D, Industrial processes and designs	0,0	0,0	0,0	0,0	0,0
R&D, Provision of customized and non-customized R&D services	130,3	187,7	203,6	282,2	397,0
Research and development (R&D)	166,9	383,7	252,0	338,2	593,2
Research and development (R&D), Patents	0,0	0,0	0,0	0,0	0,0
<b>Personal, cultural and recreational services</b>	227,7	277,5	414,2	437,5	461,5
Artistic related services(audiovisual and related)	1,2	1,4	1,3	2,7	0,9
Audiovisual and related services	75,9	91,6	135,8	144,0	152,2
Audio-visual services	74,7	90,2	134,4	141,4	151,2
Audio-visual services, Audio-visual Originals	72,3	87,3	130,3	139,0	148,4
Other personal, cultural and recreational services, heritage and recreational services	3,7	7,1	12,5	10,5	8,8
<b>Telecommunications, computer, and information services</b>	1.556,5	2.218,5	2.461,8	2.778,1	3.107,7
Computer Service, software	154,9	223,7	259,4	412,6	558,3
Computer services	1.263,0	1.819,4	2.045,1	2.147,6	2.330,6
Computer services, Software, Software originals	61,7	89,1	111,6	189,2	178,4
Information services	38,4	43,2	22,9	28,7	40,3
Information services, News agency	1,9	1,5	0,9		
Information services, Other (other than news agency)	36,7	41,5	22,0		

# Czechia

<b>IMPORTS</b>	5.673,9	6.540,1	6.953,9	6.297,5	7.067,6
<b>Charges for the use of intellectual property n.i.e</b>	1.562,5	1.690,6	1.346,8	1.282,4	1.643,7
Licences for the use of outcomes of research and development	79,2	86,8	62,0	102,9	96,7
Licences to reproduce and/or distribute audio-visual and related products	698,2	754,1	607,5	552,5	746,1
Licences to reproduce and/or distribute audio-visual products	136,5	131,5	140,3	110,6	193,0
Licences to reproduce and/or distribute computer software	86,8	95,3	69,6	74,5	54,9
Licences to reproduce and/or distribute other related audio-visual products	561,7	622,8	467,3	441,9	553,0
<b>Other business Services</b>	2.296,9	3.007,6	3.690,7	2.994,3	3.381,0
Advertising, market research, and public opinion polling services	495,3	622,7	620,8	608,7	549,3
Architectural services	3,2	4,7	5,7	6,0	7,2
Architectural, engineering, scientific, and other technical services	404,6	603,9	783,9	732,8	607,4
Industrial Processes	120,2	153,3	211,7	143,9	113,0
Organization services	18,7	23,5	22,7	29,2	43,4
R&D , sale of proprietary rights arising from R&D	120,2	153,3	211,7	143,9	113,0
R&D work undertaken on a systematic basis to increase the stock of knowledge	418,3	533,2	682,0	491,3	686,9
R&D, Copyrights arising from R&D	0,0	0,0	0,0	0,0	0,0
R&D, Industrial processes and designs	0,0	0,0	0,0	0,0	0,0
R&D, Provision of customized and non-customized R&D services	298,1	379,9	470,3	347,3	573,9
Research and development (R&D)	418,3	533,2	682,0	491,3	686,9
Research and development (R&D), Patents	0,0	0,0	0,0	0,0	0,0
<b>Personal, cultural and recreational services</b>	185,6	188,6	219,8	288,5	263,6
Artistic related services(audiovisual and related)	6,2	6,0	6,8	6,1	6,1
Audiovisual and related services	60,2	57,9	69,4	92,1	84,8
Audio-visual services	54,0	52,0	62,4	86,0	78,7
Audio-visual services, Audio-visual Originals	51,1	49,2	60,6	84,3	76,8
Other personal, cultural, and recreational services, heritage and recreational services	14,0	23,5	20,6	19,9	17,2
<b>Telecommunications, computer, and information services</b>	1.628,9	1.653,3	1.696,6	1.732,4	1.779,3
Computer Service, software	161,6	178,0	194,6	210,9	207,9
Computer services	1.167,3	1.298,7	1.277,9	1.360,7	1.294,7
Computer services, Software, Software originals	77,2	84,9	87,9	93,1	105,1
Information services	111,3	45,9	68,1	67,7	171,7
Information services, News agency	1,9	1,9	2,1		
Information services, Other (other than news agency)	109,6	43,9	66,0		

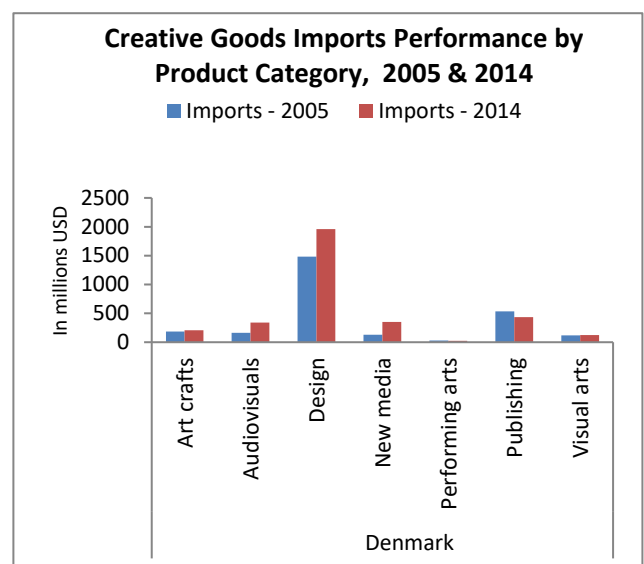
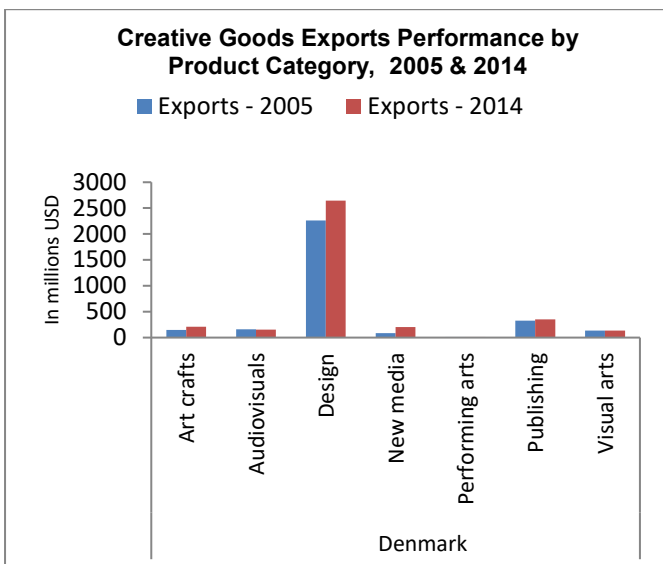
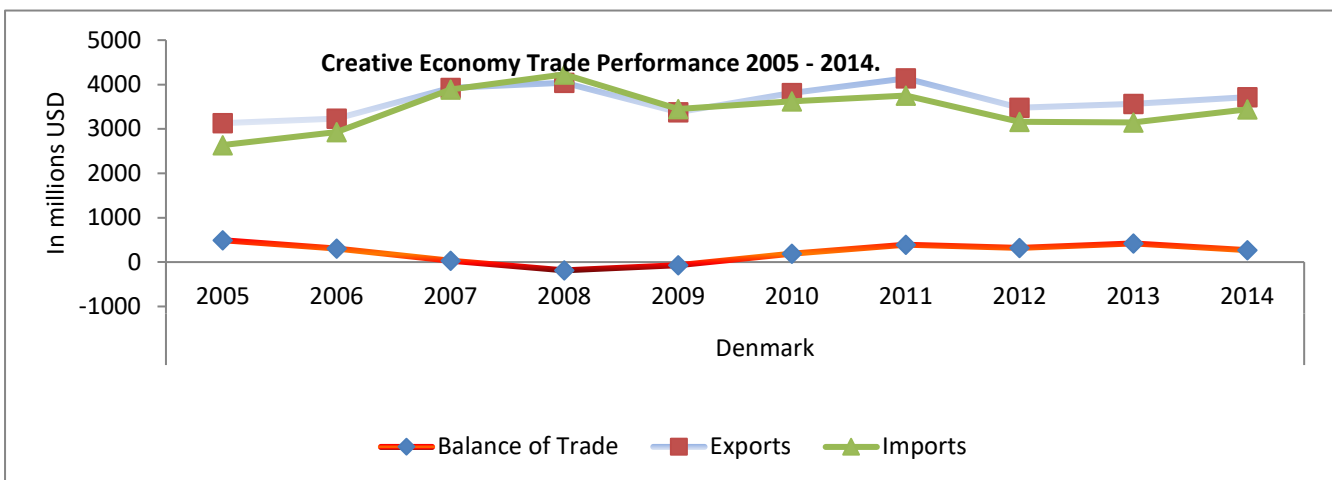
Sources

[Czech Trade Offices –Traditional Czech Export Sectors](#)

# Denmark

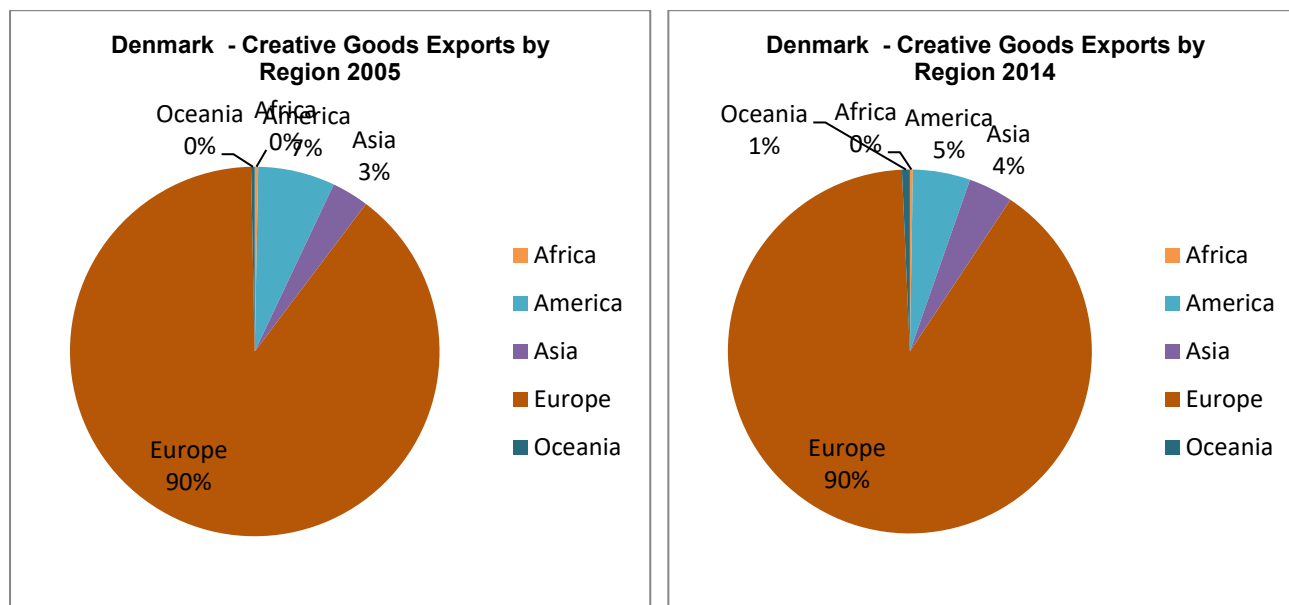
## COUNTRY PROFILE - Denmark

Creative Industries Trade Performance, 2005- 2014						Value in Million US\$				
Denmark	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.129,16	3.235,04	3.922,63	4.042,56	3.377,25	3.810,74	4.138,47	3.480,73	3.563,43	3.712,72
Imports	2.636,75	2.928,82	3.891,68	4.228,78	3.447,62	3.624,66	3.750,07	3.162,68	3.143,06	3.443,01
Balance of Trade	492,41	306,22	30,95	-186,22	-70,37	186,08	388,40	318,05	420,37	269,71



In 2014, creative goods exports stood at \$3.7 billion. Design goods exports accounted for the largest share of exports with interior design goods worth of \$1.2 billion followed by toys and fashion combined at \$567 million. Denmark is a design society with design penetrating most spheres of life, from world-class uniquely designed products and buildings, over sustainable city planning to integrated innovative clusters. In recent years the Danish fashion & clothing sector has seen significantly increasing revenue and internationalization.

# Denmark



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Sweden	637,66	476,90	160,77	Sweden	717,46	472,50	244,97
2	Germany	635,17	395,68	239,49	Norway	696,95	63,63	633,32
3	Norway	401,83	87,78	314,05	Germany	504,89	420,51	84,37
4	United Kingdom	315,85	126,85	189,00	United Kingdom	240,82	209,03	31,79
5	United States	156,27	58,97	97,30	France	178,69	74,49	104,20
6	France	147,07	53,71	93,36	United States	113,36	53,89	59,46
7	Netherlands	104,73	138,12	-33,39	Finland	110,10	33,44	76,65
8	Finland	82,72	60,55	22,17	Netherlands	107,00	355,11	-248,10
9	Spain	58,09	18,38	39,71	Switzerland	54,23	18,97	35,26
10	Switzerland	52,07	53,52	-1,45	Poland	53,38	75,52	-22,14

In 2014, the main destination markets for creative goods exports were Europe (90%), America (5%) and Asia (4%). The top ten export partners for creative goods were European countries. Creative services exports stood at \$11.2 billion in 2015. Architectural, engineering, scientific, and other technical services and computer services accounted for the largest share of exports at \$1.5 billion. In terms of the audiovisual sector, Danish films and TV programmes have won numerous international awards. In 2006, 3 million of the 12 million tickets sold domestically were to see Danish feature films.

# Denmark

## CREATIVE SERVICES: EXPORTS AND IMPORTS

<b>DENMARK</b>					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	8.645,6	10.442,8	12.274,1	11.541,8	11.250,9
<b>Charges for the use of intellectual property n.i.e</b>	1.374,2	1.894,7	1.704,6	1.582,5	1.576,4
Licences for the use of outcomes of research and development	1.277,7	1.816,6	1.619,3	1.456,8	1.364,7
Licences to reproduce and/or distribute audio-visual and related products	82,4	72,6	72,2	99,9	165,4
Licences to reproduce and/or distribute computer software	14,2	5,6	13,1	25,8	46,4
<b>Other business Services</b>	4.387,1	6.055,9	7.634,3	6.188,3	5.578,7
Advertising, market research, and public opinion polling services	682,5	653,8	650,1	713,5	710,6
Architectural services	59,6	45,4	44,1	98,1	83,7
Architectural, engineering, scientific, and other technical services	1.364,3	1.539,1	1.655,5	1.859,1	1.598,3
R&D , sale of proprietary rights arising from R&D	69,4	0,0	0,0	21,8	141,9
R&D work undertaken on a systematic basis to increase the stock of knowledge	683,8	1.066,4	1.496,6	1.103,4	953,4
R&D, Provision of customized and non-customized R&D services	614,6	1.066,4	1.496,6	1.081,7	811,6
Research and development (R&D)	913,0	1.684,9	2.291,4	1.310,8	1.279,2
<b>Personal, cultural and recreational services</b>	240,7	186,0	249,3	266,9	312,7
Audiovisual and related services	208,4	149,9	180,0	203,6	272,4
Other personal, cultural, and recreational services, heritage and recreational services	32,3	36,1	69,3	63,3	40,2
<b>Telecommunications, computer, and information services</b>	2.643,5	2.306,2	2.685,9	3.504,2	3.783,1
Computer services	2.146,6	1.834,6	2.180,8	3.074,8	3.515,2
Information services	248,4	235,8	252,5	214,7	134,0
Information services, News agency	93,0	57,9	55,3	64,3	41,0
Information services, Other (other than news agency)	155,5	177,9	197,4	150,5	92,8
<b>IMPORTS</b>	8.337,6	11.151,1	10.978,4	10.661,6	11.762,4
<b>Charges for the use of intellectual property n.i.e</b>	669,6	651,1	640,6	1.028,9	1.063,7
Licences for the use of outcomes of research and development	344,9	285,3	356,1	373,7	236,8
Licences to reproduce and/or distribute audio-visual and related products	136,0	130,7	107,4	223,6	281,9
Licences to reproduce and/or distribute computer software	188,7	235,1	177,1	431,6	545,0
<b>Other business Services</b>	4.075,3	6.479,1	6.279,3	5.507,1	5.876,5
Advertising, market research, and public	738,6	1.020,9	1.037,2	1.171,6	1.293,2

# Denmark

opinion polling services					
Architectural services	31,5	152,5	13,1	16,1	26,7
Architectural, engineering, scientific, and other technical services	784,2	1.873,1	1.049,8	1.201,6	1.213,9
R&D , sale of proprietary rights arising from R&D	0,0	0,0	0,0	16,1	24,2
R&D work undertaken on a systematic basis to increase the stock of knowledge	793,7	1.077,2	1.320,8	967,8	1.025,3
R&D, Provision of customized and non-customized R&D services	793,7	1.077,2	1.320,8	951,7	1.001,1
Research and development (R&D)	933,5	1.278,3	1.537,7	1.182,2	1.292,1
<b>Personal, cultural and recreational services</b>	<b>768,8</b>	<b>709,6</b>	<b>810,7</b>	<b>941,7</b>	<b>1.226,9</b>
Audiovisual and related services	668,7	594,0	623,4	728,8	868,5
Other personal, cultural and recreational services, heritage and recreational services	100,1	115,6	187,4	213,0	358,4
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<b>Telecommunications, computer, and information services</b>	<b>2.823,8</b>	<b>3.311,2</b>	<b>3.247,7</b>	<b>3.183,9</b>	<b>3.595,3</b>
Computer services	2.434,8	2.909,8	2.990,6	2.899,5	3.283,7
Information services	194,5	200,7	128,5	142,2	155,9
Information services, News agency	33,4	25,0	15,7	23,5	32,0
Information services, Other (other than news agency)	161,2	175,8	113,0	118,7	123,7

Sources:

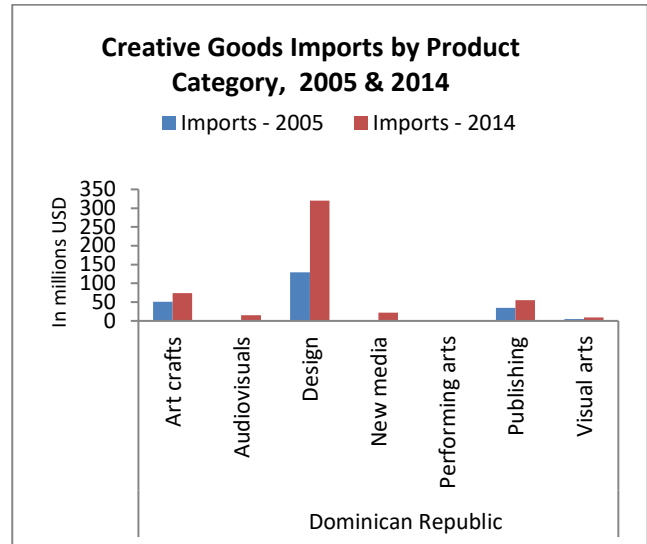
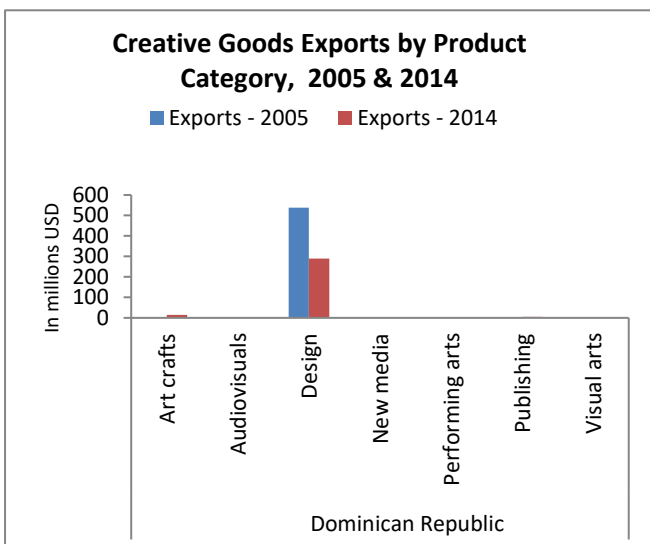
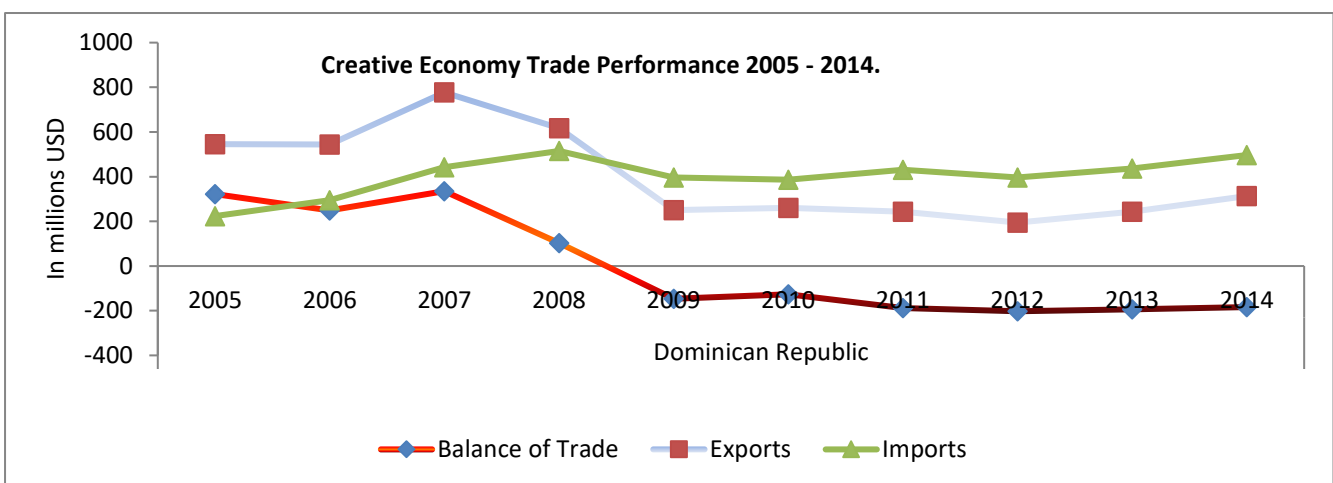
[Ministry of Industry, Business and Financial Affairs, Summary: Denmark at work - Plan for growth in the creative industries and design.](#)

Ministry of Foreign Affairs of Denmark, Competitive through Danish Design.

# Dominican Republic

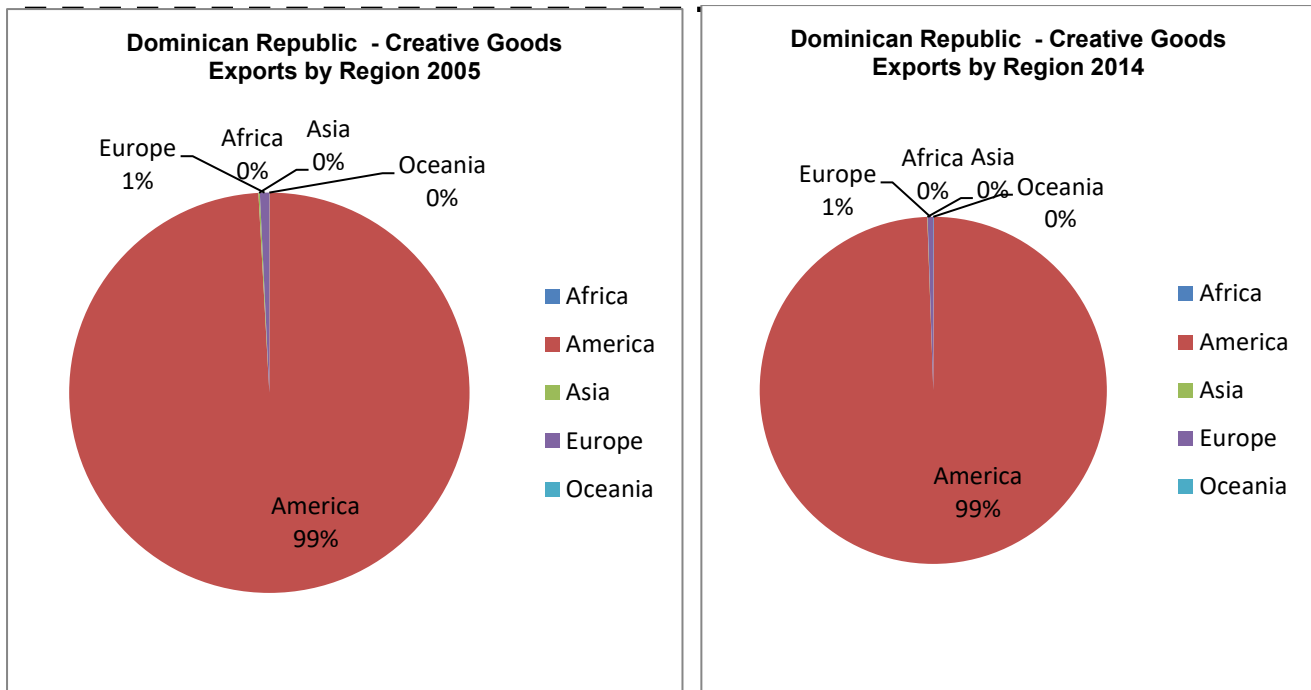
## COUNTRY PROFILE – Dominican Republic

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Dominican Republic	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	545,82	543,86	776,95	617,42	250,86	260,02	242,65	194,56	243,32	312,78
Imports	223,62	295,37	441,89	514,97	397,05	386,59	431,06	397,00	437,23	497,08
Balance of Trade	322,20	248,49	335,06	102,45	-146,19	-126,57	-188,41	-202,44	-193,91	-184,30



In 2014, creative goods exports stood at \$312 million. Jewelry (\$253 million) and fashion accessories (\$22 million) accounted for the largest share of exports. The jewelry business, which owes its origin to goldsmithing, is a highly remunerated activity, but its main promoters develop it discreetly, taking a "low profile". Imports stood at \$497 million in 2014 with design goods, books and journals and art crafts being the main imports. Dominican Republic had a trade deficit of \$184 million in 2014.

# Dominican Republic



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	287,98	144,57	143,41	United States	287,22	264,13	23,09
2	United Kingdom	1,57	0,04	1,52	Haiti	14,93	0,00	14,93
3	Haiti	0,88	0,04	0,84	Honduras	3,16	5,88	-2,73
4	Canada	0,66	7,14	-6,48	Nicaragua	0,84	0,37	0,48
5	El Salvador	0,37	0,15	0,22	Jamaica	0,74	0,03	0,70
6	France	0,31	0,62	-0,31	France	0,69	3,08	-2,39
7	Mexico	0,28	5,05	-4,76	Mexico	0,62	18,15	-17,53
8	Netherlands Antilles	0,26	0,03	0,23	Spain	0,54	12,29	-11,75
9	Barbados	0,19	0,01	0,19	Guatemala	0,44	2,68	-2,24
10	Japan	0,18	0,16	0,03	Panama	0,43	4,17	-3,74

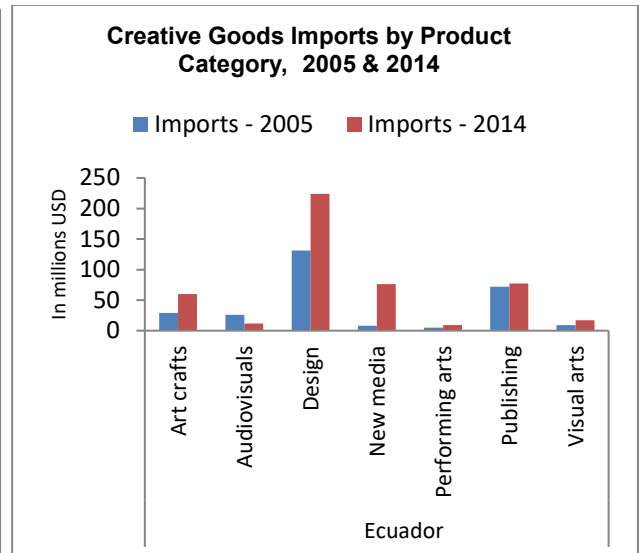
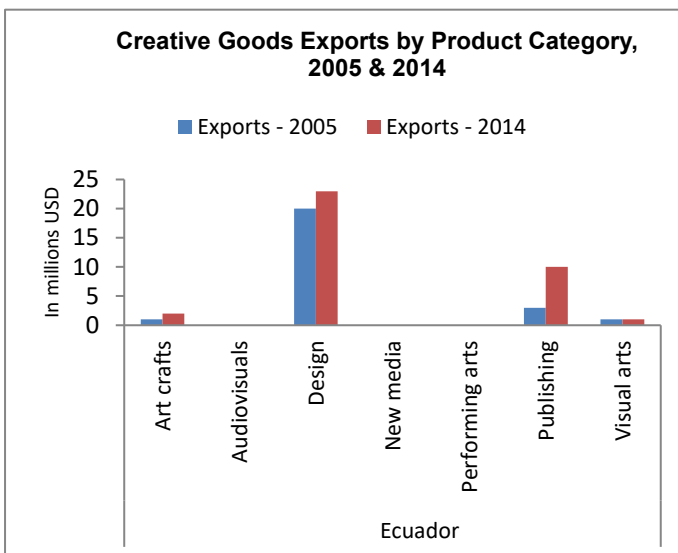
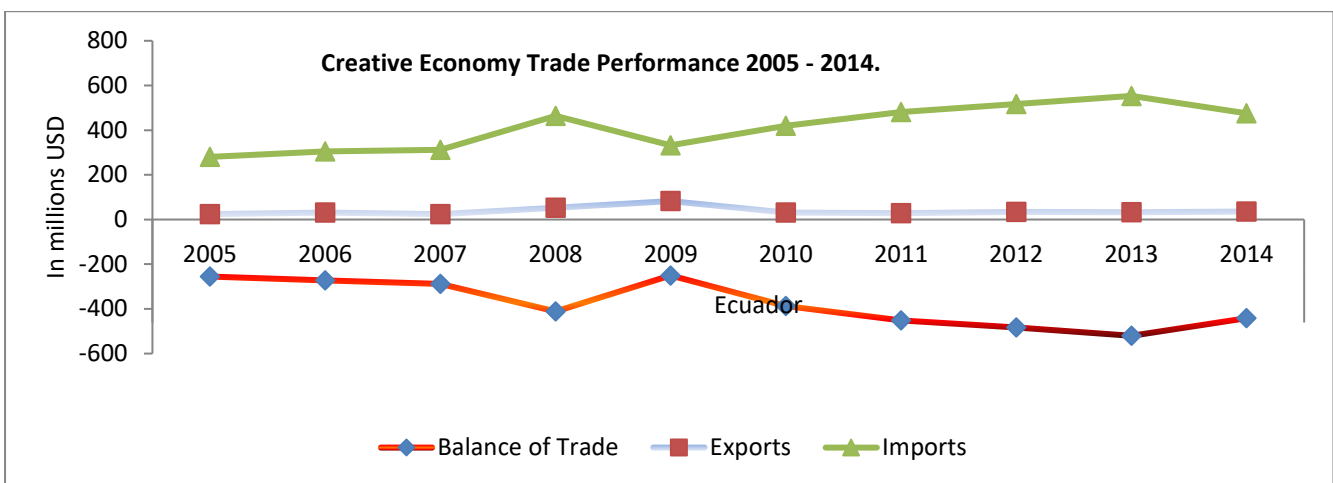
In 2014, the main destination market for creative goods exports was the Americas with 99% of market share. The top five export markets for creative goods were the United States, Haiti, Honduras, Nicaragua and Jamaica. The Caribbean Development Export Agency found that the tourism industry in the Dominican Republic is developed along traditional services and that there could be opportunities to interconnect it with other activities and that Caribbean fashion events may serve as a show-room to world markets.<sup>1</sup> In 2012, the Dominican Rep. established ([Parque Cibernetico Santo Domingo](#)) to advance technological knowledge in the country, which it is hoped will promote technology, including Artificial Intelligence, Cybersecurity and Creative Industries, among others.

<sup>1</sup> [https://www.carib-export.com/obic/documents/Final\\_Individual\\_Reports\\_November\\_2010.pdf](https://www.carib-export.com/obic/documents/Final_Individual_Reports_November_2010.pdf)  
UNCTAD Creative Economy Outlook / Country Profiles

# Ecuador

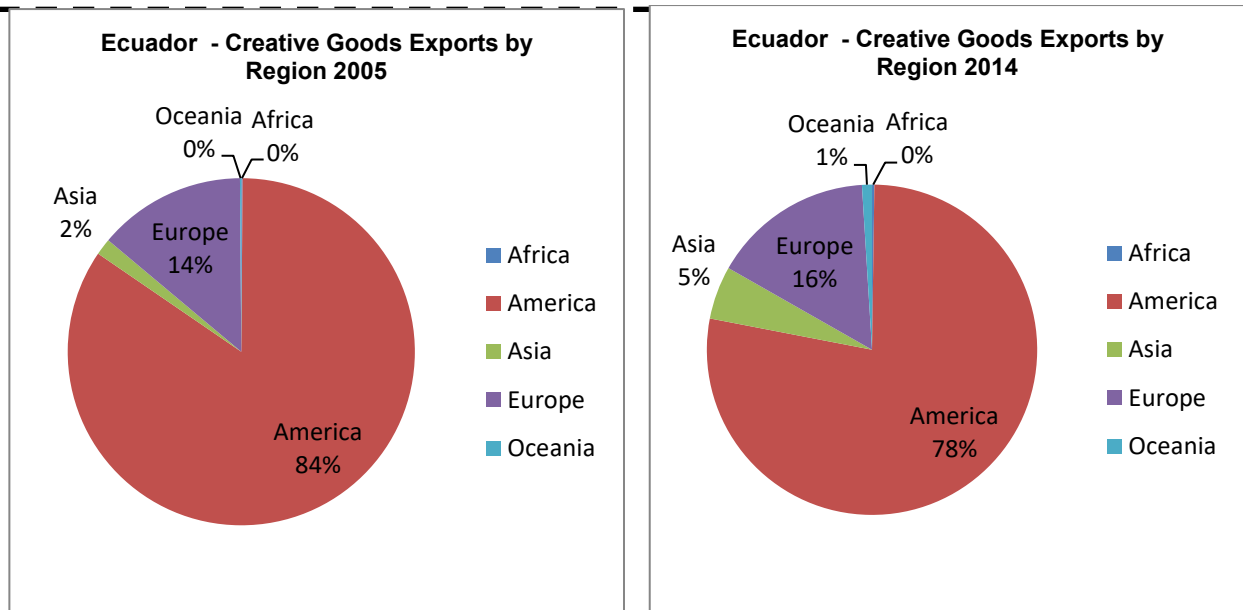
## COUNTRY PROFILE - Ecuador

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Ecuador	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	24,62	31,61	24,09	52,36	82,34	31,71	28,51	33,62	32,99	34,89
Imports	280,38	304,62	311,86	464,41	332,70	418,93	480,44	517,20	553,39	475,98
Balance of Trade	-255,76	-273,01	-287,77	-412,05	-250,36	-387,22	-451,93	-483,58	-520,40	-441,09



Creative goods export stood at \$34.8 million in 2014. Key exports included design goods (fashion accessories like hats, belts), publishing (books and journals) and art crafts (yarn, wickerware). Imports stood at \$475 million in 2014. Key imports included design goods and new media (recorded media and video games). In 2014, the textile sector was the second largest sector in terms of employment, with 174,250 jobs, representing 5% of the manufacturing sector in Ecuador.

# Ecuador



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	13,35	43,95	-30,59	United States	9,57	41,46	-31,89
2	Colombia	2,13	38,13	-36,00	Colombia	5,48	64,70	-59,22
3	Spain	1,53	10,00	-8,47	Panama	2,82	1,38	1,44
4	Mexico	1,37	6,05	-4,68	France	1,62	2,05	-0,44
5	Venezuela (Bolivarian Rep. of)	1,03	0,55	0,49	Guatemala	1,34	0,03	1,31
6	Chile	0,76	18,63	-17,87	Germany	1,26	6,97	-5,71
7	Peru	0,74	14,62	-13,88	Peru	1,22	17,12	-15,91
8	Italy	0,47	2,83	-2,36	Costa Rica	1,20	0,04	1,16
9	France	0,42	1,46	-1,04	Venezuela (Bolivarian Rep. of)	1,14	0,09	1,05
10	Argentina	0,41	4,43	-4,02	Chile	1,12	10,24	-9,11

In 2014, the main destination markets for creative goods exports were the Americas (78%), Europe (16%) and Asia (5%). The top export partner for creative goods exports was the United States. In terms of audiovisuals, Ecuador is experiencing growth in the film industry. It went from releasing a movie every two or three years to more than ten per year, films that today have the potential to reach international markets. Nearly 10,000 people are professionally involved in the audiovisual sector. Creative services exports stood at \$99.3 million with personal, cultural and recreational services accounting for the largest share of creative services exports.

# Ecuador

## CREATIVE SERVICES

ECUADOR	2010	2011	2012	2013	2014
<b>EXPORTS</b>	66,4	82,0	100,0	109,5	99,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	66,4	82,0	100,0	109,5	99,3
Audiovisual and related services	66,4	82,0	100,0	109,5	99,3
<b>Telecommunications, computer, and information services</b>	0,0	0,0	0,0	0,0	
Computer services	0,0	0,0	0,0	0,0	
Information services	0,0	0,0	0,0	0,0	
<b>IMPORTS</b>	168,2	187,6	210,0	236,8	270,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	168,2	187,6	210,0	236,8	270,3
Audiovisual and related services	168,2	187,6	210,0	236,8	270,3
<b>Telecommunications, computer, and information services</b>					

### Highlights:

- In collaboration with the Ecuadorian Institute for Intellectual property (IEPI), WIPO carried out a study into “[the economic contribution of the industries related to copyrights](#)”, 2017.<sup>1</sup> According to the report, copyright industries contributed 4.4% of GDP in 2014 and accounted for 3.4% of employment in Ecuador. Growth was mainly driven by ICT programmes, databases (software) and advertising. Architecture, art crafts and textiles were also considered to be an important link between creativity and industrial development in Ecuador.<sup>2</sup>
- Ecuador produces some of the finest straw hats in the world from the cities of Montecristi and Cuenca. These are produced with the fibers of palm trees that only grow along the coasts of Ecuador and they are exported mainly to European countries like France, Spain and Italy, where they can be sold for as much as \$25,000 per hat. The techniques and knowledge encompass traditional techniques of cultivation, production, various forms of social organization and as a craft tradition is a distinctive feature of Ecuadorian identity and component of their cultural heritage.<sup>3</sup>

<sup>1</sup> [El IEPI promueve el uso de herramientas para el fomento de las industrias creativas](#), May 2017

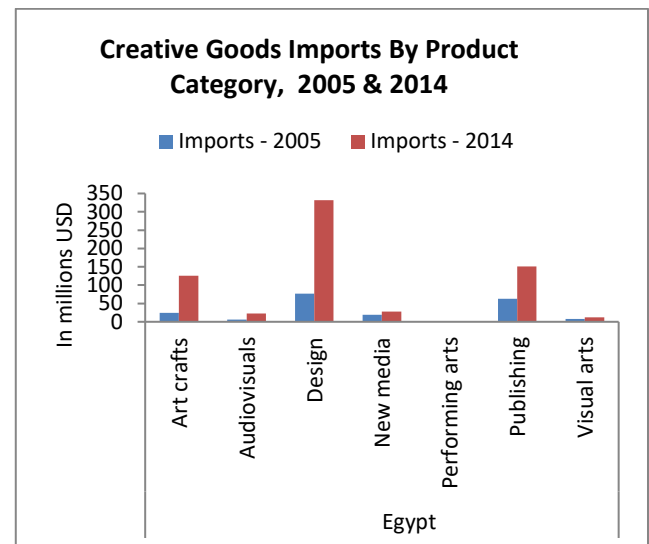
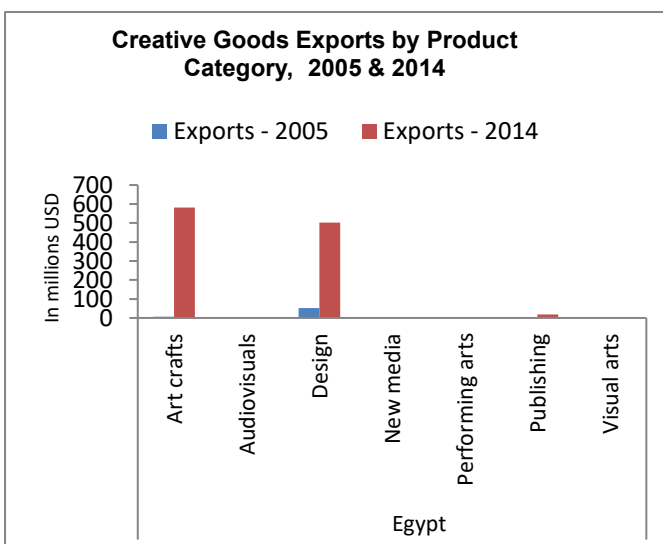
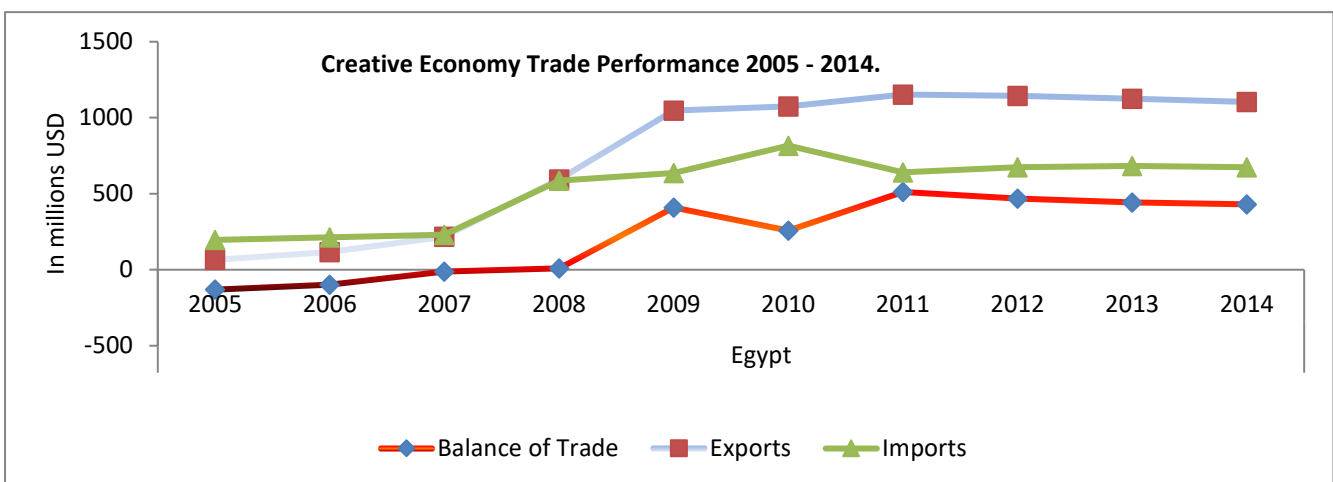
<sup>2</sup> [Las Industrias Creativas en la economía Ecuatoriana](#)- Pablo Cardoso, December, 2017

<sup>3</sup> [Tejido tradicional del sombrero ecuatorianos de paja toquilla, UNESCO](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Egypt

## COUNTRY PROFILE - EGYPT

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Egypt	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	65,23	116,28	218,11	595,11	1.046,95	1.074,63	1.152,54	1.144,08	1.125,39	1.103,29
Imports	196,20	213,82	230,06	585,53	637,52	816,47	641,14	675,38	682,06	674,15
Balance of Trade	-130,97	-97,54	-11,95	9,58	409,43	258,16	511,40	468,70	443,33	429,14

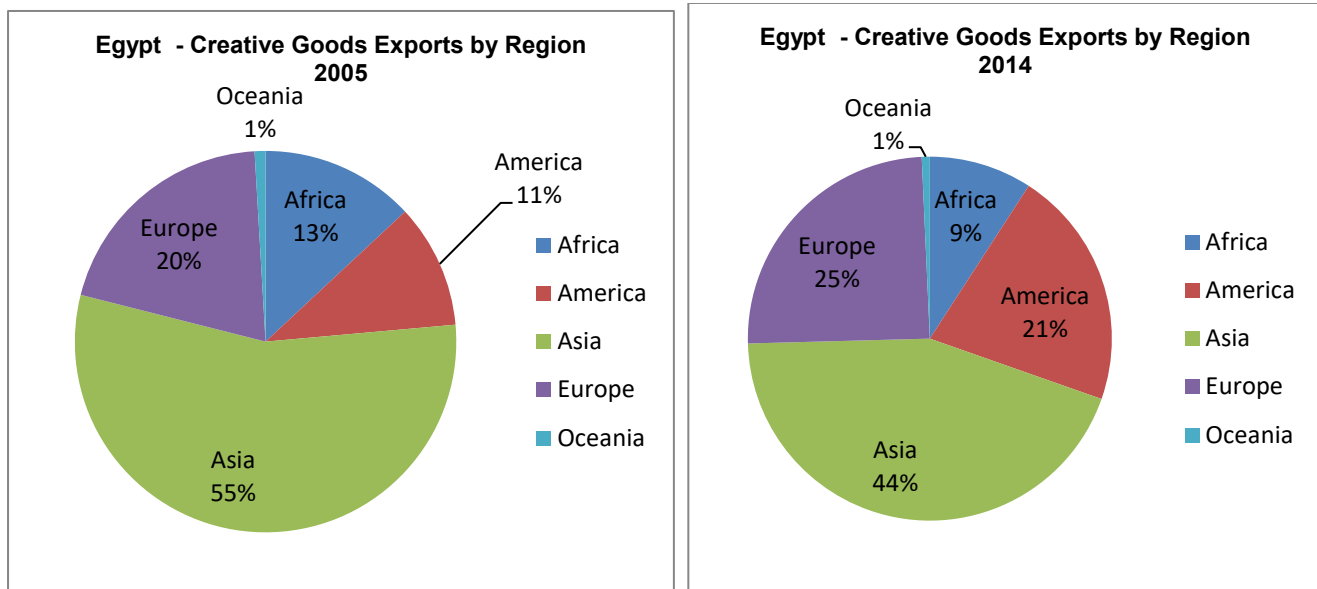


Creative goods exports increased significantly from a \$65.2 million in 2005 up to \$1.1 billion in 2014. Exports of carpets and other yarn goods accounted for the largest share of exports. Egypt has a rug-weaving tradition that dates back to at least the sixteenth century. Fashion is also growing, and the government has taken important steps to restore confidence and accelerate the recovery of tourism to Egypt.<sup>1</sup> Imports stood at \$674 million in 2014 mainly driven by design goods,

<sup>1</sup> <http://media.unwto.org/press-release/2016-02-24/unwto-confident-egypt-s-tourism-recovery>  
UNCTAD Creative Economy Outlook / Country Profiles

# Egypt

books and journals and art crafts.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Saudi Arabia	9,45	1,84	7,61	United States	199,42	28,78	170,64
2	China, Hong Kong SAR	7,38	0,53	6,85	Saudi Arabia	150,70	9,32	141,38
3	United States	6,03	13,59	-7,56	United Arab Emirates	78,31	10,17	68,14
4	Lebanon	4,06	2,45	1,61	Germany	56,20	31,15	25,06
5	United Arab Emirates	4,01	2,12	1,89	Italy	54,56	32,69	21,87
6	Libya	3,07	0,00	3,06	Turkey	40,29	65,19	-24,90
7	Italy	2,89	6,21	-3,32	United Kingdom	35,72	34,66	1,06
8	France	2,04	3,76	-1,72	China	35,39	262,68	-227,30
9	Morocco	1,97	0,03	1,94	Qatar	30,50	0,47	30,04
10	Jordan	1,76	0,52	1,24	Jordan	29,30	1,69	27,61

In 2014, Egypt had well diversified destination markets for creative goods exports, including Asia (44%), Europe (25%), America (21%) and Africa (9%). The top five export partners for creative goods were the United States, Saudi Arabia, United Arab Emirates, Germany and Italy. In terms of audiovisuals, Egyptian cinema is recovering strongly and nearly 40 feature films were made in 2016 compared with just 20 in 2011.<sup>2</sup>

<sup>2</sup> Government's Chamber of Cinema, Sherif Mandour, producer and executive board member  
UNCTAD Creative Economy Outlook / Country Profiles

# Egypt

## CREATIVE SERVICES

EGYPT	2006	2007	2008	2009	2010	2011	2012
	Values in Million US \$						
<b>EXPORTS</b>	51,5	87,9	218,8	170,7	151,9	163,2	203,2
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Other business Services</b>							
<b>Personal, cultural and recreational services</b>							
<b>Telecommunications, computer, and information services</b>	51,5	87,9	218,8	170,7	151,9	163,2	203,2
Computer services	51,5	87,9	218,8	170,7	151,9	163,2	203,2
<b>IMPORTS</b>							
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Other business Services</b>							
<b>Personal, cultural and recreational services</b>							
<b>Telecommunications, computer, and information services</b>							

Sources:

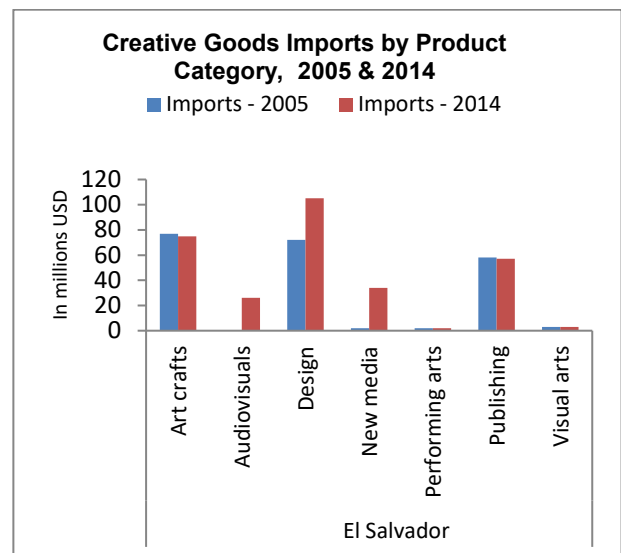
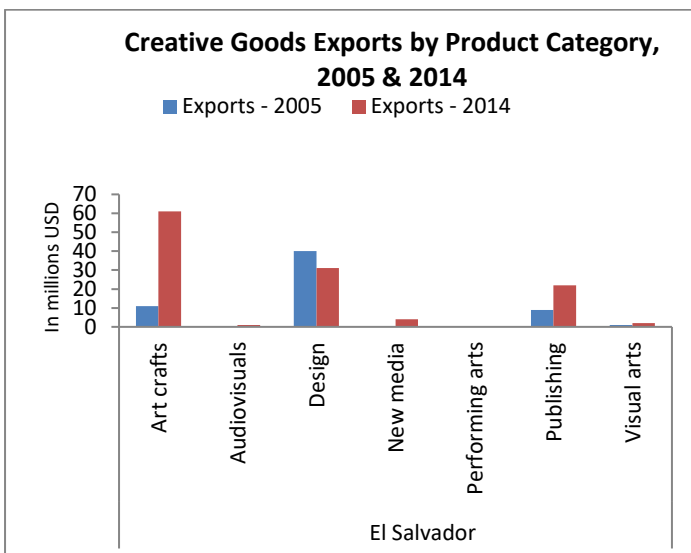
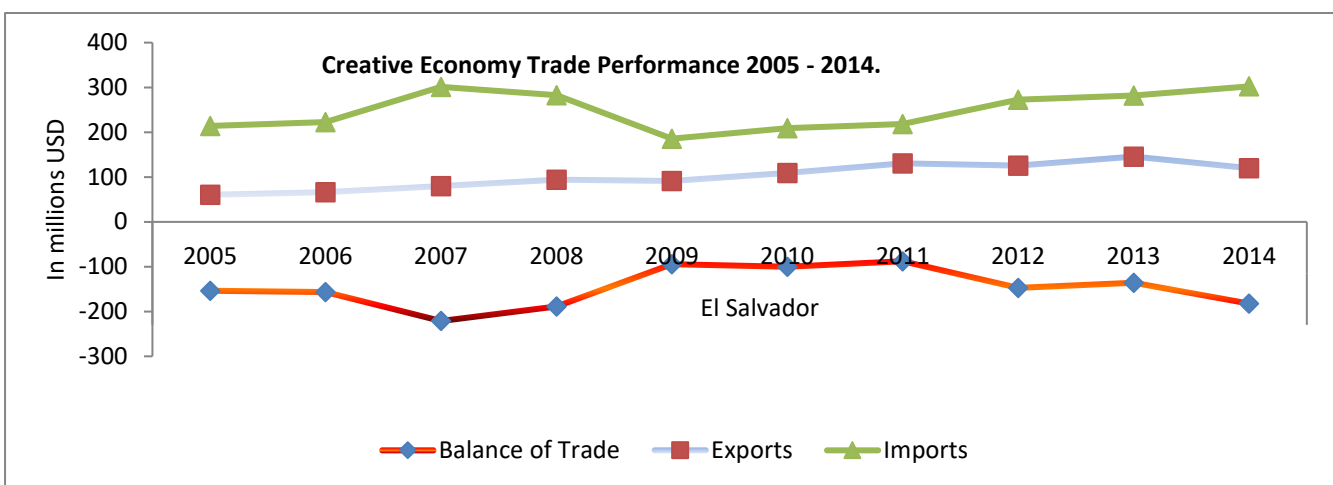
[Egypt hopes to refashion tourist industry in style, August 2016](#)

[After the revolution, Egyptian cinema plots comeback, CNN December 2016](#)

# El Salvador

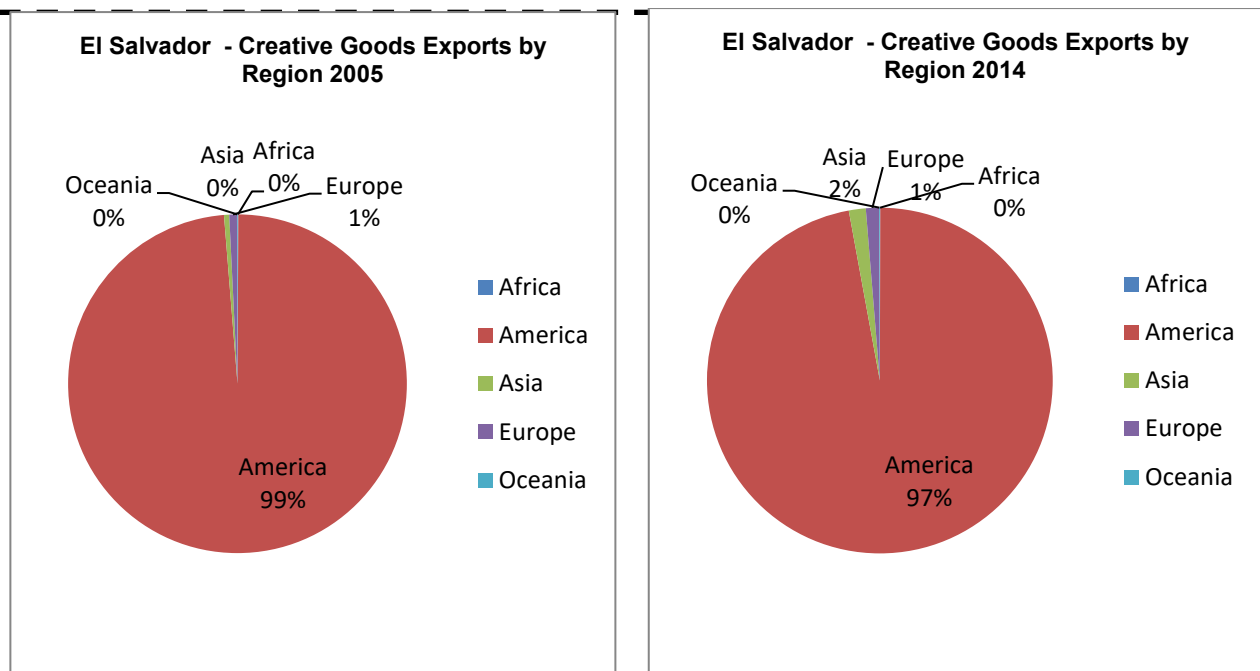
## COUNTRY PROFILE – El Salvador

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
El Salvador	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	60,40	65,96	79,76	93,92	91,33	108,98	130,56	125,44	145,68	120,10
Imports	214,16	222,50	300,92	282,57	185,67	208,80	218,41	272,46	281,86	302,35
Balance of Trade	-153,76	-156,54	-221,16	-188,65	-94,34	-99,82	-87,85	-147,02	-136,18	-182,25



Creative goods exports stood at \$120 million in 2014. Art crafts, design and publishing sectors accounted for the largest share of creative goods exports. Nearly 90,000 handmade products of wood are produced in El Salvador and are exported to Europe and the United States. Imports stood at \$302 million in 2014. Creative companies venturing into the field of creative industries include publishing, music, audiovisual media, video games and internet sectors and, by April 2016, had created over 300 jobs and have stimulated the birth of approximately 32 companies and studios dedicated to the field. An example is the project, called NuPixels Caps Videogames, a complementary training program launched by the OAS in conjunction with the Ministry of Economy (Minec), with the purpose of training young people in the videogame industry.

# El Salvador



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Honduras	23,28	3,85	19,43	Honduras	40,37	16,42	23,96
2	United States	22,66	112,90	-90,24	United States	35,88	99,16	-63,28
3	Guatemala	5,23	11,41	-6,18	Guatemala	15,64	15,48	0,16
4	Nicaragua	4,88	0,07	4,80	Nicaragua	10,83	0,69	10,14
5	Costa Rica	1,44	2,14	-0,70	Mexico	6,05	35,77	-29,72
6	Mexico	1,02	14,77	-13,75	Costa Rica	2,94	2,47	0,47
7	Dominican Republic	0,41	0,52	-0,11	Panama	1,78	8,67	-6,89
8	Panama	0,38	9,41	-9,04	Dominican Republic	0,83	0,22	0,61
9	Italy	0,17	0,79	-0,63	United Kingdom	0,77	3,17	-2,40
10	Germany	0,13	0,62	-0,50	Viet Nam	0,66	2,09	-1,43

In 2014, the main destination market for creative goods exports was the Americas with 97% of market share. The top export partners for creative goods were mainly central American countries and the United States. However, the creative industries are underdeveloped in El Salvador. The number of young people who do not study or work represents 32 % of the population between 12 and 24 years of age. An online portal, Mi empresa, informs young entrepreneurs of the regulatory environment and its requirements for start-ups.<sup>1</sup>

<sup>1</sup> UNCTAD; Policy Guide on Youth Entrepreneurship, 2015, [https://unctad.org/en/PublicationsLibrary/webdiaeed2015d1\\_en.pdf?user=46](https://unctad.org/en/PublicationsLibrary/webdiaeed2015d1_en.pdf?user=46)

# El Salvador

## CREATIVE SERVICES

<b>EL SALVADOR</b>				
(in millions of \$)	2011	2012	2013	2014
<b>EXPORTS</b>	1,1	66,9	59,7	57,6
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>				
<b>Personal, cultural and recreational services</b>			0,0	
Audiovisual and related services			0,0	
<b>Telecommunications, computer, and information services</b>	1,1	66,9	59,7	57,6
Computer services	1,1	66,9	59,7	57,6
Information services	0,0	0,0	0,0	
<b>IMPORTS</b>	15,7	17,5	17,3	17,4
<b>Charges for the use of intellectual property n.i.e</b>				
<b>(blank)</b>				
<b>Other business Services</b>		0,4	0,5	1,0
Research and development (R&D)		0,4	0,5	1,0
<b>Personal, cultural and recreational services</b>		0,3		
Audiovisual and related services		0,3		
<b>Telecommunications, computer, and information services</b>	15,7	16,8	16,8	16,4
Computer services	15,7	16,0	16,8	16,2
Information services		0,8	0,0	0,2

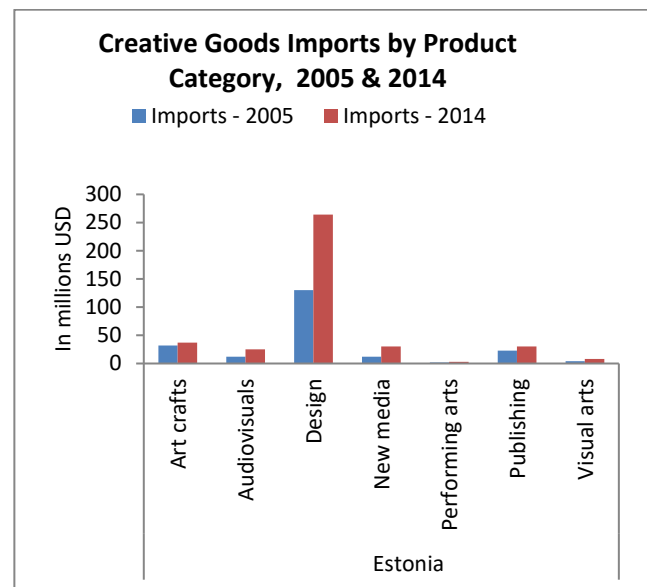
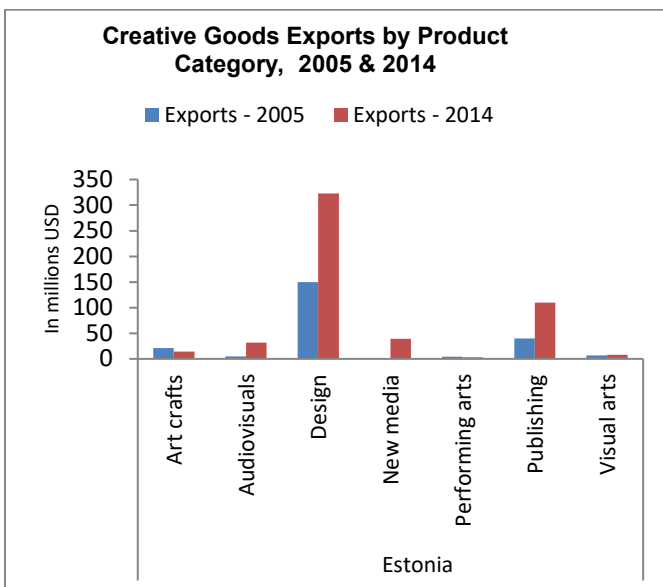
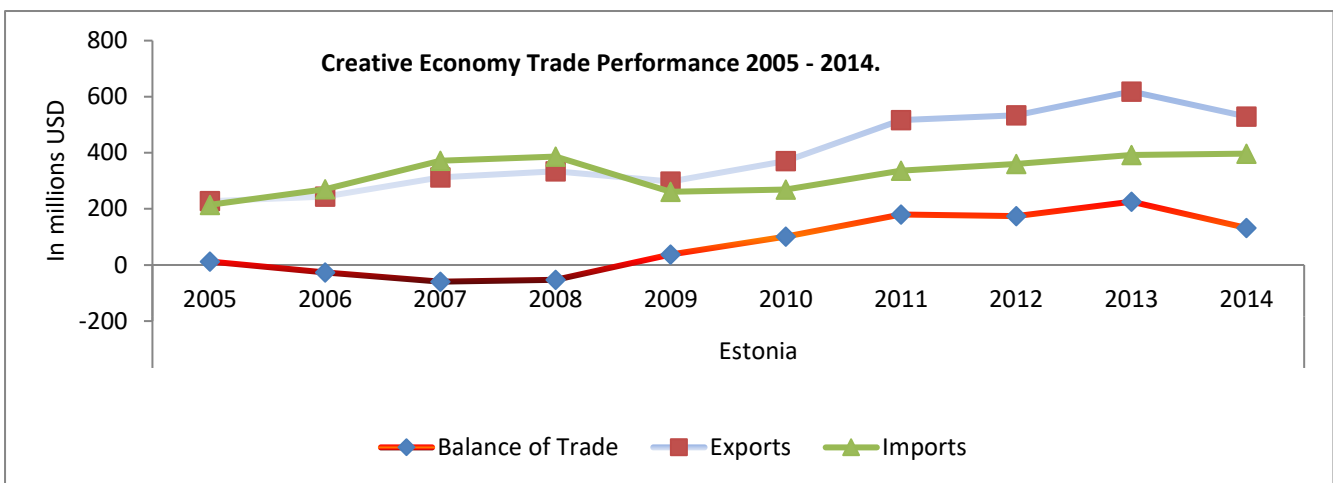
Sources:

[Industrias creativas ganan terreno en El Salvador, April, 2016](#)  
[OEA Apoya a la Industria videojuegos en El Salvador, April, 2017](#)

# Estonia

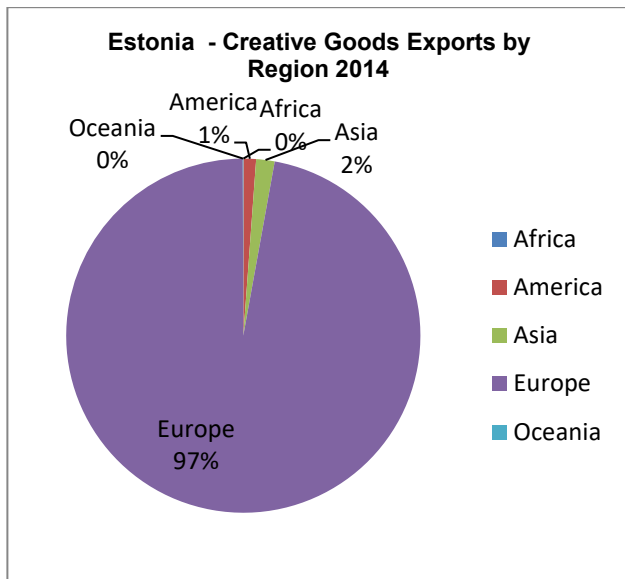
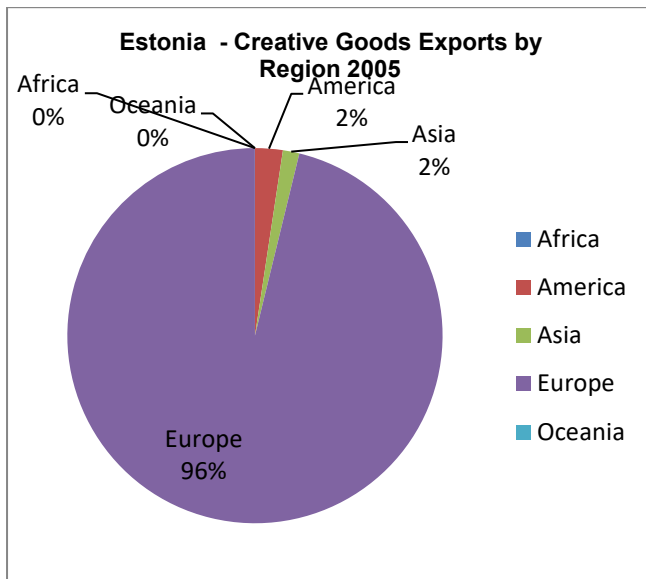
## COUNTRY PROFILE - Estonia

Creative Industries Trade Performance, 2002 and 2015					Value in Million US\$					
Estonia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	227,47	244,16	311,87	334,46	297,91	370,46	516,24	534,17	618,53	528,69
Imports	214,66	270,50	371,33	386,96	260,56	268,67	336,36	360,33	392,84	397,03
Balance of Trade	12,81	-26,34	-59,46	-52,50	37,35	101,79	179,88	173,84	225,69	131,66



Creative goods exports increased from \$227 million in 2005 up to \$528 million in 2014. Key exports included design goods, such as interior design (furniture and lighting industry) and the clothing and textile industry. The number of designer-entrepreneurs is growing. There are around 90 companies exporting design products and services. Outsourcing has been a main source of income for the Estonian industry. Imports continued their growth from \$214 million in 2005 up to \$397 million in 2014. Design goods, art crafts and publishing (books and journals) accounted for the largest share of imports.

# Estonia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Finland	52,79	24,24	28,56	Finland	118,90	25,03	93,87
2	Sweden	33,53	7,18	26,36	Russian Federation	106,12	9,62	96,51
3	Russian Federation	29,37	9,20	20,17	Latvia	59,75	21,68	38,07
4	Germany	25,54	16,35	9,18	Sweden	56,07	14,45	41,62
5	Denmark	15,20	4,73	10,47	Norway	50,72	2,16	48,56
6	Latvia	12,24	6,65	5,59	Denmark	38,83	6,07	32,76
7	Norway	11,57	1,59	9,97	Germany	22,36	20,65	1,71
8	United Kingdom	8,72	5,69	3,03	Lithuania	14,72	11,99	2,74
9	Lithuania	5,00	3,49	1,51	United Kingdom	13,60	11,26	2,34
10	France	4,88	3,67	1,20	France	10,89	10,53	0,36

In 2014, the main destination market for creative goods exports was Europe (97%) with Finland heading the list. As Estonia has a very limited market and a small population, it is vital for Estonian companies to cooperate with neighboring countries, and form working clusters. Estonia has a number of incubators in Tallin and Estonia ranks high in digital development. Creative services exports stood at \$1 billion in 2014, with telecommunications, computer, and information services, accounting for the largest share of exports with a value of \$398 million, followed by advertising, market research, and public opinion polling services with exports worth \$228 million in 2014.

# Estonia

## CREATIVE SERVICES

<b>ESTONIA</b>				
<b>Values in Million US \$</b>	2011	2012	2013	2014
<b>EXPORTS</b>	256,2	626,4	877,6	1.038,2
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>		333,2	521,1	588,8
Advertising, market research, and public opinion polling services		135,9	176,3	228,7
Architectural services		15,8	18,6	17,0
Architectural, engineering, scientific, and other technical services		63,1	74,1	68,1
R&D , sale of proprietary rights arising from R&D		1,9	4,0	14,5
R&D work undertaken on a systematic basis to increase the stock of knowledge		38,8	82,7	90,4
R&D, Provision of customized and non-customized R&D services		36,9	78,6	75,9
Research and development (R&D)		40,7	86,8	94,3
<b>Personal, cultural and recreational services</b>	15,1	13,7	40,0	54,4
Audiovisual and related services	15,1	13,7	20,3	23,9
Other personal, cultural and recreational services, heritage and recreational services		0,0	19,7	30,5
<b>Telecommunications, computer, and information services</b>	241,1	279,5	316,5	395,0
Computer services	226,7	264,0	288,4	317,5
Information services	14,4	15,4	28,1	77,5
<b>IMPORTS</b>	150,1	411,7	488,5	632,5
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>		231,1	221,2	271,2
Advertising, market research, and public opinion polling services		80,3	89,9	103,9
Architectural services		23,9	11,7	19,9
Architectural, engineering, scientific, and other technical services		95,3	46,5	79,3
R&D , sale of proprietary rights arising from R&D		4,9	11,3	7,8
R&D work undertaken on a systematic basis to increase the stock of knowledge		10,4	24,2	22,4
R&D, Provision of customized and non-customized R&D services		5,5	12,9	14,6
Research and development (R&D)		10,8	24,8	23,2
<b>Personal, Cultural and recreational services</b>	7,2	10,5	36,8	47,2
Audiovisual and related services	7,2	10,5	15,0	19,5
Other personal, cultural and recreational services, heritage and recreational services		0,0	21,8	27,7
<b>Telecommunications, computer, and information services</b>	142,8	170,0	230,5	314,0
Computer services	129,4	142,0	175,0	201,5
Information services	13,4	14,0	27,7	56,3
Information services, News agency		0,5	0,4	0,4
Information services, Other (other than news agency)		13,5	27,4	55,9

# Estonia

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## Highlights:

- About 5,000 institutions and companies operate in the creative industries sector. Over 28,000 people are employed by these institutions and companies.<sup>1</sup>
- In 2009, Enterprise Estonia launched an integrated program for raising awareness called Creative Estonia. The program aims to facilitate contact between creative professionals and businesses, policymakers, students and businesses from other sectors to promote creative entrepreneurship and creativity in society.<sup>2</sup>
- These programs include cluster support programs (e.g. film industry cluster development), export support and joint marketing programs (e.g. “Tallinn Music Week” – an event to show-case Estonian music, “Black Market” – a film co-production), skills and knowledge development programs (e.g. design management training courses) and awareness raising and entrepreneurship promotion programs (e.g. the Creative Estonia initiative).

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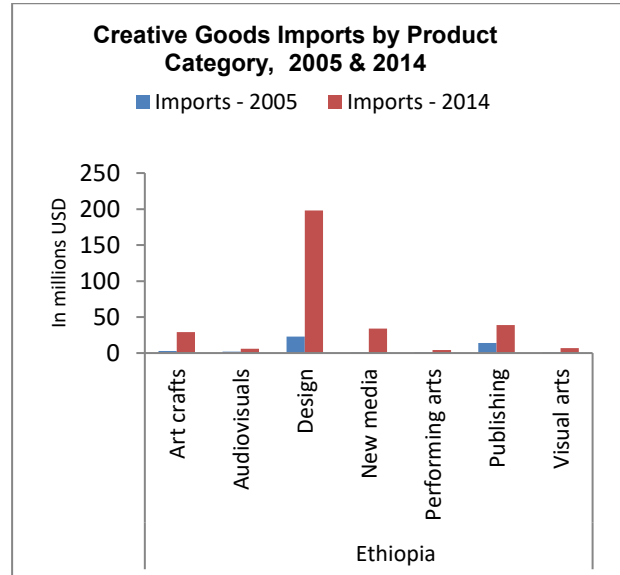
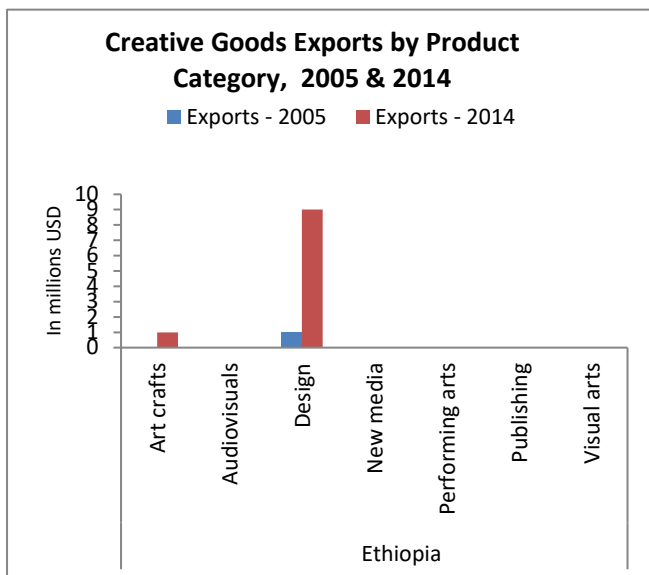
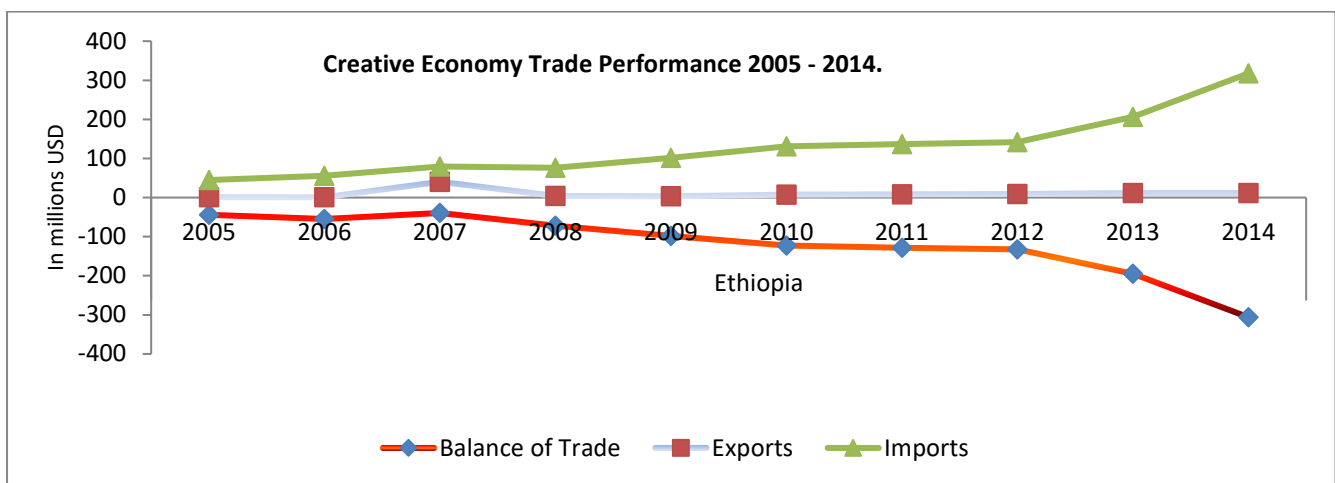
<sup>1</sup> [Ministry of Culture, Republic of Estonia](#)

<sup>2</sup> [Creative industries policy in Estonia](#)

# Ethiopia

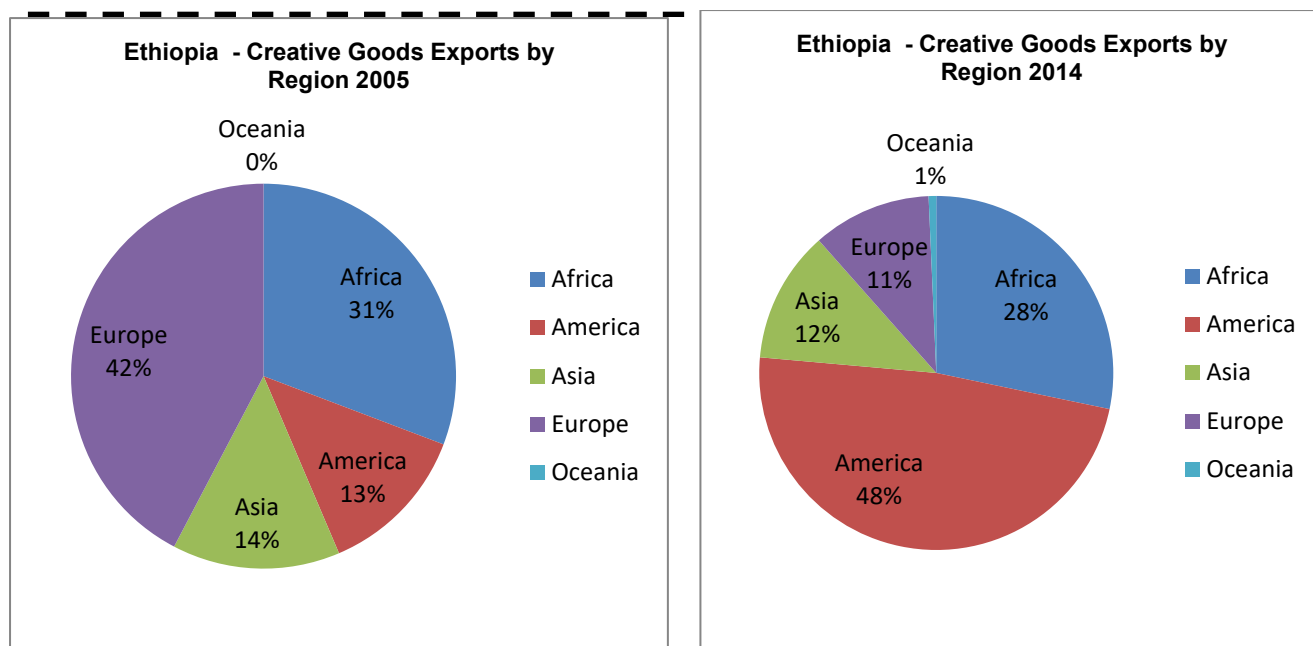
## COUNTRY PROFILE- Ethiopia

Creative Industries Trade Performance, 2005-2014						Values in Million US\$				
Ethiopia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,78	0,71	40,26	3,82	2,98	7,73	8,39	8,94	11,56	11,54
Imports	44,82	55,57	79,70	76,04	101,46	130,65	136,58	141,86	206,29	317,55
Balance of Trade	-44,04	-54,86	-39,44	-72,22	-98,48	-122,92	-128,19	-132,92	-194,73	-306,01



Creative goods export grew from less than \$1 million in 2005 up to \$11.5 million in 2014. Design goods are among the most dynamic sectors in Ethiopia, in particular the exports of textiles and apparel. In 2014, Ethiopia had an estimated 175 textile units, and the country was seeking foreign investment in this sector. Interior design goods and jewelry exports were worth \$7 million in 2014. Imports stood at \$317 million. Design goods, publishing (books and journals) and art crafts accounted for the largest share of imports. Ethiopia had a trade deficit of \$306 million in 2014.

# Ethiopia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Djibouti	0,17	0,23	-0,06	United States	5,30	5,72	-0,42
2	United States	0,10	6,04	-5,94	Sudan	1,42	0,00	1,42
3	France	0,08	0,84	-0,76	Somalia	0,65	0,00	0,65
4	United Kingdom	0,08	2,87	-2,79	Turkey	0,50	4,98	-4,48
5	Israel	0,06	0,70	-0,64	Germany	0,29	2,50	-2,20
6	Italy	0,05	1,50	-1,45	Kenya	0,29	0,51	-0,21
7	Belgium	0,04	0,56	-0,52	Congo	0,29	0,00	0,29
8	Germany	0,04	1,41	-1,38	Japan	0,24	0,86	-0,63
9	Mauritania	0,02	0,00	0,02	France	0,21	0,93	-0,72
10	Saudi Arabia	0,02	1,38	-1,36	Italy	0,20	4,53	-4,34

In 2014, the main destination markets for creative goods exports were the Americas (48%), Africa (28%), Asia (12%) and Europe (11%). It is worth noting that in 2005, Europe was the main key destination market with a 42% market share. U.S. investments in Ethiopia climbed to \$4 billion in 2015 helped by several companies taking advantage of the renewed Africa Growth and Opportunity Act (AGOA) to venture into the East African nation. The top five export partners for creative goods were the United States, Sudan, Somalia, Turkey and Germany.

# Ethiopia

## CREATIVE SERVICES:

ETHIOPIA	2008	2009	2010	2011	2012
	Values in Million US \$				
<b>EXPORTS</b>	2,8	7,1	0,7	0,1	1,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>(blank)</b>					
<b>Other business Services</b>	0,9	5,5	0,1		1,4
Research and development (R&D)	0,9	5,5	0,1		1,4
<b>Personal, cultural and recreational services</b>	0,2	0,8	0,0		
<b>Audiovisual and related services</b>	0,2	0,8	0,0		
<b>Telecommunications, computer, and information services</b>	1,8	0,9	0,6	0,1	0,2
Computer services	0,3	0,3			
Information services	1,5	0,6	0,6	0,1	0,2
<b>IMPORTS</b>	3,8	6,8	4,1	3,4	1,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	0,0	0,0			
Research and development (R&D)	0,0	0,0			
<b>Personal, cultural and recreational services</b>	0,0		0,0		
Audiovisual and related services	0,0		0,0		
<b>Telecommunications, computer, and information services</b>	3,8	6,8	4,1	3,4	1,2
Computer services	0,0	0,0			
Information services	3,8	6,8	4,1	3,4	1,2

### Highlights

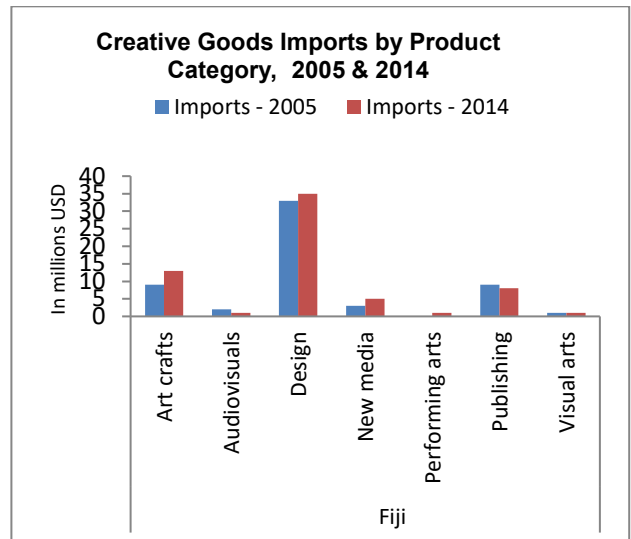
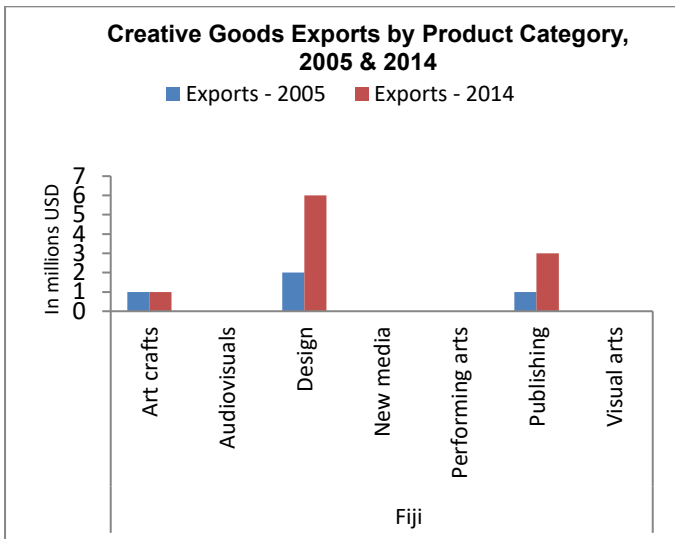
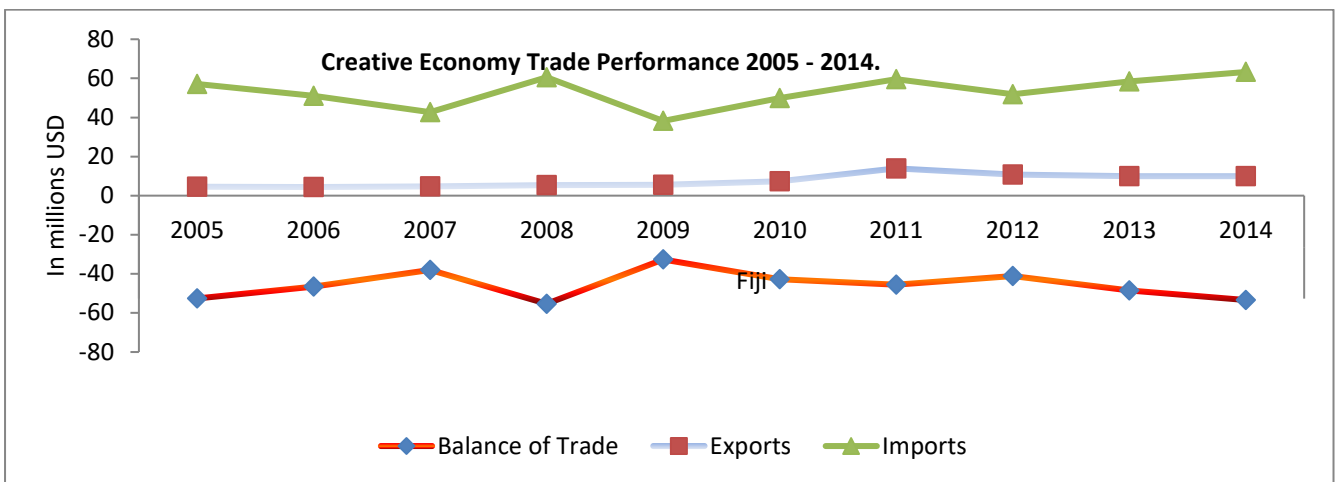
- The textile and garment industry in Ethiopia is very young and cotton quality and pricing present a big obstacle to Ethiopia's aspirations but it has good potential for development.
- Checkered shirts for American chain Gap, Slate leggings for the Swedish store H&M and Twill shorts for Germany's Tchibo are among a growing list of clothes being stitched together for big brands in Ethiopia. French retailer Decathlon and over 150 companies from China and India will begin sourcing production from Ethiopia soon, said the investment commission.
- Ethiopia is a cotton producer. While it has an estimated 2.6 million hectares suitable for cotton cultivation, only 130,000 has so far been used, and textile company owners say output from them is 10 times more expensive to purchase than the average international price.<sup>1</sup>
- Ethio-jazz, Ethiopian films, dance/circus, contemporary arts, are dynamic sectors in Ethiopia. The African Jazz Village, a music school and jazz club dedicated to promoting Ethio-Jazz in Addis was established in 2015.<sup>2</sup>

<sup>1</sup> [Ethiopia bets on clothes to fashion industrial future](#), November 2017

<sup>2</sup> [Ethio-Jazz: The Amazing Story Behind Ethiopian Jazz](#), October, 2016  
UNCTAD Creative Economy Outlook / Country Profiles

# Fiji

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Fiji	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4,59	4,40	4,66	5,30	5,55	7,26	13,94	10,78	9,96	9,94
Imports	57,16	51,01	42,69	60,61	38,22	49,96	59,54	51,93	58,42	63,27
Balance of Trade	-52,57	-46,61	-38,03	-55,31	-32,67	-42,70	-45,60	-41,15	-48,46	-53,33

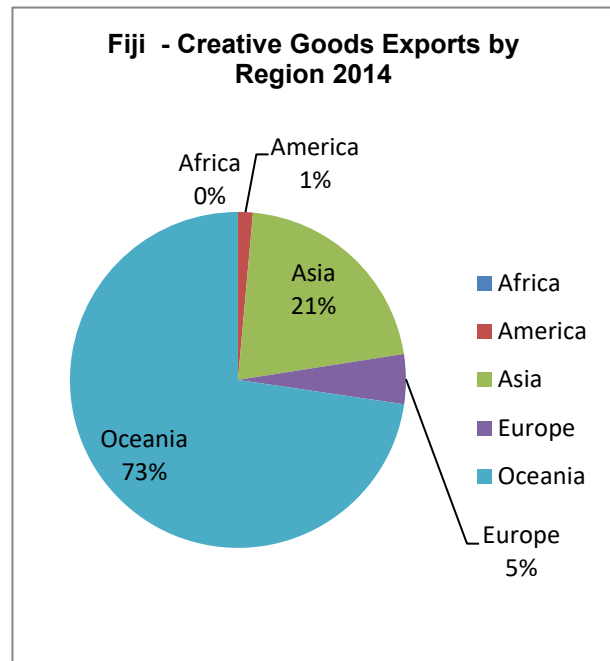
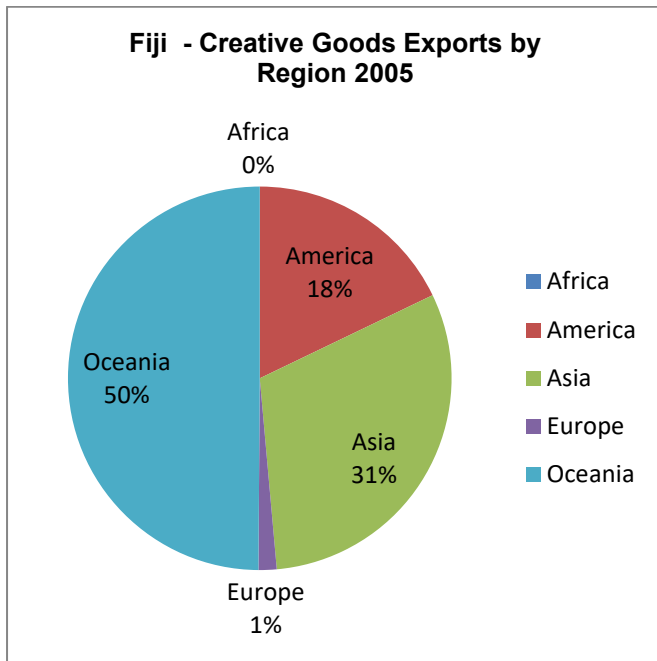


Creative goods exports continue to grow, from \$4.5 million in 2005 up to \$9.9 million in 2014. Jewellery and interior design goods accounted for the largest share of exports. Fiji is home to a growing periculture sector, which in 2017 was forecast to produce about 30,000 pearls. The World Jewelry Confederation has pledged its support to Fiji's efforts to develop its pearl industry as a standard bearer for environmental and social responsibility.<sup>1</sup> Clothing and garments is also an important sector. Near-sourcing sees first world countries like Australia and New Zealand, who find local manufacture

<sup>1</sup> <http://tnjtv.com/news.html#menu>  
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# Fiji

uncompetitive because of high local labour costs, outsourcing to local or geographically near producers, like Fiji. Imports stood at \$63 million in 2014.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	0,81	2,21	-1,39	New Zealand	1,64	9,92	-8,28
2	Singapore	0,73	4,65	-3,92	Singapore	1,54	3,33	-1,79
3	China	0,40	3,42	-3,02	Solomon Islands	1,38	0,01	1,37
4	New Zealand	0,35	8,42	-8,07	Australia	1,01	16,04	-15,03
5	Australia	0,34	18,60	-18,27	Kiribati	0,74	0,00	0,74
6	Samoa	0,28	0,00	0,28	Vanuatu	0,61	0,01	0,60
7	Vanuatu	0,24	0,00	0,24	Samoa	0,42	0,00	0,42
8	Solomon Islands	0,19	0,02	0,18	Papua New Guinea	0,35	0,03	0,32
9	Kiribati	0,17	0,00	0,17	Denmark	0,30	0,01	0,29
10	Tonga	0,15	0,06	0,09	Tonga	0,29	0,00	0,29

In 2014, the main destination markets for creative goods exports were Oceania (73%), Asia (21%) and Europe (5%). Trade between Fiji and its major trading partners has increased steadily. The top 10 export partners for creative goods are Oceania countries and Asia. Creative services exports stood at \$2.9 million in 2014, with computer services accounting for the largest share of exports with a value of \$2.8 million. Tourism is the largest foreign-exchange earner although it is vulnerable to the climate.

# Fiji

## CREATIVE SERVICES

FIJI					
	2010	2011	2012	2013	2014
(in millions of \$)					
<b>EXPORTS</b>	2,7	2,8	1,6	1,0	2,9
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		0,1	0,2	0,1	0,1
Research and development (R&D)		0,1	0,2	0,1	0,1
<b>Personal, cultural and recreational services</b>	1,2	0,7	0,9	0,0	
Audiovisual and related services	1,2	0,7	0,9	0,0	
<b>Telecommunications, computer, and information services</b>	1,4	2,1	0,6	0,9	2,8
Computer services	1,4	2,1	0,6	0,9	2,8
<b>IMPORTS</b>	13,4	15,7	20,4	20,6	33,8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		0,1	0,2	0,2	0,7
Research and development (R&D)		0,1	0,2	0,2	0,7
<b>Personal, cultural and recreational services</b>	2,1	1,7	1,5	1,4	2,8
Audiovisual and related services	2,1	1,7	1,5	1,4	2,8
<b>Telecommunications, computer, and information services</b>	11,4	13,9	18,7	19,1	30,3
Computer services	11,4	13,9	18,7	19,1	30,3

### Highlights:

According to the Fiji Arts Council director, Peni Cavuilagi one of the main challenges facing Fiji artists, painters, sculptors, print makers, designers, crafters, photographers, filmmakers concern intellectual copyright awareness.<sup>2</sup>

### Sources:

[Fiji Perl Industry Gets Support of World Jewelry Confederation](#), October 2017

[Fiji successful as a viable manufacturing option for apparel, November 2015](#)

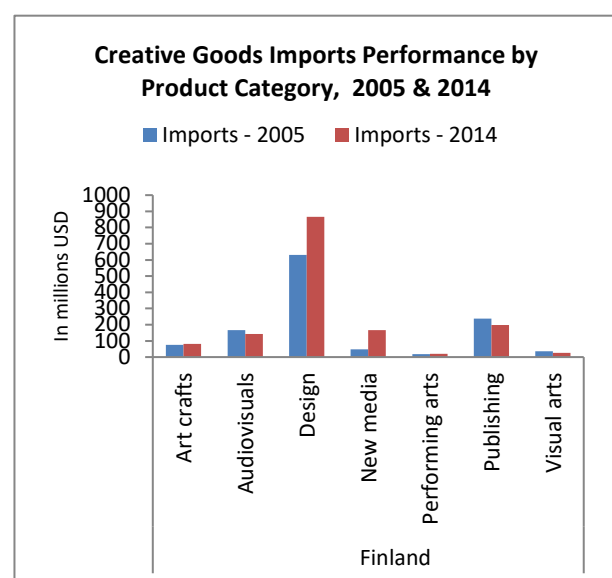
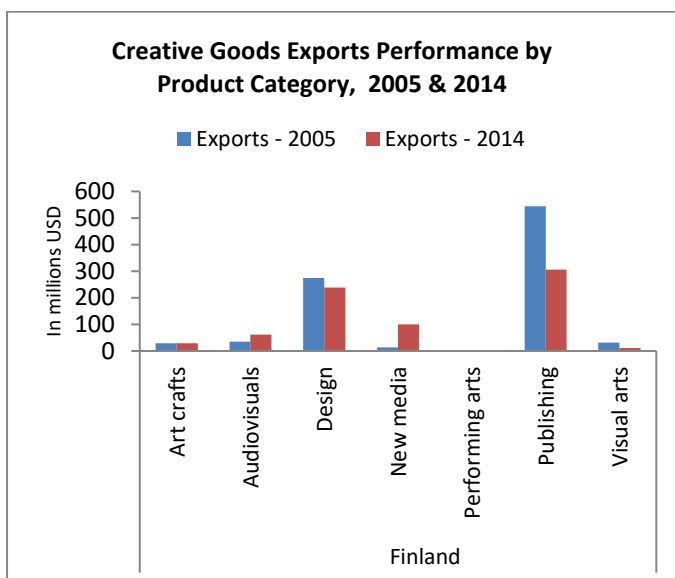
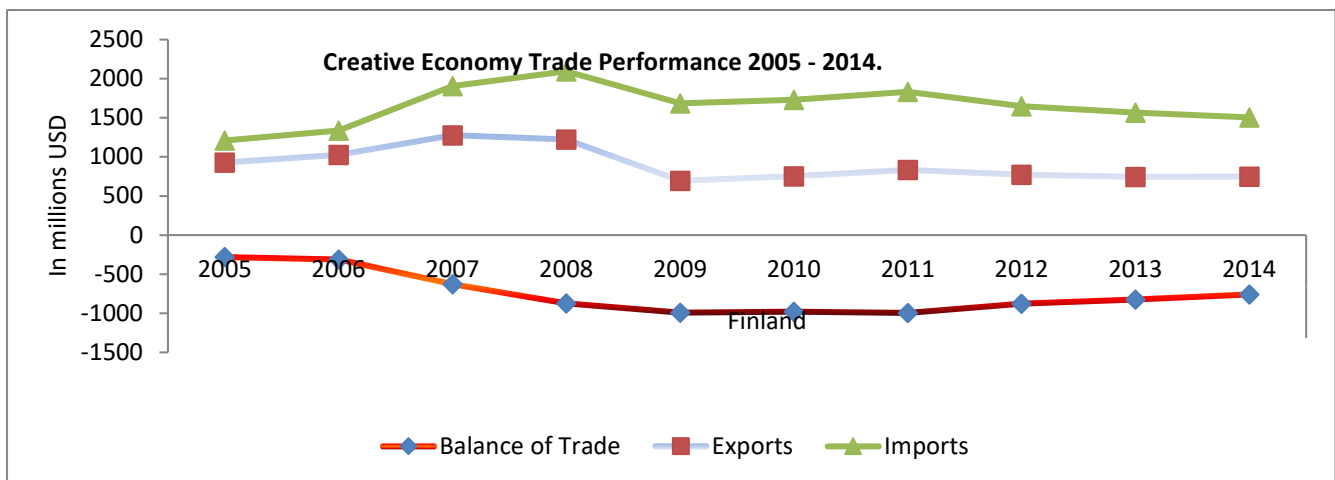
[Waisiliva Artist's](#)

<sup>2</sup> [Visual Artists Propose Association Formation, Clarity On Copyright](#), October 2017  
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# Finland

## COUNTRY PROFILES - Finland

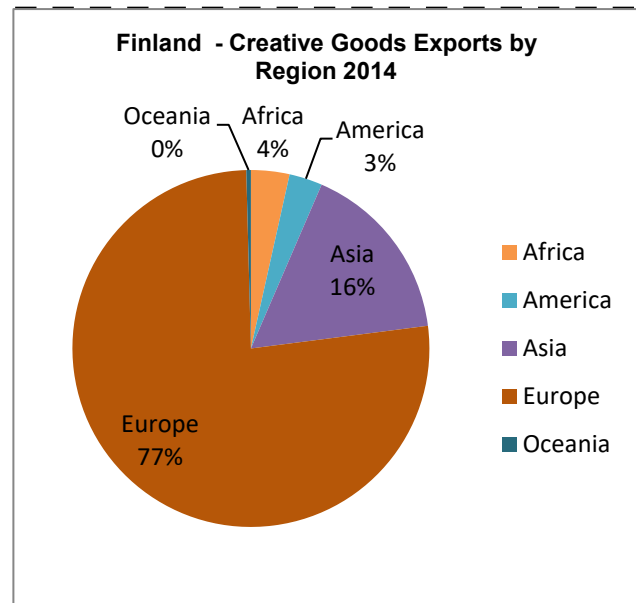
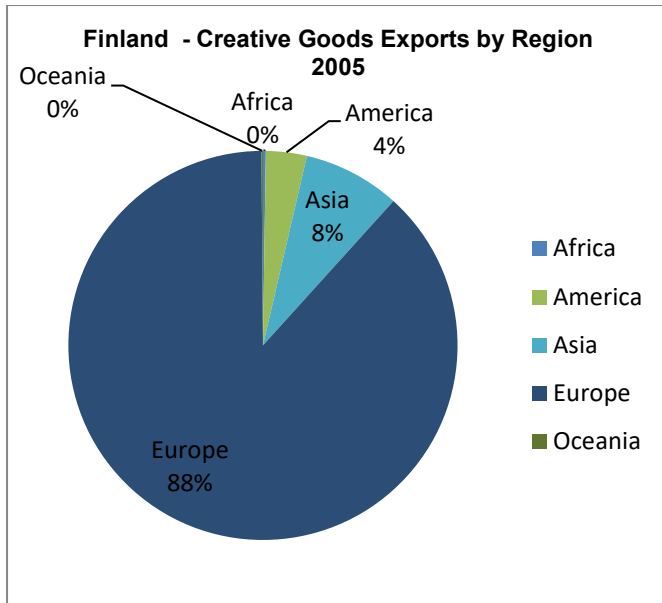
Creative Industries Trade Performance, 2005-2014						Value (in Million US\$)				
Finland	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	928,07	1.026,04	1.277,01	1.220,71	694,87	753,04	835,40	770,41	744,11	747,10
Imports	1.209,39	1.336,38	1.905,71	2.094,57	1.686,97	1.731,17	1.830,75	1.649,44	1.567,65	1.504,30
Balance of Trade	-281,32	-310,34	-628,70	-873,86	-992,10	-978,13	-995,35	-879,03	-823,54	-757,20



Creative goods exports stood at \$747 million in 2014. Publishing (books and newspapers) was the leading creative goods export worth \$306 million. With a population of just 5.5 million, Finland counts an average of 20 million book sales per year<sup>1</sup> (an average of four books per person) and one of the highest rates of books-per-capita in the world (it is claimed that the country ranks second after Iceland).<sup>1</sup> Imports stood at \$1.5 billion generating a trade deficit of \$757 million in 2014.

<sup>1</sup> Publishing in Finland: Its challenges and opportunities, September, 2017: <http://2seasagency.com/publishing-in-finland/>  
UNCTAD Creative Economy Outlook / Country Profiles

# Finland



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Sweden	196,13	164,34	31,79	Sweden	135,65	211,33	-75,68
2	Russian Federation	151,72	28,92	122,80	Russian Federation	117,82	16,23	101,59
3	United Kingdom	83,79	63,61	20,18	Germany	41,25	94,64	-53,39
4	Denmark	54,85	71,86	-17,01	Norway	37,78	13,93	23,85
5	Germany	54,26	139,16	-84,89	United Kingdom	36,28	44,24	-7,96
6	Norway	51,72	17,25	34,47	Estonia	34,71	96,80	-62,09
7	Spain	47,82	19,05	28,77	Turkey	25,63	11,70	13,93
8	France	36,64	28,61	8,04	Netherlands	25,53	62,85	-37,31
9	Estonia	34,84	55,05	-20,21	Denmark	25,04	56,48	-31,44
10	Japan	21,18	15,55	5,64	India	23,33	35,28	-11,95

In 2014, the main destination markets for creative goods exports were Europe (77%), Asia (16%), Africa (4%) and the Americas (3%). It is worth noting that exports to Asia doubled, from 8% in 2005 to 16% in 2014. The top ten export partners for creative goods were nearly all European countries. Design, another dynamic sector is viewed as part of the wider product development and innovation sector. Design plays an important role in the textile, clothing, leather-goods and footwear industries as well as in the electrical and electronics industry. Finland has gone from forestry-based to technology-based economy and is now undergoing a further transition to become a service-dominated society.<sup>2</sup>

<sup>2</sup> [Finish Industry : Constantly Adapting to a Changing World](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Finland

## CREATIVE SERVICES

FINLAND					
In millions of US\$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	366,6	476,8	565,7	838,0	547,5
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	366,6	476,8	565,7	838,0	547,5
Research and development (R&D)	366,6	476,8	565,7	838,0	547,5
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					
<b>IMPORTS</b>	4.273,2	4.235,7	4.309,5	2.950,4	2.776,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	4.273,2	4.235,7	4.309,5	2.950,4	2.776,2
Research and development (R&D)	4.273,2	4.235,7	4.309,5	2.950,4	2.776,2
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					

### Highlights

- A working group, appointed by the Ministry of Education and Culture, the Ministry of Economic Affairs and Employment and the Ministry of Social Affairs and Health, submitted its [report on reinforcing creative economy](#) in Finland. The report reviews barriers to making use of creative competence. It contains proposals for developing business activities and employment, for reforming funding instruments and for developing social security for creative professionals and artists. The creative industries working group proposes that the Government launch the construction of multidisciplinary development services called Creative Business Finland. It would be based on the Tekes bioeconomy programme and best international practices.<sup>3</sup>
- Design employs an estimated 22,000 people in design-intensive industries, in design service enterprises and in artistic enterprises.<sup>4</sup>

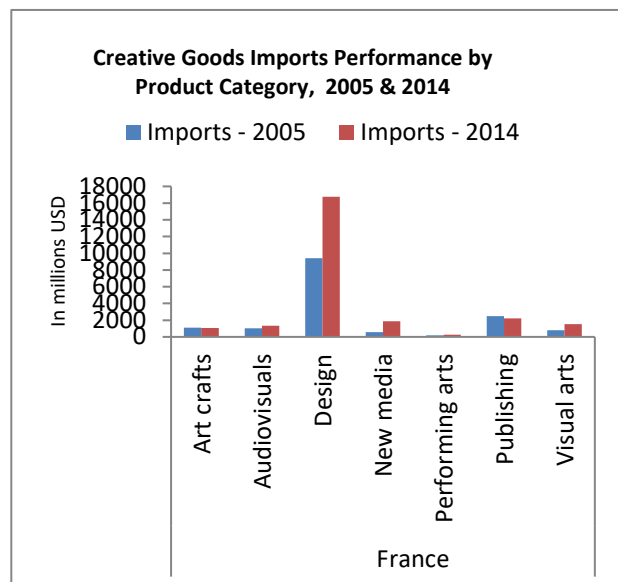
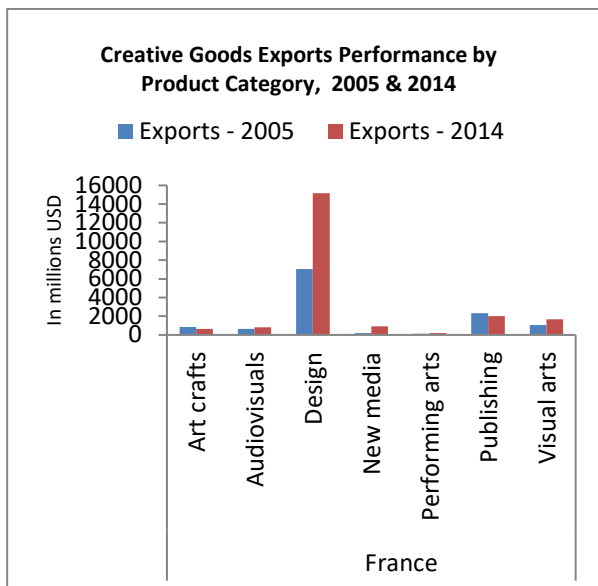
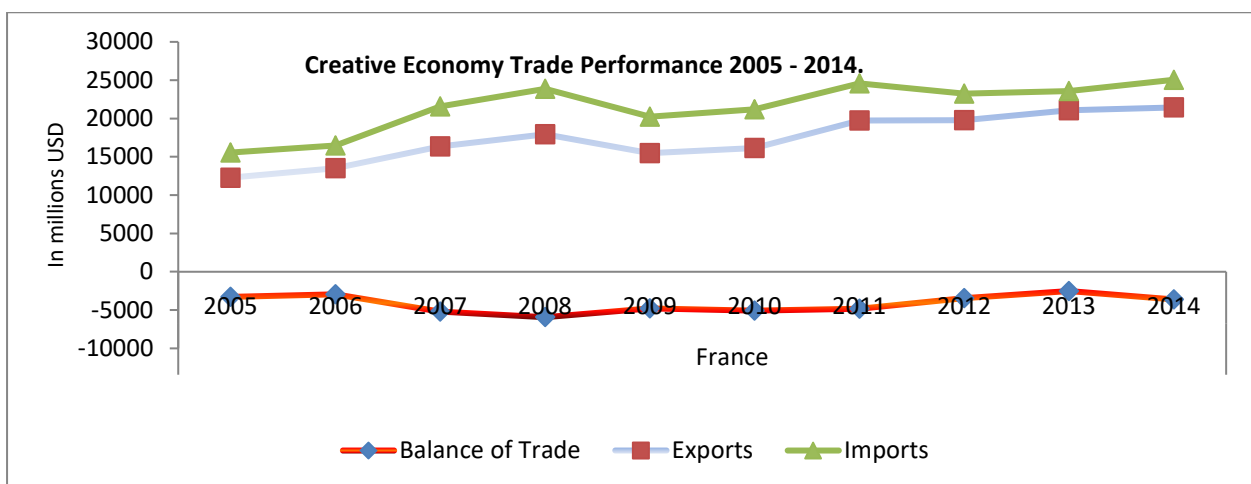
<sup>3</sup> [Ministry of Education and Culture- Working Group Creative Business Finland Services should be created for creative industries](#), April, 2017

<sup>4</sup> [Design industry economic forecast: plenty of appetite for growth but exports facing headwind](#), October, 2016  
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# France

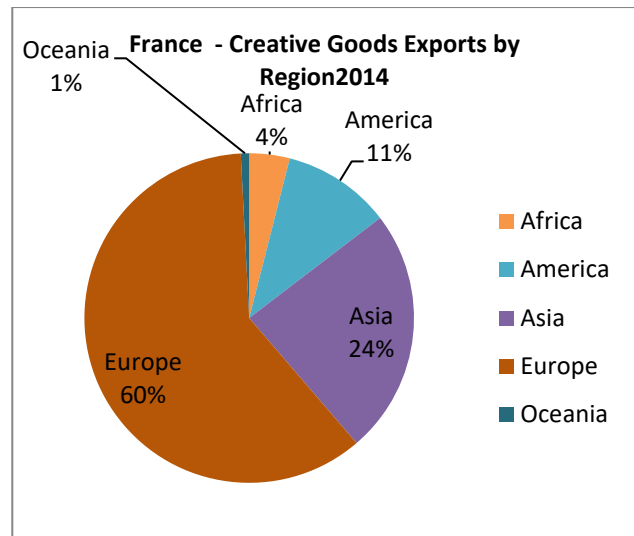
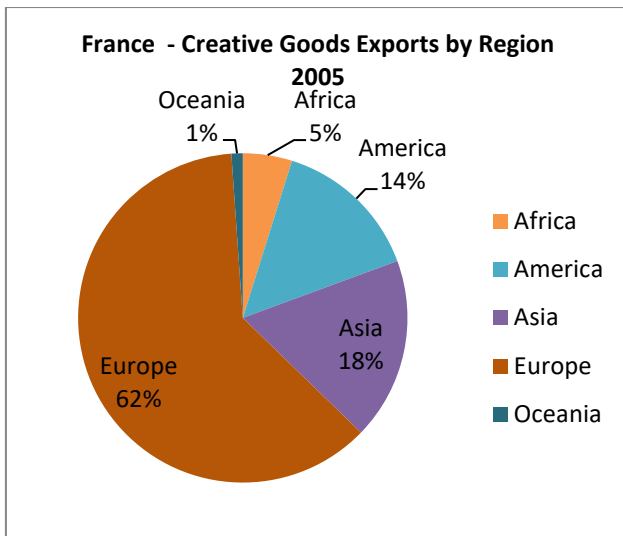
## COUNTRY PROFILE - France

Creative Industries Trade Performance, 2005 - 2014						Value in Million US\$				
France	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	12'279.33	13'513.29	16'357.06	17'936.64	15'466.32	16'130.68	19'757.05	19'791.18	21'080.15	21'439.33
Imports	15'557.44	16'470.25	21'571.81	23'867.08	20'255.40	21'219.39	24'593.69	23'246.04	23'597.95	25'052.48
Balance of Trade	-3'278.11	-2'956.96	-5'214.75	-5'930.44	-4'789.08	-5'088.71	-4'836.64	-3'454.86	-2'517.80	-3'613.15



Creative goods exports increased from \$12.2 billion in 2005 to a significant \$21.44 billion in 2014. Design goods were the leading exports, with fashion goods exports at \$7.3 billion, followed by jewelry at \$4.9 billion. The second largest subsector was the publishing sector (books and journals) with exports worth \$2 billion. France has nearly 5,000 publishing houses, such as Hachette Livres, Editis, etc. The French devote an average of three hours per week to leisure reading, which trails behind time spent streaming music or videos. Visual arts is the cultural sector with the highest number of jobs (300,000) among the cultural and creative industries sectors.

# France



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	1'471.24	495.18	976.07	Switzerland	3'601.83	891.88	2'709.95
2	Switzerland	1'183.52	362.12	821.40	United Kingdom	2'033.63	929.15	1'104.48
3	Germany	1'171.17	1'720.31	-549.14	United States	1'869.29	734.61	1'134.69
4	Belgium	1'019.93	994.27	25.66	Germany	1'730.94	2'343.56	-612.61
5	Japan	1'018.91	265.37	753.54	Italy	1'683.13	3'342.79	-1'659.66
6	Spain	929.46	866.35	63.11	Hong Kong (China)	1'483.78	222.17	1'261.61
7	United Kingdom	891.30	761.06	130.24	Belgium	1'088.46	788.62	299.83
8	Italy	889.61	2'198.57	-1'308.97	Japan	915.37	157.78	757.59
9	Hong Kong (China)	345.47	107.74	237.74	Spain	881.54	965.96	-84.42
10	Netherlands	273.25	405.36	-132.11	Singapore	592.86	52.70	540.17

In 2014, the main destination market for France's creative goods exports was Europe with a 60% market share. It is worth noting the rise of exports to the Asian continent, from an 18% market share in 2005 to 24% in 2014. The top ten export partners for creative goods were European and Asian countries. France had a trade deficit with Italy of \$1.6 billion, with imports nearly doubling the level of exports to that country. France remains the second largest producer of video games in the world, after the United States. Success has been unending for the 300 French companies in this rapidly-growing sector. France has 31 million regular players, more than any other country in Europe. Creative services exports stood at \$60.8 billion in 2014.

# France

## CREATIVE SERVICES

	2010	2011	2012	2013	2014
<b>France</b>					
EXPORTS (in millions of \$)					
<b>Other business Services</b>	8150.5	40783.8	41725.9	51528.3	60858.6
Advertising, market research, and public opinion polling services		5028.1	4579.2	5840.7	6478.4
Architectural services		83.4	33.4	115.5	53.1
Architectural, engineering, scientific, and other technical services		10784.7	9898.6	13657.1	16503.2
R&D , sale of proprietary rights arising from R&D		237.7	283.9	608.1	1091.9
R&D work undertaken on a systematic basis to increase the stock of knowledge		8069.7	8855.3	10143.9	12021.5
R&D, Provision of customized and non-customized R&D services		7832.0	8572.6	9535.8	10929.6
Research and development (R&D)	8150.5	8748.1	9502.8	11627.0	13780.8
<b>Personal, cultural and recreational services</b>	2298.8	2117.2	2510.6	2684.7	2901.6
Audiovisual and related services	2298.8	1773.8	1836.1	1933.2	2220.9
Other personal, cultural, and recreational services, heritage and recreational services		343.4	674.5	751.5	680.6
<b>Telecommunications, computer, and information services</b>	7409.8	8488.2	9460.4	11479.6	13544.6
Computer services	6901.5	7398.3	7946.9	9368.5	11716.4
Information services	508.3	544.9	756.8	1055.5	914.1
Information services, News agency		79.2	77.1	179.2	147.3
Information services, Other (other than news agency)		465.7	679.7	876.3	766.8
IMPORTS					
<b>Other business Services</b>	10921.2	49747.3	51535.8	53901.0	62838.1
Advertising, market research, and public opinion polling services		6119.4	5979.7	6860.4	6250.2
Architectural services		13.9	42.4	114.2	37.1
Architectural, engineering, scientific, and other technical services		7823.7	7958.4	8064.7	13491.6
R&D , sale of proprietary rights arising from R&D		4075.9	4152.7	4783.9	5256.5
R&D work undertaken on a systematic basis to increase the stock of knowledge		11857.8	12445.2	12734.4	13991.7
R&D, Provision of customized and non-customized R&D services		7782.0	8293.8	7950.5	8735.2
Research and development (R&D)	10921.2	12074.7	12663.6	13392.9	15075.7
<b>Personal, Cultural and recreational services</b>	2110.0	2756.6	3595.0	3889.0	3763.9
Audiovisual and related services	2110.0	2299.3	2520.9	2412.5	2431.9
Other personal, cultural, and recreational		457.4	1074.1	1476.4	1332.0

# France

services, heritage and recreational services					
<b>Telecommunications, computer, and information services</b>	8643.7	10263.4	10630.9	13450.0	13343.0
Computer services	7792.1	8420.0	8688.2	10997.7	10891.2
Information services	851.6	921.7	971.4	1226.8	1225.9
Information services, News agency		27.8	54.0	91.6	71.6
Information services, Other (other than news agency)		893.9	917.4	1133.9	1154.3

## Highlights:

- French cultural and creative industries, which generate substantial export revenue, also contribute to the development of tourism in France and to the attractiveness of the French university system. France's reputation and influence abroad is sustained by the soft diplomacy promoted by the French Ministry of Foreign Affairs in conjunction with the Institut Français and the French cultural network abroad.<sup>1</sup>
- For the third time in just four years, French films passed the 100 million spectator benchmark in foreign theaters in 2015. With 106 million admissions and €600 million in box office revenues registered outside France, French cinema celebrates 2015 as its third most successful year abroad in more than twenty years.<sup>2</sup>
- France is second in the world for the production of video games. Global sales are expected to rise from €41.9 billion to €75 billion in 2015.<sup>3</sup>
- France has managed to retain its crown as the most visited country in the world thanks to the 89 million visitors in 2017. France has around 39 sites on Unesco's World Heritage list, putting it fourth in the global ranking.<sup>4</sup>
- French publishing sales rose 4.25% in 2016 according to the French Publishers Association. Among the concern of publishers has been the erosion of the traditional book market by online retailers.<sup>5</sup>
- French musicians have never been more active outside France. One French recording in three is sold abroad and exports sales can represent 40% to 70% of revenue for many recording labels.<sup>6</sup>

<sup>1</sup> [France Diplomatie, Cultural and Creative Industries](#), France Diplomatie.

<sup>2</sup> <https://en.unifrance.org/news/14534/unifrance-releases-results-for-french-films-abroad-in-2015>

<sup>3</sup> [France is second in the world for the production of video games](#) (April, 2014)

<sup>4</sup> [89 million tourists: Why France is still the most visited country on earth](#), January 2018.

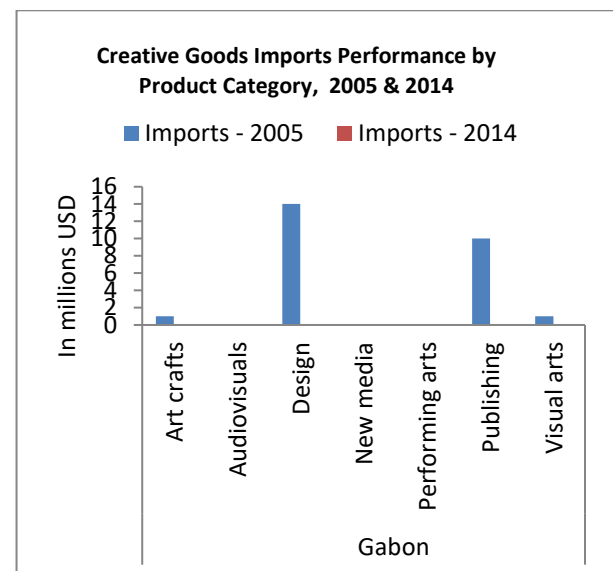
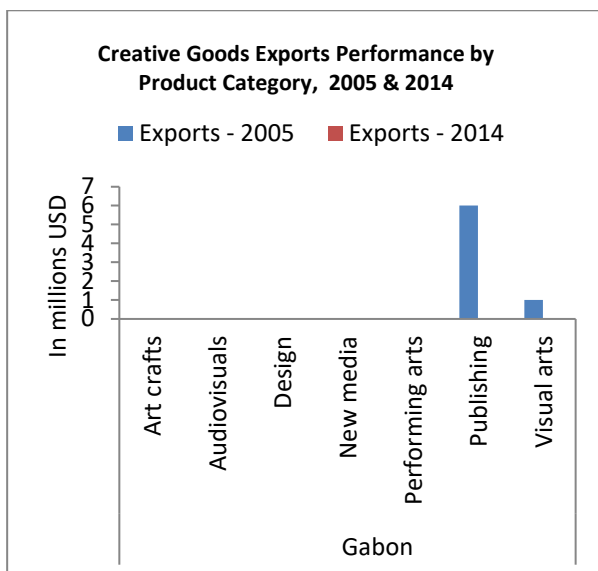
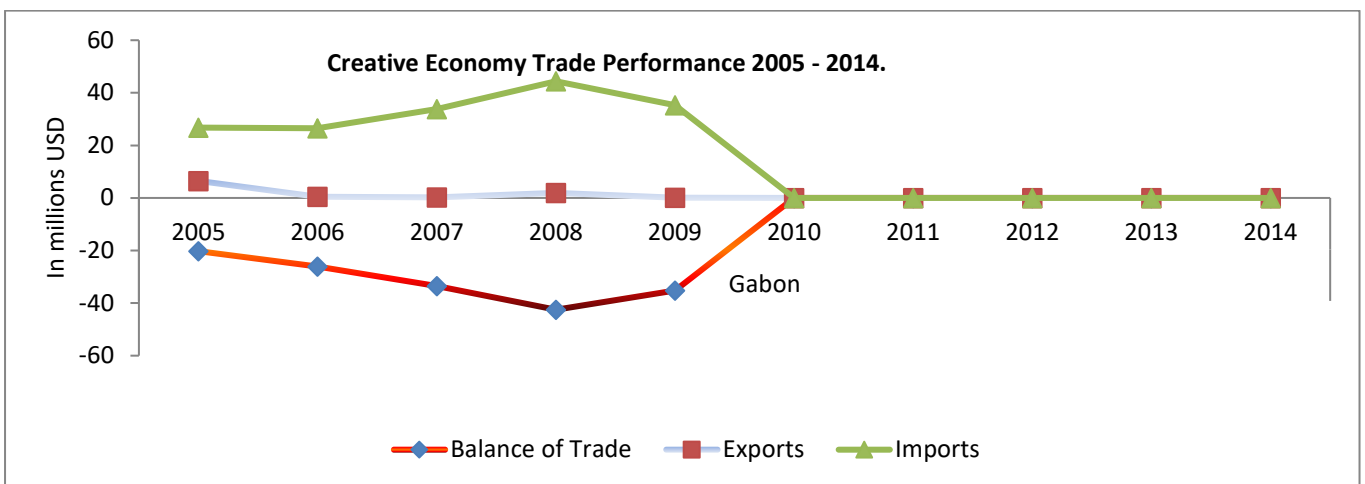
<sup>5</sup> [French Publishing Sales Rose 4.25% in 2016](#), Publishers Weekly, July 2017

<sup>6</sup> [Music](#), France Diplomatie

# Gabon

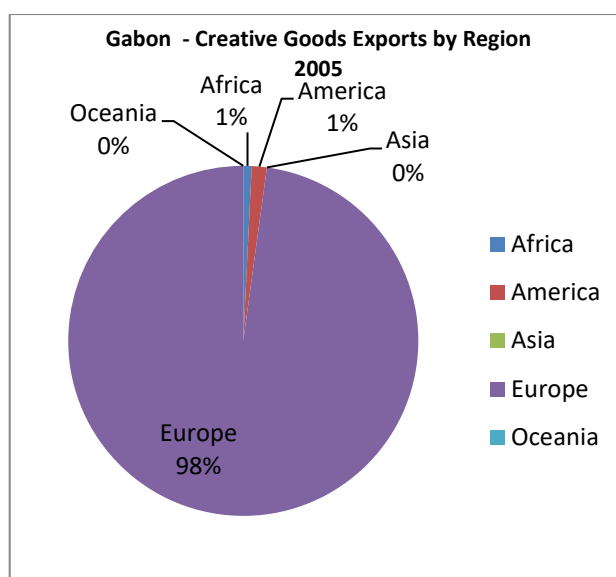
## COUNTRY PROFILE - Gabon

Creative Industries Trade Performance, 2005 - 2014						Value in Million US\$				
Gabon	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	6.48	0.43	0.25	1.86	0.13	0.00	0.00	0.00	0.00	0.00
Imports	26.73	26.55	33.82	44.38	35.30	0.00	0.00	0.00	0.00	0.00
Balance of Trade	-20.25	-26.12	-33.57	-42.52	-35.17	0.00	0.00	0.00	0.00	0.00



Creative goods exports stood at \$6,4 million in 2005. However, Gabon stopped reporting data as of 2010. At the request of his Excellency Ali Bongo Odimba, President of the Gabonese Republic, the [African Music Institute](#) aimed to offer Gabon a prominent role on the international market for black music and training in the performing arts. The foundation stone laying ceremony took place on January 1st, 2016.

# Gabon



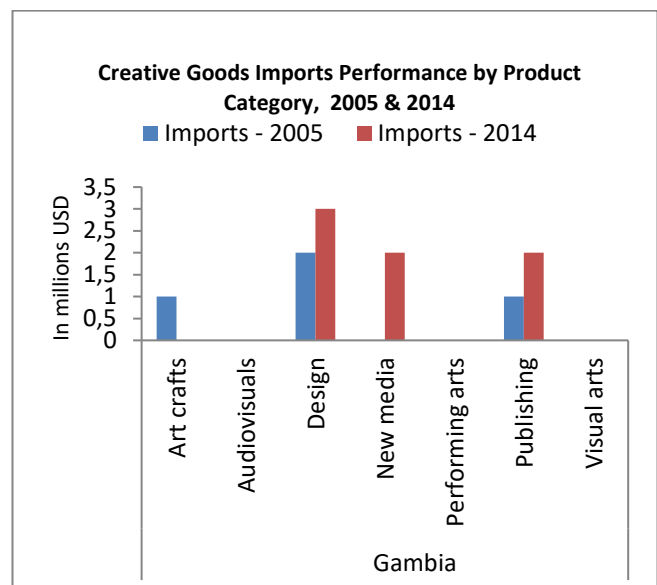
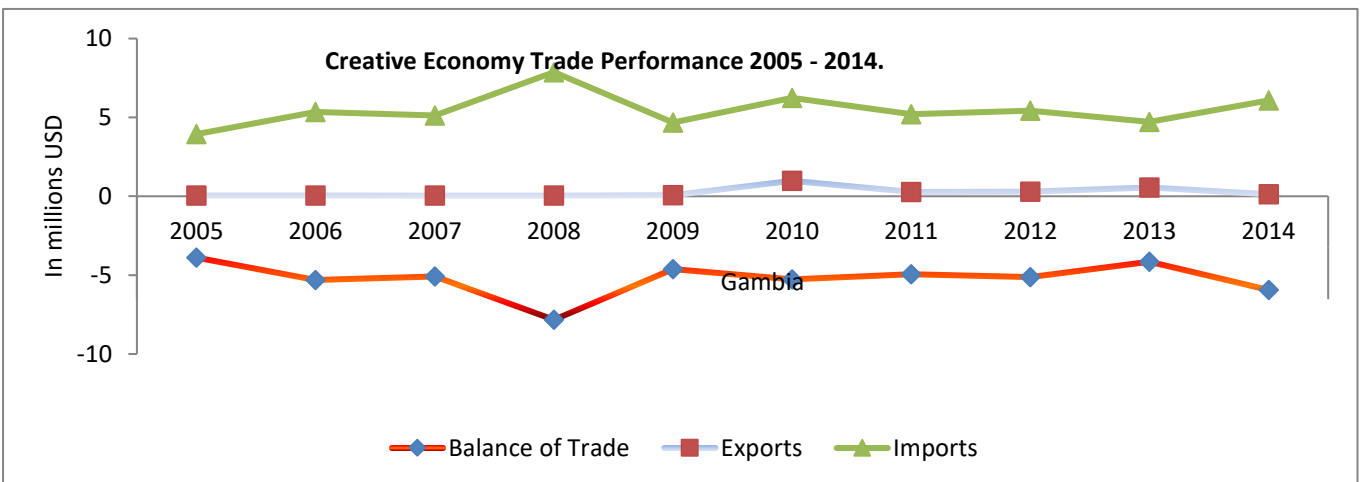
TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014									
	2005					2014			
Gabon	Values in Million US \$					Values in Million US \$			
	Partner	Exports	Imports	Balance	Economy	Partner	Exports	Imports	Balance
1	France	6.33	15.82	-9.49	Gabon	Maldives	0.00	0.00	0.00
2	United States	0.09	0.55	-0.47	Gabon	Solomon Islands	0.00	0.00	0.00
3	Cameroon	0.02	0.05	-0.03	Gabon	Panama, Canal Zone	0.00	0.00	0.00
4	Congo	0.02	0.00	0.01	Gabon	Albania	0.00	0.00	0.00
5	South Africa	0.01	0.36	-0.35	Gabon	United Republic of Tanzania	0.00	0.00	0.00
6	Spain	0.00	0.70	-0.70	Gabon	Algeria	0.00	0.00	0.00
7	Canada	0.00	0.09	-0.08	Gabon	Nepal	0.00	0.00	0.00
8	Equatorial Guinea	0.00	0.00	0.00	Gabon	American Samoa	0.00	0.00	0.00
9	Nigeria	0.00	0.01	-0.01	Gabon	Saint Pierre and Miquelon	0.00	0.00	0.00
10	Brazil	0.00	0.15	-0.15	Gabon	Andorra	0.00	0.00	0.00

Data on creative services exports for Gabon is not available.

# The Gambia

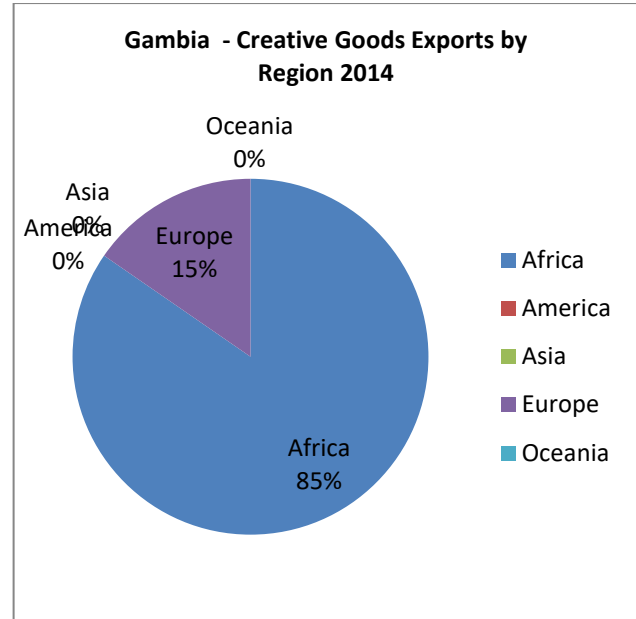
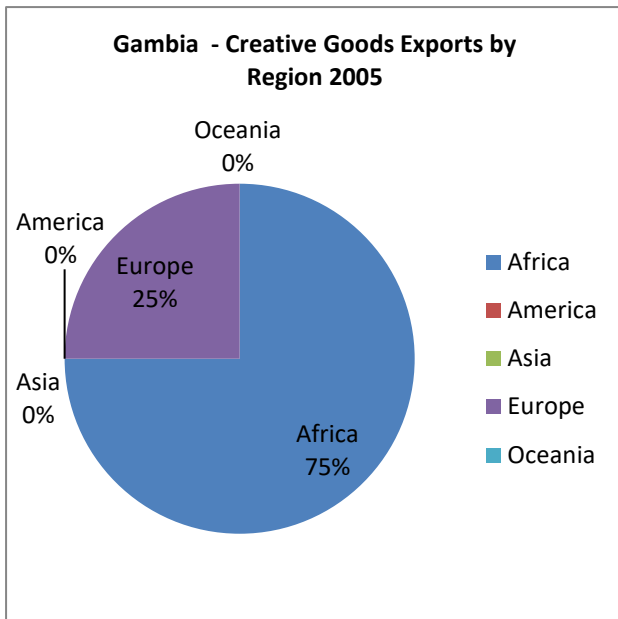
## COUNTRY PROFILE - Gambia

Creative Industries Trade Performance, 2005 - 2014						Value in Million US\$				
Gambia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0.05	0.05	0.04	0.04	0.06	0.98	0.27	0.30	0.56	0.14
Imports	3.94	5.35	5.13	7.87	4.68	6.24	5.21	5.43	4.71	6.07
Balance of Trade	-3.89	-5.30	-5.09	-7.83	-4.62	-5.26	-4.94	-5.13	-4.15	-5.93



Like other Economic Community of West African States (ECOWAS) countries, Gambia region imports more creative arts contents than it exports and in 2014, and creative goods imports stood at \$6 million and exports less than \$1 million. Main imports were design and new media. [The National Centre for Arts and Culture](#) (NCAC) is a key entity. In recent times the country has become increasingly popular as a location for shooting films by producers of the sub-region, especially Nigerians. But most of the films shot in the country are realized by non-Gambian producers and directors, using largely Gambian casts and already popular actors/actresses from Nigeria to leverage the films.

# The Gambia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014									
	2005					2014			
Gambia	Values in Million US \$					Values in Million US \$			
	Partner	Exports	Imports	Balance	Economy	Partner	Exports	Imports	Balance
1	Senegal	0.03	0.46	-0.43	Gambia	Mali	0.10	0.00	0.10
2	United Kingdom	0.01	1.01	-1.01	Gambia	Finland	0.02	0.01	0.01
3	United States	0.00	0.40	-0.40	Gambia	Guinea-Bissau	0.01	0.00	0.01
4	Guinea-Bissau	0.00	0.01	-0.00	Gambia	Netherlands	0.00	0.10	-0.10
5	South Africa	0.00	0.01	-0.00	Gambia	United States	0.00	0.47	-0.46
6	Sierra Leone	0.00	0.00	0.00	Gambia	Belgium	0.00	0.44	-0.44
7	Denmark	0.00	0.11	-0.11	Gambia	Senegal	0.00	0.08	-0.07
8	Belgium	0.00	0.17	-0.17	Gambia	Côte d'Ivoire	0.00	0.00	0.00
9	Germany	0.00	0.27	-0.27	Gambia	United Kingdom	0.00	0.61	-0.61
10	Finland	0.00	0.00	0.00	Gambia	Morocco	0.00	0.00	0.00

In 2014, Gambia's creative goods export markets were Africa (85%) and Europe (15%). No data on creative services exports were available. In 2016, an Economic Partnership Agreement (EPA) was signed by the ECOWAS Commission, Member States and the European Union, which aims at promoting trade between the two regions not only in the exchange of goods but also the promotion of Services, including Cultural Services between the two regions. According to the Director of the Multilateral Trade at the Ministry of Trade and Industry, the culture sector would be adequately captured through the trade

# The Gambia

liberalization component of the agreement, where market access to entertainment services is expected to be granted by both parties.

## Creative services

	2010	2011	2012	2013	2014
<b>Gambia</b>					
<b>EXPORTS</b>					
<b>Telecommunications, computer, and information services</b>		0.0	0.0	0.0	0.0
Computer services		0.0	0.0	0.0	0.0
<b>IMPORTS</b>					
<b>Telecommunications, computer, and information services</b>		0.0	0.0	1.4	1.1
Computer services		0.0	0.0	1.4	1.1

### Highlights:

- According to the National Center for Arts and Culture, Gambia, as the population is getting younger, the desire to explore creativity and re-create the tourist industry has brought in a flurry of ideas, such as Fashion Weekend Gambia, Gambia Fashion Night, Gambia Next Top Model, Queen of Companies etc., attracting countless young and talented designers who explore an infusion of Gambian and African roots.<sup>1</sup> In 2002, the Association of Fashion Designers Gambia (AFDG) was founded not only to promote fashion design but also to support the empowerment of women.<sup>2</sup>

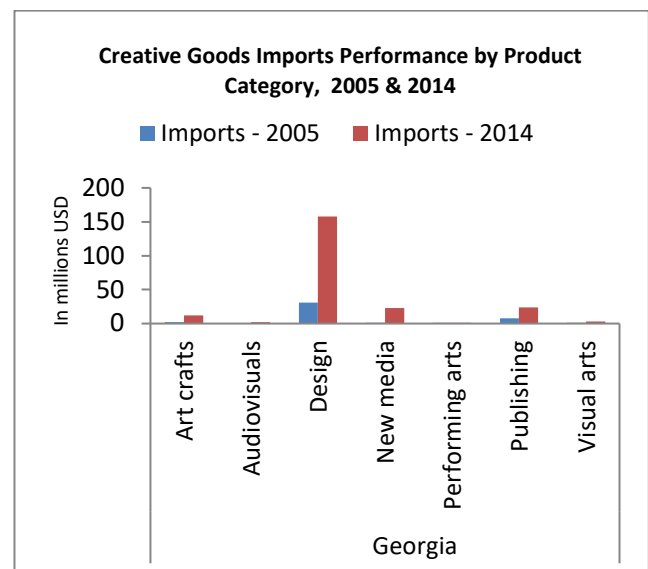
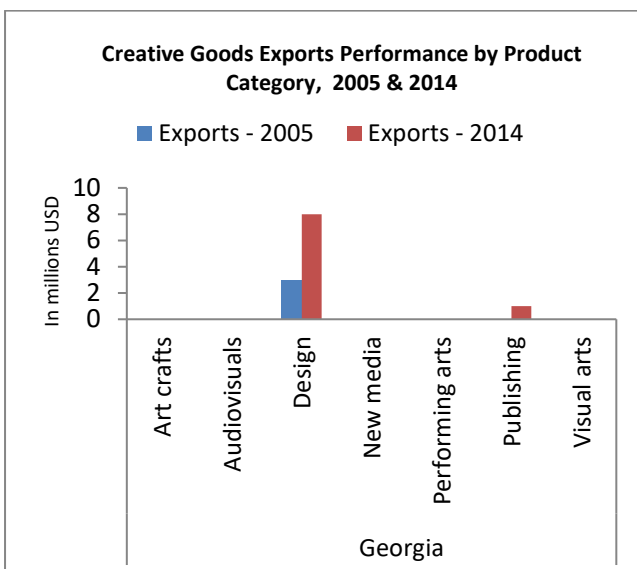
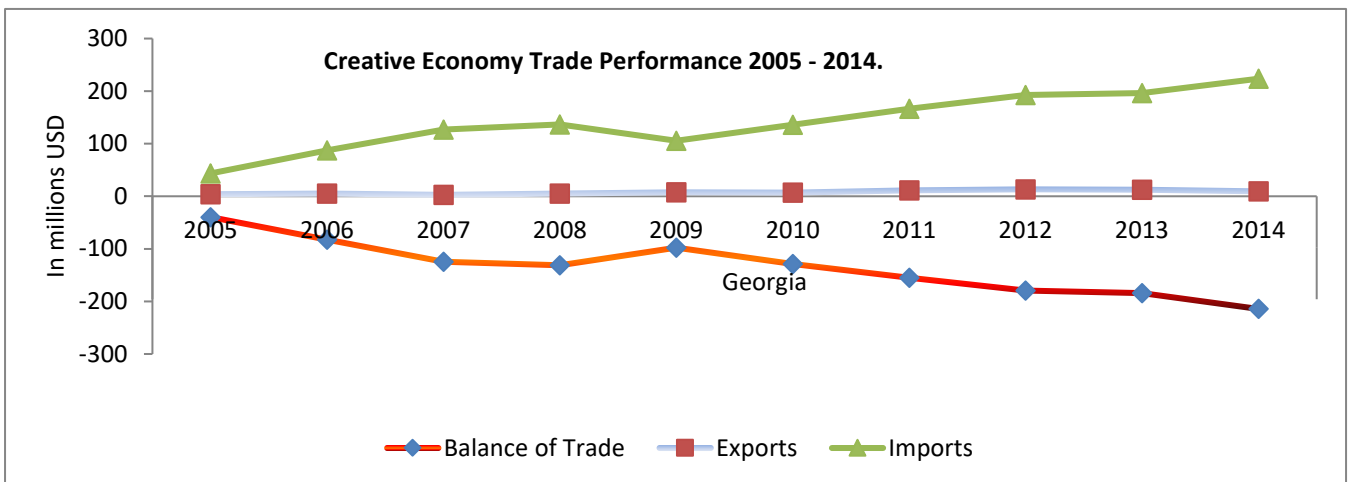
<sup>1</sup> <http://www.accessgambia.com/information/ncac.html>

<sup>2</sup> Ibidem

# Georgia

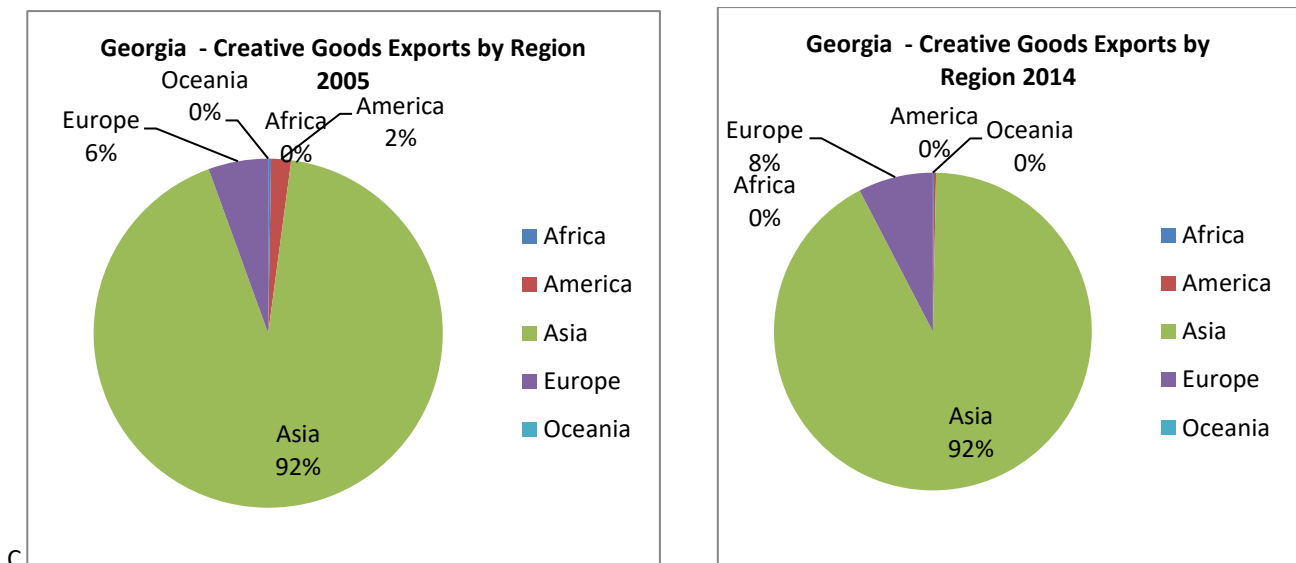
## COUNTRY PROFILE - Georgia

Creative Industries Trade Performance, 2005 - 2014					Value in Million US\$					
Georgia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.79	4.86	2.70	5.16	7.56	7.12	11.51	13.22	12.17	9.31
Imports	43.47	87.47	127.04	136.52	105.49	136.14	166.44	192.54	196.13	223.62
Balance of Trade	-39.68	-82.61	-124.34	-131.36	-97.93	-129.02	-154.93	-179.32	-183.96	-214.31



Creative goods exports rose from \$3.7 million in 2005 to \$9.3 million in 2014. Design goods exports (interior design and fashion goods) stood at \$8 million; however, the value of exports declined compared to the \$11 million posted in 2013. Publishing exports (books and journals) stood at \$1 million in 2014. Georgia is a net importer of creative goods with the value of imports at \$223.6 million in 2014. Key imports included design goods, new media, art crafts and publishing goods.

# Georgia



## TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014

Partner	2005				2014			
	Exports	Imports	Balance	Economy	Exports	Imports	Balance	Economy
Turkmenistan	3.00	0.07	2.94	Georgia	Kazakhstan	2.63	0.02	2.61
Armenia	0.38	0.06	0.32	Georgia	Armenia	2.24	1.13	1.11
Azerbaijan	0.10	1.18	-1.08	Georgia	Azerbaijan	2.12	0.48	1.64
Netherlands	0.08	0.74	-0.66	Georgia	Tajikistan	0.73	0.00	0.73
United States	0.05	0.79	-0.74	Georgia	Turkey	0.61	49.64	-49.03
Russian Federation	0.04	5.35	-5.30	Georgia	United Kingdom	0.13	3.37	-3.24
Ukraine	0.02	1.53	-1.51	Georgia	Lithuania	0.11	0.45	-0.34
United Kingdom	0.02	0.74	-0.72	Georgia	Germany	0.10	12.51	-12.41
Canada	0.02	0.08	-0.06	Georgia	Russian Federation	0.10	4.76	-4.66
Denmark	0.01	0.44	-0.43	Georgia	Kyrgyzstan	0.07	0.00	0.07

The main destination markets for creative goods exports were Asia (92%) and Europe (8%). Georgia posted a significant trade deficit with Turkey at \$49 million for the imports of interior design, fashion goods and publishing (books and journals), which accounted for half of its imports with Turkey. Audiovisual and related services at \$6.1 million and computer services at \$3.2 million accounted for the largest share of creative services exports in 2014.

# Georgia

## Creative services

	2010	2011	2012	2013	2014
<b>Georgia</b>					
EXPORTS (in millions of \$)					
<b>Other business Services</b>	0.5	0.6	0.7	1.1	1.2
<b>Research and development (R&amp;D)</b>	0.5	0.6	0.7	1.1	1.2
<b>Personal, cultural and recreational services</b>	2.9	4.1	4.7	7.0	6.1
Audiovisual and related services	2.9	4.1	4.7	7.0	6.1
<b>Telecommunications, computer, and information services</b>	7.4	5.3	3.8	2.7	4.2
Computer services	1.6	1.7	1.7	1.8	3.2
Information services	5.8	3.6	2.0	0.9	1.0
<b>IMPORTS</b>					
<b>Other business Services</b>	0.6	0.7	1.4	0.9	1.5
<b>Research and development (R&amp;D)</b>	0.6	0.7	1.4	0.9	1.5
<b>Personal, cultural and recreational services</b>	2.9	3.5	4.1	4.7	4.8
Audiovisual and related services	2.9	3.5	4.1	4.7	4.8
<b>Telecommunications, computer, and information services</b>	6.6	11.6	11.6	12.7	15.6
Computer services	3.7	7.4	8.0	8.6	11.8
Information services	2.9	4.2	3.6	4.1	3.9

### Highlights:

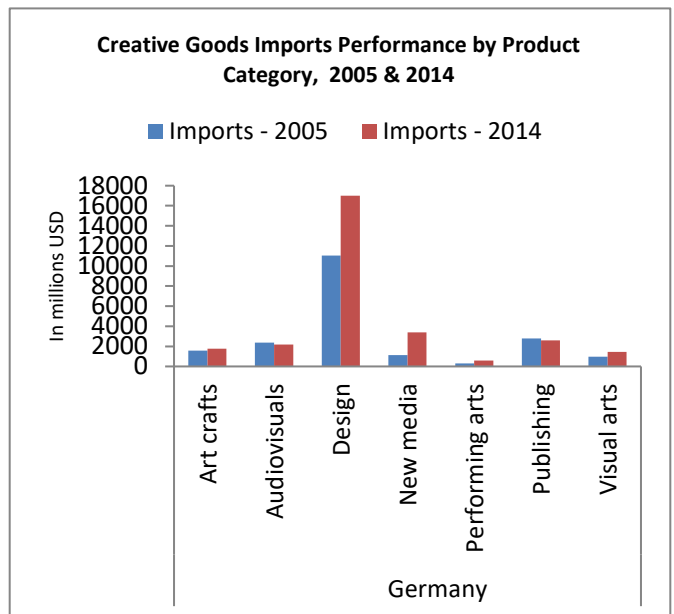
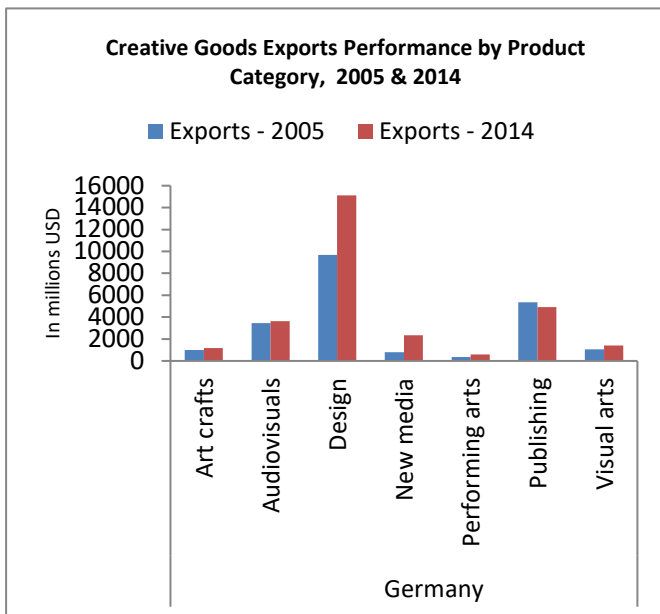
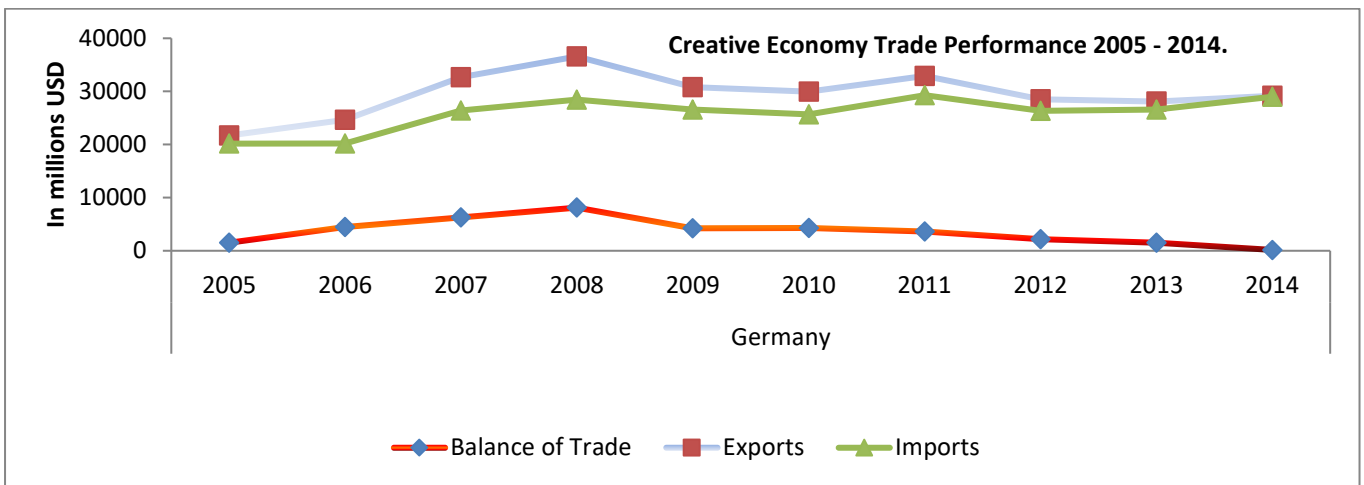
- Georgia has been often featured in international media for its food, heritage, nature, fashion, design and film becoming an attractive destination for tourists, hikers, foodies and wine experts.<sup>1</sup>
- CCIs are one of the eight priorities in the National Culture Strategy 2025, leading to a specific CCIS roadmap.
- The UNESCO Culture for Development Indicators has revealed a high contribution of CCIs to economy and employment in Georgia.<sup>2</sup>

<sup>1</sup> Developing Cultural And Creative Industries In Georgia, by Cristina Farinha, <https://www.culturepartnership.eu/upload/editor/2017/Research/171116%20Creative%20Industries%20Report%20for%20Georgia.pdf>

<sup>2</sup> UNESCO, Diversity of Cultural Expressions, <https://en.unesco.org/creativity/activities/cdis>

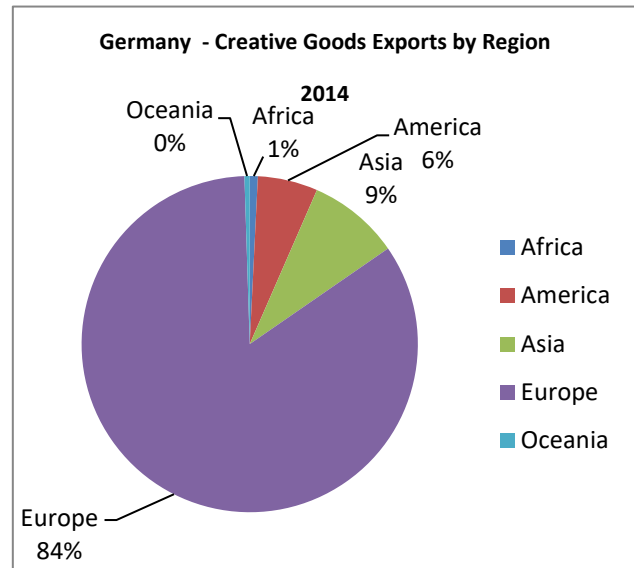
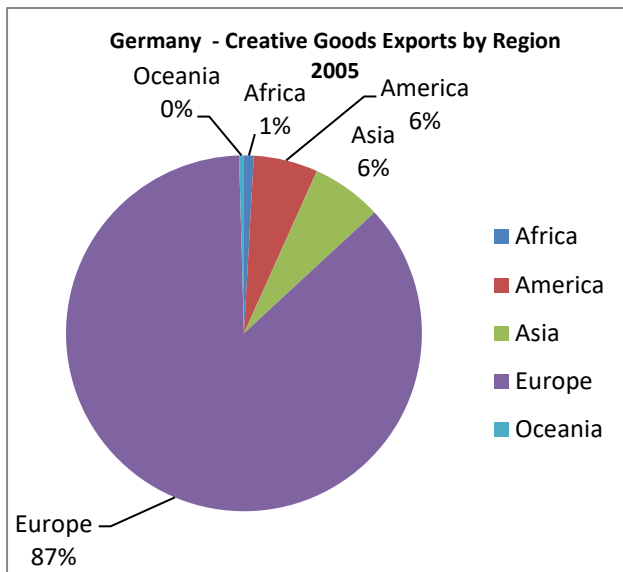
# Germany

COUNTRY PROFILE - Germany										
Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Germany	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	21'699.91	24'643.95	32'650.06	36'572.90	30'815.92	29'967.16	32'892.24	28'533.74	28'117.98	29'158.17
Imports	20'168.92	20'201.79	26'393.92	28'453.19	26'600.16	25'706.82	29'286.52	26'344.60	26'603.49	28'997.91
Balance of Trade	1'530.99	4'442.16	6'256.14	8'119.71	4'215.76	4'260.34	3'605.72	2'189.14	1'514.49	160.26



German creative goods exports increased from \$21.6 billion in 2005 up to \$29.1 billion in 2014. Germany reached a peak in 2011, when exports of creative goods stood at \$32.8 billion. Design goods, publishing and audiovisuals were the leading creative goods exports. In 2014, interior design goods (\$7 billion) and fashion goods (\$2.3 billion) were the key exports, followed by the exports of books, newspapers and other printed materials (\$4.9 billion) and audiovisuals (CDs, DVDs and tapes) at \$3.6 billion. Penguin Random House, the world’s leading trade book publisher, is owned by German media company Bertelsmann. Creative goods imports stood at \$28.9 billion in 2014, led mainly by imports of design goods, new media, publishing and audiovisuals.

# Germany



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Austria	2'733.21	1'193.38	1'539.83	France	3'626.85	1'260.90	2'365.95
2	France	2'615.11	930.40	1'684.71	Austria	3'593.77	1'206.49	2'387.28
3	Switzerland	2'264.64	778.39	1'486.24	Switzerland	3'119.35	1'095.02	2'024.33
4	United Kingdom	2'233.93	724.39	1'509.54	United Kingdom	2'198.32	1'006.27	1'192.05
5	Netherlands	1'875.16	1'531.03	344.14	Poland	1'763.55	2'251.14	-487.59
6	Italy	1'106.50	1'218.84	-112.34	Netherlands	1'713.65	1'477.86	235.79
7	United States	1'034.90	641.60	393.30	Italy	1'497.12	1'632.83	-135.70
8	Belgium	812.09	510.43	301.66	United States	1'265.41	838.05	427.36
9	Spain	794.92	208.29	586.63	Belgium	1'113.77	489.91	623.86
10	Czechia	604.40	616.07	-11.68	Czechia	946.88	1'438.05	-491.17

In 2014, the main destination markets for creative goods exports were Europe (84%), Asia (9%) and the Americas (6%). Germany's primary creative goods export partners were its neighbours in the European Union and United States. France and Austria have maintained their top two positions, with France taking the lead in 2014. Germany maintains a large trade deficit with Czechia (\$491 million), Poland (\$487 million) and Italy (\$135 million). Creative services exports from and imports into Germany are well documented. Architectural, engineering, scientific, and other technical services (\$14.3 billion), advertising, market research, and public opinion polling service (\$8.6 billion) and information services (\$1 billion) accounted for the largest share of creative services exports in 2014.

# Germany

## CREATIVE SERVICES

	2010	2011	2012	2013	2014
<b>GERMANY</b>					
<b>EXPORTS (in millions of \$)</b>					
<b>Charges for the use of intellectual property n.i.e</b>				9728.4	10337.9
Licences for the use of outcomes of research and development				9018.0	9301.7
Licences to reproduce and/or distribute audio-visual and related products				557.7	708.5
Licences to reproduce and/or distribute computer software				152.7	327.7
<b>Other business Services</b>	32668.3	36511.9	36731.6	81762.3	92401.7
Advertising, market research, and public opinion polling services	5966.5	5716.2	6432.0	8298.4	8662.2
Architectural services				144.7	188.4
Architectural, engineering, scientific, and other technical services	13163.5	14542.2	13646.5	12249.7	14334.0
R&D , sale of proprietary rights arising from R&D				1114.0	541.3
R&D work undertaken on a systematic basis to increase the stock of knowledge				20176.4	22880.8
R&D, Provision of customized and non-customized R&D services				19061.0	22338.2
Research and development (R&D)	13538.3	16253.4	16653.1	20718.1	23456.6
<b>Personal, cultural and recreational services</b>	2251.5	2210.3	2058.3	3545.1	3250.5
Artistic related services(audiovisual and related)	0.0	0.0	0.0	0.0	0.0
Audiovisual and related services	1125.8	1105.2	1029.2	1561.4	1432.9
Audio-visual services	1125.8	1105.2	1029.2	1561.4	1432.9
Audio-visual services, Audio-visual Originals		0.0	0.0	345.2	208.3
Other personal, cultural, and recreational services, heritage and recreational services		0.0	0.0	77.0	176.5
<b>Telecommunications, computer, and information services</b>	17285.1	20031.8	21301.7	33352.9	35788.6
Computer Service, software				9323.4	9507.4
Computer services	17285.1	20031.8	21301.7	22668.5	24055.0
Computer services, Software, Software originals		0.0	0.0	150.0	164.5
Information services				605.4	1030.9
Information services, News agency				13.3	65.0
Information services, Other (other than news agency)				592.2	965.9
<b>IMPORTS</b>					
<b>Charges for the use of intellectual property n.i.e</b>				6682.5	7192.2
Licences for the use of outcomes of research and development				3916.8	4301.3
Licences to reproduce and/or distribute audio-visual and related products				1318.4	1054.8
Licences to reproduce and/or distribute computer software				1447.2	1836.2
<b>Other business Services</b>	26321.6	31221.0	32522.4	65395.2	76496.8

# Germany

Advertising, market research, and public opinion polling services	6744.0	7002.1	6600.3	8247.9	10333.9
Architectural services				47.8	65.0
Architectural, engineering, scientific, and other technical services	9737.2	13149.3	13876.5	12309.5	13918.8
R&D , sale of proprietary rights arising from R&D				100.9	99.5
R&D work undertaken on a systematic basis to increase the stock of knowledge				14749.9	17247.5
R&D, Provision of customized and non-customized R&D services				14649.0	17148.0
Research and development (R&D)	9840.5	11069.6	12045.6	15290.3	17684.0
<b>Personal, cultural and recreational services</b>	<b>5562.6</b>	<b>5685.6</b>	<b>5070.1</b>	<b>5904.5</b>	<b>6704.0</b>
Audiovisual and related services	2781.3	2842.8	2535.0	2550.6	2938.7
Audio-visual services	2781.3	2842.8	2535.0	2550.6	2938.7
Audio-visual services, Audio-visual Originals		0.0	0.0	750.2	691.2
Other personal, cultural, and recreational services, heritage and recreational services		0.0	0.0	53.1	135.3
<b>Telecommunications, computer, and information services</b>	<b>14597.8</b>	<b>16983.3</b>	<b>17891.7</b>	<b>29501.1</b>	<b>26013.3</b>
Computer Service, software				5737.2	4282.7
Computer services	14597.8	16983.3	17891.7	21753.7	18985.6
Computer services, Software, Software originals		0.0	0.0	154.0	290.6
Information services				928.1	1227.2
Information services, News agency				335.9	427.2
Information services, Other (other than news agency)				592.2	800.0

## Highlights:

- The culture and the creative industries are among the economy's most innovative sectors. In Germany, their contribution to total economic output (gross value added) is steadily increasing and is already on a par with major sectors of industry, such as mechanical engineering.<sup>1</sup>
- According to the [Federal Ministry of Economic Affairs and Energy](#), in 2016 Germany's cultural and creative industries:
  - generated an annual turnover of 154 billion euros (\$176 billion);
  - employed approximately 1.6 million people;
  - had about 253,000 freelancers and commercial companies which belong to the sector; and
  - made a 3.1% contribution to the German gross domestic product.<sup>2</sup>

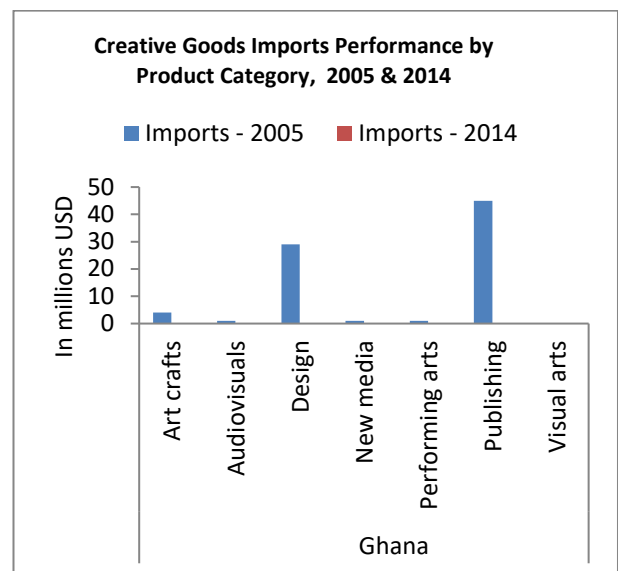
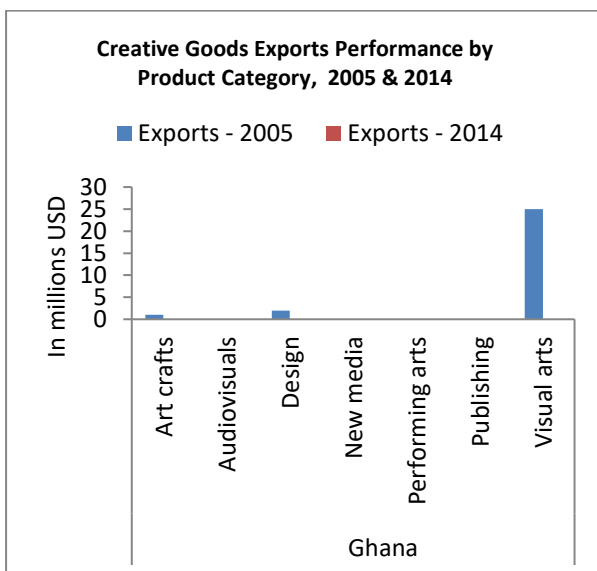
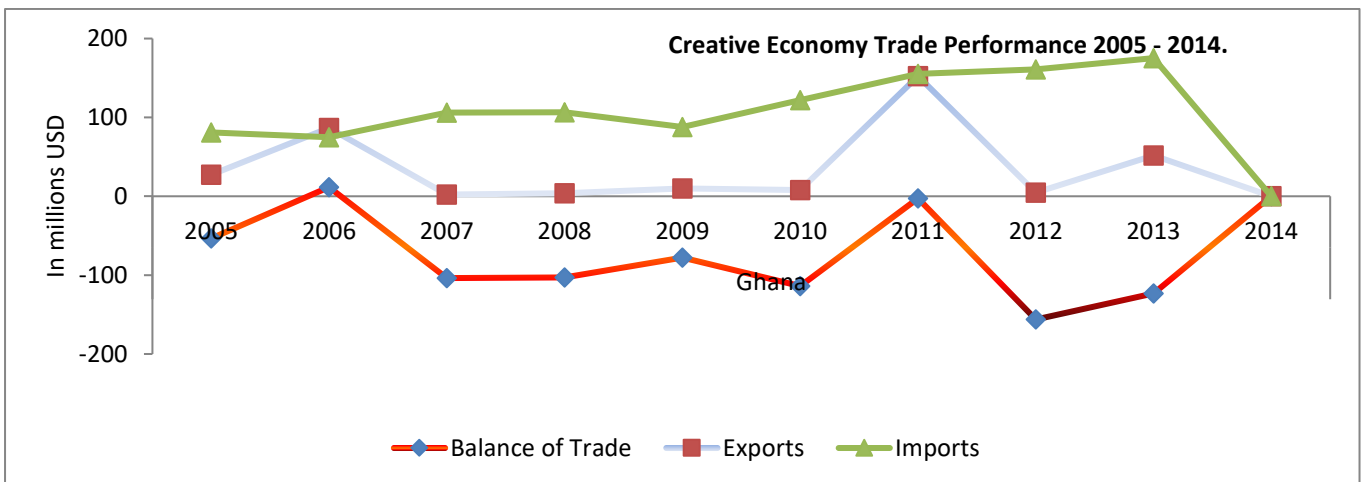
<sup>1</sup> [Innovative Creative Industry](#), Facts about Germany

<sup>2</sup> <https://www.bmwi.de/Redaktion/EN/Dossier/cultural-and-creative-industries.html>

# Ghana

## COUNTRY PROFILE - Ghana

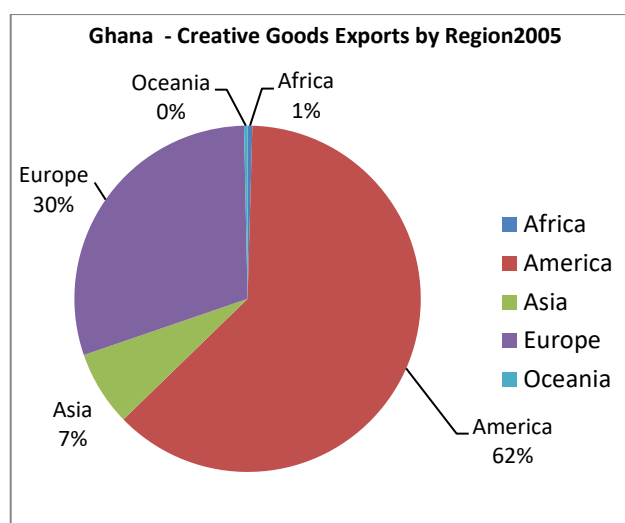
Creative Industries Trade Performance, 2005 - 2014					Value in Million US\$					
Ghana	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	27.32	86.58	2.27	3.63	9.92	8.05	152.31	4.67	51.89	0.00
Imports	80.81	75.01	106.02	106.40	87.71	121.94	155.18	160.90	175.20	0.00
Balance of Trade	-53.49	11.57	-103.75	-102.77	-77.79	-113.89	-2.87	-156.23	-123.31	0.00



Ghana's creative goods exports stood at \$27.3 million in 2005 and increased to \$51.8 million in 2013. Data for 2014 is not available. Imports of creative goods nearly doubled from \$80.8 million in 2005 to \$175.2 million in 2013, generating a trade deficit of \$123.3 million in 2013. Data for creative goods imports for 2014 is not available. In the quest to create jobs for the youth of Ghana, the government has been urged to focus on the development of the fashion industry.<sup>1</sup>

<sup>1</sup> Chairman of Radford University College, Nana Dwomoh Sarpong, <http://citifmonline.com/2017/05/29/fashion-industry-key-to-ending-unemployment-radford-university-chairman/>

# Ghana



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014									
		2005				2014			
Ghana	Values in Million US \$								
	Partner	Exports	Imports	Balance	Economy	Partner	Exports	Imports	Balance
Ghana	Canada	13.88	1.04	12.83	Ghana	Maldives	0.00	0.00	0.00
Ghana	Spain	5.05	0.17	4.88	Ghana	Solomon Islands	0.00	0.00	0.00
Ghana	United States	3.08	4.09	-1.01	Ghana	Panama, Canal Zone	0.00	0.00	0.00
Ghana	Japan	1.64	0.11	1.53	Ghana	Albania	0.00	0.00	0.00
Ghana	Portugal	1.18	0.01	1.17	Ghana	United Republic of Tanzania	0.00	0.00	0.00
Ghana	Switzerland	0.51	0.26	0.25	Ghana	Algeria	0.00	0.00	0.00
Ghana	Germany	0.44	2.05	-1.61	Ghana	Nepal	0.00	0.00	0.00
Ghana	United Arab Emirates	0.25	2.28	-2.03	Ghana	American Samoa	0.00	0.00	0.00
Ghana	Denmark	0.22	0.28	-0.06	Ghana	Saint Pierre and Miquelon	0.00	0.00	0.00
Ghana	France	0.22	0.54	-0.32	Ghana	Andorra	0.00	0.00	0.00

The minister of Tourism, Culture and Creative Arts announced that feasibility studies to establish a creative fund were being conducted by the ministry. There are various talented artisans and performing arts groups who remain unrecognized locally and internationally because of financial and resource constraints.<sup>2</sup>

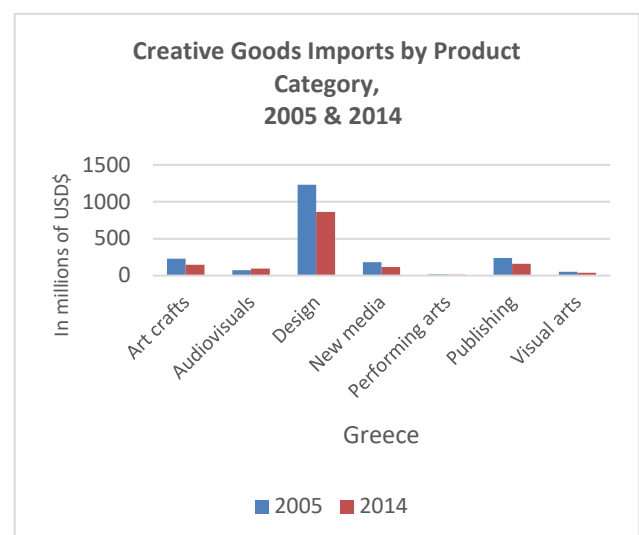
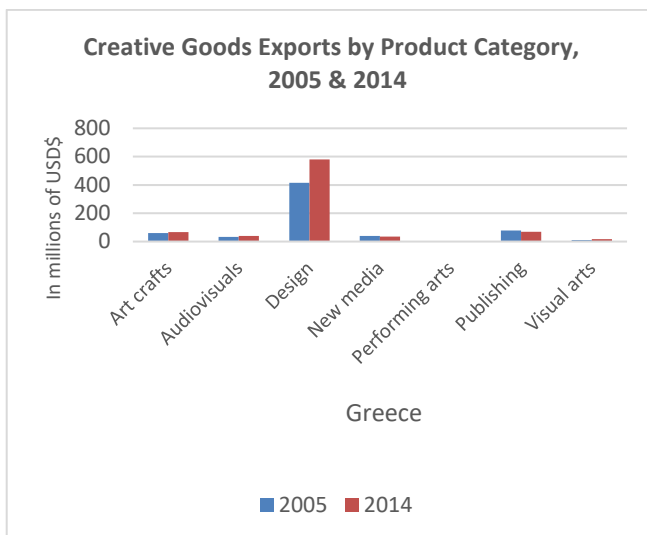
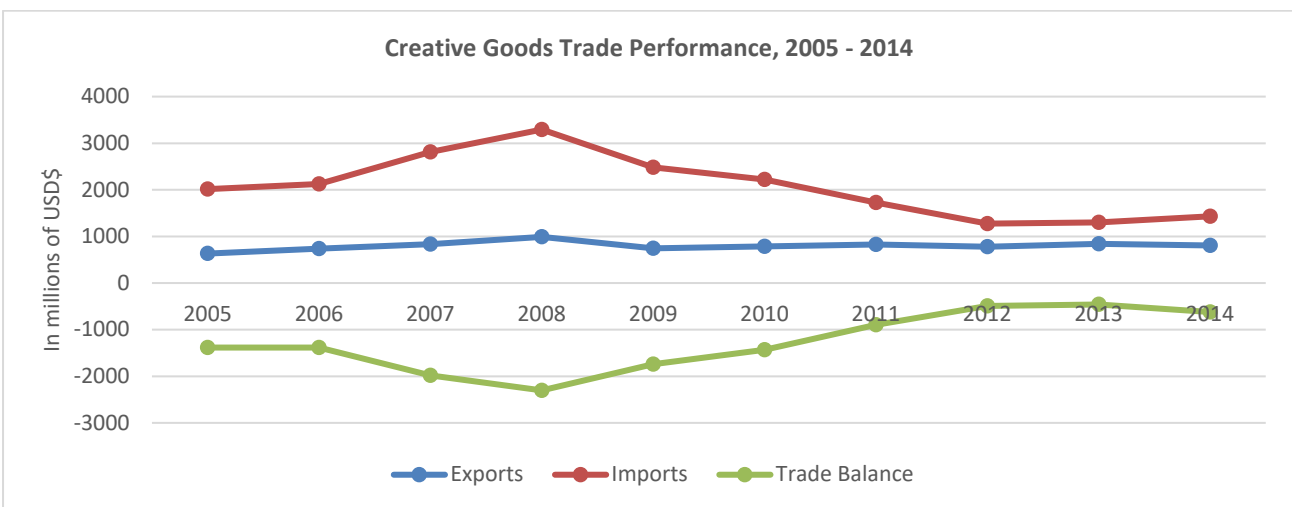
<sup>2</sup> The Cultural Policy of Ghana: Its implementation within the Centre for National Policy, 2018

# Greece

## COUNTRY PROFILE- Greece

### Creative Industries Trade Performance, 2005-2014

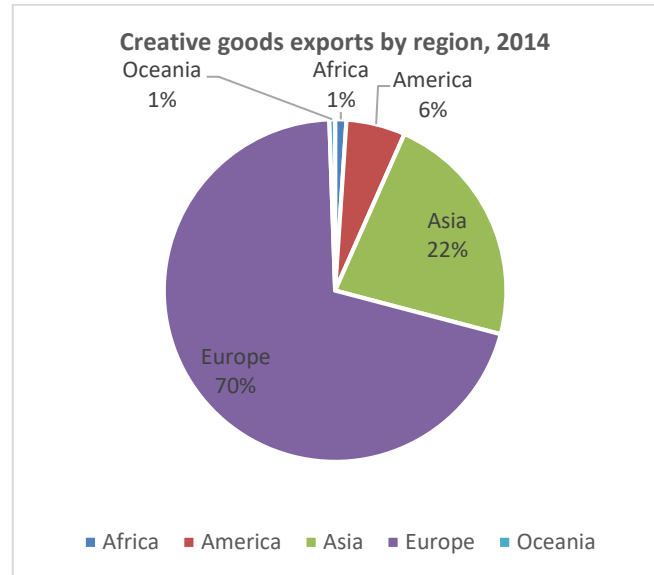
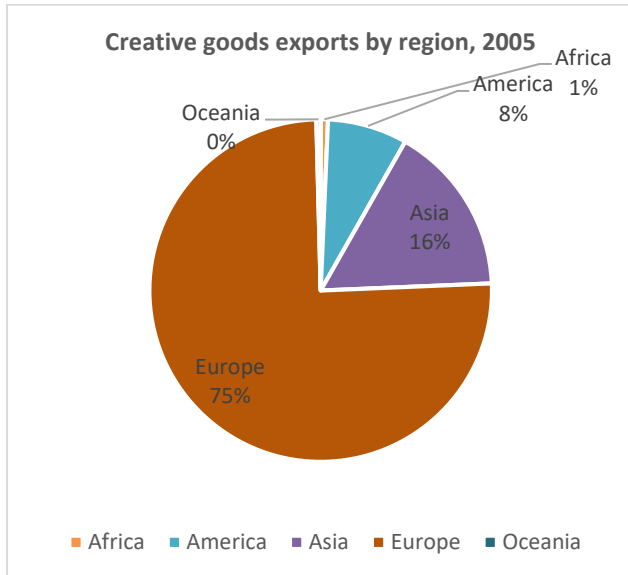
Greece	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	632,11	740,22	831,59	990,31	744,37	786,60	829,18	782,38	840,78	808,74
Imports	2.017,73	2.126,02	2.813,21	3.293,47	2.482,62	2.219,68	1.728,75	1.275,02	1.301,08	1.428,02
Balance of Trade	-1.385,62	-1.385,80	-1.981,62	-2.303,16	-1.738,25	-1.433,08	-899,57	-492,64	-460,30	-619,28



Creative goods exports more than doubled from \$390.4 million in 2005 to \$808,7 million in 2014. In 2014, design goods, art crafts, publishing and audiovisuals accounted for the largest share of creative goods exports. The financial crisis had an impact on the creative industries as we can observe in the decline of exports in 2009 but in 2014 signs of recovery were showing. A stabilizing trend is expected for the sectors of advertising, printing-manufacturing-handicrafts, arts and audiovisuals, while it appears that publishing, radio and TV will enter another downturn of low intensity.<sup>1</sup>

<sup>1</sup> [Mapping the Cultural and Creative Industries in Greece](#), General Secretariat for Media and Communication

# Greece



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Russian Federation	140.67	12.75	127.92	Russian Federation	109.13	13.23	95.90
2	Cyprus	84.86	21.42	63.44	Cyprus	108.94	23.09	85.86
3	United Arab Emirates	62.99	1.97	61.02	United Arab Emirates	107.43	8.48	98.95
4	United States	37.27	27.55	9.72	Bulgaria	60.67	26.76	33.91
5	Germany	36.96	206.06	-169.09	Germany	41.47	142.55	-101.08
6	United Kingdom	30.99	110.50	-79.51	United Kingdom	39.40	134.77	-95.37
7	Italy	29.84	358.74	-328.90	United States	32.16	12.54	19.62
8	Spain	22.55	61.73	-39.18	Italy	30.93	211.27	-180.34
9	France	18.86	117.91	-99.05	Romania	30.27	6.37	23.89
10	Bulgaria	15.74	12.43	3.31	Turkey	29.65	60.76	-31.11

In 2014, Europe was the main destination market for creative goods exports from Greece with a 70% market share, followed by Asia and the Americas with 22% and 6% respectively. Greece had a high trade deficit with Italy at \$180 million and Germany at \$101 million in 2014. The main export market was the Russian Federation, with exports worth \$109 million. Creative services exports stood at \$2.1 billion in 2014. Telecommunications, computer, and information services accounted for the largest share with exports worth \$713 million followed by architectural, engineering, scientific, and other technical services, at \$366 million and advertising, market research, and public opinion polling services at \$239 million. Imports stood at \$1.1 billion in 2014.

# Greece

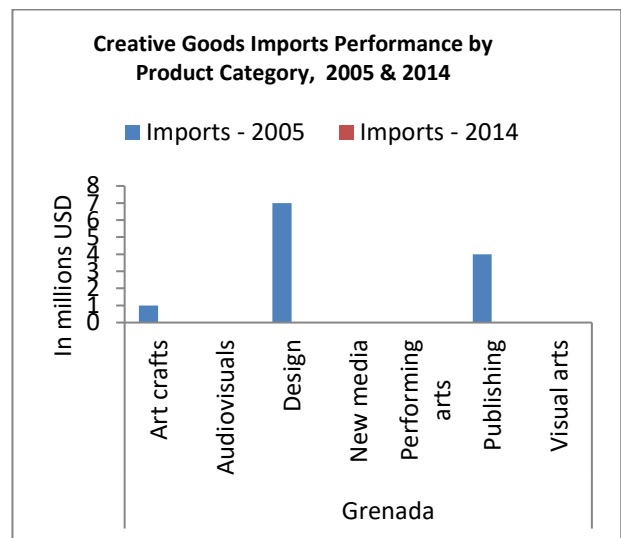
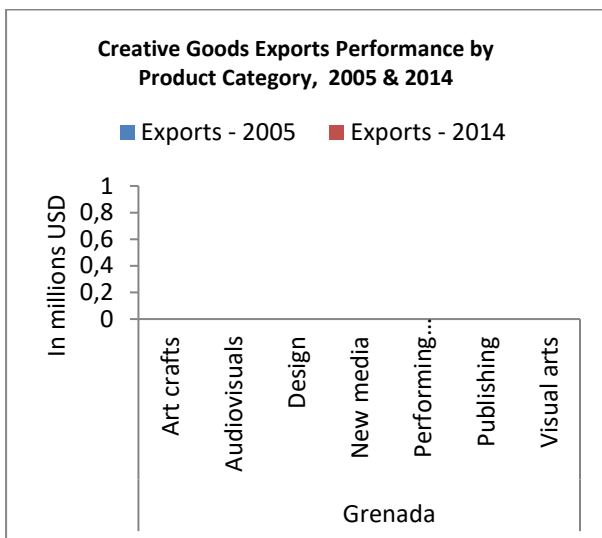
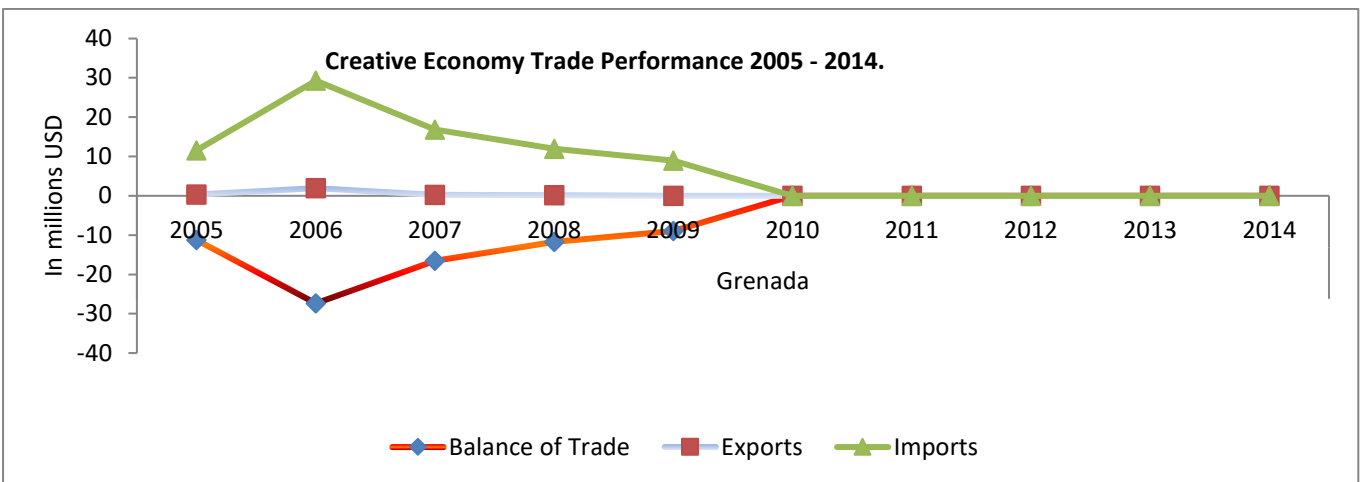
## Creative services

	2008	2009	2010	2011	2012	2013	2014
<b>Greece</b>							2155.4
<b>EXPORTS</b>							
<b>Other business Services</b>	125.5	126.2	286.2	384.8	378.4	1104.8	1208.4
Advertising, market research, and public opinion polling services			172.2	240.1	246.2	238.1	238.9
Architectural services			0.0	0.0	0.0	0.0	0.0
Architectural, engineering, scientific, and other technical services			0.0	0.0	0.0	316.8	366.3
R&D , sale of proprietary rights arising from R&D						0.0	0.0
R&D work undertaken on a systematic basis to increase the stock of knowledge						180.2	197.6
R&D, Provision of customized and non-customized R&D services						180.2	197.6
Research and development (R&D)	125.5	126.2	114.0	144.7	132.2	189.6	208.0
<b>Personal, cultural and recreational services</b>		134.2	136.4	168.8	161.4	168.5	233.6
Audiovisual and related services		134.2	136.4	168.8	161.4	161.7	226.2
Other personal, cultural, and recreational services, heritage and recreational services			0.0	0.0	0.0	6.8	7.4
<b>Telecommunications, computer, and information services</b>		401.5	496.1	519.1	460.6	531.5	713.4
Computer services		365.9	448.7	468.8	418.5	480.1	645.7
Information services		35.6	23.7	25.2	21.1	25.6	33.8
Information services, News agency			23.7	25.2	21.1	15.0	19.8
Information services, Other (other than news agency)			0.0	0.0	0.0	10.8	14.1
<b>IMPORTS</b>							1139.7
<b>Other business Services</b>	183.3	148.6	318.0	262.6	179.5	601.9	578.9
Advertising, market research, and public opinion polling services			148.9	126.2	94.3	78.5	82.8
Architectural services			0.0	0.0	0.0	0.0	0.0
Architectural, engineering, scientific, and other technical services			0.0	0.0	0.0	220.1	242.1
R&D , sale of proprietary rights arising from R&D						0.0	0.0
R&D work undertaken on a systematic basis to increase the stock of knowledge						99.3	83.2
R&D, Provision of customized and non-customized R&D services						99.3	83.2
Research and development (R&D)	183.3	148.6	169.1	136.4	85.2	104.6	87.6
<b>Personal, cultural and recreational services</b>		144.1	133.9	124.4	96.8	94.8	166.1
Audiovisual and related services		144.1	133.9	124.4	96.8	71.7	143.0
Other personal, cultural, and recreational services, heritage and recreational services			0.0	0.0	0.0	23.1	23.1
<b>Telecommunications, computer, and information services</b>		498.2	622.6	550.5	304.1	310.4	394.7
Computer services		419.9	464.7	444.3	241.9	240.9	279.0
Information services		78.4	78.9	53.1	31.1	34.8	57.8
Information services, News agency			78.9	53.1	31.1	34.8	57.8

# Grenada

## COUNTRY PROFILE - Grenada

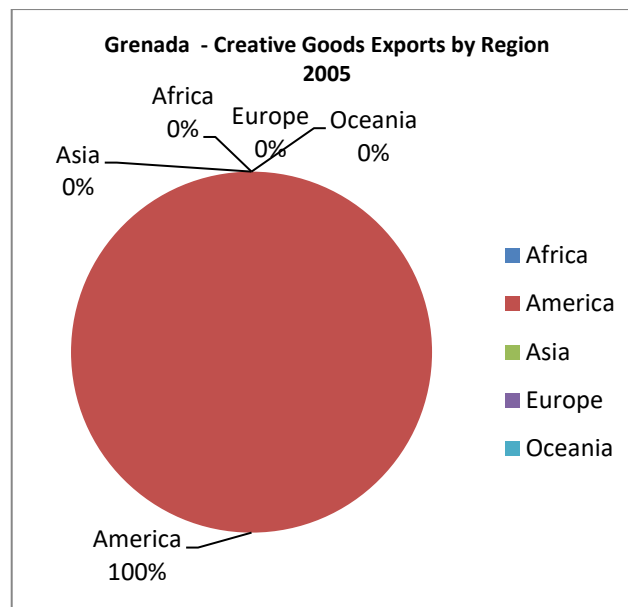
Creative Industries Trade Performance, 2005 - 2014					Value in Million US\$					
Grenada	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0.33	1.93	0.25	0.20	0.00	0.00	0.00	0.00	0.00	0.00
Imports	11.59	29.29	16.81	11.94	8.95	0.00	0.00	0.00	0.00	0.00
Balance of Trade	-11.26	-27.36	-16.56	-11.74	-8.95	0.00	0.00	0.00	0.00	0.00



Data for creative goods exports is not available beyond 2008. Similarly, data for creative goods imports is only available up to 2009. The Ministry for Tourism, Civil Aviation, Culture and the Performing Arts has overall responsibility for the creation and implementation of the National Cultural Policy. The Government of Grenada recognizes the critical and irreplaceable role of education in developing the creative imagination, not only for artistic interest but problem-solving in general and the importance of education in developing self-reliance and an awareness of the possibilities of the cultural heritage for stimulating self-reliance and self-realization.<sup>1</sup>

<sup>1</sup> [National Cultural Policy Grenada](#), Consultation document

# Grenada



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
Economy	2005				2014			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	0.27	5.93	-5.66	Maldives	0.00	0.00	0.00
2	Colombia	0.03	0.01	0.02	Solomon Islands	0.00	0.00	0.00
3	Saint Vincent and the Grenadines	0.01	0.02	-0.00	Panama, Canal Zone	0.00	0.00	0.00
4	Trinidad and Tobago	0.01	1.10	-1.09	Albania	0.00	0.00	0.00
5	Barbados	0.00	0.07	-0.07	United Republic of Tanzania	0.00	0.00	0.00
6	Saint Lucia	0.00	0.05	-0.05	Algeria	0.00	0.00	0.00
7	Bermuda	0.00	0.00	0.00	Nepal	0.00	0.00	0.00
8	United Kingdom	0.00	1.87	-1.87	American Samoa	0.00	0.00	0.00
9	Guyana	0.00	0.09	-0.09	Saint Pierre and Miquelon	0.00	0.00	0.00
10	Jamaica	0.00	0.03	-0.03	Andorra	0.00	0.00	0.00

The main markets for creative goods exports in 2005 were the United States and Colombia. Grenada held a trade deficit with most of its major trading partners for creative goods. Over the past three decades, the economy has shifted from one of agriculture-dominant into that of services-dominant, with tourism serving as the leading foreign currency earning sector. In June 2018, the Caribbean Tourism Organization (CTO) ranked Grenada in the top three markets in terms of expected growth in tourists and said that the destination continues to be trending internationally.<sup>2</sup>

<sup>2</sup> <http://www.puregrenada.com/news/pure-grenadas-tourism-performance-maintains-hot-streak-with-double-digit->

# Grenada

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Pure Grenada Music Festival mandated to create viable avenues for artistic expression and development of musicians in Grenada, Carriacou and Petite Martinique. Over 100 Grenadian musicians, band members included were provided with the coveted opportunity to make their mark in the music industry in 2018<sup>3</sup>.

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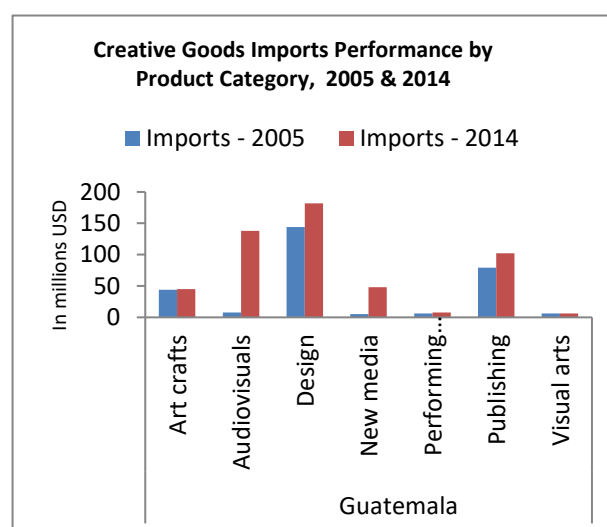
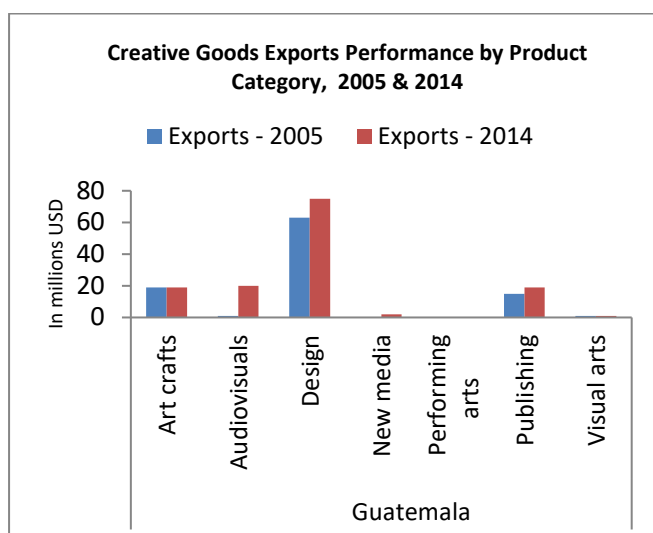
growth-year-to-date/

<sup>3</sup> [2019 dates for Pure Grenada Music Festival announced](#)

# Guatemala

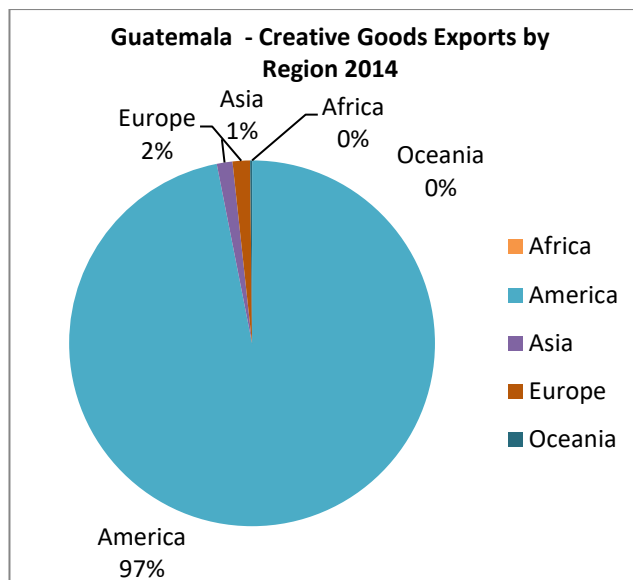
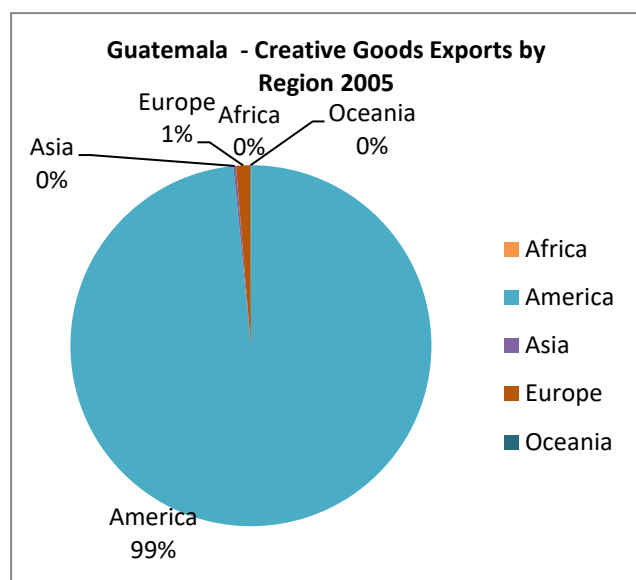
## COUNTRY PROFILE - Guatemala

Creative Industries Trade Performance, 2005 - 2014					Value in Million US\$					
Guatemala	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	99.26	43.52	98.97	106.30	117.35	121.37	139.74	150.51	141.38	136.51
Imports	292.22	250.20	411.88	398.88	334.69	413.96	420.32	474.40	471.16	528.58
Balance of Trade	-192.96	-206.68	-312.91	-292.58	-217.34	-292.59	-280.58	-323.89	-329.78	-392.07



Creative goods exports increased from \$99.6 million in 2005 up to \$136.5 million in 2014. Interior design goods accounted for the largest share of creative goods exports worth of \$75 million. Standing at \$20 million, audiovisual goods (CDs, DVDs), was the second largest subsector in terms of creative goods exports, followed by art crafts at \$19 million. The artisan sector is a great generator of jobs, since it creates around 1 million jobs, most of which are held by indigenous women dispersed across the 22 departments of Guatemala. In 2014, creative goods imports were four times higher than exports, with a total value of \$528.5 million, generating a trade deficit of \$392 million.

# Guatemala



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
Partner	2005				2014			
	Values in Million US \$				Values in Million US \$			
Partner	Exports	Imports	Balance	Economy	Partner	Exports	Imports	Balance
United States	59.29	90.27	-30.98	Guatemala	United States	54.77	185.91	-131.14
El Salvador	15.29	4.58	10.71	Guatemala	El Salvador	21.51	20.58	0.92
Honduras	8.42	0.30	8.13	Guatemala	Honduras	16.85	3.95	12.91
Nicaragua	3.10	0.05	3.05	Guatemala	Nicaragua	12.44	0.82	11.62
Costa Rica	2.50	2.06	0.44	Guatemala	Panama	6.45	23.66	-17.20
Mexico	2.39	27.52	-25.13	Guatemala	Peru	5.26	9.33	-4.07
Panama	2.07	5.64	-3.57	Guatemala	Mexico	5.18	57.32	-52.14
Dominican Republic	1.15	0.19	0.96	Guatemala	Costa Rica	4.69	6.56	-1.86
Haiti	0.61	0.01	0.60	Guatemala	Dominican Republic	1.98	0.48	1.50
Colombia	0.57	16.23	-15.66	Guatemala	Bahamas	1.19	0.00	1.19

From 2005 to 2014, the main destination market for creative goods exports was the Americas. In 2014, Guatemala had a trade deficit of \$131.1 million with the United States, and one of \$52.1 million with Mexico. The audiovisual sector of Guatemala had, by 2015, doubled its production since the turn of the century and earned in excess of \$800,000 dollars in exports, according to the Guatemalan Association of Exporters (Agexport). Carlos Argüello, a renowned production digital designer from Guatemala, led the way for the creative industry or "orange economy" in producing a number of successful films, such as Las Crónicas de Narnia through its Studio C foundation.

# Guatemala

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## Highlights:

- Guatemala is becoming a reference point for the design and processing of wood. "The products that we export the most are doors and floors of fine woods; however, we not only use wood from our forests but we also import wood from Canada and the United States, which we then process here and export again as finished products."
- "With the Guatemalan Culture as a source of inspiration, particularly Mayan designs of cities and temples, the Guatemalan creative industry has great potential."<sup>1</sup> However, stimuli are required to attract investment.
- Guatemalan Carlos Argüello is known both as a creative and as a social innovator. The Oscar-nominated mastermind behind unforgettable visual effects in Hollywood blockbusters like "The Chronicles of Narnia," "Batman and Robin," "The Devil's Advocate," "The Mummy" and "Armageddon" and groundbreaking music videos for artists like Michael Jackson and David Byrne is now using the same digital technology to explode preconceptions of Latin American youth and create new futures in Guatemala and beyond. Through his Connect Americas Foundation, he has embarked on a mission to train hundreds of young designers in Guatemala, El Salvador and Costa Rica.<sup>2</sup>

## Sources:

[Artesanías de Guatemala, tradición y riqueza cultural](#), Inversión y Desarrollo, 2016

[Los Muebles Guatemaltecos que brillan y enamoran en el extranjero](#), Negocios, 2016

[Conoce a Carlos Argüello, un reconocido diseñador que apuesta al talento joven](#), Connect Americas, IADB

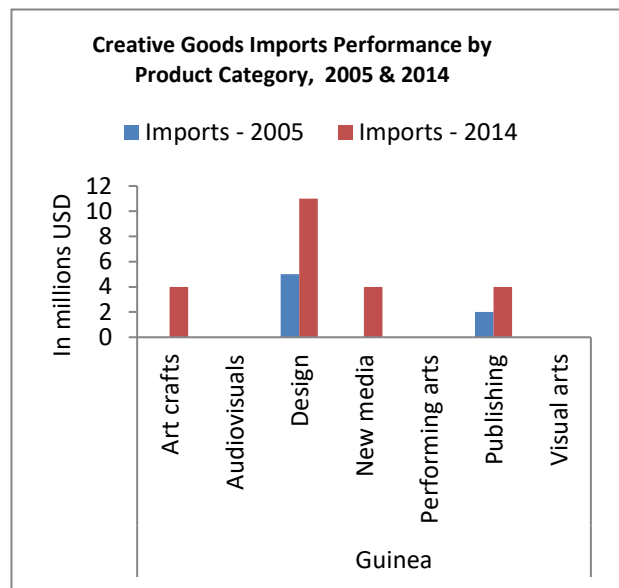
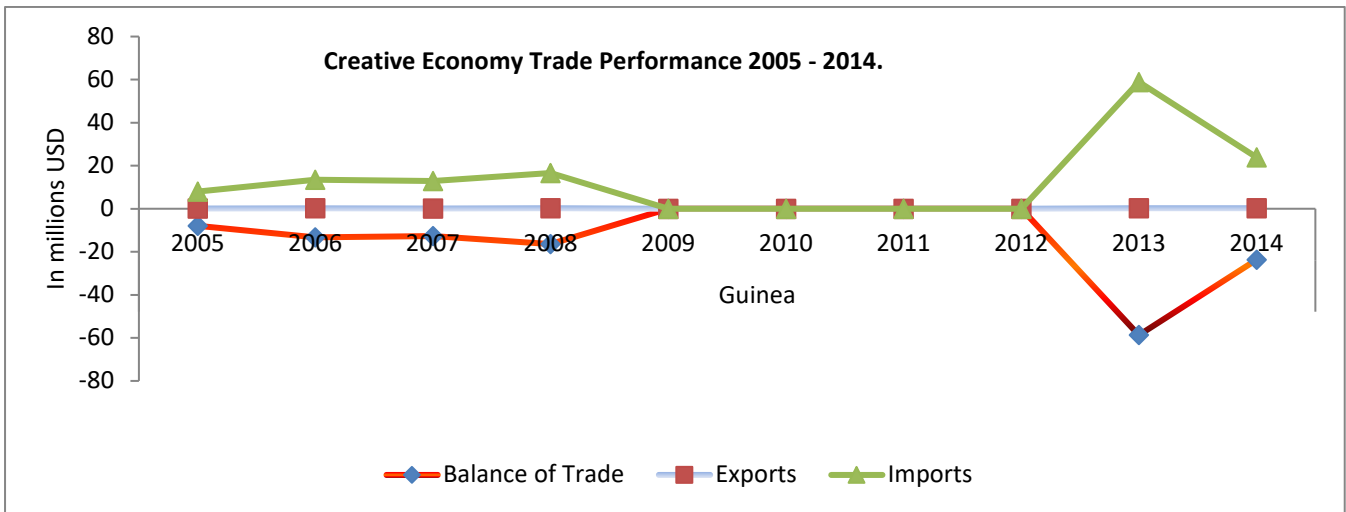
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<sup>1</sup> [Sector audiovisual de Guatemala dobla su producción en sólo 15 años](#), La Prensa, 2016

<sup>2</sup> [Carlos Argüello, Visualizing a Digital Future for Latin America](#), Revue, 2014

# Guinea

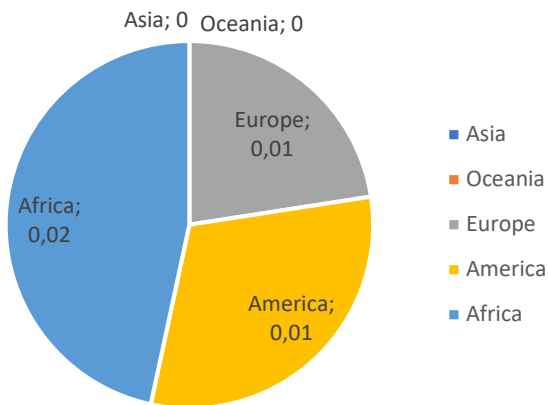
COUNTRY PROFILE - Guinea										
Creative Industries Trade Performance, 2005 - 2014						Value in Million US\$				
Guinea	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0.05	0.19	0.14	0.17	0.00	0.00	0.00	0.00	0.17	0.17
Imports	7.94	13.52	12.90	16.56	0.00	0.00	0.00	0.00	58.89	23.93
Balance of Trade	-7.89	-13.33	-12.76	-16.39	0.00	0.00	0.00	0.00	-58.72	-23.76



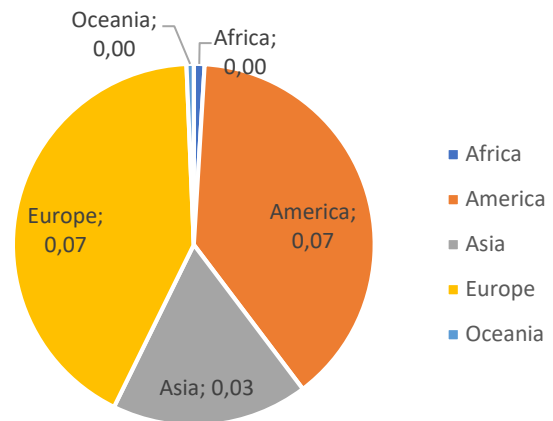
In 2014, while creative goods exports stood at less than \$1 million, imports of creative goods stood at \$23.9 million. Design goods (fashion accessories, interior and jewelry), art crafts, publishing and new media accounted for the largest share of imports. Conakry was elected World Book Capital by UNESCO in 2017. In the 1960's, les Ballet Africains were established to highlight Guinea's rich cultural traditions. However, today, performances are undertaken at the national assembly due to the lack of their own space.

# Guinea

Guinea - Creative Goods Exports by Region  
2005



Guinea - Creative Goods Exports by Region  
2014



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014									
		2005				2014			
Guinea	Partner	Exports	Imports	Balance	Economy	Partner	Exports	Imports	Balance
1	United States	0.02	0.87	-0.86	Guinea	Germany	0.04	0.18	-0.14
2	United Republic of Tanzania	0.01	0.00	0.01	Guinea	United States	0.04	0.64	-0.60
3	France	0.01	1.81	-1.81	Guinea	Chile	0.03	0.00	0.03
4	Gambia	0.01	0.00	0.01	Guinea	Viet Nam	0.03	0.00	0.03
5	Senegal	0.00	0.06	-0.06	Guinea	France	0.02	3.23	-3.21
6	Belgium	0.00	0.17	-0.17	Guinea	Netherlands	0.01	0.08	-0.07
7	Netherlands	0.00	0.05	-0.05	Guinea	Switzerland	0.00	0.10	-0.10
8	Micronesia (Federated States of)	0.00	0.00	0.00	Guinea	Spain	0.00	0.14	-0.14
9	Switzerland	0.00	0.04	-0.04	Guinea	Belgium	0.00	0.18	-0.18
10	Rwanda	0.00	0.00	0.00	Guinea	Papua New Guinea	0.00	0.00	0.00

In 2014, the main destination markets for creative goods exports were Europe and the Americas, and in particular to the German and the United States' markets. Creative services exports stood at \$12.1 million in 2013, led by the exports of personal, cultural and recreational services. Creative services imports stood at \$23.8 million in 2013, driven by the exports of telecommunications, computer, and information services. Data for 2014 was not available.

# Guinea

## Creative services

	2008	2009	2010	2011	2012	2013
<b>Guinea</b>						
<b>EXPORTS</b>	2.35	3.96	5.06	3.29	4.46	12.16
<b>Personal, cultural and recreational services</b>	2.35	3.96	5.06	3.29	4.46	12.16
Audiovisual and related services	2.35	3.96	5.06	3.29	4.46	12.16
<b>Telecommunications, computer, and information services</b>	0.28	0.06		0.04	0.84	
Computer services	0.28	0.06		0.04	0.84	
<b>IMPORTS</b>	7,4	3,7	0,62	1,62	2,77	23,83
<b>Personal, cultural and recreational services</b>			0.01		0.01	0.08
Audiovisual and related services			0.01		0.01	0.08
<b>Telecommunications, computer, and information services</b>	7.4	3.7	0.61	1.62	2.76	23.75
Computer services	7.4	3.7	0.61	1.62	2.76	23.75

### Highlights:

- Guinea was severely hit by the Ebola outbreak in 2014 and experienced a dramatic slowdown in the economy. However, by 2016, the economy was growing again. Over the last 5 years, Guinea has witnessed significant changes in the market, with the opening of renovated hotels and a 4\* international hotel.<sup>1</sup>

<sup>1</sup> [Special Market Report Guinea](#)

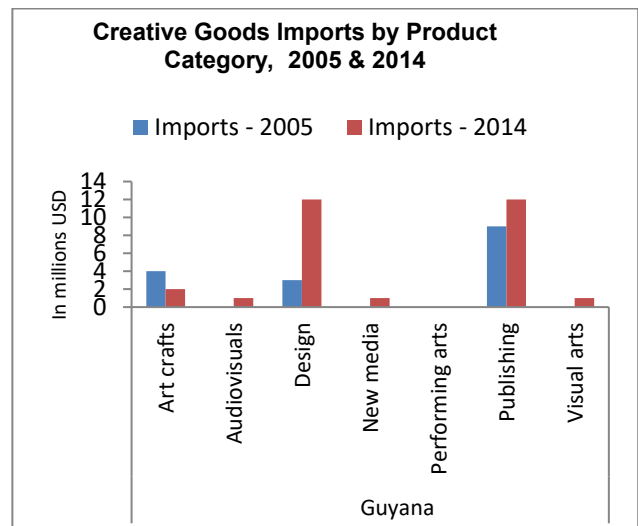
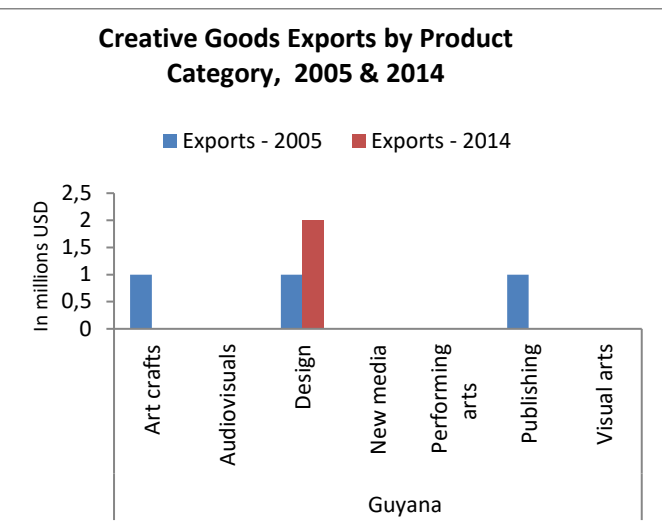
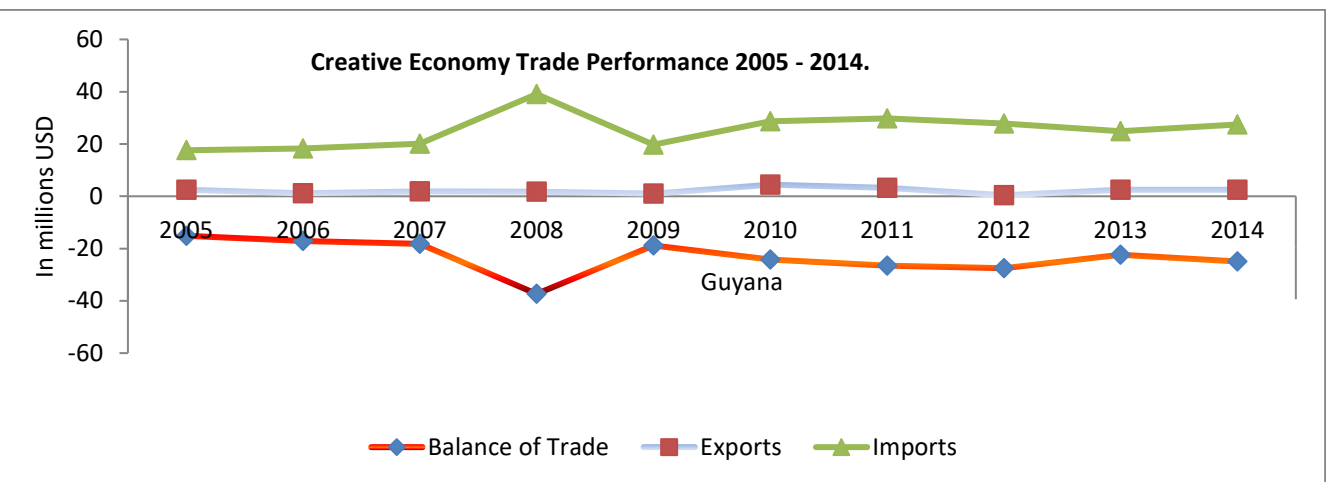
# Guyana

## COUNTRY PROFILE- Guyana

Creative Industries Trade Performance, 2005-2014

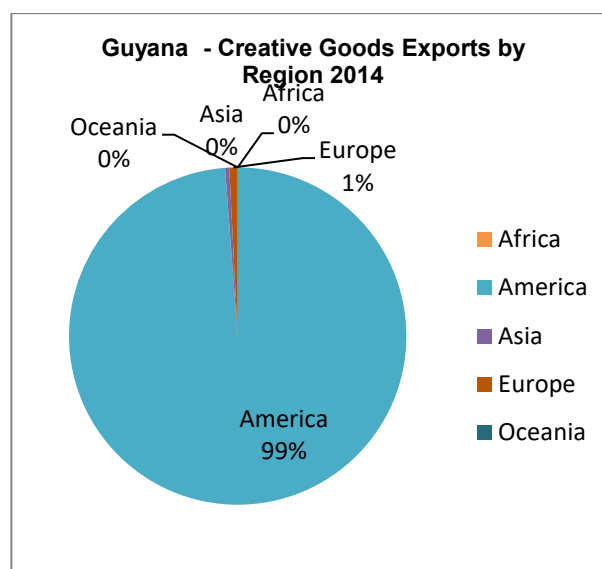
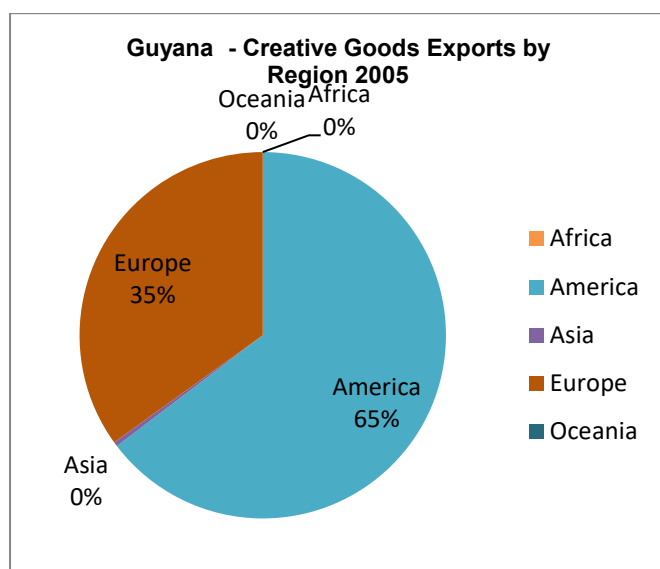
Value in Million US\$

Guyana	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	2,49	1,16	1,90	1,74	0,99	4,43	3,25	0,39	2,46	2,50
Imports	17,61	18,27	20,13	39,07	19,80	28,64	29,81	27,87	24,88	27,45
Balance of Trade	-15,12	-17,11	-18,23	-37,33	-18,81	-24,21	-26,56	-27,48	-22,42	-24,95



In 2014, creative goods exports stood at \$2.5 million, of which design goods (jewelry), at a value of \$2 million, accounted for the largest share. Imports stood at \$27.5 million, driven mainly by imported books and journals worth \$12 million, followed by design goods at \$12 million, including fashion goods, interior design and jewelry. Guyana posted a trade deficit of \$24.9 million in 2014.

# Guyana



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Guyana		Values in Million US \$			Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	0,91	9,33	-8,42	United States	2,21	13,78	-11,58
2	Netherlands	0,83	0,08	0,75	Trinidad and Tobago	0,07	2,26	-2,19
3	Barbados	0,17	0,03	0,15	Canada	0,06	0,61	-0,55
4	Grenada	0,12	0,00	0,12	Jamaica	0,03	0,04	-0,01
5	Dominican Republic	0,11	0,01	0,10	Barbados	0,02	0,10	-0,08
6	Trinidad and Tobago	0,10	2,71	-2,62	Suriname	0,02	0,06	-0,04
7	Netherlands Antilles	0,06	0,03	0,02	Brazil	0,02	0,38	-0,36
8	Saint Lucia	0,05	0,00	0,05	Venezuela (Bolivarian Rep. of)	0,02	0,00	0,02
9	Dominica	0,04	0,01	0,03	Saint Lucia	0,02	0,01	0,00
10	Antigua and Barbuda	0,03	0,04	-0,02	Saint Kitts and Nevis	0,01	0,00	0,01

In 2014, the main destination market for creative goods exports was the Americas with 99% market share. Guyana posted a significant trade deficit of \$11.5 million with the United States in 2014. Creative services exports fell sharply from \$7 million in 2010 to stand at just \$0.5 million in 2014.

# Guyana

## CREATIVE SERVICES

GUYANA	Value in Millions of \$				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	7,0	8,3	9,7	5,0	0,5
<b>Telecommunications, computer, and information services</b>	7,0	8,3	9,7	5,0	0,5
Computer services	7,0	8,3	9,7	5,0	0,5
<b>IMPORTS</b>	6,6	8,9	12,0	9,0	1,4
<b>Telecommunications, computer, and information services</b>	6,6	8,9	12,0	9,0	1,4
Computer services	6,6	8,9	12,0	9,0	1,4

### Highlights:

- The Caribbean Development Bank (CDB) has announced that it will provide the initial capitalisation for a multi-donor fund to improve the competitiveness of the cultural and creative industries sector in its Borrowing Member Countries (BMCs). The bank is making an initial contribution of \$2.6 million for the establishment of the Cultural and Creative Industries Innovation Fund (CIIF) as a pilot intervention and it will also administer the fund.<sup>1</sup>
- Underscoring the importance of protecting Guyana's environment, an inaugural Environmental Film Festival was held in 2017 in Umana Yana. The festival sought to use the creative industry component of films (via short films and documentary features) to promote Guyana's abundant natural resources and greenery while advocating environmental sustainability.<sup>2</sup>

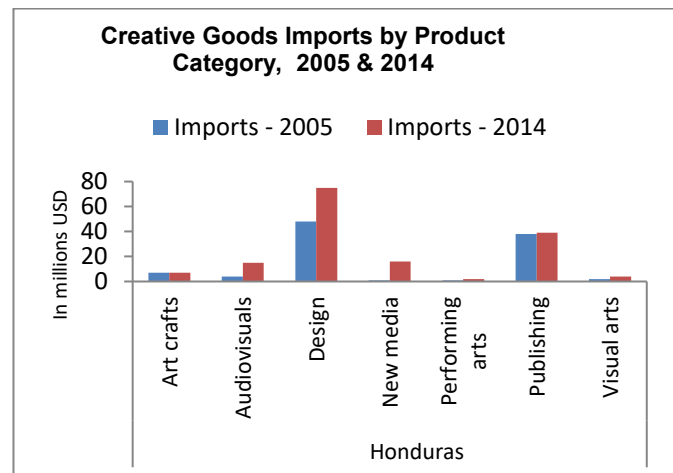
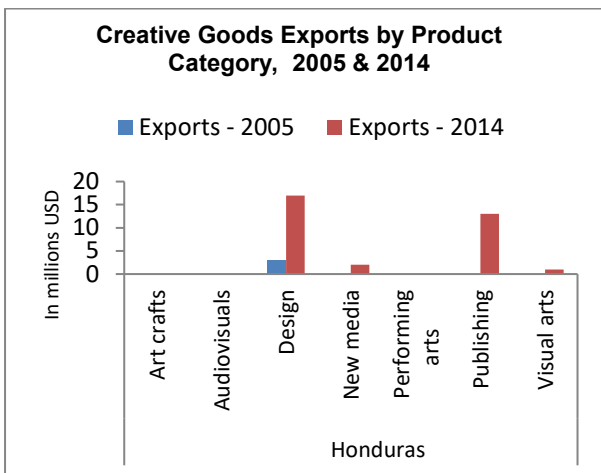
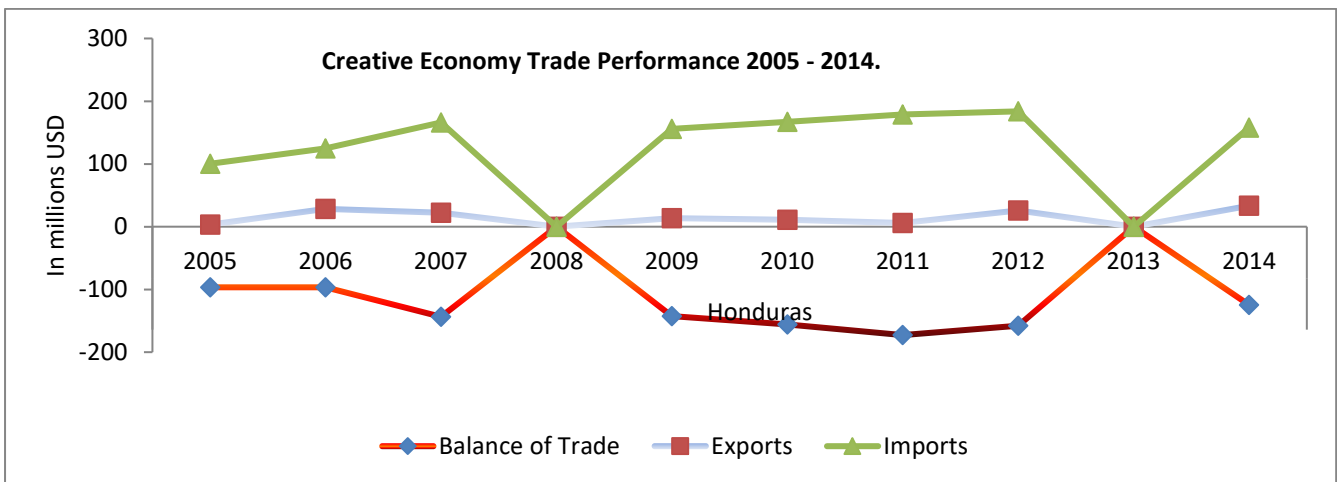
<sup>1</sup> [CDB establishes Cultural](#), Creative Industries Innovation Fund, July 2017

<sup>2</sup> [Film festival plugs the environment](#), June 2017

# Honduras

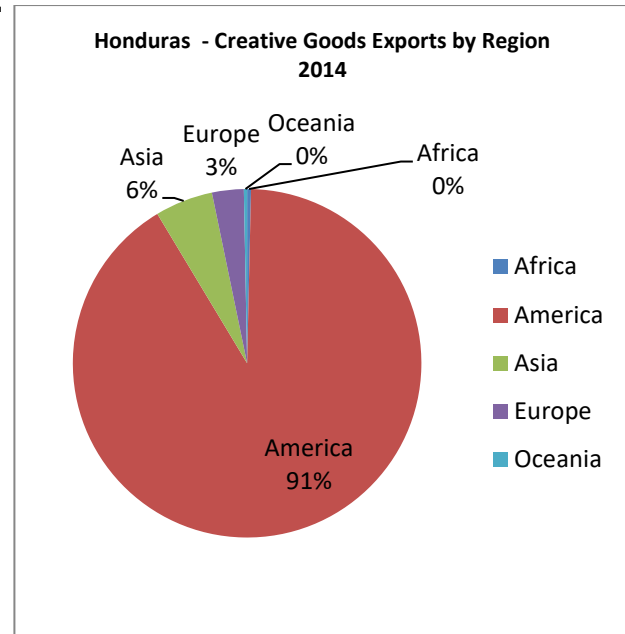
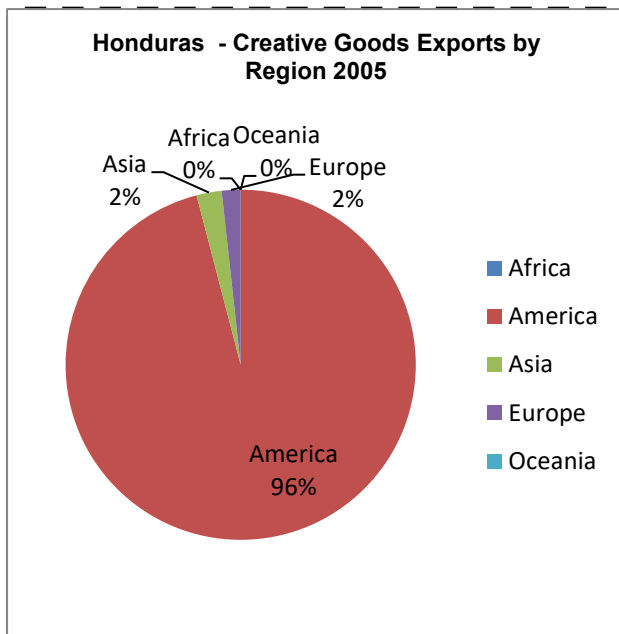
## COUNTRY PROFILE - Honduras

Creative Industries Trade Performance, 2002 and 2015					Value in Million US\$					
Honduras	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3,44	28,31	22,46	0,00	13,36	11,13	5,98	26,07	0,00	33,31
Imports	100,05	124,93	166,14	0,00	155,77	167,16	178,74	183,81	0,00	157,79
Balance of Trade	-96,61	-96,62	-143,68	0,00	142,41	-156,03	-172,76	-157,74	0,00	-124,48



From 2005 to 2014, Honduras's creative goods exports ranged from a low of \$3.4 million in 2005 to a high of \$33.3 million in 2014. Design goods (fashion goods, interior design, and jewelry) stood at \$17 million in 2014 and accounted for the largest share of creative goods exports. Publishing (books and videos) is the second most dynamic group of creative goods exports, valued at \$13 million in 2014. Honduras's imports of creative goods are seven times higher than its exports, generating a trade deficit of \$124.4 million.

# Honduras



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Nicaragua	1,53	0,34	1,20	United States	17,90	39,85	-21,95
2	United States	0,69	38,24	-37,55	El Salvador	3,97	7,63	-3,67
3	El Salvador	0,54	4,64	-4,09	Nicaragua	3,67	0,09	3,58
4	Guatemala	0,15	5,52	-5,37	Mexico	2,07	14,50	-12,44
5	Mexico	0,14	11,45	-11,31	Guatemala	1,30	9,49	-8,19
6	Costa Rica	0,11	2,75	-2,64	Philippines	0,50	0,22	0,28
7	China	0,05	9,44	-9,39	Italy	0,48	2,59	-2,11
8	Brazil	0,04	4,29	-4,25	Colombia	0,34	2,65	-2,31
9	Jamaica	0,04	0,00	0,04	China	0,32	52,07	-51,76
10	United Kingdom	0,04	0,04	-0,01	Costa Rica	0,30	1,83	-1,53

In 2014, the main destination markets for creative goods exports were the Americas with 91% of market share, Asia (6%) and Europe (3%). According to the World Bank, in 2016, 60.9% of households in the country were living in poverty.<sup>1</sup> As a result, large numbers of youth try to emigrate, especially to the United States. Emerging street artists, like M. Urbano and R. Blinky, are dedicated to bringing art into the city and creating positive spaces for young people to express themselves non-violently. Honduras's main creative services export is computer services, with earnings of over \$8 million in 2013.

<sup>1</sup> World Bank, <http://www.worldbank.org/en/country/honduras/overview>  
Creative Economy Outlook / Country Profiles

# Honduras

## CREATIVE SERVICES

HONDURAS	2010	2011	2012	2013
<b>EXPORTS</b>	4,5	9,4	8,1	8,4
Charges for the use of intellectual property n.i.e				
Other business Services				
Personal, cultural and recreational services				
Telecommunications, computer, and information services	4,5	9,4	8,1	8,4
Computer services	4,5	9,4	8,1	8,4
Information services	0,0	0,0	0,0	0,0
<b>IMPORTS</b>				
Charges for the use of intellectual property n.i.e				
Other business Services				
Personal, cultural and recreational services				
Telecommunications, computer, and information services				

### Highlights:

- The creative scene is stronger than ever across the arts: from literature to music, art to design to theatre, with Honduran artists searching for a new Honduran identity within the arts scene.<sup>2</sup>
- Honduras is a country with a forestry tradition and artisans have taken advantage of wood to create craftsmanship with a high level of accomplishment. They carve almost anything that exists in the environment, people, faces, landscapes, copies of primitive paintings among others.<sup>3</sup>
- One of the original ethnic groups of Honduras is the Lencas, the women of which a loom to make colorful handicrafts , such as ponchos, head covers, tablecloths and textiles.

### Sources:

[Street Art to Save a Generation](#) | Art World: San Pedro Sula, December 2015, Creators

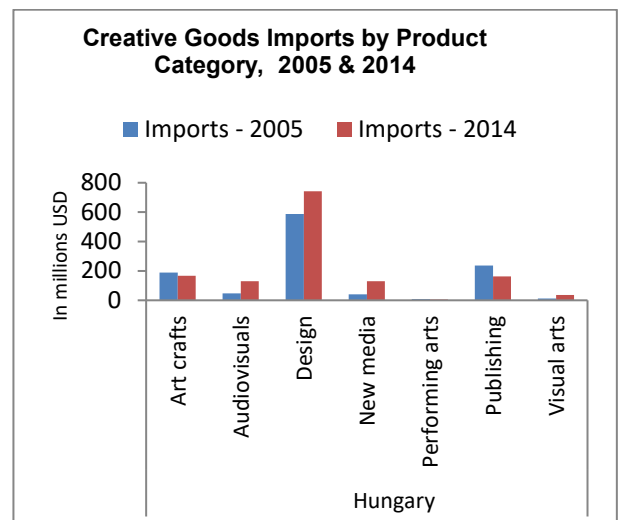
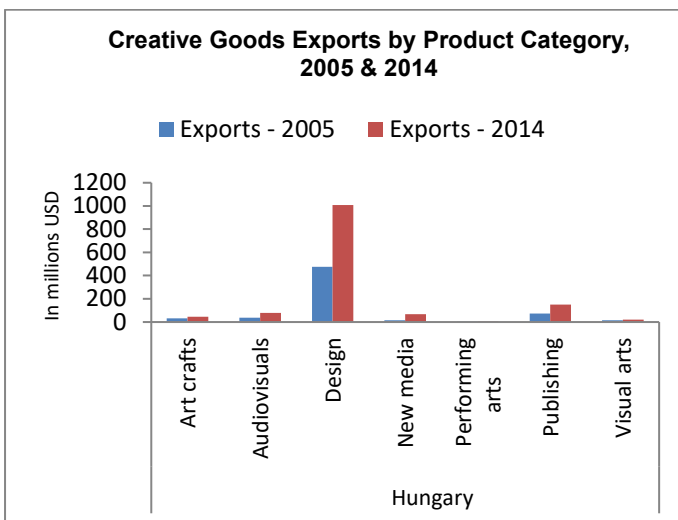
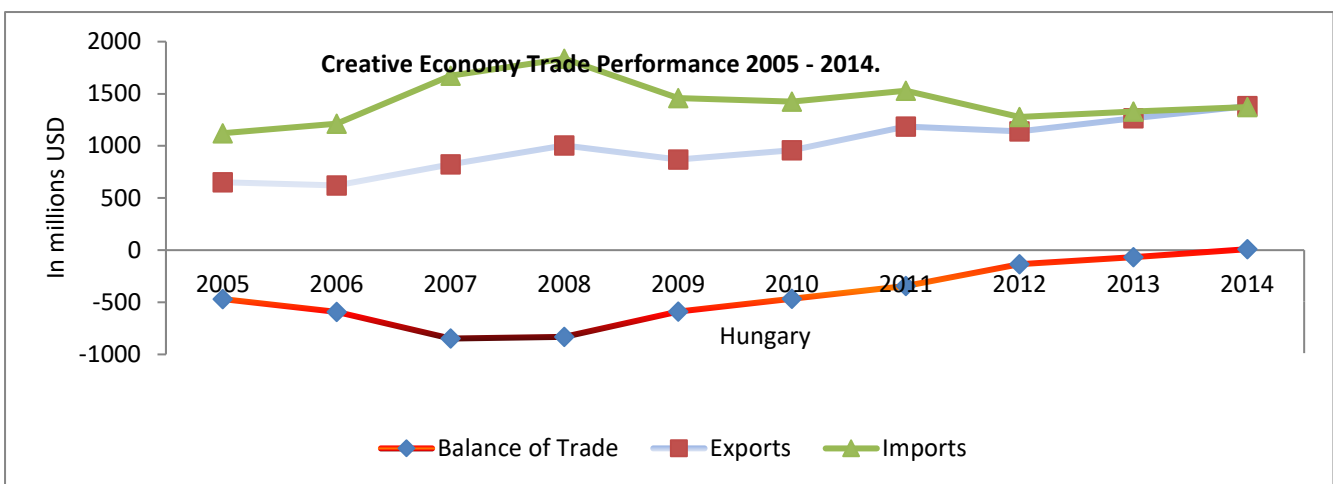
<sup>2</sup> [Honduras Memoria Creativa](#)

<sup>3</sup> [La artesanía hondureña, arte del pueblo y de la nación](#), HIG

# Hungary

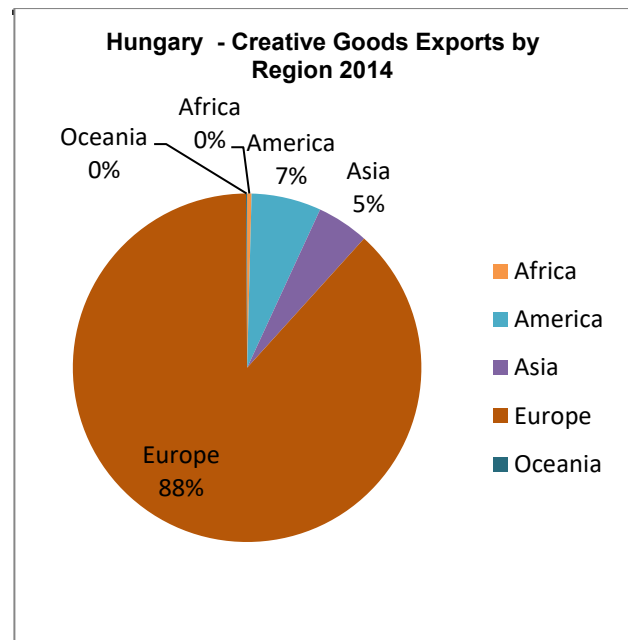
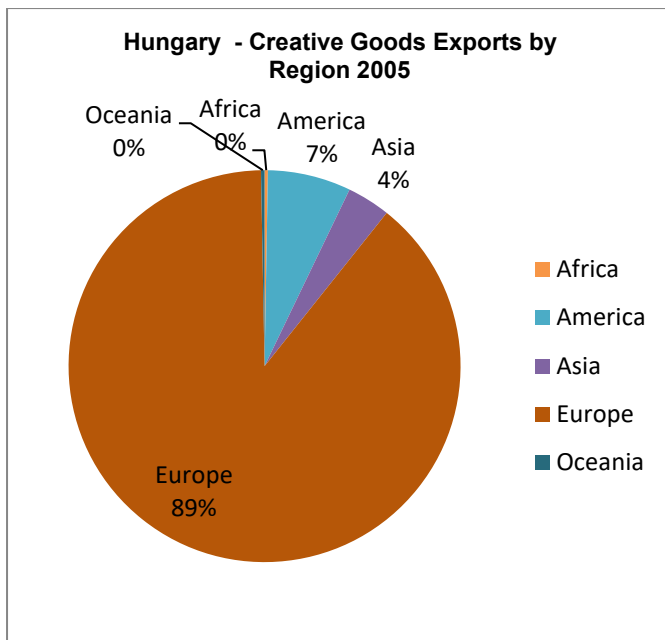
## COUNTRY PROFILE - Hungary

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Hungary	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	651,50	620,62	824,42	1.005,39	868,63	958,76	1.186,56	1.140,83	1.264,95	1.380,87
Imports	1.121,66	1.213,51	1.672,20	1.836,18	1.459,14	1.425,17	1.529,63	1.276,43	1.330,98	1.371,67
Balance of Trade	-470,16	-592,89	-847,78	-830,79	-590,51	-466,41	-343,07	-135,60	-66,03	9,20



Creative goods exports more than doubled from \$651.5 million in 2005 up to \$1.3 billion in 2014. Design goods accounted for the largest share of creative goods exports, consisting of interior design goods worth \$416 million and toys \$378 million. Publishing (books and journals) was the second most dynamic sector in creative goods exports with a value of \$119 million. Creative goods imports stood at \$1.3 billion driven mainly by design goods, art crafts, publishing and audiovisuals.

# Hungary



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	140,84	256,29	-115,46	Germany	268,05	266,50	1,55
2	Italy	72,08	101,87	-29,80	Czechia	196,00	56,07	139,93
3	Romania	47,81	39,68	8,13	Poland	92,62	157,12	-64,50
4	United States	40,55	11,65	28,90	Romania	84,51	23,06	61,45
5	Austria	40,03	155,05	-115,01	Austria	82,49	124,88	-42,40
6	Poland	35,22	89,17	-53,95	Slovakia	81,01	97,24	-16,23
7	France	34,10	40,29	-6,19	Belgium	72,40	21,05	51,35
8	Belgium	29,03	31,10	-2,07	United States	63,78	26,76	37,02
9	United Kingdom	24,46	29,12	-4,66	Italy	61,51	51,82	9,69
10	Slovakia	20,17	23,28	-3,11	France	52,90	49,46	3,44

In 2014, the main destination markets of creative goods exports were Europe (88%) the Americas (7%) and Asia (5%). Hungary had a significant trade deficit with Poland at \$64.5 million and another with Austria at \$42.4 million. Creative services exports stood at \$4.3 billion in 2014. Telecommunications, computer, and information services, architectural, engineering, scientific, and other technical services, advertising, market research, and public opinion polling services and audiovisual and related services accounted for the largest share of creative services exports.

# Hungary

## CREATIVE SERVICES

HUNGARY	In millions of \$				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	3.124,4	3.418,8	3.341,9	3.735,0	4.138,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1.602,6	1.689,7	1.675,2	1.740,6	1.812,4
Advertising, market research, and public opinion polling services	490,2	422,3	337,0	335,4	332,6
Architectural services	1,7	2,9	2,6	11,5	10,5
Architectural, engineering, scientific, and other technical services	363,8	437,4	409,0	493,3	434,1
R&D , sale of proprietary rights arising from R&D	0,0	0,1	71,6	0,0	0,0
R&D work undertaken on a systematic basis to increase the stock of knowledge	120,2	145,3	183,6	167,2	207,8
R&D, Provision of customized and non-customized R&D services	120,2	145,2	112,0	167,2	207,8
Research and development (R&D)	506,6	536,4	559,3	566,0	619,5
<b>Personal, cultural and recreational services</b>	192,2	266,0	214,5	305,5	486,3
Audiovisual and related services	162,9	229,1	184,5	274,2	464,7
Other personal, cultural, and recreational services, heritage	29,3	36,8	29,9	31,3	21,6
<b>Telecommunications, computer, and information services</b>	1.329,5	1.463,2	1.452,3	1.688,9	1.839,4
Computer services	1.282,0	1.392,0	1.392,5	1.643,6	1.793,4
Information services	23,7	35,6	29,8	22,6	23,0
Information services, News agency	5,4	8,5	2,2	5,0	3,8
Information services, Other (other than news agency)	18,4	27,1	27,8	17,7	19,1
<b>IMPORTS</b>	3.031,6	3.361,5	3.357,2	4.751,9	4.367,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1.750,4	1.947,4	2.014,9	3.123,9	2.593,4
Advertising, market research, and public opinion polling services	319,0	286,2	247,5	313,6	368,2
Architectural services	4,8	11,8	7,3	6,8	10,5
Architectural, engineering, scientific, and other technical services	268,0	272,8	248,0	385,7	409,7
R&D , sale of proprietary rights arising from R&D	1,1	2,1	1,5	195,8	1,2
R&D work undertaken on a systematic basis to increase the stock of knowledge	104,4	123,8	134,4	361,2	165,4
R&D, Provision of customized and non-customized R&D services	103,2	121,7	132,9	165,6	164,2
Research and development (R&D)	950,0	1.129,0	1.243,3	1.695,3	1.474,3
<b>Personal, cultural and recreational services</b>	358,0	375,2	342,8	337,2	405,3
Audiovisual and related services	339,5	361,4	331,5	318,5	388,3
Other personal, cultural, and recreational services, heritage	18,4	13,8	11,3	18,7	17,0
<b>Telecommunications, computer, and information services</b>	923,2	1.038,9	999,4	1.290,8	1.368,6

# Hungary

Computer services	799,5	896,1	867,1	1.165,5	1.236,2
Information services	61,9	71,4	66,2	62,6	66,2
Information services, News agency	23,2	26,3	21,3	23,5	21,1
Information services, Other (other than news agency)	38,7	45,2	44,8	39,2	45,1

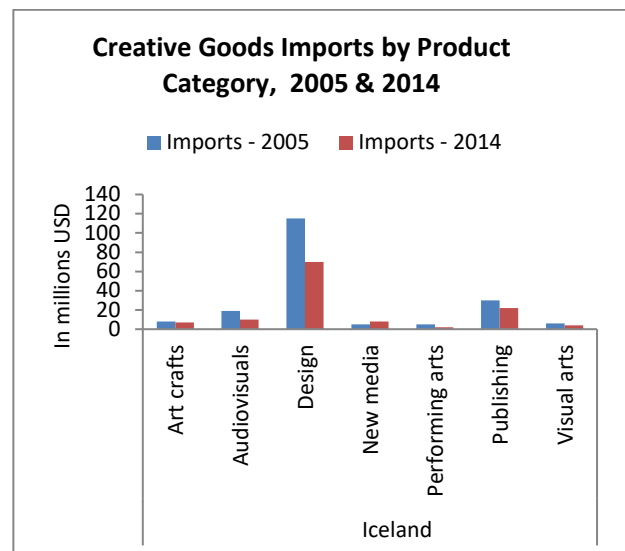
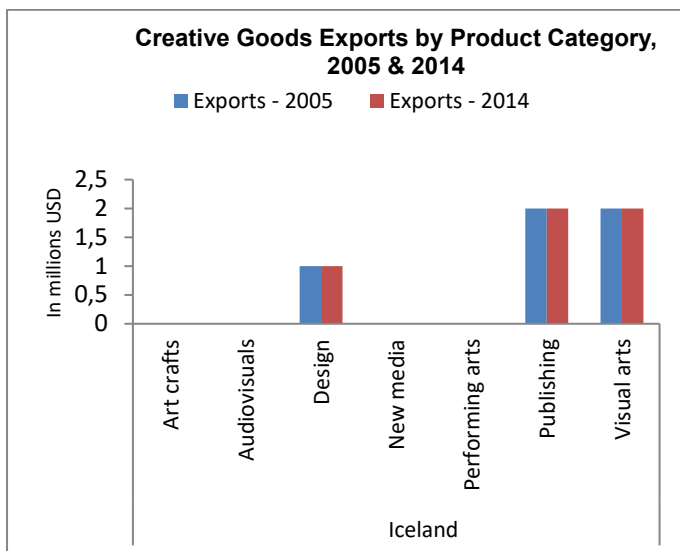
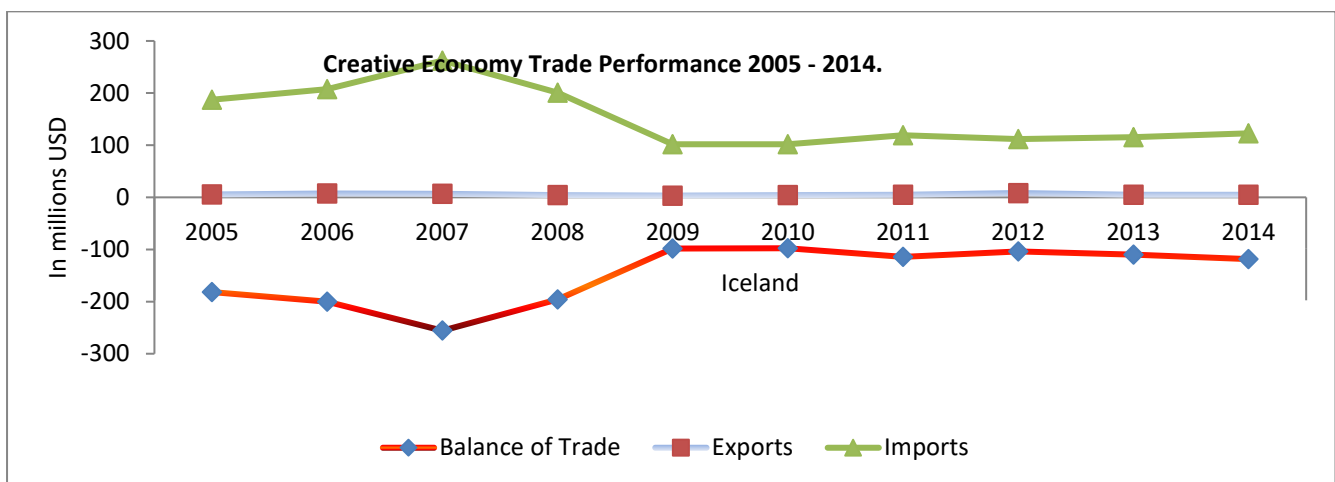
## Highlights:

- Budapest is a metropolis, a dynamically growing creative industry and startup capital of the Central and Eastern European Region. Budapest received the UNESCO distinction as a Creative City of Design in 2015.
- With the flourishing of the creative economy, several large-scale events have been created or renewed, among which is Design Week Budapest.<sup>1</sup> Budapest attracts young people into the world of design in several ways: HOLIS 360° and MOME Labs: EcoLab, SocioLab, TechLab, TransferLab etc.

<sup>1</sup> <https://en.unesco.org/creative-cities/budapest>  
UNCTAD Creative Economy Outlook / Country Profiles

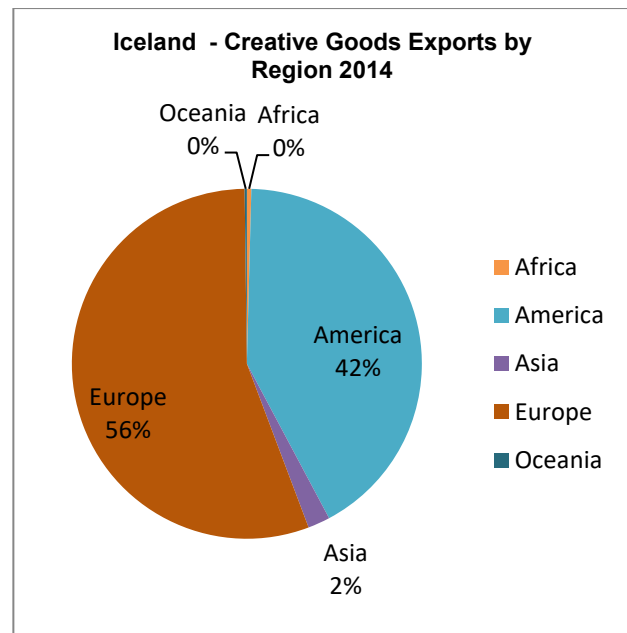
# Iceland

COUNTRY PROFILE - Iceland										
Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Iceland	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	5,65	7,51	6,57	4,60	3,37	4,17	5,06	8,24	5,17	4,89
Imports	187,58	207,48	262,29	200,74	101,83	101,83	119,14	111,98	115,19	123,11
Balance of Trade	-181,93	-199,97	-255,72	-196,14	-98,46	-97,66	-114,08	-103,74	-110,02	-118,22



Creative goods exports stood at \$4.8 million in 2014. Antiques and paintings worth \$2 million and books worth \$1 million were the most dynamic sectors in creative goods exports. Creative industries are a burgeoning sector of Icelandic economy that ranges from fine art to gaming and software development. Imports of creative goods stood at \$123.1 million in 2014 driven by the imports of design goods and publishing. Iceland posted a trade deficit of \$18.2 million in 2014.

# Iceland



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	1,27	12,45	-11,18	United States	1,75	10,95	-9,20
2	Faeroe Islands	0,84	0,06	0,78	United Kingdom	1,06	10,17	-9,10
3	United Kingdom	0,68	18,50	-17,82	Germany	0,45	8,34	-7,89
4	Germany	0,59	15,42	-14,83	Norway	0,29	1,81	-1,52
5	Denmark	0,51	26,07	-25,56	Denmark	0,20	10,50	-10,30
6	Norway	0,38	10,22	-9,84	Greenland	0,17	0,01	0,16
7	Russian Federation	0,33	0,13	0,20	Canada	0,13	3,79	-3,67
8	Spain	0,31	3,91	-3,60	Faeroe Islands	0,11	0,01	0,10
9	Sweden	0,18	9,67	-9,49	Netherlands	0,11	4,72	-4,61
10	Netherlands	0,10	4,12	-4,03	Sweden	0,10	5,34	-5,24

In 2014, the main destination markets for Iceland's creative goods exports were Europe (56%), the Americas (42%) and Asia (2%). Iceland had a trade deficit in creative goods with most of its main trading partners, chief among which were the United States, the United Kingdom and Denmark. In creative services, Iceland had a trade surplus of over \$75 million in 2013 and another of over \$50 million in 2014. Iceland's main export earners in terms of creative services were computer services (\$185 million), Research and development (\$67.5 million) and architectural, engineering, scientific, and other technical services (\$64.2 million).

# Iceland

## CREATIVE SERVICES

ICELAND		
	2013	2014
	Values in Million US \$	
<b>EXPORTS</b>	341,6	411,5
<b>Charges for the use of intellectual property n.i.e</b>	27,4	33,6
Licences for the use of outcomes of research and development		0,0
Licences to reproduce and/or distribute audio-visual and related products		5,4
Licences to reproduce and/or distribute computer software	27,4	28,1
<b>Other business Services</b>	112,3	149,9
Advertising, market research, and public opinion polling services	5,3	6,5
Architectural services	3,3	11,7
Architectural, engineering, scientific, and other technical services	54,1	64,2
Research and development (R&D)	49,6	67,5
<b>Personal, cultural and recreational services</b>	24,9	29,3
Audiovisual and related services	24,9	29,3
<b>Telecommunications, computer, and information services</b>	177,0	198,8
Computer services	159,0	185,0
Information services	10,2	6,9
Information services, News agency		0,1
Information services, Other (other than news agency)	7,8	6,8
<b>IMPORTS</b>	264,3	356,0
Charges for the use of intellectual property n.i.e	27,4	36,3
Licences for the use of outcomes of research and development		0,0
Licences to reproduce and/or distribute audio-visual and related products	13,8	21,6
Licences to reproduce and/or distribute computer software	13,6	14,7
<b>Other business Services</b>	91,2	150,5
Advertising, market research, and public opinion polling services	37,5	45,1
Architectural services		1,6
Architectural, engineering, scientific, and other technical services	12,4	15,5
Research and development (R&D)	41,3	88,3
<b>Personal, cultural and recreational services</b>	4,1	12,2
Audiovisual and related services	4,1	12,2
<b>Telecommunications, computer, and information services</b>	141,7	156,9
Computer services	96,9	108,9
Information services	22,7	24,0
Information services, News agency		0,9
Information services, Other (other than news agency)	22,1	23,1

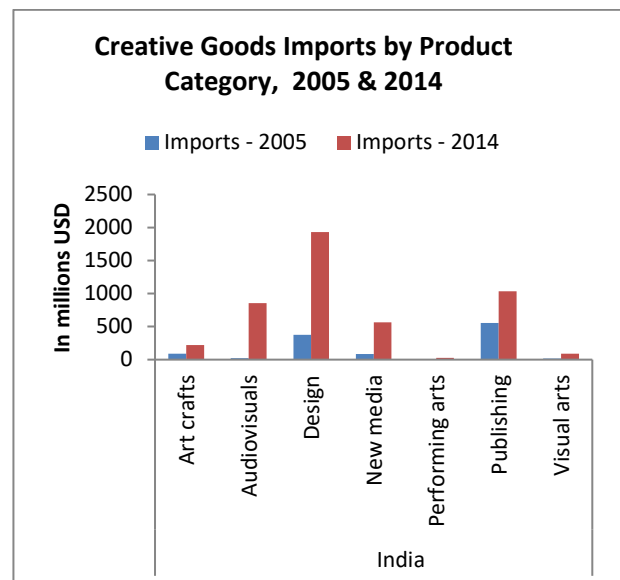
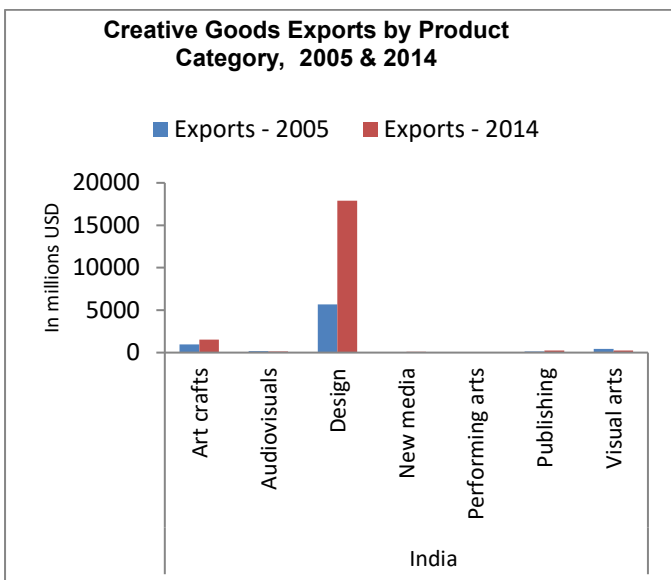
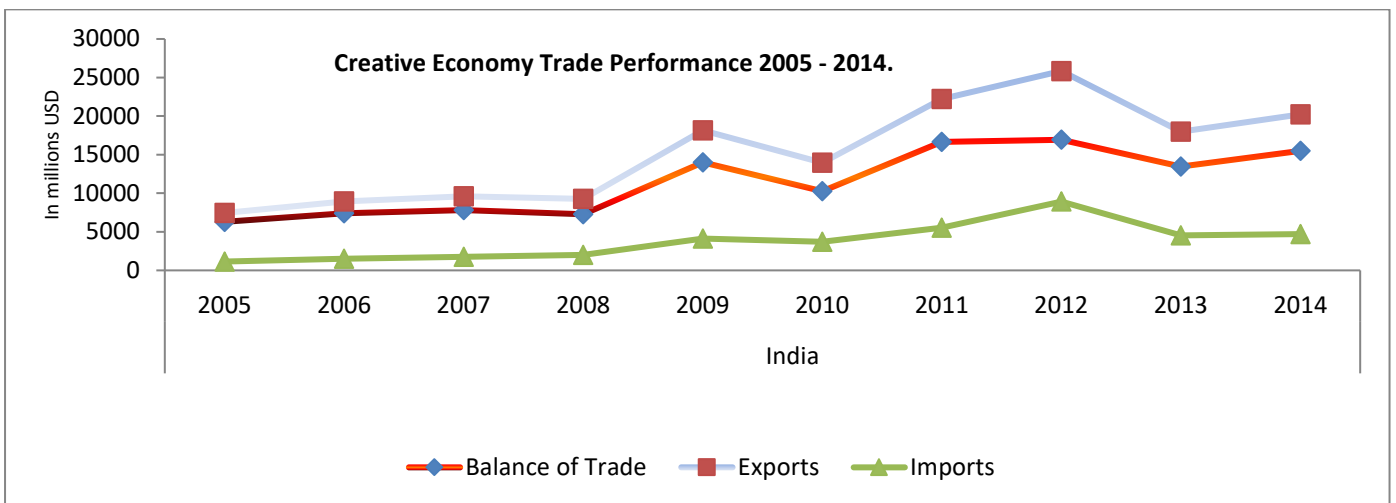
### Highlights

- Culture and the creative industries in Iceland employ more than 5% of the work force—a larger share than the fishing industry and agriculture combined—and they generate a larger share of the GDP than agriculture.

# India

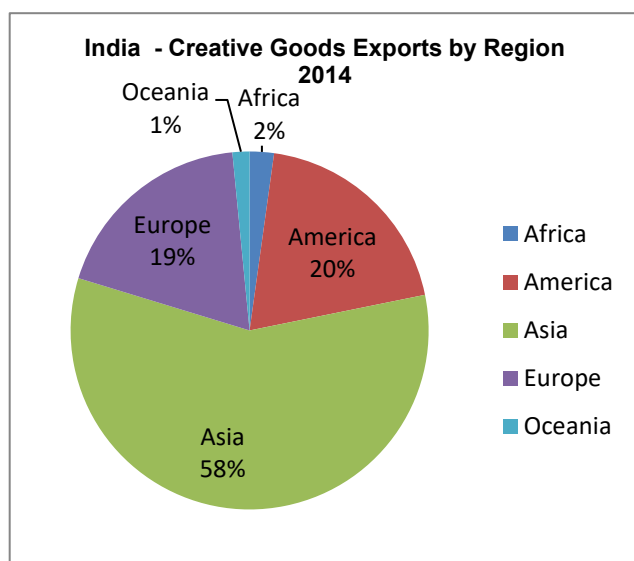
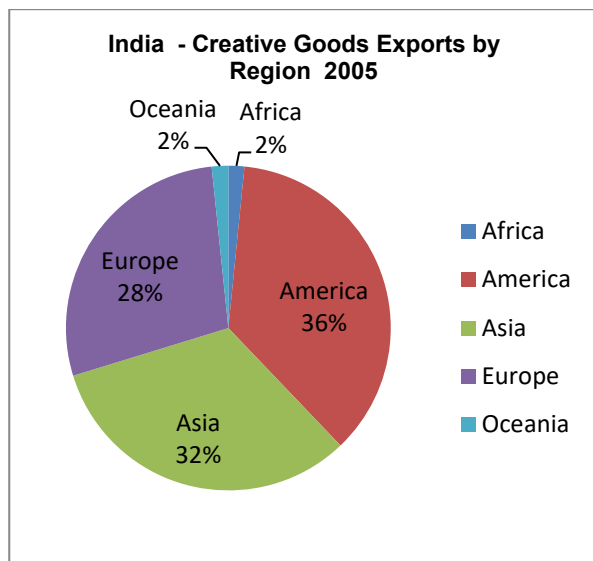
## COUNTRY PROFILE - India

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
India	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	7.442,5	8.927,2	9.580,9	9.255,5	18.155,7	13.967,2	22.211,9	25.846,1	18.003,3	20.209,6
Imports	1.146,1	1.522,2	1.753,9	1.993,8	4.140,1	3.714,8	5.537,1	8.916,6	4.540,5	4.723,8
Balance of Trade	6.296,4	7.405,0	7.827,0	7.261,7	14.015,6	10.252,4	16.674,8	16.929,5	13.462,9	15.485,8



India's creative goods exports nearly tripled from \$7.4 billion in 2005 to \$20.2 billion in 2014. Design goods accounted for the largest share of creative goods exports with a value of \$17.9 billion in 2014. Jewelry was a key export at \$13.2 billion followed by fashion accessories at \$3.2 billion. Fashion industry in India is likely to continue its growth as the country has a large young population. Art crafts (carpet and yarn products) was another dynamic sector with exports at \$1.5 billion in 2014. India had a positive trade balance in creative goods trade, which stood at \$15.4 billion in 2014.

# India



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	2.555,56	225,58	2.329,99	United Arab Emirates	7.006,65	460,59	6.546,05
2	United Arab Emirates	1.686,06	12,92	1.673,14	United States	3.419,32	345,94	3.073,38
3	United Kingdom	529,11	60,27	468,84	Hong Kong (China)	2.794,68	208,95	2.585,73
4	Germany	420,80	37,15	383,65	United Kingdom	1.015,71	132,11	883,60
5	Italy	239,07	26,06	213,01	Germany	746,87	96,54	650,33
6	Spain	223,71	3,85	219,87	France	357,28	52,79	304,49
7	Hong Kong (China)	189,61	52,36	137,24	Singapore	345,87	114,74	231,13
8	France	164,81	15,86	148,95	Spain	307,54	38,23	269,31
9	Singapore	135,94	33,73	102,21	Italy	304,08	101,69	202,39
10	Netherlands	103,20	7,94	95,26	Australia	266,22	32,63	233,59

In 2014, the main destination markets for India's creative goods exports were Asia (58%), the Americas (20%) and Europe (19%). Creative services exports stood at \$54 billion led by Telecommunications, computer, and information services, which stood at \$52.3 billion. India has become the centre for outsourcing work such as game development, game support services, etc. In the coming years, the country is expected to become the hub for development, porting and dubbing of various games across the globe, due to low costs and the easy availability of game developers with world-class game development experience.

# India

## CREATIVE SERVICES

INDIA					
(IN MILLIONS OF \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	40.128,0	46.366,6	48.435,3	53.149,5	54.053,8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	899,7	752,7	953,6	1.019,1	1.276,1
Research and development (R&D)	899,7	752,7	953,6	1.019,1	1.276,1
<b>Personal, cultural and recreational services</b>	232,1	140,1	303,4	505,1	406,3
Audiovisual and related services	232,1	140,1	303,4	505,1	406,3
<b>Telecommunications, computer, and information services</b>	38.996,2	45.473,8	47.178,2	51.625,4	52.371,4
Computer services	38.403,9	45.298,8	46.994,9	51.448,6	52.129,5
Information services	592,3	175,0	183,4	176,8	241,8
<b>IMPORTS</b>	3.008,0	2.165,0	2.943,0	3.074,6	3.800,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	318,6	217,8	258,1	258,9	314,9
Research and development (R&D)	318,6	217,8	258,1	258,9	314,9
<b>Personal, cultural and recreational services</b>	157,4	90,8	167,0	167,8	220,4
Audiovisual and related services	157,4	90,8	167,0	167,8	220,4
<b>Telecommunications, computer, and information services</b>	2.531,9	1.856,4	2.518,0	2.647,9	3.264,8
Computer services	2.175,9	1.252,3	2.106,5	2.280,4	2.882,0
Information services	356,0	604,1	411,5	367,5	382,8

### Highlights:

- With the country's youth population standing at over 350 million, India is one of the largest markets for companies operating in the global gaming industry.<sup>1</sup>
- India makes more movies than any other country in the world. Fourteen million Indians go to the movies on a daily basis (about 1.4% of the population of 1 billion) and pay the equivalent to the average day's wages (US \$1-3) to see a film, of which Bollywood produces over 800 films each year. That is more than double the number of feature films produced in the United States.<sup>2</sup>
- Indian gastronomy is undergoing rapid growth. Foodservice sales in this country of US\$ 1.3 billion are growing at about 10% annually (making it one of the fastest growing sellers in the world). This growth is double the rate expected for the much more mature United States' restaurant industry, and with a population quadruple the size.<sup>3</sup>

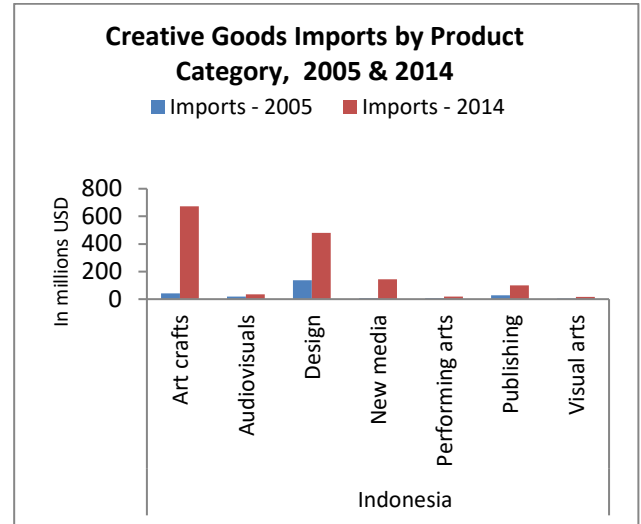
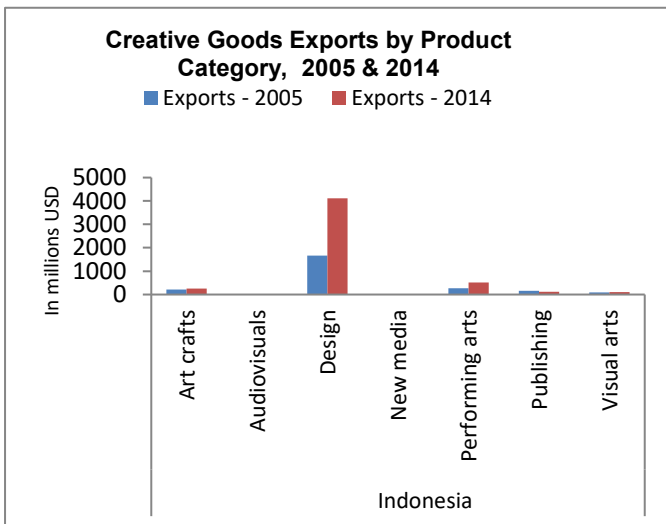
<sup>1</sup> [Emerging Trends in India Gaming Industry](#), Confederation of Indian Industry, February 2017.

<sup>2</sup> [Bollywood: India's Movie Industry Known as Bollywood](#), March 2017

<sup>3</sup> [Why India Foodservice is One of the Fastest Growing in the World](#), 2016  
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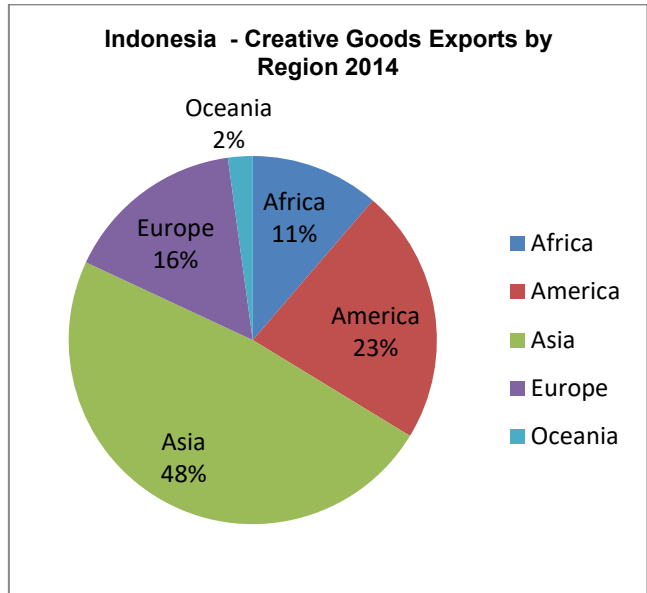
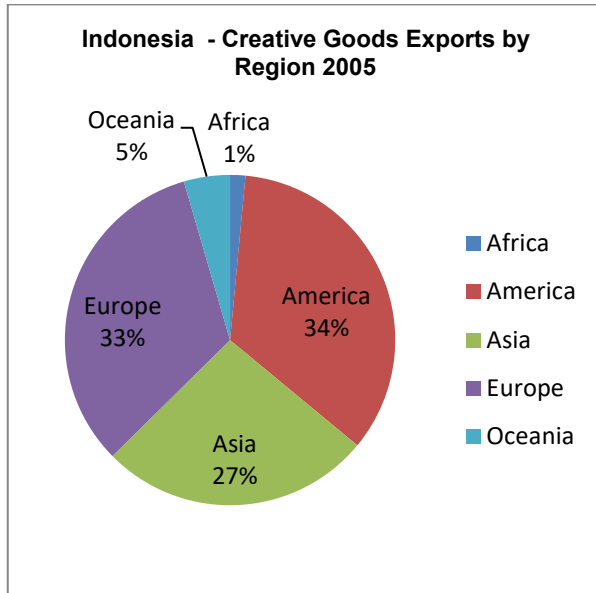
# Indonesia

COUNTRY PROFILE- Indonesia										
Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Indonesia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	2.412,57	2.486,03	2.856,50	2.938,32	2.624,21	3.004,64	2.851,46	3.054,45	3.162,04	5.156,81
Imports	242,28	317,14	403,88	854,52	713,39	1.182,62	1.462,95	1.546,09	1.510,17	1.467,21
Balance of Trade	2.170,29	2.168,89	2.452,62	2.083,80	1.910,82	1.822,02	1.388,51	1.508,36	1.651,87	3.689,60



Exports of creative goods more than doubled, from \$2.4 billion in 2005 to \$5.1 billion in 2014 with jewelry and interior design goods accounting for the largest share of exports. Indonesia is one of the fastest-growing jewelry exporters in Asia. It has abundant natural resources, such as rattan and wood (Tek), which have served the furniture and homemade goods export market. It also has a well-established handicrafts sector reputation, with exports worth \$259 million in 2014. Creative goods imports stood at \$1.46 billion in 2014. Indonesia posted a positive trade balance of \$3.6 billion in 2014, an indication of both the actual and potential in the Indonesian creative economy, particularly in goods trade. There is, however, scope to improve production across the Indonesian product goods categories, to diversify its creative goods offering.

# Indonesia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	738,91	8,40	730,51	United States	1.030,32	25,56	1.004,76
2	Japan	214,00	9,53	204,46	South Africa	563,77	0,48	563,29
3	United Kingdom	133,23	3,72	129,51	United Arab Emirates	445,28	0,32	444,96
4	Netherlands	108,37	7,81	100,57	Taiwan Province of China	413,66	101,88	311,78
5	France	105,83	9,19	96,64	Hong Kong (China)	411,36	164,08	247,29
6	Italy	103,66	1,94	101,72	Japan	329,01	38,47	290,54
7	Germany	95,36	7,20	88,15	Singapore	318,15	44,11	274,05
8	Australia	91,50	2,34	89,16	Germany	152,17	17,26	134,91
9	Belgium	77,68	2,38	75,30	Netherlands	131,30	42,97	88,34
10	Spain	64,02	1,13	62,89	United Kingdom	128,31	11,16	117,15

In 2014, the main destination market for Indonesia's creative goods exports was Asia, which had 48% of the market share, up from just 27% in 2005. Over the same period the value of exports to Europe halved to just 16%. In terms of countries, however, the top export market remained the United States, generating \$1.03 billion, made up mainly of design goods, including fashion accessories and interior design goods. Indonesia's exports of Batik went mainly to the United States. Telecommunications, computer, and information services accounted for the largest share of creative services exports. Indonesia is also promoting the development of mobile applications, game development and animation.

# Indonesia

## CREATIVE SERVICES

INDONESIA					
(Value in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	114,1	207,5	203,2	203,8	263,4
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	114,1	207,5	203,2	203,8	263,4
Computer services	114,1	207,5	203,2	203,8	263,4
<b>IMPORTS</b>	584,7	715,0	726,5	852,2	973,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	584,7	715,0	726,5	852,2	973,1
Computer services	584,7	715,0	726,5	852,2	973,1

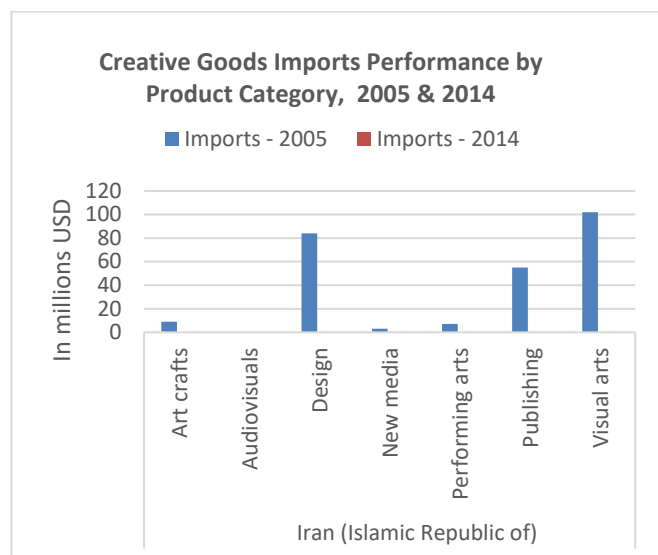
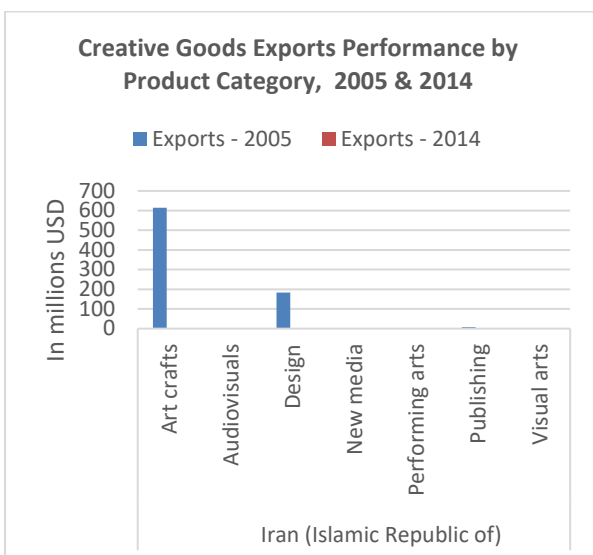
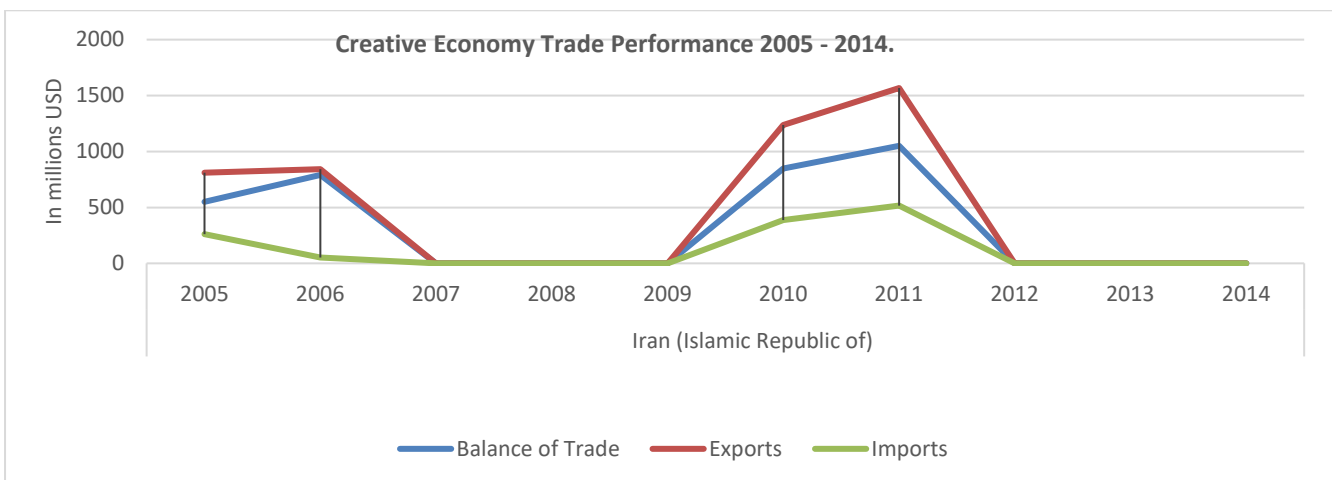
### Highlights:

- With nearly 261 million inhabitants, Indonesia has the world's fourth largest population, 65 million of whom are youths.
- The Indonesian [Creative Economy Agency \(Bekraf\)](#) was established in 2015, under the leadership of President Joko Widodo. The agency is tasked with promoting innovation-based employment by creating conducive eco-systems for its development.
- Bekraf [estimated](#) that, in 2015, the creative economy contributed 7.4% to the country's GDP, absorbed 15.9 million workers (13.9 %) and had an export value of \$19.4 billion.
- New foreign investment policies, such as Regulation No. 44, were introduced in 2016, to ease bureaucracy and ease restrictions on foreign investments in a number of sectors, making it a more attractive destination for foreign direct investment (FDI).
- Bekraf launched the [Government Incentive Assistance \(BIP\) programme](#) to provide access to capital for creative economy businesses in the digital application, game development and culinary sub-sectors.
- Techno parks (Bandung, Denpasar, Semarang, Makassar and Batam), which focus on application development and the animation sector have been established.
- In addition, the following key sectors have prominence:
  - **Crafts:** Indonesia is famous for its batik industry, recognized as a World Cultural Heritage by the UNESCO in 2009. Batik is traditional textile produced by using a technique of wax-resist dyeing applied to cloth. The most famous originates from the island of Java.
  - **Cinema:** There are only 1,117 cinema screens serving a population of 250 million people. There is much room to grow and develop local talent. From only 10 movies produced a decade ago, 200 titles were produced in 2015. The film industry contributed about \$69 billion to the national economy, with recent annual growth rates at 7%.
  - **Culinary Arts:** Initiatives to boost Indonesian food exposure abroad.
  - **Fashion:** The Muslim fashion industry is worth \$100 billion.
  - **Jewelry:** Indonesia is one of the fastest growing jewelry exporters in Asia.

# Iran (Islamic Republic)

## COUNTRY PROFILE -Iran

Creative Industries Trade Performance, 2005-2014						Values in Million US\$				
Iran (Islamic Republic of)	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	810,13	841,87	0,00	0,00	0,00	1.235,77	1.567,17	0,00	0,00	0,00
Imports	260,58	51,02	0,00	0,00	0,00	388,17	516,54	0,00	0,00	0,00
Balance of Trade	549,55	790,85	0,00	0,00	0,00	847,60	1.050,63	0,00	0,00	0,00

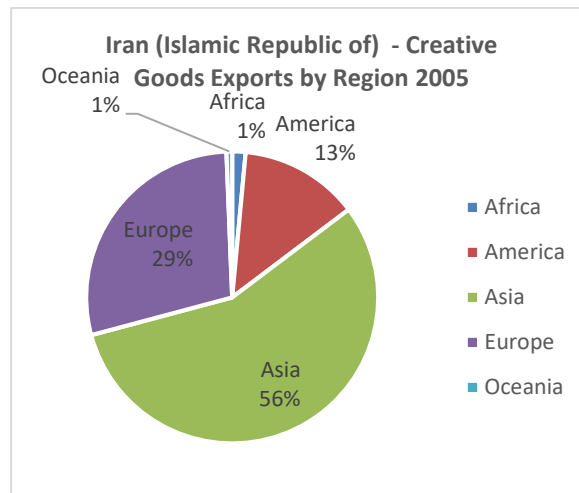


In 2011, the last year for which data were available, creative goods exports stood at \$1.5 billion. Key exports included art crafts (carpets), which were worth \$600 million. Persian carpets date back over 2,500 years. The Iranians were among the pioneer carpet weavers of the ancient civilizations.<sup>1</sup> In 2017, Tehran sold \$126 million worth of Persian rugs to the American market, but the new United States sanctions on Iran included the hand-woven carpets.<sup>2</sup>

<sup>1</sup> [Iran Chamber Society](#)

<sup>2</sup> [Iran: Persian rug industry takes a hit after US sanctions](#), 2018

# Iran (Islamic Republic)



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Iran	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Arab Emirates	157,03	47,18	109,85				
2	Germany	115,58	12,75	102,82				
3	United States	86,03	0,03	86,00				
4	Iraq	76,97	0,00	76,97				
5	Afghanistan	54,91	0,00	54,91				
6	Italy	42,80	2,04	40,76				
7	Japan	28,72	0,53	28,19				
8	Azerbaijan	18,90	0,41	18,49				
9	Switzerland	17,63	78,16	-60,54				
10	Canada	17,29	7,01	10,29				

In 2005, the last year in which such data are available, Iran's main creative goods export markets were Asia with 56% market share, followed by Europe at 29% and the Americas at 13%. In 2014, creative services exports stood at \$108 and imports at \$325 million. The Iranian film has survived, undergoing remarkable transformations in parallel with the wider changes in Iranian culture and society. Today, Iranian cinema is recognized as one of the most innovative and exciting in the world, and films from Iranian directors are being screened to increasing acclaim at international festivals.<sup>3</sup>

<sup>3</sup> [Iranian cinema: Art, Society and the State](#), Middle East Research and Information Project  
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# Iran (Islamic Republic)

## CREATIVE SERVICES

Iran, Islamic Rep. of	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Exports</b>	35	45	54	74	81	83	117	106	106	108
<b>Charges for the use of intellectual property n.i.e</b>										
<b>Other business Services</b>										
<b>Personal, Cultural and recreational services</b>										
<b>Telecommunications, computer, and information services</b>	35	45	54	74	81	83	117	106	106	108
Computer services	35	45	54	74	81	83	117	106	106	108
<b>Imports</b>	216	229	292	347	343	400	383	331	306	325
<b>Charges for the use of intellectual property n.i.e</b>										
<b>Other business Services</b>										
<b>Personal, Cultural and recreational services</b>										
<b>Telecommunications, computer, and information services</b>	216	229	292	347	343	400	383	331	306	325
Computer services	216	229	292	347	343	400	383	331	306	325

### Highlights:

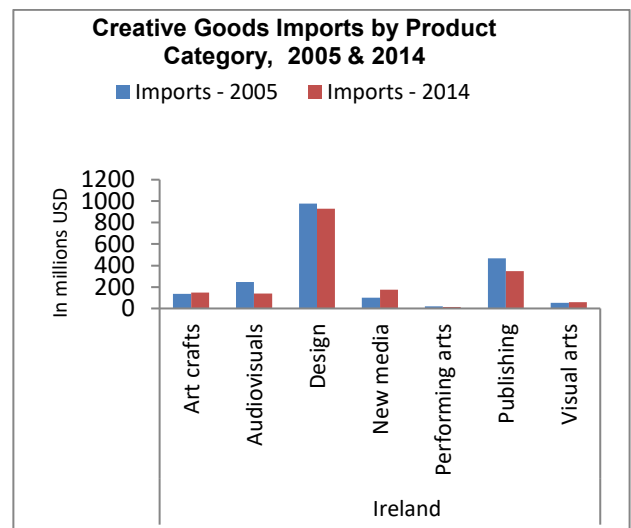
- Pop music has become a hot commodity in Iran. It is economically lucrative and has a syndicate of its own in Iran. Apple's iTunes and Amazon have opened their markets to Iranian musicians and Iran's international record brands like Hermes Records and Javan Records over the past few years, thanks to the nuclear deal Iran signed with world powers in 2015.<sup>4</sup>

<sup>4</sup> [The Dissonance in Iran's Music Industry](#), 2017  
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# Ireland

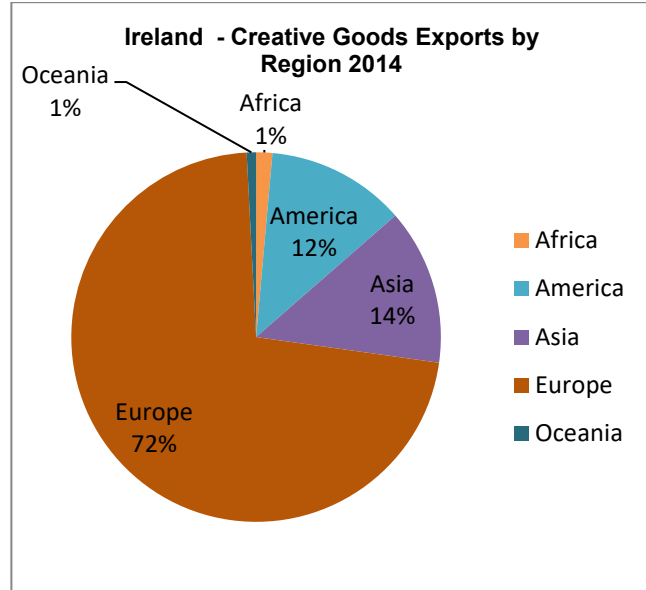
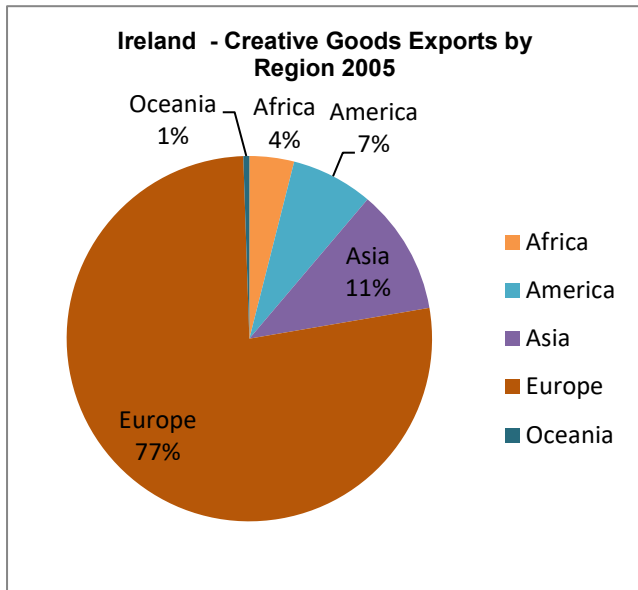
## COUNTRY PROFILE - Ireland

Creative Industries Trade Performance, 2005 - 2014						Value in Millions of \$				
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Ireland										
Exports	2.170,61	2.201,95	3.314,56	3.069,09	2.139,41	2.065,46	2.010,43	1.625,50	1.485,42	1.329,66
Imports	1.998,39	2.325,57	2.859,05	2.830,69	2.162,34	2.091,38	2.017,84	1.576,17	1.628,13	1.811,78
Balance of Trade	172,22	-123,62	455,51	238,40	-22,93	-25,92	-7,41	49,33	-142,71	-482,12



Creative goods exports stood at a record high of \$3 billion in 2008 but declined to \$1.3 billion in 2014, probably due in part to the Irish economic downturn fueled by the banking and property bubble crisis. At \$716 million, audiovisuals (CDs, DVDs, tapes) accounted for the largest share of creative goods exports, followed by design goods (jewelry and interior design goods) worth \$347 million and publishing (books and journals) worth \$126 million in 2014. Imports, which were largely driven by design and publishing goods, were slightly higher than exports with a value of \$1.8 billion, generating a trade deficit of \$482 million.

# Ireland



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Kingdom	565,31	1.127,97	-562,65	United Kingdom	374,03	828,27	-454,25
2	Germany	328,85	60,97	267,88	United States	145,58	67,85	77,73
3	France	175,42	28,58	146,84	Germany	126,07	54,81	71,27
4	United States	143,73	65,48	78,26	Hungary	90,52	1,22	89,31
5	Italy	133,78	44,99	88,80	France	78,76	21,03	57,74
6	Japan	112,18	11,87	100,31	Netherlands	66,03	48,76	17,27
7	Netherlands	79,89	69,16	10,74	Singapore	60,93	5,91	55,02
8	Morocco	79,29	0,15	79,15	Italy	35,13	37,00	-1,87
9	Spain	78,14	21,17	56,96	Czechia	33,07	30,23	2,85
10	Taiwan Province of China	42,66	10,73	31,92	Poland	29,63	16,85	12,78

In 2014, the main destination markets for creative goods exports were Europe (72%), Asia (14%) and the Americas (12%). Ireland was the second largest exporter of computer and IT services in the world. Telecommunications, computer, and information services stood at \$130 million in 2014 followed by personal, cultural and recreational services, which stood at \$658 million in 2014. Furthermore, according to the Irish Film Board, thanks to attractive tax incentives, Ireland has become a capital of filmmaking in recent years, establishing itself as "one of the world's most attractive production environments".<sup>1</sup>

<sup>1</sup> <https://www.screenireland.ie/about/about-the-irish-film-industry>  
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# Ireland

## Creative Services

	2012	2013	2014
<b>IRELAND</b>			
<b>EXPORTS</b>	983,5	1.481,0	144.523,7
<b>Charges for the use of intellectual property n.i.e</b>			6.954,7
Licences for the use of outcomes of research and development			6.954,7
Licences to reproduce and/or distribute audio-visual and related products			0,0
Licences to reproduce and/or distribute audio-visual products			0,0
Licences to reproduce and/or distribute computer software			0,0
Licences to reproduce and/or distribute other related audio-visual products			0,0
<b>Other business Services</b>	983,5	1.481,0	6.453,2
Advertising, market research, and public opinion polling services			130,0
Architectural services			0,0
Architectural, engineering, scientific, and other technical services			281,3
Industrial Processes			0,0
Organization services			0,0
R&D work undertaken on a systematic basis to increase the stock of knowledge			3.021,0
R&D, Copyrights arising from R&D			0,0
R&D, Industrial processes and designs			0,0
Research and development (R&D)	983,5	1.481,0	3.021,0
<b>Personal, cultural and recreational services</b>			658,1
Artistic related services(audiovisual and related)			0,0
Audiovisual and related services			329,0
Audio-visual services			329,0
Audio-visual services, Audio-visual Originals			0,0
Other personal, cultural and recreational services, heritage and recreational services			0,0
<b>Telecommunications, computer, and information services</b>			130.457,7
Computer Service, software			65.202,3
Computer services			65.202,3
Computer services, Software, Software originals			0,0
Information services			26,5
Information services, News agency			0,0
Information services, Other (other than news agency)			26,5
<b>IMPORTS</b>	10.287,4	8.059,4	94.275,0
<b>Charges for the use of intellectual property n.i.e</b>			64.065,3
Licences for the use of outcomes of research and development			64.065,3
Licences to reproduce and/or distribute audio-visual and related products			0,0
Licences to reproduce and/or distribute audio-visual products			0,0
Licences to reproduce and/or distribute computer software			0,0
Licences to reproduce and/or distribute other related audio-visual products			0,0
<b>Other business Services</b>	10.287,4	8.059,4	27.980,8

# Ireland

Advertising, market research, and public opinion polling services			4.753,7
Architectural services			0,0
Architectural, engineering, scientific, and other technical services			131,3
Industrial Processes			0,0
Organization services			0,0
R&D work undertaken on a systematic basis to increase the stock of knowledge			11.547,9
R&D, Copyrights arising from R&D			0,0
R&D, Industrial processes and designs			0,0
Research and development (R&D)	10.287,4	8.059,4	11.547,9
<b>Personal, cultural and recreational services</b>			530,7
Artistic related services(audiovisual and related)			0,0
Audiovisual and related services			265,3
Audio-visual services			265,3
Audio-visual services, Audio-visual Originals			0,0
Other personal, cultural and recreational services, heritage and recreational services			0,0
<b>Telecommunications, computer, and information services</b>			1.698,2
Computer Service, software			806,7
Computer services			806,7
Computer services, Software, Software originals			0,0
Information services			42,5
Information services, News agency			0,0
Information services, Other (other than news agency)			42,5

## Highlights

- Known as the “Internet capital of Europe”, Ireland has successfully attracted eight of the top 10 global information technology companies such as Intel, HP, IBM, Microsoft and Apple. They have now been joined by newer firms at the vanguard of the internet and social media revolution, including Google, Facebook, LinkedIn, Amazon, PayPal, eBay and most recently Twitter.<sup>2</sup>
- Ireland’s live industry is among the most vibrant in Europe. According to the study conducted by London-based international firm, BOP Consulting, VER 11,000 JOBS, nearly four million hotel bed nights and €1.7 billion of additional income is what the live entertainment industry generates annually.<sup>3</sup>
- Denis Desmond, of MCD Productions, said he was keen to see the industry get more recognition for the 11,500 jobs it supports island-wide. "The entertainment industry employs as many people in Ireland as Google, Apple, Yahoo and Twitter combined."<sup>4</sup>

<sup>2</sup> [There is no better place in the world today for ICT start-ups](#), Enterprise Ireland

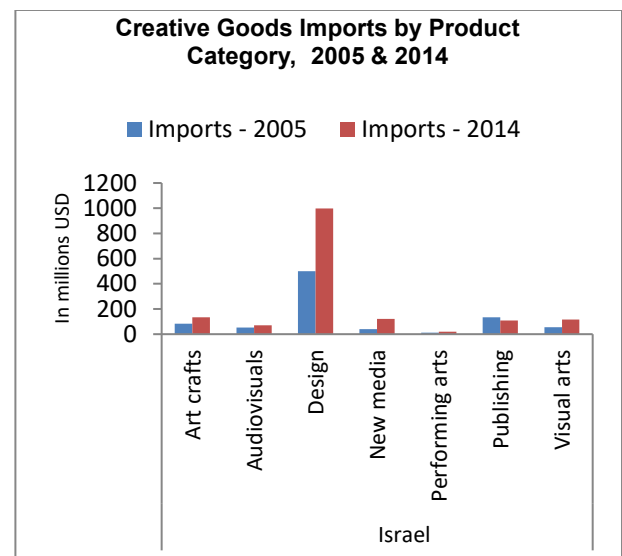
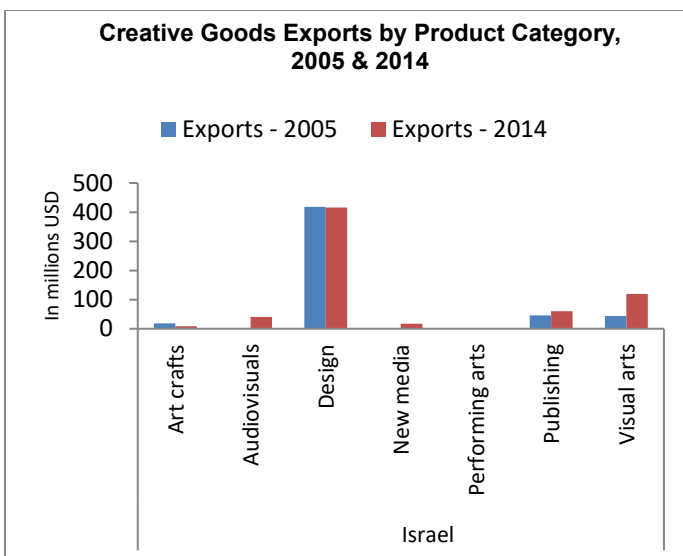
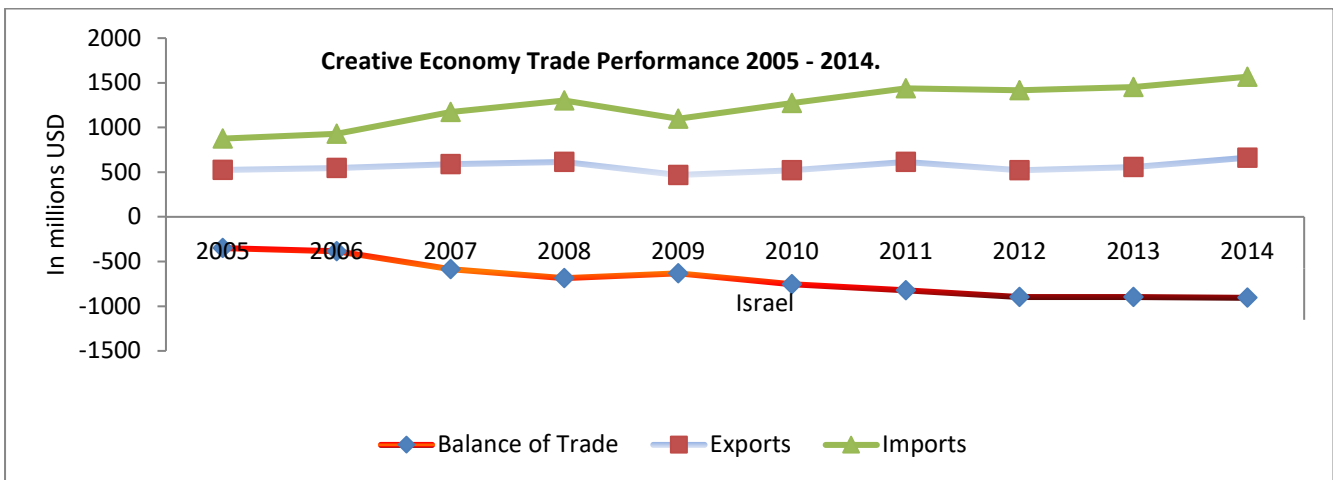
<sup>3</sup> [Live Entertainment Industry’s generates €1.7 billion and Creates 11,000 jobs annually](#), February 2017

<sup>4</sup> [Ireland's live entertainment scene is one of the most vibrant in Europe - and a big ticket item for the economy too](#),

# Israel

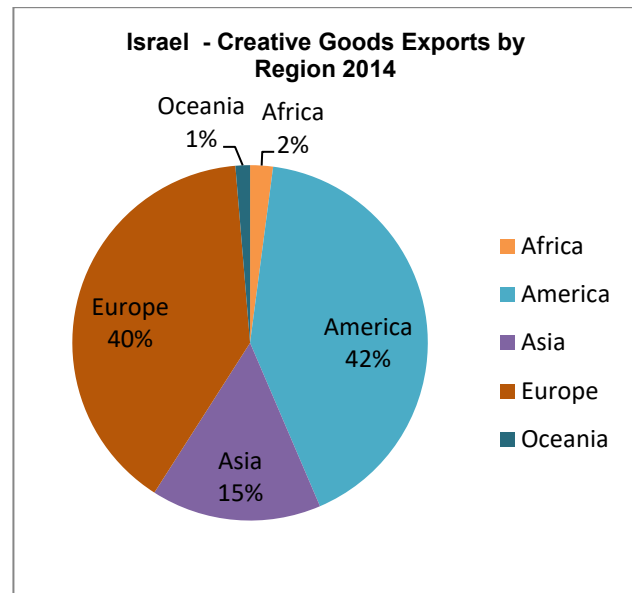
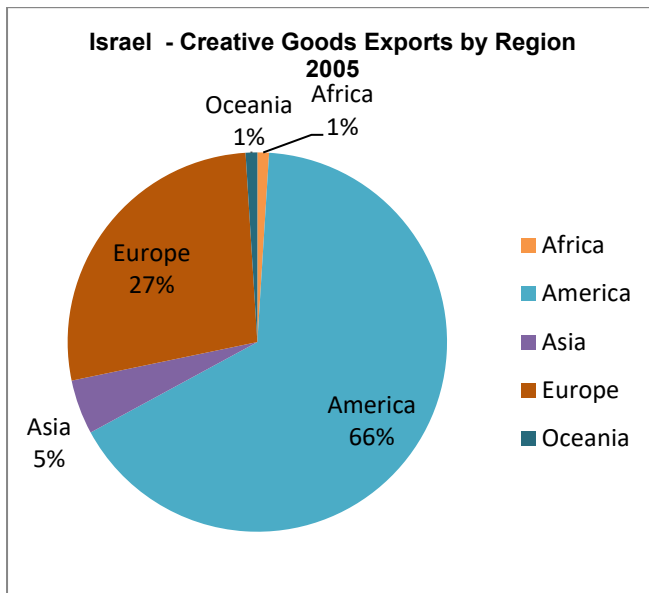
## COUNTRY PROFILE - Israel

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Israel	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	526,12	544,83	587,75	614,42	467,95	520,00	613,54	519,91	555,35	662,11
Imports	875,65	929,70	1.172,46	1.300,73	1.098,93	1.272,40	1.436,71	1.415,98	1.451,24	1.568,16
Balance of Trade	-349,53	-384,87	-584,71	-686,31	-630,98	-752,40	-823,17	-896,07	-895,89	-906,05



Creative goods exports increased from \$526 million in 2005 to \$662 million in 2014. Design goods accounted for 62% of creative goods exports with a total value of \$416 million. Jewelry accounted for the largest share of design goods, with a total of \$302 million. Visual arts (painting and sculpture) was the next most dynamic sector, with exports worth \$119 million. The start-up nation, as it is often called, has the most tech startups and venture capital per capita in the world, and is also growing its creative industries in publishing and audiovisuals. Creative goods imports nearly doubled from 2005 to 2014, leading a trade deficit of \$906 million in 2014.

# Israel



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	325,83	94,52	231,31	United States	243,26	140,57	102,69
2	United Kingdom	46,10	33,27	12,83	United Kingdom	78,61	57,19	21,42
3	Germany	14,89	41,84	-26,96	Russian Federation	41,95	2,41	39,54
4	Switzerland	12,52	13,57	-1,06	Hong Kong (China)	40,61	98,28	-57,66
5	France	10,03	21,97	-11,93	Switzerland	29,50	28,53	0,97
6	Russian Federation	9,11	5,90	3,21	France	17,85	38,73	-20,88
7	Italy	8,77	122,62	-113,85	Germany	14,21	62,02	-47,81
8	Canada	7,63	39,58	-31,95	Canada	13,40	27,33	-13,93
9	Netherlands	6,85	21,72	-14,87	Japan	11,03	10,19	0,84
10	Spain	5,89	10,70	-4,81	China	10,72	444,13	-433,41

In 2014, the main destination markets for creative goods were the Americas (with 42% share), Europe (40%) and Asia (15%). The main trade partner by far was the United States. Israel had a significant trade deficit with China of \$433 million. Creative services exports stood at \$17.1 billion in 2014. Standing at \$10 billion, telecommunications, computer, and information services accounted for the largest share of creative services exports, followed by Research and Development (R&D) at \$4.9 billion. In 2014, Israel spent more on R&D as a share of GDP than any other developed country.

# Israel

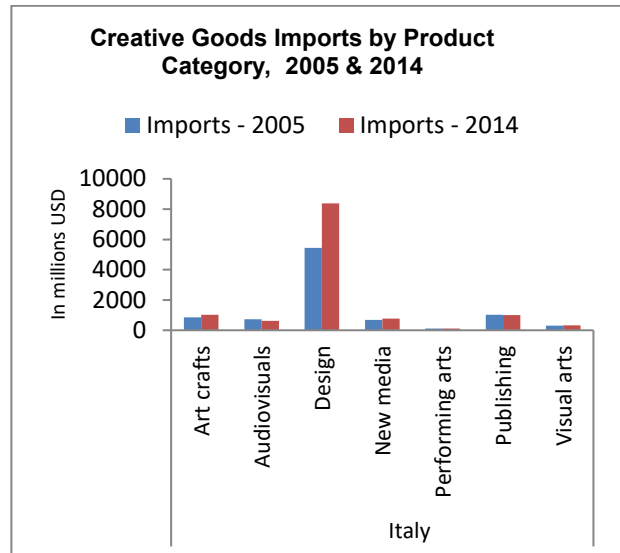
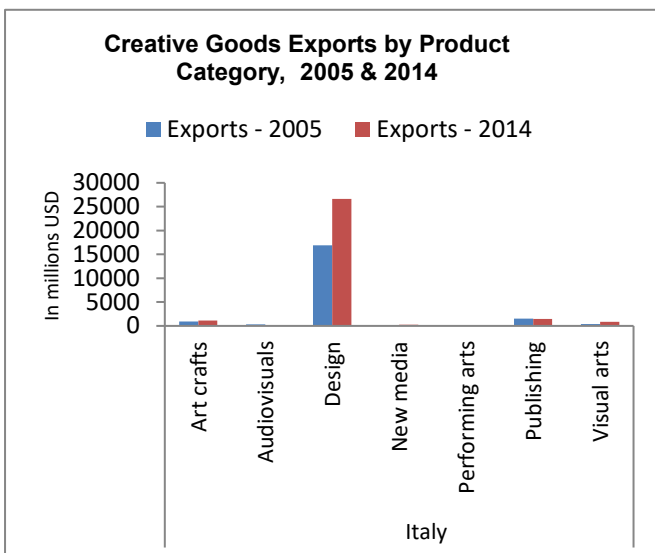
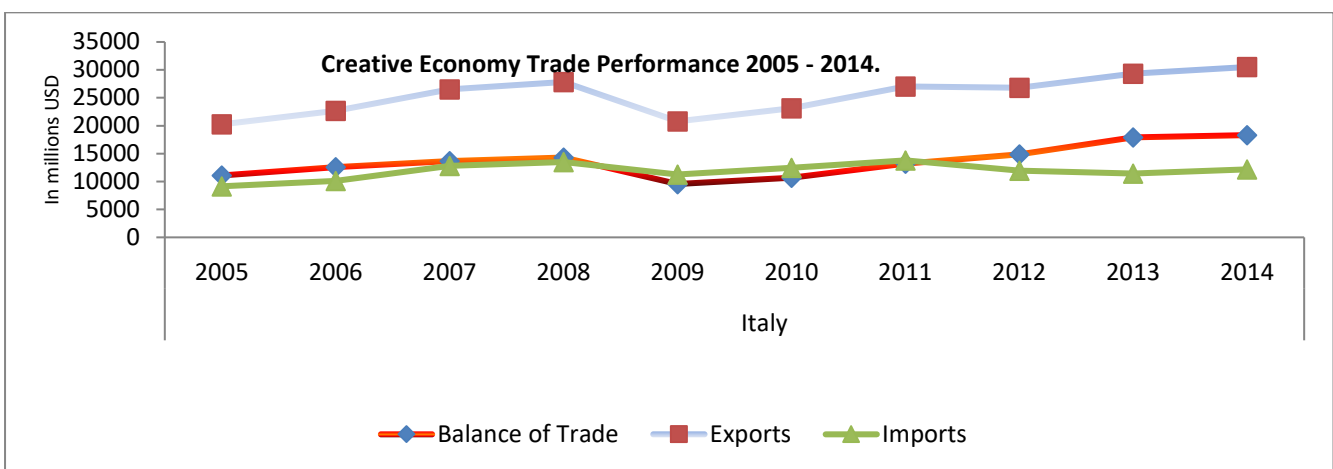
## CREATIVE SERVICES

ISRAEL	In millions of \$				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	11.736,8	13.383,5	15.851,3	16.662,8	17.102,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	6.576,7	5.588,0	7.395,2	7.969,7	6.822,5
Advertising, market research, and public opinion polling services	464,0	594,1	765,9	880,9	943,6
Architectural, engineering, scientific, and other technical services	1.004,5	667,7	803,0	826,4	892,5
R&D work undertaken on a systematic basis to increase the stock of knowledge	106,0	21,6	28,6	29,9	32,0
R&D, Industrial processes and designs	56,0	9,0	10,8	9,1	10,2
Research and development (R&D)	4.840,2	4.273,9	5.758,3	6.193,5	4.912,3
Research and development (R&D), Patents	106,0	21,6	28,6	29,9	32,0
<b>Personal, cultural and recreational services</b>	48,5	92,8	155,9	166,5	194,7
Audiovisual and related services	48,5	92,8	155,9	166,5	194,7
<b>Telecommunications, computer, and information services</b>	5.111,6	7.702,7	8.300,2	8.526,6	10.084,7
Computer Service, software	1.165,0	1.120,0	1.202,0	1.241,0	1.480,0
Computer services	3.893,0	6.518,4	7.031,6	7.220,7	8.533,5
Information services	53,7	64,3	66,6	64,9	71,2
<b>IMPORTS</b>	2.602,5	2.915,2	2.999,8	2.461,3	3.062,7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1.746,1	2.090,5	2.124,9	1.634,2	2.032,2
Advertising, market research, and public opinion polling services	216,1	454,1	485,4	463,3	581,0
Architectural, engineering, scientific, and other technical services	888,0	1.135,9	1.064,6	617,5	757,1
R&D work undertaken on a systematic basis to increase the stock of knowledge	27,7	19,9	23,8	22,6	28,4
R&D, Industrial processes and designs	3,8	0,2	0,3	0,3	0,4
Research and development (R&D)	582,6	460,4	527,1	507,9	637,0
Research and development (R&D), Patents	27,7	19,9	23,8	22,6	28,4
<b>Personal, cultural and recreational services</b>	120,3	91,6	80,1	83,2	98,5
Audiovisual and related services	120,3	91,6	80,1	83,2	98,5
<b>Telecommunications, computer, and information services</b>	736,1	733,2	794,7	743,9	932,0
Computer Service, software	88,0	32,0	40,0	33,0	40,0
Computer services	576,4	631,6	688,9	658,9	827,6
Information services	71,7	69,6	65,8	52,0	64,4

# Italy

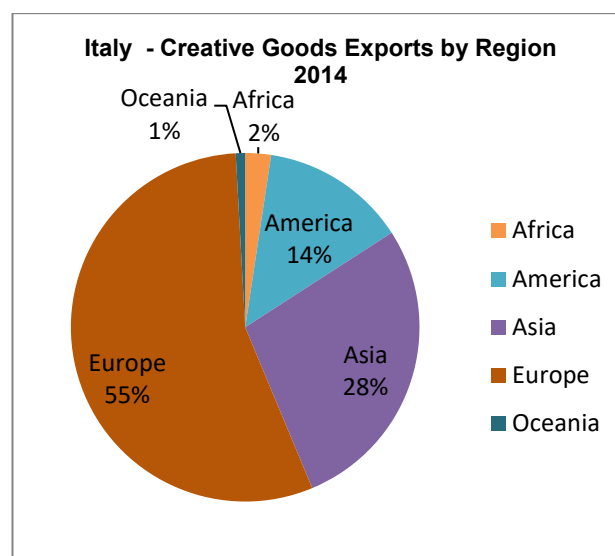
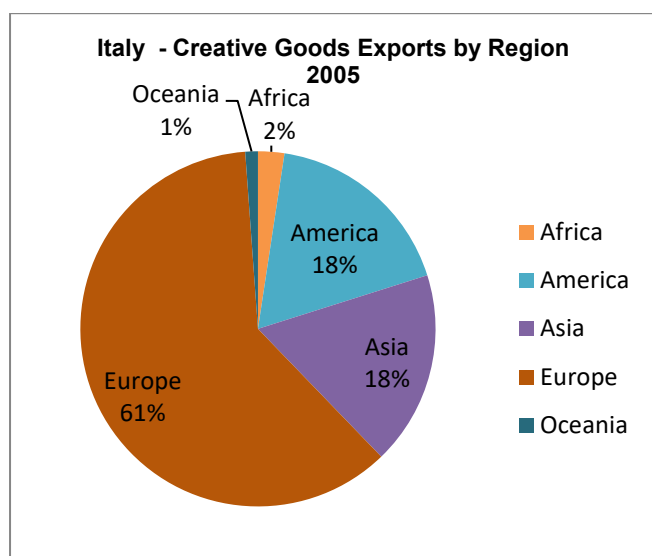
## COUNTRY PROFILE - Italy

Creative Industries Trade Performance, 2005 and 2014						Value in Million US\$				
Italy	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	20.239,32	22.656,24	26.495,79	27.816,25	20.800,84	23.146,04	27.022,21	26.807,61	29.324,14	30.512,13
Imports	9.146,23	10.090,52	12.828,34	13.512,72	11.244,31	12.456,98	13.788,17	11.943,60	11.410,67	12.201,13
Balance of Trade	11.093,09	12.565,72	13.667,45	14.303,53	9.556,53	10.689,06	13.234,04	14.864,01	17.913,47	18.311,00



In 2014, Creative goods exports increased 66%, from \$20.2 billion in 2005 to \$30.5 billion. Fashion goods, which stood at \$12,7 billion, accounted for the largest share of creative goods exports, followed by jewelry at \$7.2 billion and interior design goods at \$6 billion. This burst of creativity and design is encapsulated by the Salone del Mobile in Milan, which has now become the world's foremost design fair. Publishing (books and journals) was the second leading sector with goods worth of \$1.4 billion, followed by art crafts at \$1 billion. Creative goods imports stood at \$12.2 billion, nearly 50% less than exports, generating a creative goods trade surplus of \$18.3 billion in 2014.

# Italy



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	2.938,11	185,93	2.752,19	Switzerland	3.854,59	834,38	3.020,22
2	France	2.367,49	773,18	1.594,31	France	3.513,94	1.521,69	1.992,25
3	Switzerland	1.637,89	426,50	1.211,38	United States	3.179,08	261,98	2.917,10
4	Germany	1.556,27	959,14	597,13	United Arab Emirates	1.959,71	20,01	1.939,69
5	United Kingdom	1.202,62	466,49	736,13	Germany	1.944,38	1.335,34	609,04
6	Spain	1.086,67	248,61	838,05	Hong Kong (China)	1.792,50	98,60	1.693,90
7	Japan	835,08	54,40	780,68	United Kingdom	1.551,57	484,08	1.067,49
8	Russian Federation	811,22	22,70	788,52	Russian Federation	1.121,25	9,39	1.111,87
9	United Arab Emirates	629,90	7,06	622,84	Spain	959,97	325,95	634,02
10	Hong Kong (China)	492,96	116,77	376,19	Japan	797,41	33,82	763,59

In 2014, the main destination markets for creative goods exports were Europe (55%), Asia (28%) and the Americas (14%). Creative services exports stood at \$22.5 billion. Research and development (R&D) accounted for \$4.5 billion, followed by architectural, engineering, scientific, and other technical services, which accounted for \$3.1 billion, and advertising, market research, and public opinion polling services at \$2.5 billion. Creative services imports were slightly less than exports with a total value of \$15.7 billion in 2014.

# Italy

## CREATIVE SERVICES

ITALY					
(in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	13.402,6	15.176,4	18.159,7	20.680,5	22.501,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	10.989,9	12.435,2	15.312,5	17.376,5	18.092,3
Advertising, market research, and public opinion polling services	2.139,1	1.700,0	1.367,6	1.471,9	1.587,3
Architectural services	23,4	32,3	37,0	6,6	18,3
Architectural, engineering, scientific, and other technical services	2.341,6	3.228,9	3.704,9	3.467,3	3.147,0
R&D , sale of proprietary rights arising from R&D	4,6	10,0	12,5	7,7	2,5
R&D work undertaken on a systematic basis to increase the stock of knowledge	2.132,3	2.457,3	3.354,5	4.079,6	4.382,1
R&D, Provision of customized and non-customized R&D services	2.127,8	2.447,3	3.342,2	4.071,9	4.379,5
Research and development (R&D)	2.221,1	2.559,4	3.493,8	4.271,5	4.575,5
<b>Personal, cultural and recreational services</b>	266,9	222,3	103,0	106,4	99,2
Audiovisual and related services	127,3	78,0	59,0	37,0	34,6
Other personal, cultural, and recreational services, heritage and recreational services	139,6	144,3	44,1	69,3	64,6
<b>Telecommunications, computer, and information services</b>	2.145,8	2.518,9	2.744,2	3.197,6	4.309,5
Computer services	2.069,7	2.356,3	2.543,9	2.960,1	4.116,9
Information services	38,1	81,3	100,1	118,8	96,3
Information services, News agency	4,8	5,7	3,0	2,4	2,4
Information services, Other (other than news agency)	33,2	75,6	97,3	116,3	93,9
<b>IMPORTS</b>	13.857,1	16.279,9	13.918,1	15.834,8	15.713,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	8.860,5	11.118,6	8.906,8	10.802,8	10.452,4
Advertising, market research, and public opinion polling services	2.582,1	3.087,5	2.663,6	2.440,5	2.641,3
Architectural services	30,3	46,8	31,5	49,3	67,3
Architectural, engineering, scientific, and other technical services	1.515,4	2.344,9	1.575,8	2.833,0	3.238,7
R&D , sale of proprietary rights arising from R&D	12,7	26,8	18,5	58,8	76,2
R&D work undertaken on a systematic basis to increase the stock of knowledge	1.539,2	1.834,4	1.507,9	1.781,7	1.477,8
R&D, Provision of customized and non-customized R&D services	1.526,5	1.807,6	1.489,4	1.722,9	1.401,7
Research and development (R&D)	1.654,2	1.970,5	1.620,1	1.916,6	1.549,5
<b>Personal, cultural and recreational</b>	419,0	348,1	244,0	318,7	285,9

# Italy

services					
Audiovisual and related services	313,9	259,1	172,4	243,2	212,7
Other personal, cultural and recreational services, heritage and recreational services	105,2	89,0	71,6	75,4	73,2
<b>Telecommunications, computer, and information services</b>	<b>4.577,5</b>	<b>4.813,2</b>	<b>4.767,4</b>	<b>4.713,3</b>	<b>4.974,7</b>
Computer services	4.164,8	4.278,6	4.296,7	4.140,0	4.281,1
Information services	206,3	267,3	235,3	286,7	346,8
Information services, News agency	43,7	52,4	30,7	29,7	33,2
Information services, Other (other than news agency)	162,6	214,9	204,7	256,9	313,6

## Highlights:

- According to the report “Io sono cultural – l’Italia della qualità e della bellezza sfida la crisi” (I am culture-Italy of quality and beauty defies the economic crisis) drafted by the Fondazione Symbola, in 2014, output the creative and cultural industries in Italy stood at 78.6 billion euros.<sup>1</sup> CCI’s also impacted on employment with 1.4 million people involved in Italy.
- Italy’s design and furniture is showing signs of recovery; however, in the coming years, companies will still have to face complex challenges. First of all, to gain new market share, it will need to appeal more to the so-called “Millennials” (young people born after 1980), the digital natives that are already revolutionizing industries such as music or publishing.<sup>2</sup> It will also be necessary to invest more in e-commerce, a sector which is worth at least €6 at the European level.

## Sources:

[How Italy became \(and remains\) a creative superpower](#), September, 2017

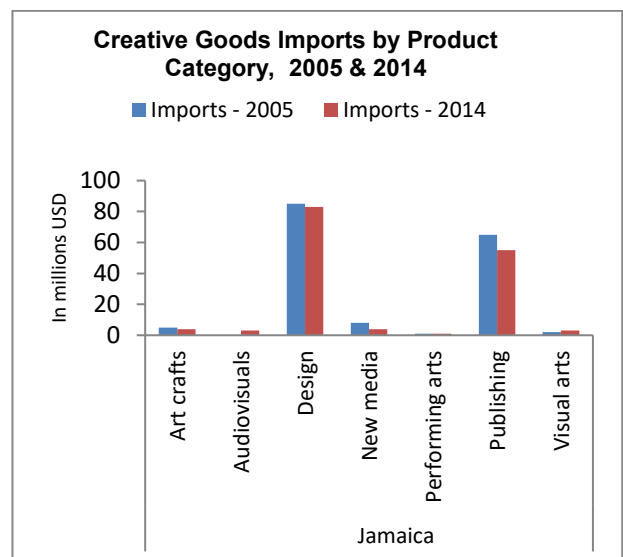
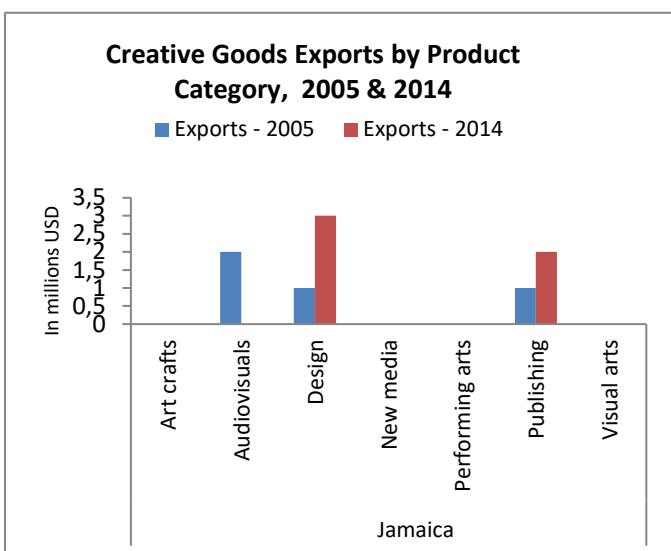
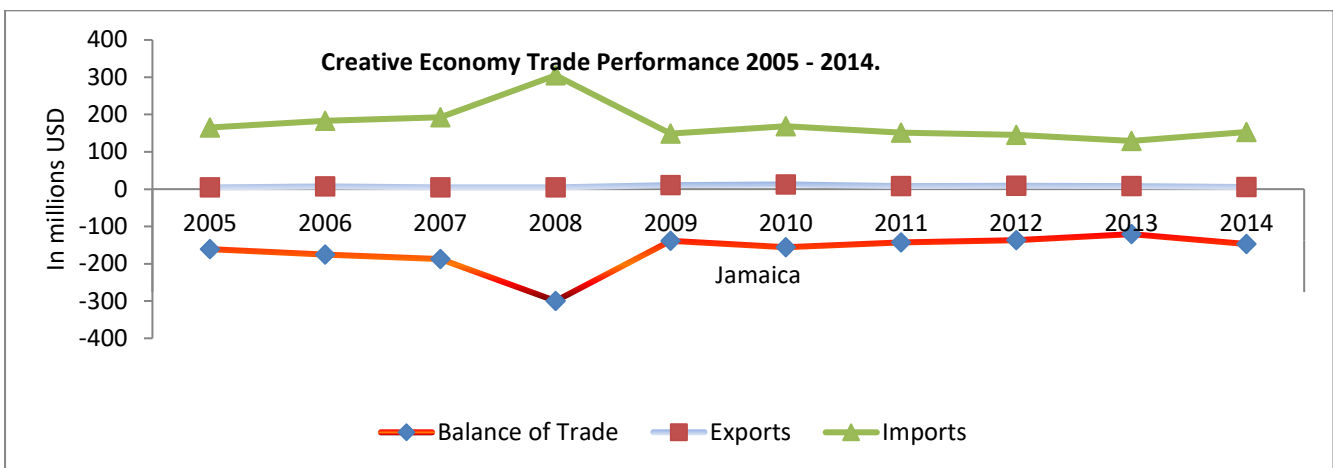
<sup>1</sup> [In Italy culture is worth, and creativity even more](#), Laboratory for the governance of the city as a commons

<sup>2</sup> [The new challenge facing Italy’s design industry is to conquer the Millennials](#), July 2016  
UNCTAD Creative Economy Outlook / Country Profiles

# Jamaica

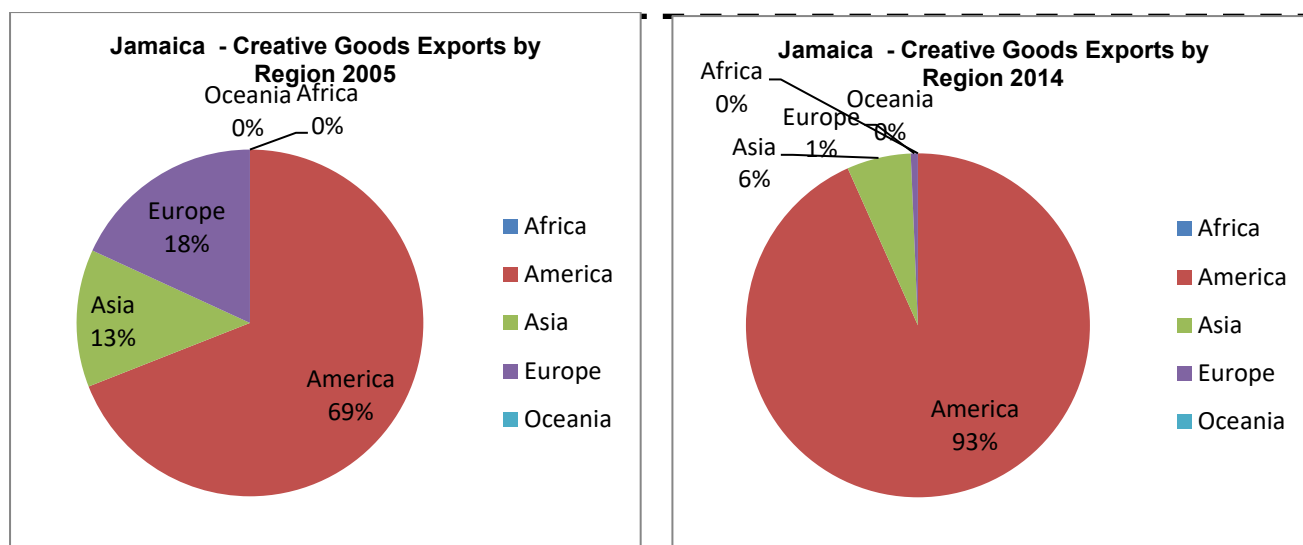
## COUNTRY PROFILE - Jamaica

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Jamaica	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4,52	7,52	4,99	5,09	10,73	12,60	8,34	9,04	8,55	5,98
Imports	165,41	183,43	192,82	304,99	149,19	168,62	151,08	145,52	129,24	153,14
Balance of Trade	-160,89	-175,91	-187,83	-299,90	-138,46	-156,02	-142,74	-136,48	-120,69	-147,16



In 2014, creative goods exports stood at \$5.9 million. With a combined value of \$5 million, design goods (fashion and accessories) and publishing accounted for the largest share of exports. [The Jamaica Fashion and Apparel Cluster](#) is aligned with the Creative and Cultural industries initiatives under Vision 2030. Creative goods imports included design, publishing and audiovisuals for a total value of \$153 million, generating a creative goods trade deficit of \$147 million. Jamaica has a very rich history of original music and in particular, Reggae. Jamaica runs the famous Reggae Sumfest festival which helps to boost the local Jamaican economy. The film sector is another promising sector; however better financial incentives may be required.

# Jamaica



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Jamaica		Values in Million US \$			Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	1,96	108,44	-106,47	United States	3,35	94,10	-90,75
2	Japan	0,53	0,38	0,16	Guyana	1,08	0,00	1,08
3	Trinidad and Tobago	0,36	3,94	-3,58	Trinidad and Tobago	0,35	1,47	-1,12
4	Germany	0,31	0,24	0,08	Hong Kong (China)	0,29	2,70	-2,41
5	United Kingdom	0,22	13,44	-13,22	Barbados	0,13	0,06	0,07
6	Cayman Islands	0,16	0,02	0,14	Sint Maarten (Dutch part)	0,10	0,00	0,10
7	Barbados	0,12	0,08	0,04	Cayman Islands	0,08	0,05	0,03
8	France	0,10	0,11	-0,01	Antigua and Barbuda	0,07	0,00	0,07
9	Italy	0,10	2,13	-2,03	Saint Lucia	0,06	0,00	0,06
10	Saint Lucia	0,09	0,01	0,09	Curaçao	0,05	0,03	0,02

In 2014, the main destinations market for creative goods exports were the Americas (93% market share) and Asia (6%). Creative services exports stood at \$40.7 million, with computer services exports worth \$36.7 million, followed by information services at \$3.8 million. Creative services imports stood at \$39.2 million led by telecommunications, computer, and information services at \$23.9 million followed by personal, cultural and recreational services at \$15.3 million.

# Jamaica

## CREATIVE SERVICES

JAMAICA	2010	2011	2012	2013	2014	2015	2016
Value in millions of \$							
<b>EXPORTS</b>	38,4	38,5	34,2	36,2	41,0	40,7	40,7
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Other business Services</b>							
<b>Personal, cultural and recreational services</b>							
<b>Telecommunications, computer, and information services</b>	38,4	38,5	34,2	36,2	41,0	40,7	40,7
Computer services	38,2	38,3	34,1	36,2	37,1	36,7	36,7
Information services	0,2	0,2	0,0		3,9	3,9	3,9
<b>IMPORTS</b>	48,9	52,4	24,8	24,7	39,2	39,2	39,2
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Other business Services</b>							
<b>Personal, cultural and recreational services</b>	12,6	13,0	2,6	2,6	15,3	15,3	15,3
Audiovisual and related services	12,6	13,0	2,6	2,6	15,3	15,3	15,3
<b>Telecommunications, computer, and information services</b>	36,4	39,4	22,1	22,1	23,9	23,9	23,9
Computer services	22,2	23,0	15,8	15,7	17,6	17,6	17,6
Information services	14,1	16,4	6,4	6,4	6,3	6,3	6,3

### Highlights:

- JAMPRO, which is an Agency of the Government of Jamaica's Ministry of Industry, Commerce, Agriculture and Fisheries, will be lobbying Government and other stakeholders to develop a support mechanism for the film industry, including a film fund to finance the development of local screen-based product, according to President of Jampro Diane Edwards. One of the challenges for Jamaica advancing tax incentives is the country's agreements with the IMF (International Monetary Fund), which has restricted tax reform in the interests of fiscal responsibility.<sup>1</sup>
- The vibrant expression of the Jamaican spirit is captured in the music, which has given the world some of the greatest artistes, producers and sound engineers. As the capital of reggae, Jamaica is home to a multi-billion-dollar industry that enjoys great global demand and has influenced many of the major international musical movements.<sup>2</sup>

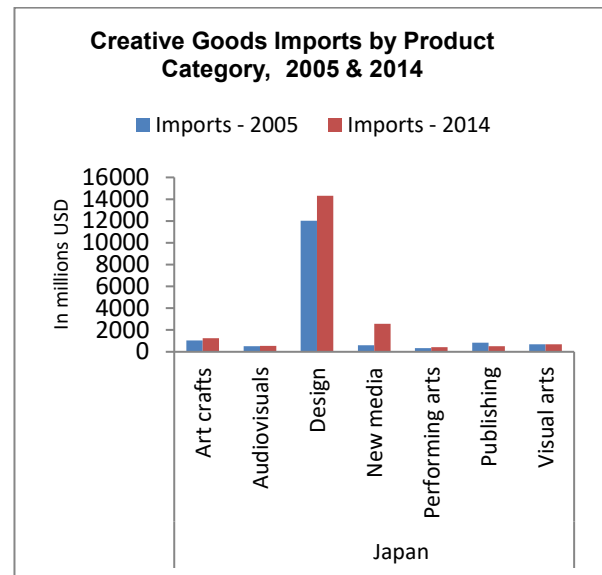
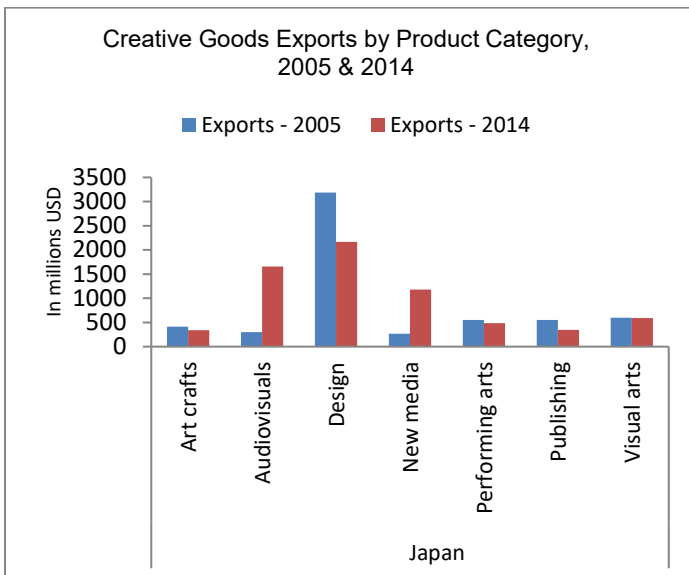
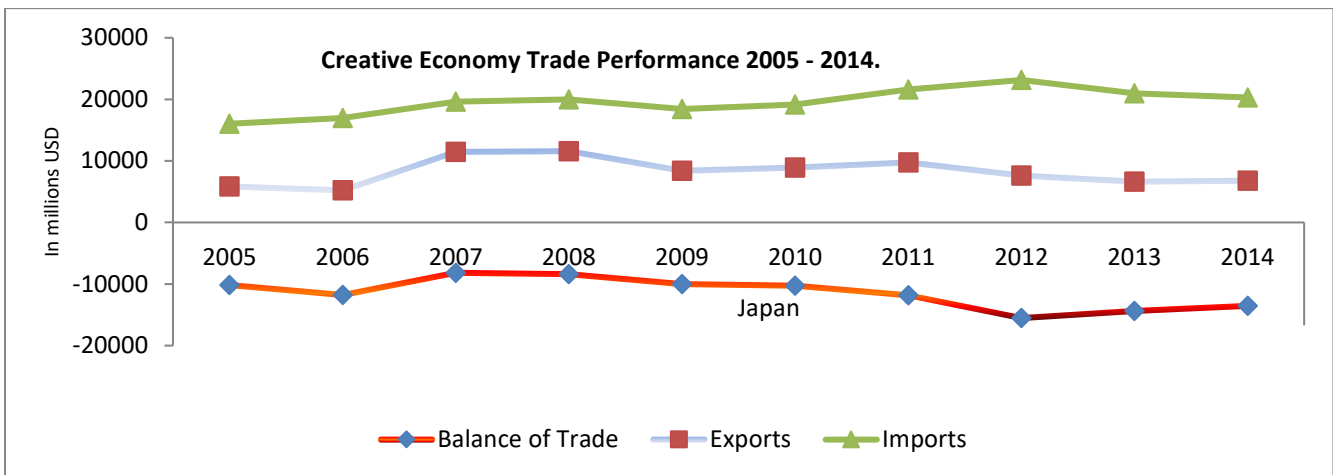
<sup>1</sup> [Jamaica's film industry-100 years on and we are still gasping for breath](#), January 2017

<sup>2</sup> [Trade and Investment Jamaica \(JAMPRO\)](#), sector profile Music  
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# Japan

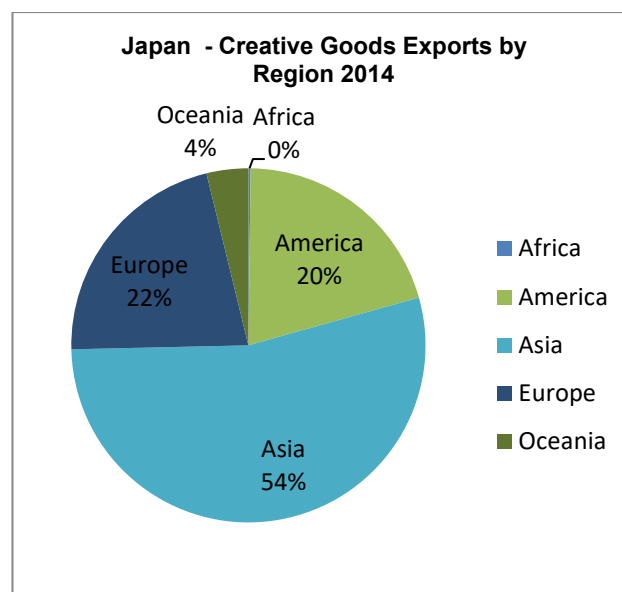
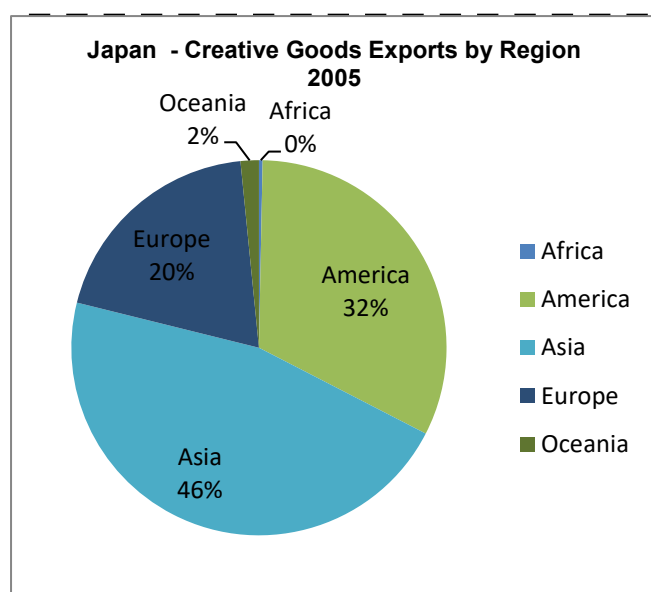
## COUNTRY PROFILE - Japan

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Japan	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	5.861,84	5.203,73	11.433,66	11.578,56	8.386,14	8.910,43	9.745,34	7.610,06	6.615,56	6.763,41
Imports	16.032,57	16.976,71	19.612,19	19.982,65	18.422,02	19.167,01	21.571,65	23.141,27	20.976,50	20.304,37
Balance of Trade	-10.170,73	-11.772,98	-8.178,53	-8.404,09	-10.035,88	-10.256,58	-11.826,31	-15.531,21	-14.360,94	-13.540,96



In 2014, creative goods exports stood at \$6.7 billion. Design goods accounted for the largest share of exports at \$2.1 billion. Other key export sectors included audiovisuals at \$1.6 billion, new media at \$1.1 billion, visual arts at \$589 million, performing arts at \$485 million and art crafts at \$343 million. At \$20.3 billion, creative goods imports were nearly three times higher than exports. Design goods and new media accounted for 70% of creative goods imports. Japanese pottery enjoys worldwide reputation for its artistry and refined techniques. The Creative industries policy “Cool Japan” is promoted by the Ministry of Economy, Trade and Industry for the cultivation and promotion of creative industries in Japan and abroad.

# Japan



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	1.751,69	1.186,63	565,06	United States	1.280,84	1.222,86	57,99
2	Hong Kong (China)	870,07	243,40	626,67	Hong Kong (China)	1.012,86	130,31	882,55
3	China	687,35	8.420,90	-7.733,55	China	698,26	11.347,75	-10.649,49
4	Taiwan Province of China	381,06	412,81	-31,76	Switzerland	510,38	127,14	383,24
5	Korea, Republic of	363,21	383,95	-20,74	Germany	423,26	232,59	190,66
6	Germany	330,18	279,42	50,76	Taiwan Province of China	369,07	854,02	-484,95
7	Netherlands	270,26	29,85	240,41	Philippines	364,68	191,84	172,83
8	United Kingdom	210,12	331,61	-121,49	Republic of Korea	338,98	352,75	-13,76
9	Singapore	110,67	88,69	21,98	Netherlands	252,70	62,94	189,76
10	Canada	103,99	70,25	33,74	Australia	249,46	9,50	239,95

In 2014, the main destination markets for creative goods exports were Asia (54%), Europe (22%) and the Americas (20%). Japan had a creative goods trade deficit of \$10.6 billion with China and of \$484 million with Taiwan (Hong Kong (China)). Creative services exports stood at \$9 billion in 2014. Research and development (R&D) accounted for the largest share of creative services exports, with a value of \$6.8 billion, followed by telecommunications, computer, and information services, at \$1.8 billion. Japan is still one of the world's largest spenders in terms of R&D but Japan's scientific output has failed to keep pace with other leading nations over the past decade.<sup>1</sup>

<sup>1</sup> [Nature Index: Japan's R&D Performance Strong but Declining](#), Asian Scientist, 2017  
UNCTAD Creative Economy Outlook / Country Profiles

# Japan

## CREATIVE SERVICES

JAPAN	In millions of \$			
	2011	2012	2013	2014
<b>EXPORTS</b>	4.305,6	4.351,7	3.944,9	9.002,8
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	4.214,7	4.211,6	3.844,9	6.808,3
Research and development (R&D)	4.214,7	4.211,6	3.844,9	6.808,3
<b>Personal, cultural and recreational services</b>	90,9	140,1	100,0	390,8
Audiovisual and related services	90,9	140,1	100,0	390,8
<b>Telecommunications, computer, and information services</b>				1.803,8
Computer services				1.652,7
Information services				151,0
<b>IMPORTS</b>	11.425,2	11.723,0	13.029,8	27.777,7
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	10.624,8	10.765,8	12.156,5	17.593,1
Research and development (R&D)	10.624,8	10.765,8	12.156,5	17.593,1
<b>Personal, cultural and recreational services</b>	800,4	957,2	873,3	698,5
Audiovisual and related services	800,4	957,2	873,3	698,5
<b>Telecommunications, computer, and information services</b>				9.486,1
<b>Computer services</b>				8.846,1
Information services				640,0

### Highlights:

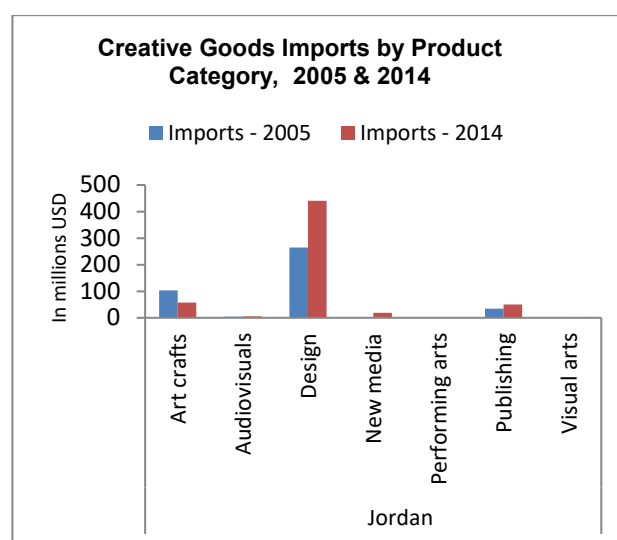
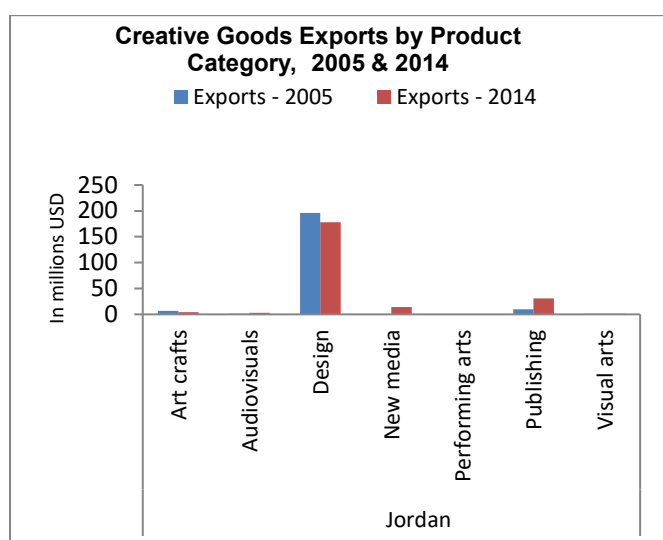
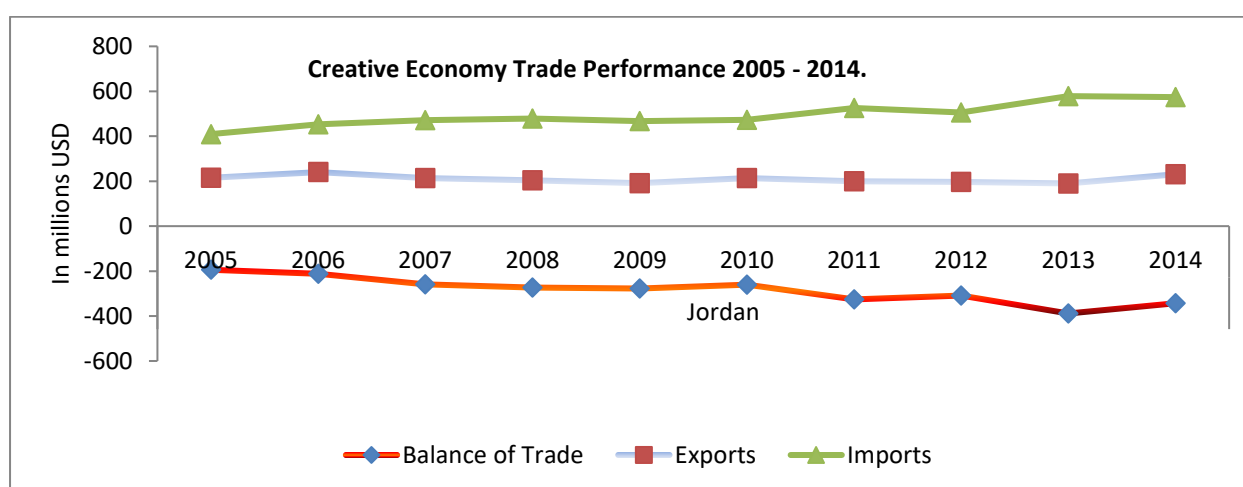
- The Cool Japan Initiative has aimed to change the appeal of Japanese culture, lifestyle and clothing, food and housing and contents (anime, drama and music) into additional value (commercialization of the Japanese appeal) in addition to the traditional industry such as cars, home electronics, and devices.<sup>2</sup>
- In June 2017, the Ministry of Economy, Trade and Industry (METI) established the Consortium for Supporting Young Designers as a framework in which the public and private sectors will integrally implement support measures for young fashion designers from a variety of perspectives.<sup>3</sup>

<sup>2</sup> [Cool Japan Initiative](#), Ministry of Economy, Trade and Industry, July 2014.

<sup>3</sup> Ministry of Economy, Trade and Industry, [http://www.meti.go.jp/english/press/2018/0223\\_002.html](http://www.meti.go.jp/english/press/2018/0223_002.html)  
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# Jordan

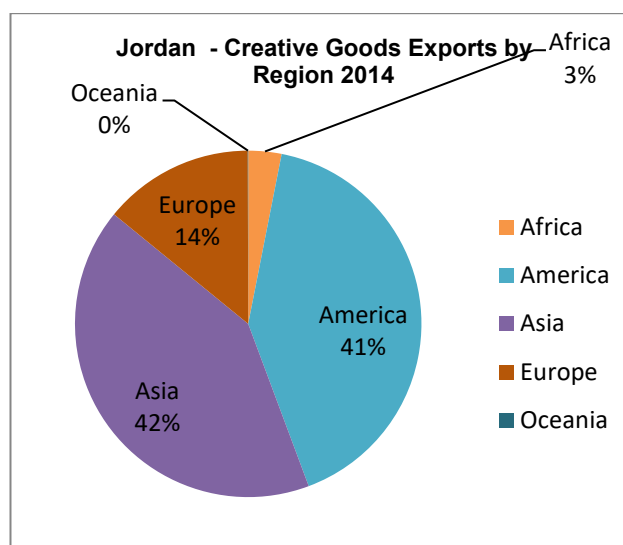
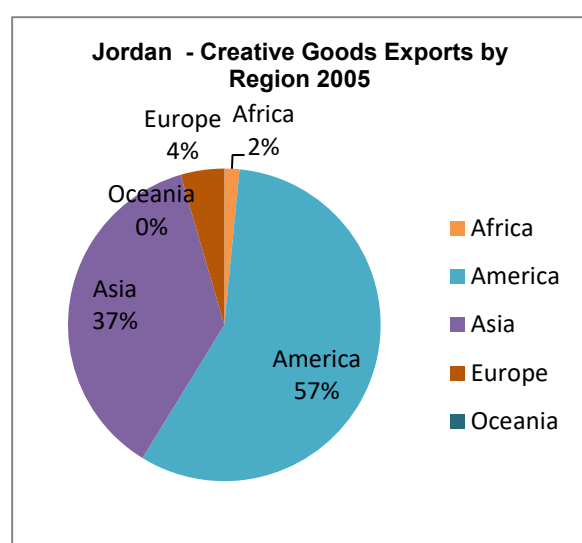
COUNTRY PROFILE - Jordan										
Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Jordan	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	215.45	240.35	213.59	204.44	190.47	213.21	199.47	196.62	189.95	230.67
Imports	409.64	452.84	472.19	478.16	467.29	473.71	525.26	505.98	578.54	574.23
Balance of Trade	-194.19	-212.49	-258.60	-273.72	-276.82	-260.50	-325.79	-309.36	-388.59	-343.56



Creative goods exports increased from \$215 million in 2005 to \$230 million in 2014. Estimated at \$168 million, all together, design goods, jewelry and interior design accounted for the largest share of creative goods exports. Handicrafts made in Jordan are blossoming, where women are the primary workers in the industry. At \$574 million, the value of imports of creative goods was double that of exports. Fashion is another sector with growth potential. In 2007, more than 7,000 establishments operated in the clothing and fabrics retail sector in Jordan employing nearly 21,000 people.<sup>1</sup>

<sup>1</sup> [The Envision Consulting Group](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Jordan



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	118.03	12.61	105.41	United States	88.93	16.86	72.07
2	Israel	27.59	39.17	-11.58	Saudi Arabia	33.67	22.22	11.45
3	United Arab Emirates	23.26	4.76	18.50	Iraq	27.48	0.24	27.24
4	Iraq	13.77	0.04	13.74	Italy	26.40	107.52	-81.12
5	Italy	7.98	124.91	-116.93	United Arab Emirates	18.82	76.28	-57.46
6	Saudi Arabia	3.51	10.82	-7.31	Algeria	3.40	0.00	3.40
7	Syrian Arab Republic	2.10	12.44	-10.34	United Kingdom	3.21	10.02	-6.81
8	Libya	1.99	0.00	1.99	Qatar	2.92	0.02	2.90
9	Qatar	1.10	0.10	1.00	Canada	2.44	5.30	-2.86
10	State of Palestine	1.05	0.20	0.85	Kuwait	2.14	0.80	1.34

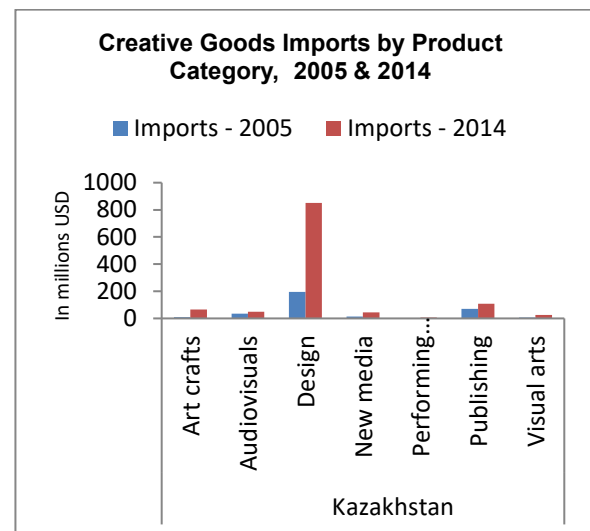
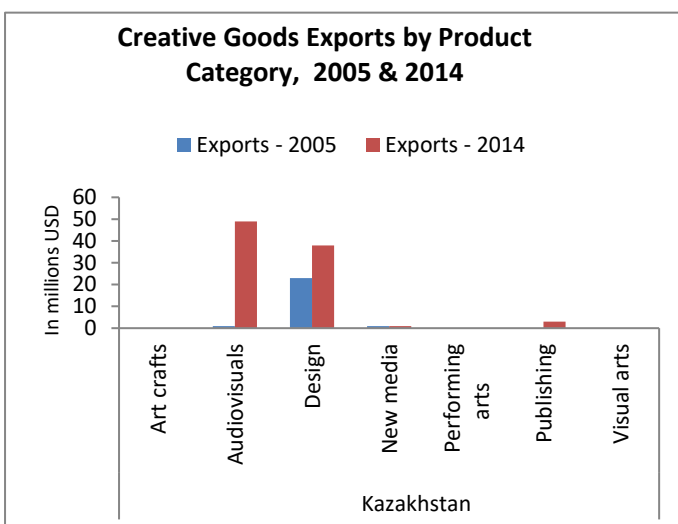
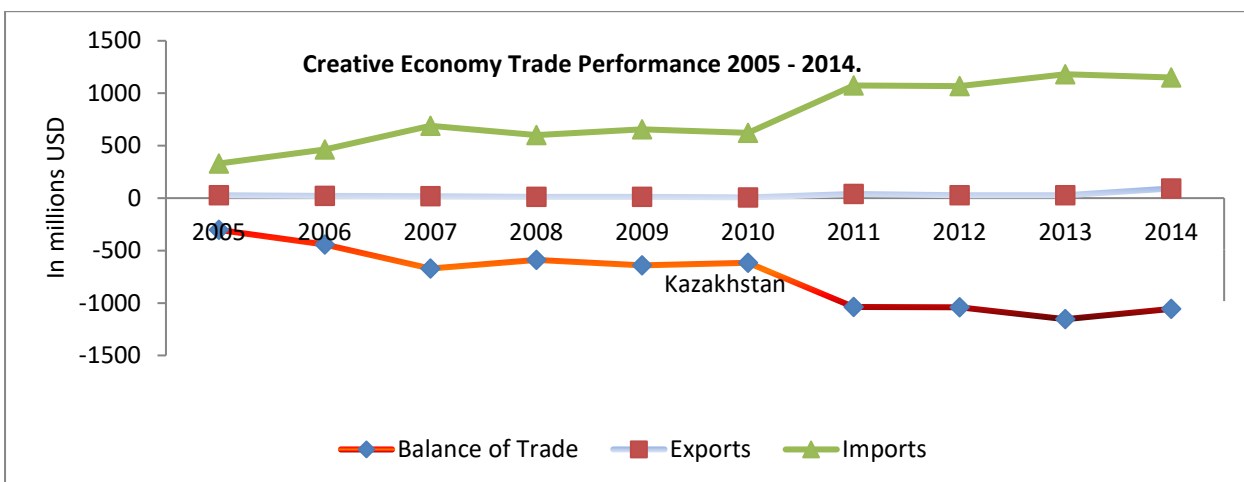
In 2014, the main destination markets for creative goods exports were Asia (42%), the Americas (41%) and Europe (14%). Jordan had significant trade deficits with Italy and the United Arab Emirates. No data was available for creative services exports or imports. WIPO report shows that 'copyright industries' contribute 3% of overall GDP—small, but already in excess of several other industries including mining, electricity and water, and close to the agricultural sector (3.5%). The creative industries employ a slightly larger share (3.4%) of the total labour force.<sup>2</sup>

<sup>2</sup> [Developing Creative Industries in Jordan, A Call to Action](#)  
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# Kazakhstan

## COUNTRY PROFILE - Kazakhstan

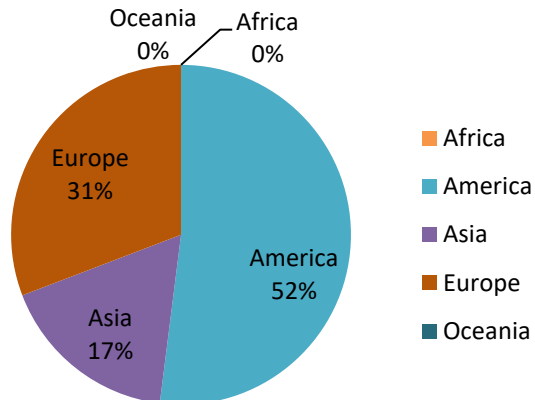
Creative Industries Trade Performance, 2005-2014							Value in Million US\$			
Kazakhstan	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	26.23	21.38	17.16	11.58	13.13	6.49	38.13	26.50	26.68	92.03
Imports	329.64	462.99	690.19	600.00	654.75	623.17	1'074.82	1'068.64	1'181.19	1'149.58
Balance of Trade	-303.41	-441.61	-673.03	-588.42	-641.62	-616.68	-1'036.69	-1'042.14	-1'154.51	-1'057.55



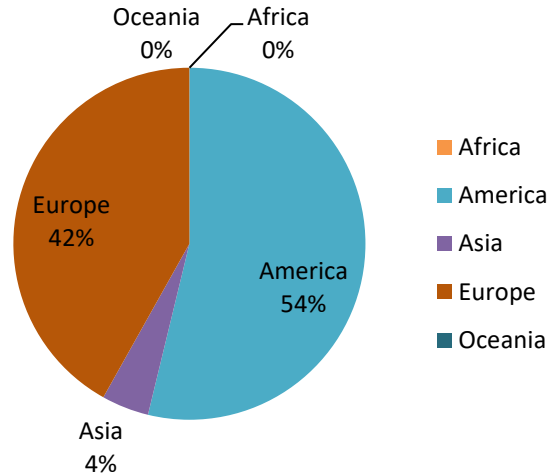
Creative goods exports more than tripled from \$26.2 million in 2005 to \$92 million in 2014. At a value of \$49 million, audiovisuals (CDs, DVDs, tapes) accounted for the largest share of creative goods exports, followed by design goods (jewelry) at \$20 million. Kazakhstan has witnessed the emergence of creative clusters and public spaces initiated by its citizens to revitalize urban culture. Creative goods imports stood at \$1.1 billion mainly driven by design goods imports worth \$852 million. Kazakhstan posted a trade deficit of \$1 billion in 2014.

# Kazakhstan

**Kazakhstan - Creative Goods Exports by Region 2005**



**Kazakhstan - Creative Goods Exports by Region 2014**



**TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014**

Economy	2005				2014			
	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Canada	8.02	3.35	4.67	United States	49.46	13.72	35.75
2	Russian Federation	5.90	122.20	-116.30	Switzerland	19.36	2.32	17.04
3	United States	5.62	9.72	-4.10	Russian Federation	15.97	307.90	-291.93
4	Kyrgyzstan	1.96	6.05	-4.09	Kyrgyzstan	2.82	1.84	0.99
5	Korea, Republic of	1.55	0.72	0.83	France	1.62	9.78	-8.15
6	Finland	1.36	0.31	1.06	Lithuania	0.49	3.33	-2.84
7	Ukraine	0.33	15.30	-14.97	Tajikistan	0.46	0.06	0.41
8	Turkey	0.22	13.13	-12.92	Italy	0.44	76.31	-75.87
9	Tajikistan	0.20	0.00	0.20	Uzbekistan	0.20	15.92	-15.72
10	Belarus	0.17	10.46	-10.28	Czech Republic	0.18	4.81	-4.63

In 2014, the main destination markets for creative goods exports were the Americas (54%), Europe (42%) and Asia (4%). The main country destination for creative goods exports was the United States, with almost 50% market share. Kazakhstan posted large trade deficits with the Russian Federation and Italy. Creative services exports stood at \$21.8 million and computer services accounted for the largest share of creative services exports at \$8.1 million followed by R&D at \$6.5 million and information services at \$5.7 million in 2014.

# Kazakhstan

## CREATIVE SERVICES

<b>KAZAKHSTAN</b>					
(in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	43.9	26.6	20.5	19.4	21.8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	31.8	14.0	2.5	4.6	6.5
Research and development (R&D)	31.8	14.0	2.5	4.6	6.5
<b>Personal, cultural and recreational services</b>	0.7	0.9	1.3	1.2	1.4
Audiovisual and related services	0.7	0.9	1.3	1.2	1.4
<b>Telecommunications, computer, and information services</b>	11.4	11.7	16.8	13.7	13.8
Computer services	7.7	7.9	12.3	9.6	8.1
Information services	3.7	3.8	4.5	4.1	5.7
<b>IMPORTS</b>	152.6	251.0	144.1	190.3	234.4
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	16.0	112.4	15.8	16.1	15.2
Research and development (R&D)	16.0	112.4	15.8	16.1	15.2
<b>Personal, cultural and recreational services</b>	35.8	51.5	57.5	75.0	76.2
Audiovisual and related services	35.8	51.5	57.5	75.0	76.2
<b>Telecommunications, computer, and information services</b>	100.7	87.2	70.7	99.3	143.0
Computer services	80.5	42.2	50.2	53.7	92.7
Information services	20.2	45.0	20.5	45.6	50.3

### Highlights

Kazakhstan has been exploring opportunities to generate added value from integrating tourism and creativity, by developing new creative tourism products, supporting the creative industries and stimulating creative exports. The strategy of Astana tourism development is based on business, cultural and medical tourism, as demonstrated during the EXPO 2017 held in Astana.

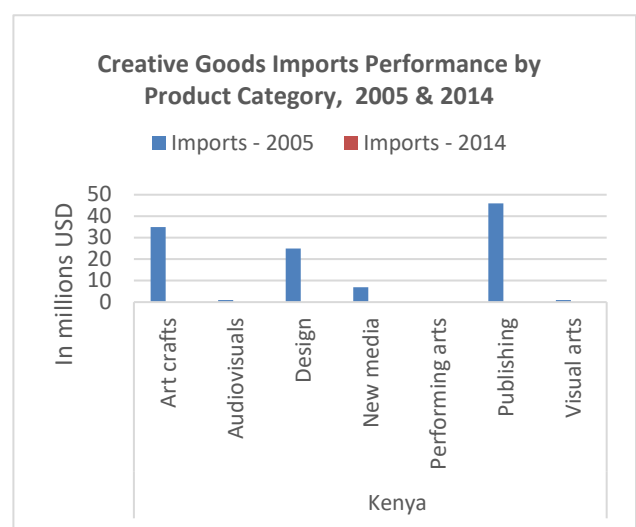
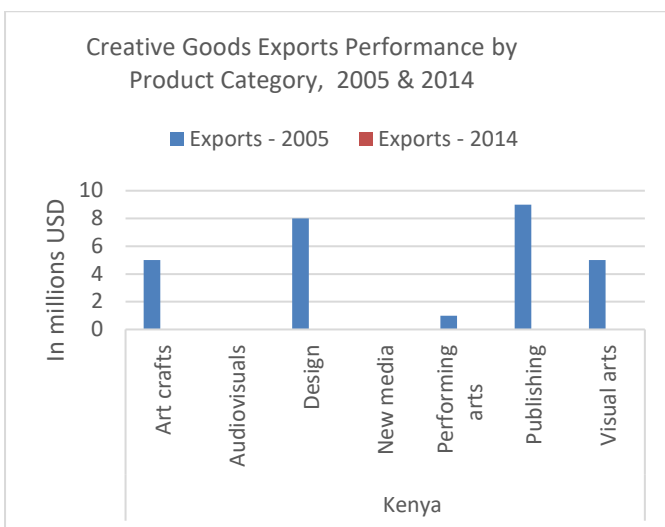
### Sources:

[Bureau International des Expositions](#)

# Kenya

## COUNTRY PROFILE -Kenya

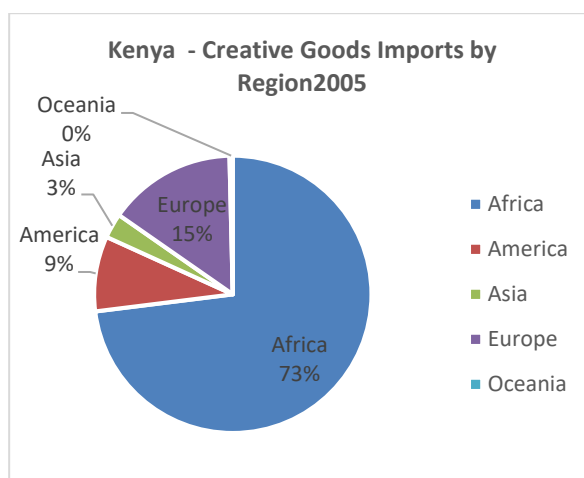
Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Kenya	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	26,98	37,34	44,84	56,83	52,89	53,15	0,00	0,00	40,92	0,00
Imports	115,15	132,00	131,86	181,92	175,25	214,71	0,00	0,00	195,11	0,00
Balance of Trade	-88,17	-94,66	-87,02	-125,09	-122,36	-161,56	0,00	0,00	-154,19	0,00



Creative goods exports from Kenya stood at \$40.9 million and imports at \$195 million in 2013, the last year for which data was available. Besides the performing arts, visual arts and cultural heritage, Kenyans produce films, videos, television and radio shows, video games, music and books. There is important work being undertaken in the graphic design, fashion and advertising subsectors. These creative activities need to be anchored in political and governmental commitment and concrete support.<sup>1</sup>

<sup>1</sup> [Kenya should pay more attention to culture and creative industries](#), Daily Nation, 2018

# Kenya



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Kenya	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Uganda	5,27	0,01	5,26				
2	United Republic of Tanzania	4,96	4,00	0,96				
3	Sudan	2,81	0,01	2,80				
4	United States	1,99	3,81	-1,82				
5	Italy	1,38	1,92	-0,55				
6	Burundi	1,28	0,00	1,28				
7	Somalia	1,06	0,07	0,99				
8	Dem. Rep. of the Congo	1,04	0,02	1,02				
9	Rwanda	0,97	0,00	0,97				
10	United Kingdom	0,71	18,16	-17,45				

Fashion can be a major growth driver. The textile industry is the second largest employer in developing countries, but most artisans are trapped in domestic markets with no links to international trade. In Kenya, like many other African countries, the domestic textile industry has suffered because of the 'race to the bottom' by global brands seeking out low-cost labour.<sup>2</sup> UNCTAD with the support of Fashion Designer Anne McCreath organized a Fashion Show in Kenya during UNCTAD's Ministerial Meeting in 2016. Kenya is the 'hub' of East Africa, attracting investment from the likes of IBM, Google and Microsoft to "silicon savannah", bringing new infrastructure to help micro SMEs in the digital and creative sectors.<sup>3</sup>

<sup>2</sup> [Can Kenya break the global fashion industry's low-wage model?](#)

<sup>3</sup> [British Council](#), Kenya  
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# Kenya

## CREATIVE SERVICES

KENYA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Exports</b>	1,09	0,66	0,80	1,06	0,39	0,30	0,10	0,00	0,00	0,02
<b>Charges for the use of intellectual property n.i.e</b>										
<b>Personal, Cultural and recreational services</b>										
<b>Telecommunications, computer, and information services</b>	1,09	0,66	0,80	1,06	0,39	0,30	0,10	0,00	0,00	0,02
Information services	1,09	0,66	0,80	1,06	0,39	0,30	0,10	0,00	0,00	0,02
<b>Imports</b>	1,50	1,81	2,30	2,33	1,59	2,00	2,81	0,71	0,74	0,77
<b>Charges for the use of intellectual property n.i.e</b>	0,00									
<b>Other business Services</b>	0,00									
<b>Personal, Cultural and recreational services</b>	0,00									
<b>Telecommunications, computer, and information services</b>	1,50	1,81	2,30	2,33	1,59	2,00	2,81	0,71	0,74	0,77
Information services	1,50	1,81	2,30	2,33	1,59	2,00	2,81	0,71	0,74	0,77

## Highlights

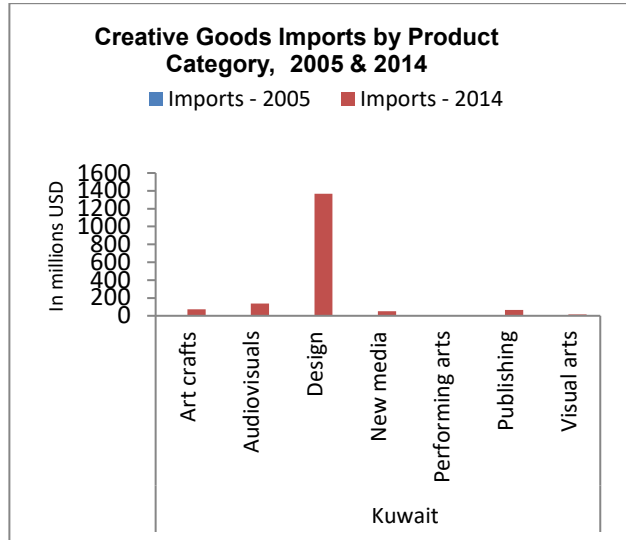
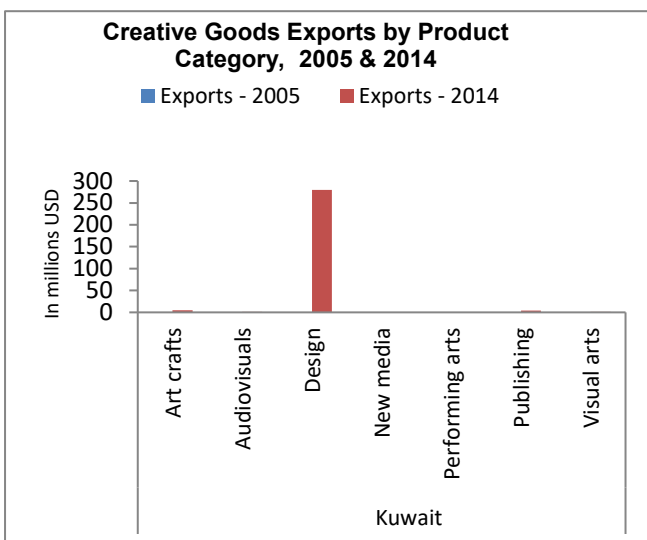
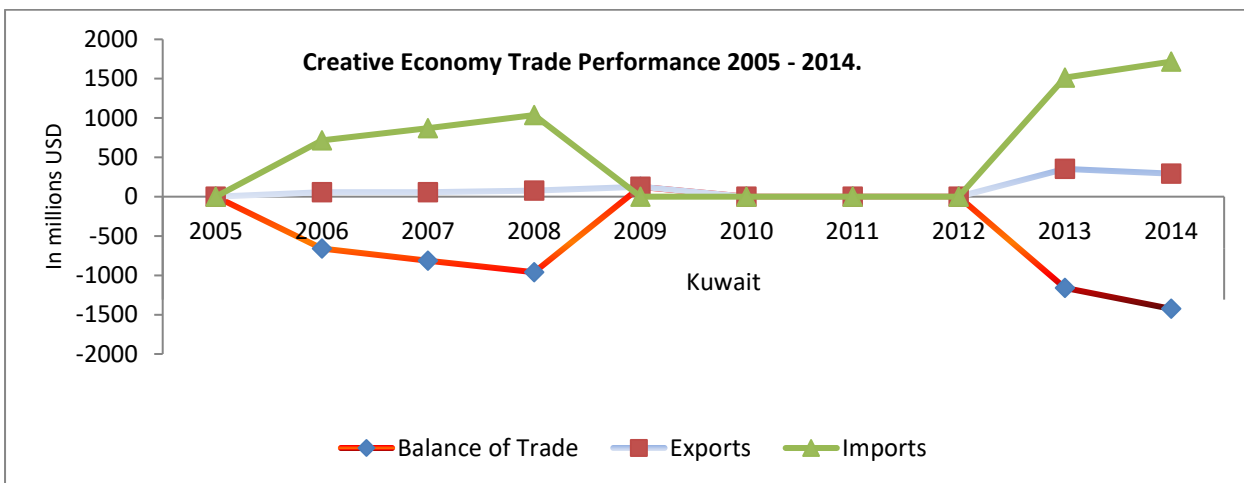
- In June 2018, HEVA Fund signed a credit investment agreement with Agence Française de Développement (AFD) to advance credit and technical assistance for creative industries in Kenya, a project that is worth KES 90 Million (Euro 800,000), and is a significant part of Kenya's 2018/2022 strategy. The aim of the project is to provide financial support to businesses based in Kenya and technical support to businesses based in the wider East African region.<sup>4</sup>

<sup>4</sup> [Heva Fund General Manager, George Gachara](#), Kenya  
UNCTAD Creative Economy Outlook / Country Profiles

# Kuwait

## COUNTRY PROFILE - Kuwait

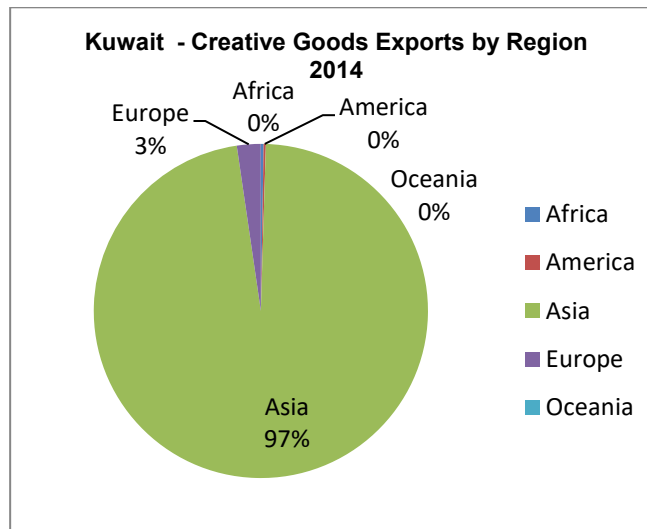
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Kuwait	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0.00	56.23	54.72	76.52	123.87	0.00	0.00	0.00	353.15	290.87
Imports	0.00	716.69	869.79	1'035.79	0.00	0.00	0.00	0.00	1'513.21	1'716.79
Balance of Trade	0.00	-660.46	-815.07	-959.27	123.87	0.00	0.00	0.00	-1'160.06	-1'425.92



Creative goods exports reached a peak in 2013 with exports worth \$353 million but declined to \$291 million in 2014. Design goods (jewelry and interior design goods) accounted for the largest share of creative goods exports with a total value of \$280 million. Creative goods imports stood at \$1.7 billion driven mainly by the imports of design goods, audiovisuals and publishing. With GDP per capita among the highest in the world, spending power in Kuwait is very high, which, when combined with a young population that views shopping as a popular leisure activity, suggests that there is major potential for the luxury retail segment.<sup>1</sup>

<sup>1</sup> [Kuwaiti luxury retail market thrives](#), 2014  
UNCTAD Creative Economy Outlook / Country Profiles

# Kuwait



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Maldives	0.00	0.00	0.00	United Arab Emirates	201.47	463.30	-261.83
2	Solomon Islands	0.00	0.00	0.00	Saudi Arabia	33.56	26.95	6.61
3	Panama, Canal Zone	0.00	0.00	0.00	Qatar	17.89	0.07	17.82
4	Albania	0.00	0.00	0.00	Lebanon	17.46	38.10	-20.63
5	United Republic of Tanzania	0.00	0.00	0.00	Iraq	4.28	0.00	4.28
6	Algeria	0.00	0.00	0.00	Jordan	3.36	2.48	0.87
7	Nepal	0.00	0.00	0.00	Bahrain	2.83	11.58	-8.75
8	American Samoa	0.00	0.00	0.00	Italy	2.37	160.03	-157.66
9	Saint Pierre and Miquelon	0.00	0.00	0.00	Spain	1.71	21.94	-20.23
10	Andorra	0.00	0.00	0.00	France	1.11	73.78	-72.68

In 2014, the main destination market for creative goods exports was high-income Asian economies. Kuwait has significant trade imbalances with U.A.E and Italy. The creative sector has about 35,000 individuals and this makes it one of the largest non-oil sectors in Kuwait<sup>2</sup>. In 2016, The National Fund for SME Development announced the creation of a Creative Industries Hub (CI Hub), where, under the collective mentorship of local and international creatives and industry leaders, Kuwaiti talents will be nurtured in their journey to become, and grow as, successful creative entrepreneurs.

<sup>2</sup> [Mentoring the Creative Industries Sector in Kuwait](#), The World Bank, January 2017.  
UNCTAD Creative Economy Outlook / Country Profiles

# Kuwait

## CREATIVE SERVICES

KUWAIT	In millions of \$					
	2009	2010	2011	2012	2013	2014
<b>EXPORTS</b>						
Other business Services						
Telecommunications, computer, and information services						
<b>IMPORTS</b>	5.5	1.7	2.2	2.2	3.9	3.4
Other business Services						
Telecommunications, computer, and information services	5.5	1.7	2.2	2.2	3.9	3.4
Computer services	5.5	1.7	2.2	2.2	3.9	3.4

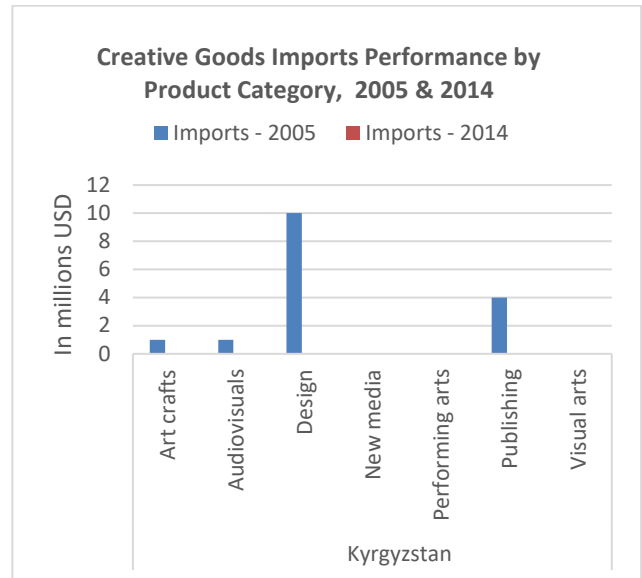
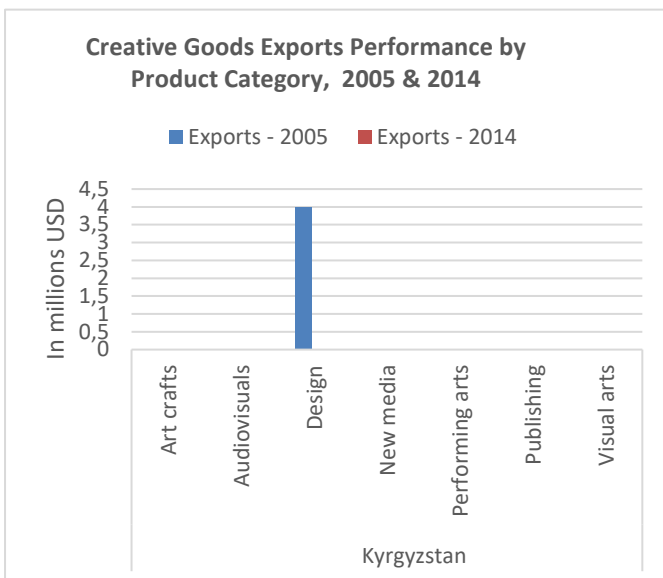
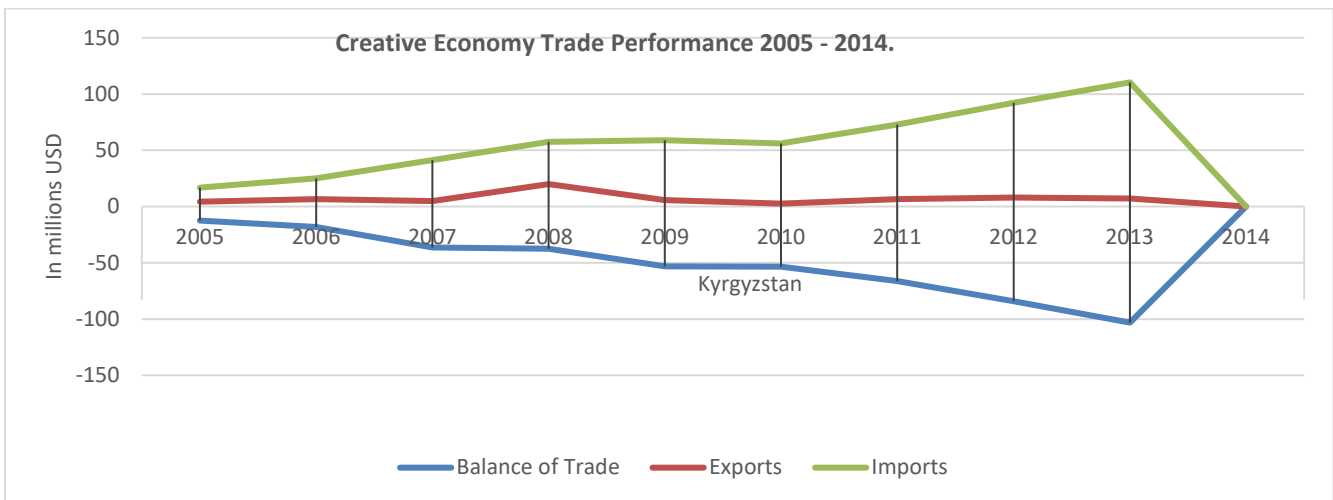
### Highlights:

- No data were available for Kuwait creative services exports at time of publication. Creative services imports stood at \$3.4 million in 2014.
- Nuqat conference, an organization for cultural development, organizes once a year its flagship conference, which attracts thousands of participants from all over the world to discuss the current state of creativity in the Arab world.
- Every year since 1994, the Qurain Cultural Festival has been organized by the State of Kuwait to promote all forms of arts, literature and culture.
- Lawmakers in Kuwait claimed that music, singing and dancing in general contradict Kuwait's inherent values. Nevertheless, encouraged by social media platforms, Anglowaiti music is on the rise.<sup>3</sup>

<sup>3</sup> [Kuwait's Anglowaiti Music Scene](#), August 2017  
UNCTAD Creative Economy Outlook / Country Profiles

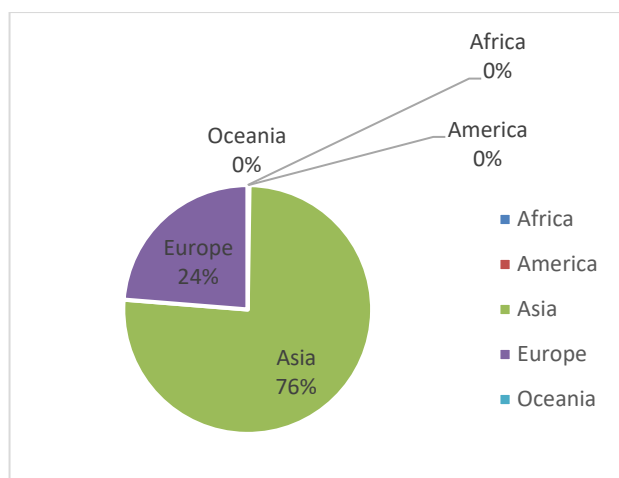
# Kyrgyzstan

COUNTRY PROFILE - Kyrgyzstan										
Creative Industries Trade Performance, 2005-2014						Values in Million US\$				
Kyrgyzstan	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4,34	6,62	4,93	19,93	5,75	2,53	6,69	7,97	7,14	0,00
Imports	16,72	24,94	41,39	57,49	58,86	56,05	72,87	92,31	110,34	0,00
Balance of Trade	-12,38	-18,32	-36,46	-37,56	-53,11	-53,52	-66,18	-84,34	-103,20	0,00



Creative goods exports nearly doubled from \$4.3 million in 2005 to \$7.1 million in 2013, the last year for which data were available. Over the same period, creative goods imports increased significantly from \$16.7 million to \$110 million. The main destination markets for Kyrgyzstan's creative goods exports were Asia and Europe. Most creative goods imports came from China and Russian Federation. Kyrgyzstan did not report on creative services exports.

# Kyrgyzstan



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Kyrgyzstan	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Kazakhstan	2,34	0,29	2,05				
2	Russian Federation	1,00	5,11	-4,11				
3	United Arab Emirates	0,45	0,06	0,39				
4	Tajikistan	0,32	0,00	0,32				
5	China	0,13	3,56	-3,43				
6	Uzbekistan	0,04	0,00	0,04				
7	Ukraine	0,02	0,41	-0,39				
8	Japan	0,02	0,62	-0,60				
9	Belarus	0,01	0,05	-0,04				
10	Georgia	0,00	0,00	0,00				

## Highlights:

- Since independence, funding for cultural institutions has decreased dramatically, and cultural facilities have also been hard hit by the departure of local Russians.
- The Kyrgyz film industry, which had been very productive while supported by Soviet government funds, essentially vanished after 1991. Film projects that survive, such as a large-scale production on the life of Chinggis Khan directed by noted Kyrgyz director T. Okeyev, do so through foreign financing (an Italian film company has supported production of the Okeyev film).<sup>1</sup>
- Due to their nomadic lifestyle and lack of a written language, the Kyrgyz have not left behind much written literature or visual arts. Cultural expressions have mainly been handed down from generation to generation orally in the form of epics and legends and artisanship expressed in everyday items. Popular television shows feature Kyrgyz pop and folk singers and musicians. There is a small but active film industry.

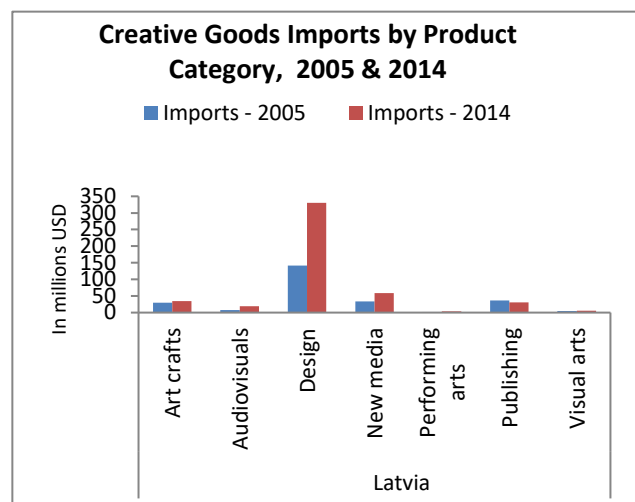
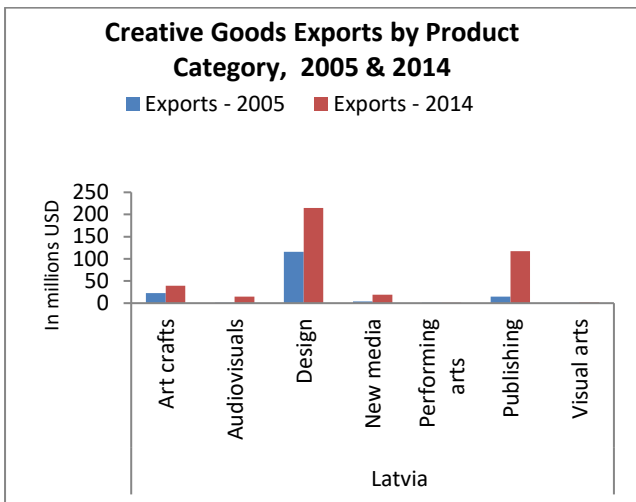
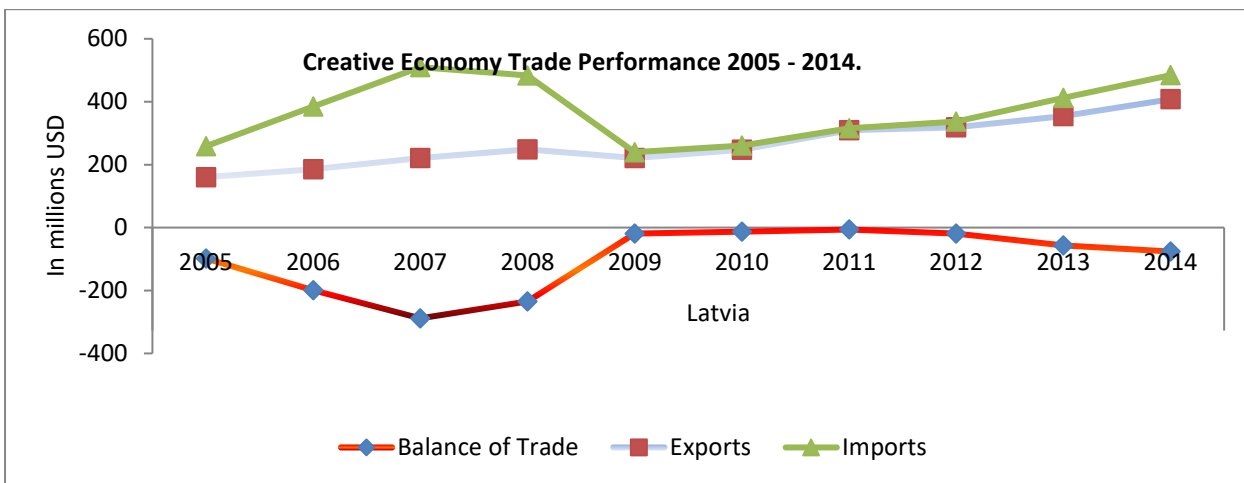
<sup>1</sup> [Culture in Kyrgyzstan](#), Facts and Details  
UNCTAD Creative Economy Outlook / Country Profiles

# Kyrgyzstan

# Latvia

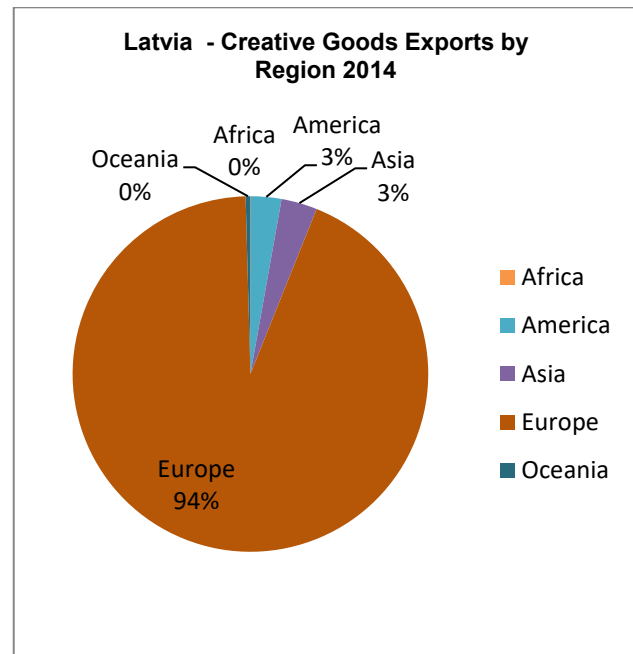
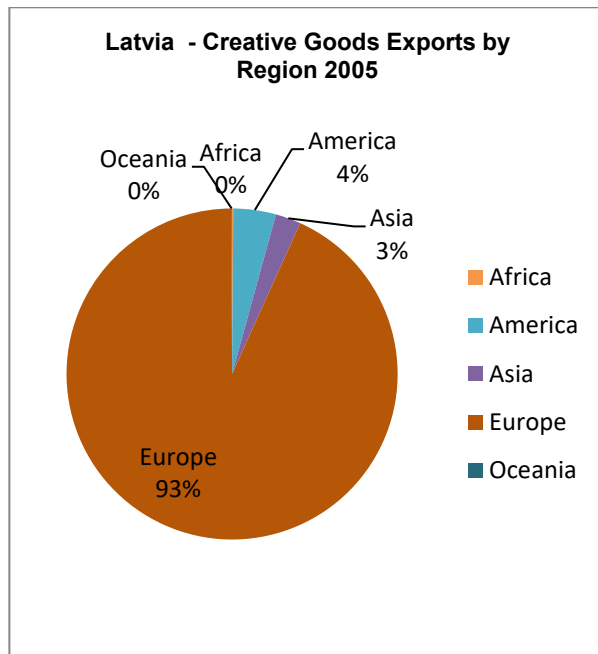
## COUNTRY PROFILE Latvia

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Latvia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	160.32	185.58	221.27	248.66	220.76	247.72	309.09	318.34	354.58	407.74
Imports	258.64	384.57	509.72	483.60	239.67	260.66	315.35	337.20	411.84	484.22
Balance of Trade	-98.32	-198.99	-288.45	-234.94	-18.91	-12.94	-6.26	-18.86	-57.26	-76.48



In 2014, creative goods export stood at \$407.7 million. Design goods (interior design and fashion accessories) accounted for the largest share of exports which combined were worth \$164 million, followed by publishing (books and journals) at \$117 million and art crafts at \$39 million. At \$484.2 million, creative goods imports were slightly higher than exports. Latvia's main creative goods imports included interior design goods, jewelry, fashion accessories and toys, followed by new media (video games and recorded media). At a value of \$484.2 million, creative goods imports were slighter higher than exports, generating a trade deficit of \$76.4 million for 2014.

# Latvia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	27.99	26.75	1.25	Estonia	53.54	28.67	24.87
2	Denmark	21.35	6.44	14.92	Lithuania	45.17	36.36	8.81
3	United Kingdom	14.49	6.49	8.01	Poland	36.72	38.48	-1.76
4	Estonia	13.33	10.47	2.87	Germany	33.70	43.65	-9.95
5	Lithuania	10.26	27.52	-17.26	Norway	33.08	0.88	32.20
6	France	9.54	5.43	4.11	Russian Federation	32.74	11.60	21.14
7	Sweden	8.82	10.61	-1.80	Sweden	30.34	10.27	20.08
8	Russian Federation	8.62	19.14	-10.52	Denmark	28.24	8.72	19.52
9	Belarus	8.37	1.09	7.28	United Kingdom	16.97	13.90	3.07
10	United States	6.21	3.28	2.92	Belarus	15.74	1.09	14.66

In 2014, the main destination markets for creative goods exports were Europe (with 93% market share) and Asia (3%). The top ten export destinations were Estonia, Lithuania, Poland, Germany, Norway, Russian Federation, Sweden, Denmark, United Kingdom and Belarus. 2.3% of the people in Latvia worked in the culture sector in 2009. Creative services exports stood at \$642.1 million in 2014, giving a healthy trade surplus of \$300 million. Advertising, market research, and public opinion polling services and telecommunications, computer, and information services, combined accounted for the largest share of creative services exports.

# Latvia

## CREATIVE SERVICES

<b>LATVIA</b>					
(in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	474.1	576.9	530.6	636.0	642.1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	325.8	375.3	310.9	357.2	355.6
Advertising, market research, and public opinion polling services	190.7	197.4	192.7	213.8	192.4
Architectural services	31.8	63.9	36.0	39.8	43.8
Architectural, engineering, scientific, and other technical services	31.8	63.9	36.0	39.8	43.8
R&D , sale of proprietary rights arising from R&D	0.0	0.0	0.0	0.0	0.0
R&D work undertaken on a systematic basis to increase the stock of knowledge	23.8	16.7	15.4	21.2	25.2
R&D, Provision of customized and non-customized R&D services	23.8	16.7	15.4	21.2	25.2
Research and development (R&D)	23.8	16.7	15.4	21.2	25.2
<b>Personal, cultural and recreational services</b>	6.6	11.1	6.4	10.6	8.0
Audiovisual and related services	6.6	11.1	6.4	10.6	8.0
Other personal, cultural and recreational services, heritage and recreational services	0.0	0.0	0.0	0.0	0.0
<b>Telecommunications, computer, and information services</b>	141.7	190.4	213.3	268.2	278.6
Computer services	120.5	162.6	177.3	223.1	244.1
Information services	10.6	13.9	18.0	22.6	17.2
Information services, News agency	0.0	0.0	0.0	0.0	0.0
Information services, Other (other than news agency)	10.6	13.9	18.0	22.6	17.2
<b>IMPORTS</b>	300.6	360.0	335.3	346.5	330.4
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	158.9	193.2	173.5	168.6	167.2
Advertising, market research, and public opinion polling services	76.8	87.6	89.9	90.3	96.9
Architectural services	33.1	48.7	36.0	33.2	26.5
Architectural, engineering, scientific, and other technical services	33.1	48.7	36.0	33.2	26.5
R&D , sale of proprietary rights arising from R&D	0.0	0.0	0.0	0.0	1.3
R&D work undertaken on a systematic basis to increase the stock of knowledge	5.3	2.8	3.9	4.0	5.3
R&D, Provision of customized and non-customized R&D services	5.3	2.8	3.9	4.0	5.3
Research and development (R&D)	5.3	2.8	3.9	4.0	5.3
<b>Personal, cultural and recreational services</b>	7.9	7.0	7.7	8.0	4.0
Audiovisual and related services	7.9	7.0	7.7	8.0	4.0
Other personal, cultural and recreational services, heritage and recreational services	0.0	0.0	0.0	0.0	0.0
<b>Telecommunications, computer, and information services</b>	133.8	159.9	154.2	170.0	159.2
Computer services	63.6	76.5	80.9	103.6	92.9
Information services	35.8	41.7	37.3	33.2	33.2
Information services, News agency	0.0	0.0	0.0	0.0	0.0

# Latvia

Information services, Other (other than news agency)	34.4	41.7	36.0	33.2	33.2
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## Highlights:

- The Latvian government recognizes that the spill-over effects inherent to CCI can help to build a more creative governance, innovative teaching methods and life-long learning, new quality social services and tourism, sustainable territorial development, more innovative economy, environment sustainability and a competitive identity – a creative country for creative and united people.<sup>1</sup>
- ICT technology is one of the best prospect industry sectors for Latvia including computer services, computer software, telecommunication services. There are around 6,000 companies operating in the Latvian ICT sector.<sup>2</sup>

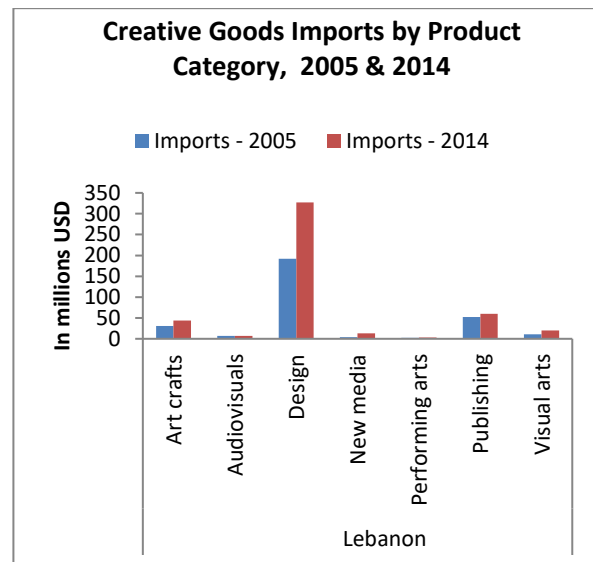
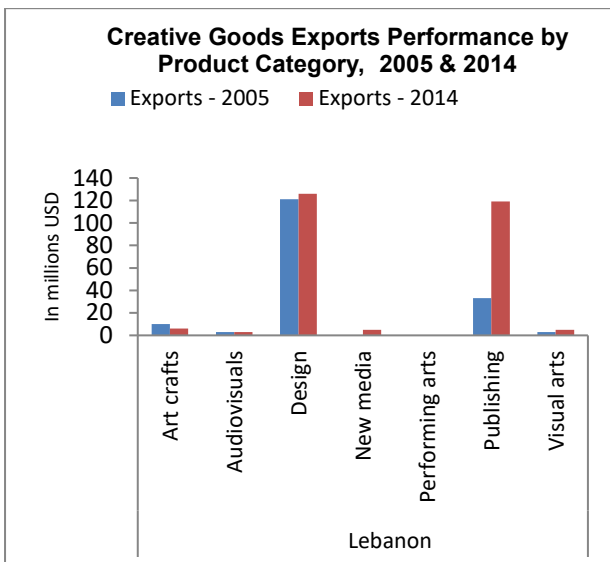
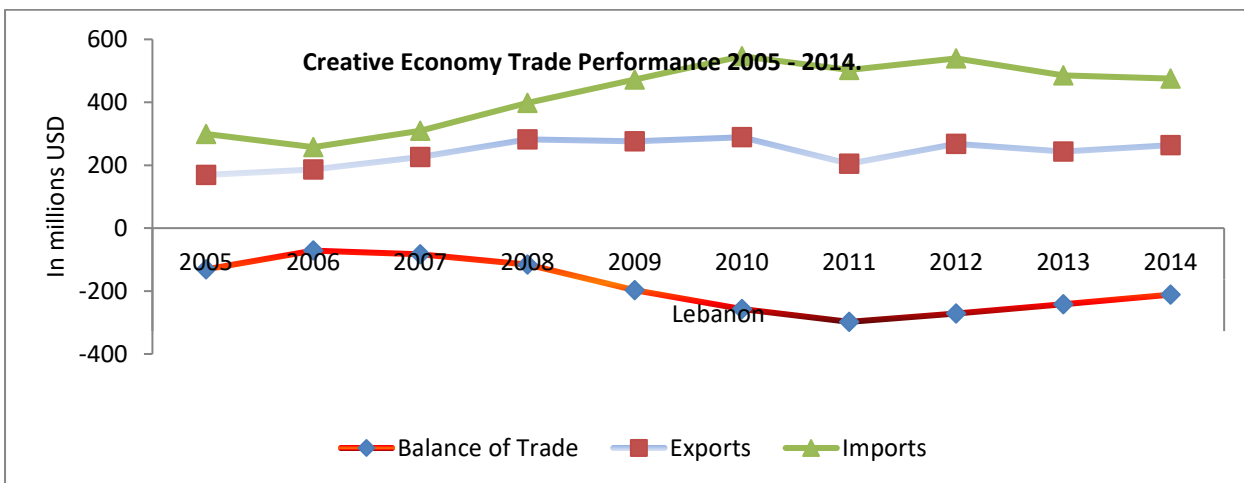
<sup>1</sup> Latvia, Ministry of Culture, [More about Creative Industries](#).

<sup>2</sup> [Latvia-Information and Communications Technologies \(ICT\)](#), November 2017  
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# Lebanon

## COUNTRY PROFILE- Lebanon

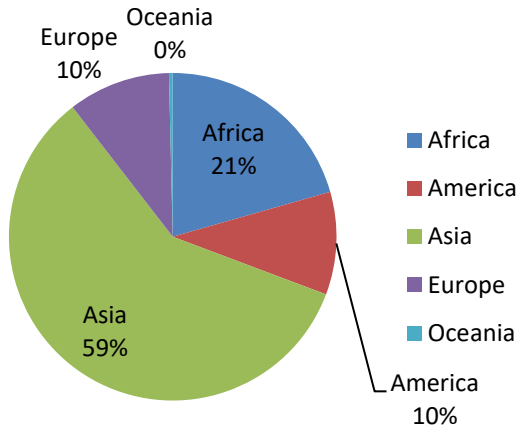
Creative Industries Trade Performance, 2002 and 2015					Value in Million US\$					
Lebanon	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	168.97	185.94	225.79	281.64	275.49	288.76	204.57	267.69	242.91	263.80
Imports	299.62	257.43	309.00	397.48	472.64	546.32	502.48	539.26	485.04	475.55
Balance of Trade	-130.65	-71.49	-83.21	-115.84	-197.15	-257.56	-297.91	-271.57	-242.13	-211.75



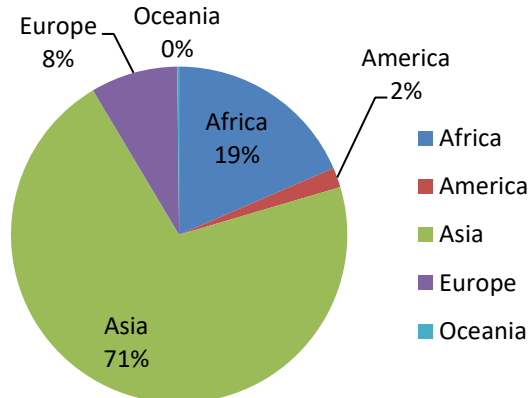
Creative goods exports increased from \$168.9 million in 2005 to \$263.8 million in 2014. Design goods and publishing were the leading creative goods exports. Design goods included Jewelry worth of \$59 million, interior design at \$54 million and fashion accessories at \$9 million. In the publishing sector, books accounted for the largest share of exports at \$112 million. The jewelry sector has a long history in Lebanon and it is a large and competitive one. Creative goods imports stood at \$475.5 million and included mainly interior design and fashion accessories. Lebanon posted a trade deficit of \$211.7 million.

# Lebanon

Lebanon - Creative Goods Exports by Region 2005



Lebanon - Creative Goods Exports by Region 2014



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014

Ranking	2005				2014			
	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Arab Emirates	44.82	3.76	41.06	Saudi Arabia	55.18	1.93	53.25
2	Saudi Arabia	16.73	1.82	14.92	United Arab Emirates	39.83	4.55	35.28
3	United States	16.26	12.88	3.37	Iraq	23.31	0.02	23.29
4	Libya	13.71	0.00	13.71	Jordan	19.15	2.10	17.05
5	Syrian Arab Republic	8.12	1.96	6.16	Algeria	14.74	0.00	14.74
6	Malta	7.82	0.01	7.81	Syrian Arab Republic	12.18	2.81	9.36
7	Jordan	6.55	0.17	6.38	Qatar	11.29	0.04	11.25
8	Kuwait	5.27	0.63	4.65	Turkey	7.57	17.94	-10.37
9	Bahrain	4.25	0.16	4.09	France	6.38	41.23	-34.85
10	Qatar	4.25	0.01	4.24	Bahrain	5.29	1.03	4.26

In 2014, the main destination markets by region for creative goods exports were Asia (71%), Africa (19%) and Europe (8%). The top export country destination for creative goods was Saudi Arabia. Pearls, precious stones and metals were the main exports to Asia. Lebanon's largest creative goods trade deficit was with France (\$24.8 million). Creative services exports stood at \$426.7 million. Personal, cultural and recreational services exports stood at \$290.2 million followed by telecommunications, computer, and information services at \$126.9 million, which combined accounted for the largest share of creative services exports.

# Lebanon

## CREATIVE SERVICES

<b>LEBANON</b>					
(in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	217.4	184.5	205.3	189.8	426.7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	28.8	29.6	38.6	40.4	9.6
Research and development (R&D)	28.8	29.6	38.6	40.4	9.6
<b>Personal, cultural and recreational services</b>	97.3	82.1	83.7	77.9	290.2
Audiovisual and related services	97.3	82.1	83.7	77.9	290.2
<b>Telecommunications, computer, and information services</b>	91.3	72.8	83.1	71.4	126.9
Computer services	75.6	55.9	74.1	64.9	119.6
Information services	15.7	16.9	8.9	6.6	7.3
<b>IMPORTS</b>	178.1	185.9	339.6	409.0	388.8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	23.5	23.8	18.1	55.7	6.9
Research and development (R&D)	23.5	23.8	18.1	55.7	6.9
<b>Personal, cultural and recreational services</b>	54.9	66.7	109.6	124.4	256.5
Audiovisual and related services	54.9	66.7	109.6	124.4	256.5
<b>Telecommunications, computer, and information services</b>	99.7	95.4	211.9	228.9	125.5
Computer services	92.4	82.8	207.7	204.3	120.3
Information services	7.3	12.6	4.2	24.6	5.2

### Highlights:

- Lebanon's creative sectors have often been in the limelight. Lebanon is a regional hub with a particularly strong reputation in fashion whose strengths include talent and strong cultural support.<sup>1</sup>
- Nada Le Cavalier estimates that 75% of the jewelry market is locally produced with the remaining 25% being imported.<sup>2</sup>
- The Lebanese film industry has seen significant growth, with 31 films produced in 2015, with an approximate investment value of \$32.4 million. The sector employed nearly 1,000 individuals in 2014.<sup>3</sup>

<sup>1</sup> [Lebanon's unique context: Beirut, the "Fashion Capital" of the Middle East](#), 2015

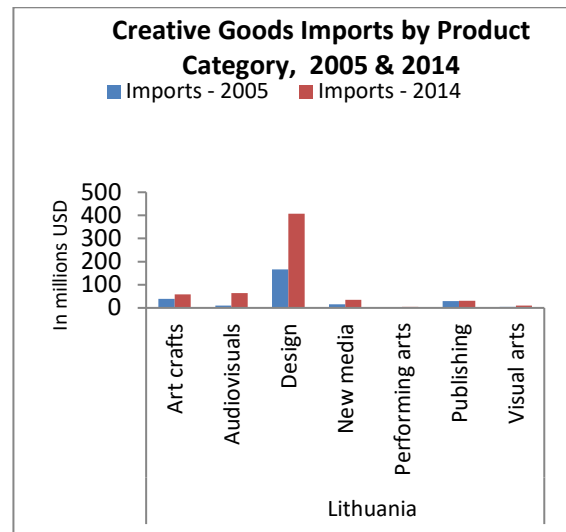
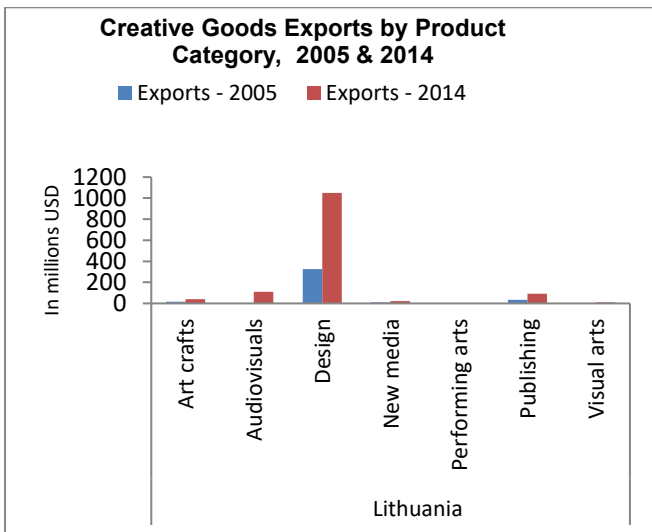
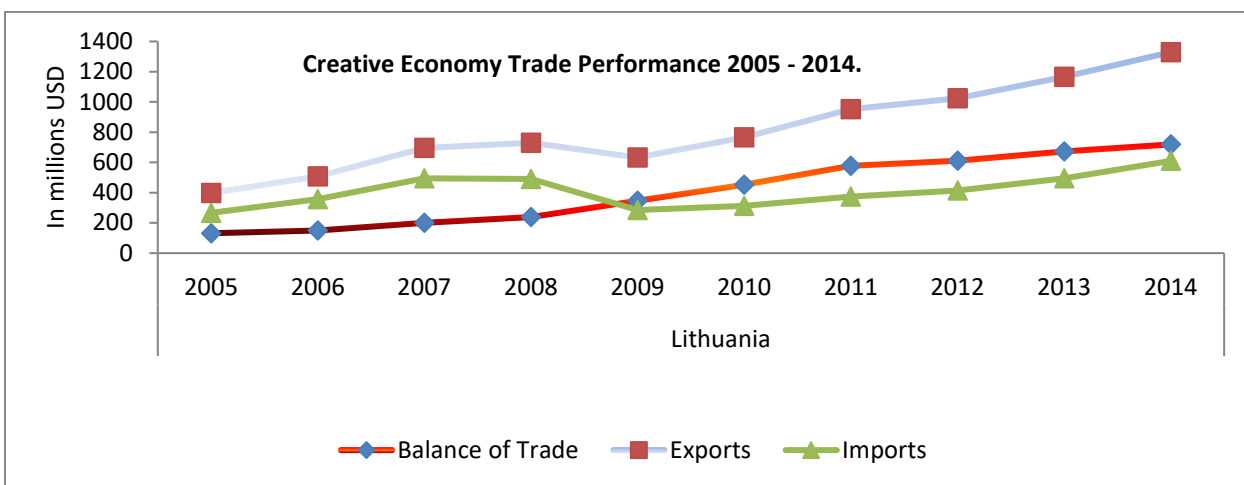
<sup>2</sup> [Lebanese Jewelry Industry: Radiant yet Opaque](#), Blominvest Bank, January 2016

<sup>3</sup> [Invest in Lebanon](#), IDAL

# Lithuania

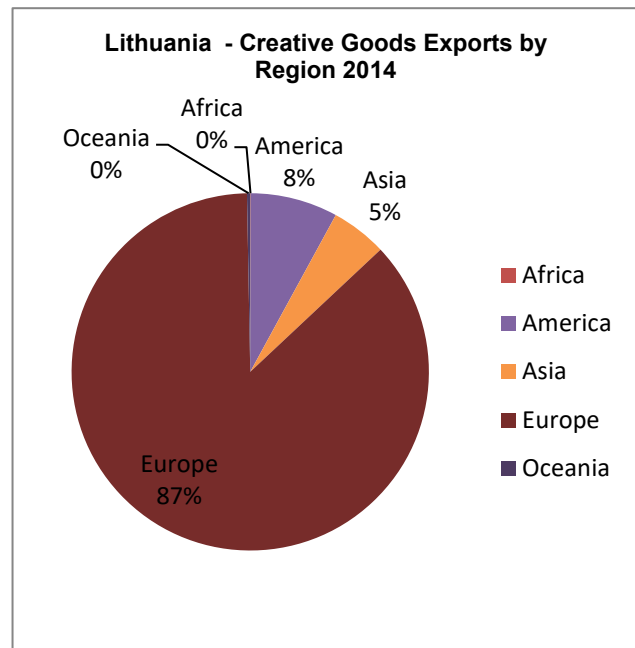
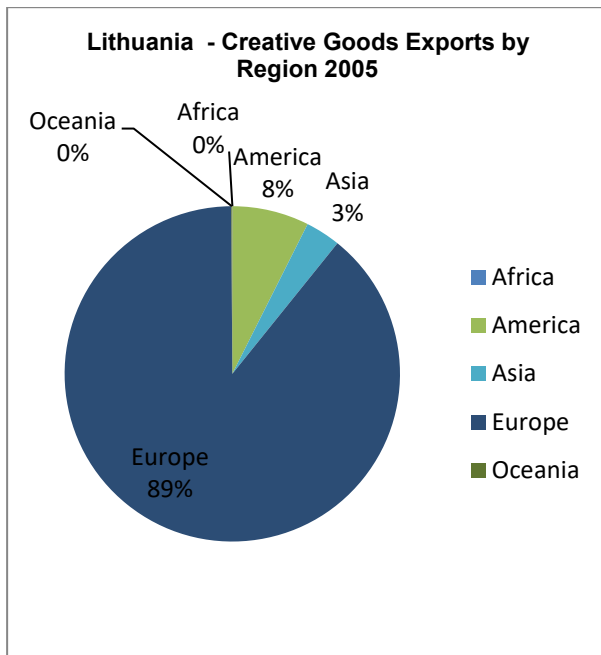
## COUNTRY PROFILE- Lithuania

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Lithuania	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	397.92	506.66	694.83	728.72	631.97	764.94	952.85	1'024.30	1'165.93	1'329.05
Imports	266.33	357.19	493.99	491.23	285.42	313.24	374.73	413.35	494.20	610.13
Balance of Trade	131.59	149.47	200.84	237.49	346.55	451.70	578.12	610.95	671.73	718.92



Creative goods exports more than tripled from \$397 million in 2005 to \$1.3 billion in 2014. Interior design goods, including fashion accessories, jewelry and toys, accounted for nearly \$1 billion, audiovisuals exports (CDs, DVDs, tapes, films etc.) for \$110 million and publishing (books and journals) for \$92 million. Lithuania had a trade surplus in creative goods of \$610 million. With a tech-savvy population ranking 16<sup>th</sup> in the world for ICT skills, Lithuania has attracted giants like Google, Nasdaq, and AIG to set up shop, which can help to propel a dynamic digital creative economy in the country.

# Lithuania



## TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014

Economy	2005				2014			
	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Kingdom	63.75	11.57	52.18	Russian Federation	360.51	13.23	347.29
2	Germany	50.80	30.58	20.22	Germany	135.63	66.10	69.53
3	Sweden	43.11	5.07	38.04	United Kingdom	102.38	73.28	29.10
4	France	37.35	7.81	29.54	Sweden	98.00	10.23	87.78
5	Latvia	31.41	10.21	21.20	United States	86.47	2.80	83.66
6	Russian Federation	31.00	13.50	17.49	Norway	59.75	1.03	58.72
7	United States	22.19	11.80	10.39	Latvia	45.85	47.14	-1.29
8	Denmark	15.64	11.76	3.88	Belarus	44.77	3.12	41.65
9	Netherlands	14.88	6.64	8.24	Poland	40.48	74.41	-33.93
10	Poland	10.38	39.51	-29.13	Netherlands	40.43	22.27	18.16

In 2014, the main destination markets for creative goods exports by region were Europe (87%), America (8%) and Asia (5%). The top export market for creative goods was the Russian Federation. Lithuania had positive trade balances with its top trading partners in creative goods with the exception of Poland and Latvia. Latvia had a \$128 million trade surplus in creative services, largely due to rapid growth in telecommunications, computer, and information services, which stood at just \$75.6 million in 2010, but had already risen to \$292 million by 2014.

# Lithuania

## CREATIVE SERVICES

LITHUANIA	(in millions of \$)				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	191.5	240.1	301.8	432.6	540.6
Charges for the use of intellectual property n.i.e	0.9	0.7	3.9	4.0	1.5
Licences for the use of outcomes of research and development				4.0	
Licences to reproduce and/or distribute audio-visual and related products	0.0	0.0	0.0	0.0	0.8
Licences to reproduce and/or distribute audio-visual products				0.0	
Licences to reproduce and/or distribute computer software	0.9	0.7	3.9	0.0	0.7
Licences to reproduce and/or distribute other related audio-visual products				0.0	
<b>Other business Services</b>	113.9	126.9	115.0	181.0	235.6
Advertising, market research, and public opinion polling services	87.9	109.1	93.8	147.0	159.7
Architectural services	0.0	0.0	0.0		25.3
Architectural, engineering, scientific, and other technical services	26.0	17.8	21.2	19.8	25.3
Industrial Processes	0.0	0.0	0.0	0.0	0.0
Organization services	0.0	0.0	0.0	0.0	0.0
R&D , sale of proprietary rights arising from R&D	0.0	0.0	0.0		0.0
R&D work undertaken on a systematic basis to increase the stock of knowledge	0.0	0.0	0.0		0.0
R&D, Copyrights arising from R&D	0.0	0.0	0.0	0.0	0.0
R&D, Industrial processes and designs	0.0	0.0	0.0	0.0	0.0
R&D, Provision of customized and non-customized R&D services	0.0	0.0	0.0		0.0
Research and development (R&D)	0.0	0.0	0.0	14.2	25.2
Research and development (R&D), Patents	0.0	0.0	0.0	0.0	0.0
<b>Personal, cultural and recreational services</b>	1.1	2.2	3.6	5.6	11.7
Artistic related services(audiovisual and related)	0.0	0.0	0.0	0.0	0.0
Audiovisual and related services	0.5	1.1	1.8	2.8	5.8
Audio-visual services	0.5	1.1	1.8	2.8	5.8
Audio-visual services, Audio-visual Originals	0.0	0.0	0.0	0.0	0.0
Other personal, cultural and recreational services, heritage and recreational services	0.0	0.0	0.0	0.0	0.0
<b>Telecommunications, computer, and information services</b>	75.6	110.2	179.4	242.0	291.9
Computer Service, software	37.0	54.6	87.5	115.0	112.6
Computer services	37.0	54.6	87.5	115.0	173.4
Computer services, Software, Software originals	0.0	0.0	0.0	0.0	0.0
Information services	1.7	1.0	4.4	6.1	5.8
Information services, News agency				0.0	
Information services, Other (other than news agency)				6.0	
<b>IMPORTS</b>	156.9	184.2	231.0	252.0	412.2
Charges for the use of intellectual property n.i.e	30.9	29.2	33.4	50.7	55.1
Licences for the use of outcomes of research and development	0.0	0.0	0.0	40.1	16.8
Licences to reproduce and/or distribute audio-visual and related	0.0	0.0	0.0	5.3	16.7

# Lithuania

products					
Licences to reproduce and/or distribute audio-visual products	0.0	0.0	0.0	5.3	15.5
Licences to reproduce and/or distribute computer software	30.9	29.2	33.4	0.0	4.8
Licences to reproduce and/or distribute other related audio-visual products	0.0	0.0	0.0	0.0	1.2
<b>Other business Services</b>	41.2	75.6	78.9	72.6	114.5
Advertising, market research, and public opinion polling services	24.1	36.6	45.5	46.7	59.7
Architectural services	0.0	0.0	0.0		23.1
Architectural, engineering, scientific, and other technical services	17.1	39.1	33.4	18.5	27.3
Industrial Processes	0.0	0.0	0.0	0.0	0.0
Organization services	0.0	0.0	0.0	0.0	0.0
R&D , sale of proprietary rights arising from R&D	0.0	0.0	0.0		0.0
R&D work undertaken on a systematic basis to increase the stock of knowledge	0.0	0.0	0.0		0.0
R&D, Copyrights arising from R&D	0.0	0.0	0.0	0.0	0.0
R&D, Industrial processes and designs	0.0	0.0	0.0	0.0	0.0
R&D, Provision of customized and non-customized R&D services	0.0	0.0	0.0		0.0
Research and development (R&D)	0.0	0.0	0.0	7.4	4.4
Research and development (R&D), Patents	0.0	0.0	0.0	0.0	0.0
<b>Personal, cultural and recreational services</b>	9.5	10.8	11.3	11.7	17.0
Artistic related services(audiovisual and related)	0.0	0.0	0.0	0.0	0.0
Audiovisual and related services	4.8	5.4	5.7	5.8	8.5
Audio-visual services	4.8	5.4	5.7	5.8	8.5
Audio-visual services, Audio-visual Originals	0.0	0.0	0.0	0.0	0.0
Other personal, cultural and recreational services, heritage and recreational services	0.0	0.0	0.0	0.0	0.0
<b>Telecommunications, computer, and information services</b>	75.4	68.5	107.4	117.0	225.7
Computer Service, software	27.5	27.5	47.8	35.1	73.9
Computer services	27.5	27.5	47.8	68.9	133.7
Computer services, Software, Software originals	0.0	0.0	0.0	0.0	0.0
Information services	10.2	6.7	5.9	6.5	9.0
Information services, News agency	0.7	0.7	0.6	0.4	0.4
Information services, Other (other than news agency)	9.4	6.1	5.3	6.1	8.6

## Highlights:

- As one of the fastest growing European Union economies, Lithuania continues to take an ambitious approach to building a strong knowledge economy. Game development, or gamedev, is an industry that is experiencing notable growth.<sup>1</sup> The country of three million inhabitants rank first in the European Union for mathematics, science and technology graduates.<sup>2</sup>
- At the opening session of the World Economic Forum, the Minister of Culture of Lithuania, L. Ruokytė-Jonsson noted. “the attitude that the solutions of global economic and social problems can also be grounded on culture is getting stronger. It is of high importance while building a sustainable future society.”
- The ArtVilnius Fair is among the biggest art fairs in the Central European region.

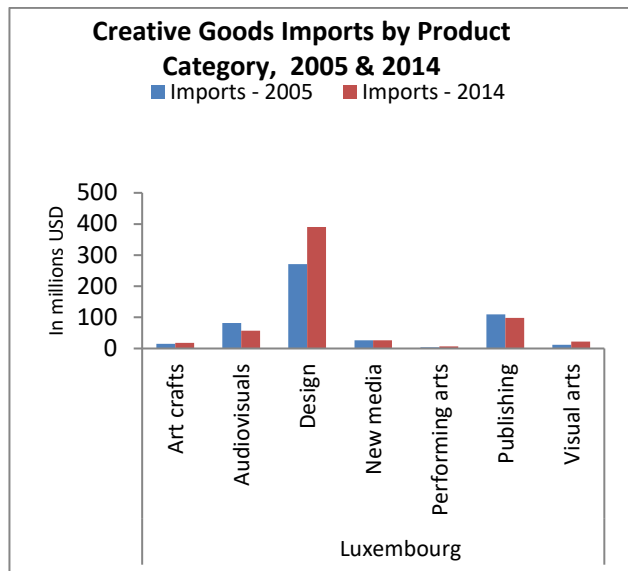
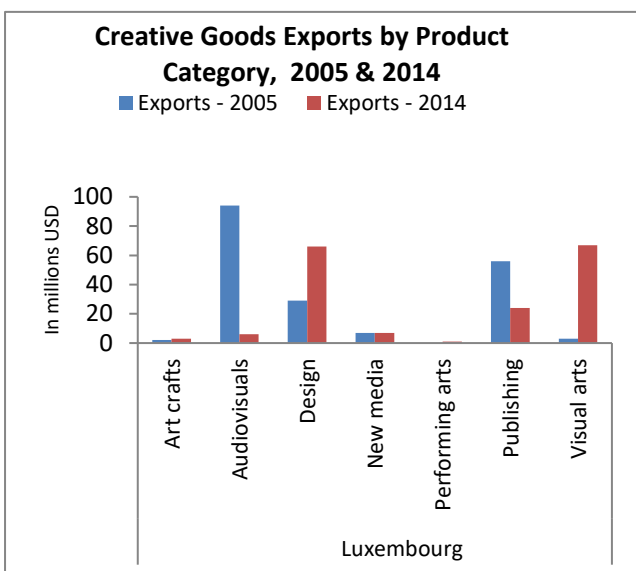
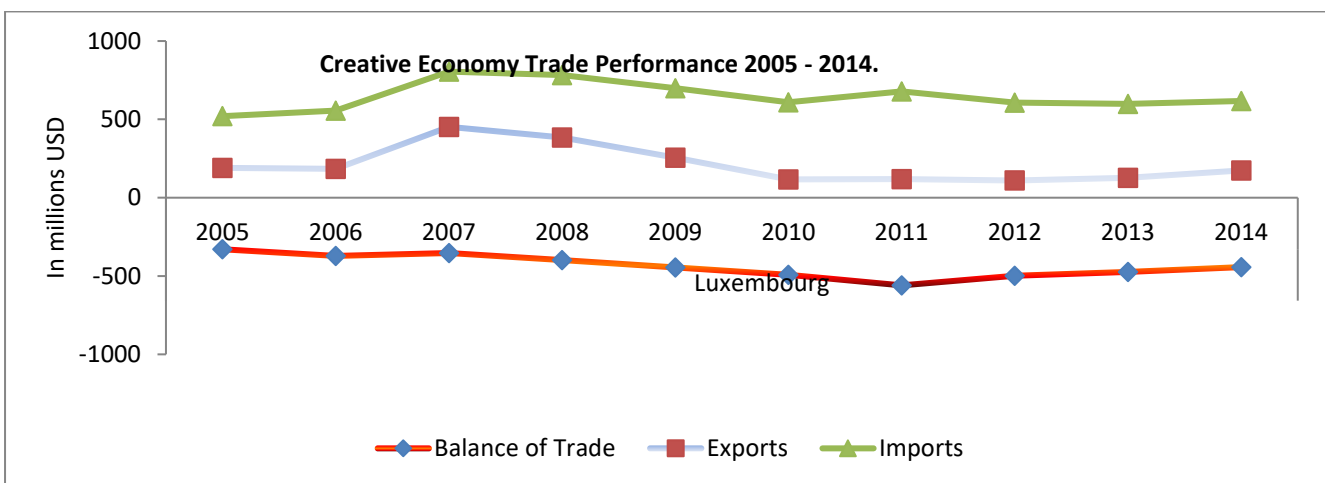
<sup>1</sup> [The Evolution of Game Development in Lithuania’s Tech Industry](#), September, 2017

<sup>2</sup> [The rise of Lithuania as a force in IT: Why Google and Nasdaq are investing here](#), June 2015  
UNCTAD Creative Economy Outlook / Country Profiles

# Luxembourg

## COUNTRY PROFILE - Luxembourg

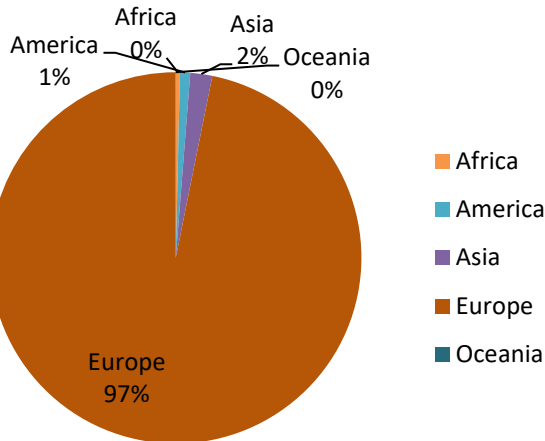
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Luxembourg	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	191.03	185.10	452.24	384.46	255.32	116.21	118.95	109.70	126.04	174.30
Imports	520.39	556.05	804.79	783.64	699.98	608.93	678.54	607.27	599.02	617.48
Balance of Trade	-329.36	-370.95	-352.55	-399.18	-444.66	-492.72	-559.59	-497.57	-472.98	-443.18



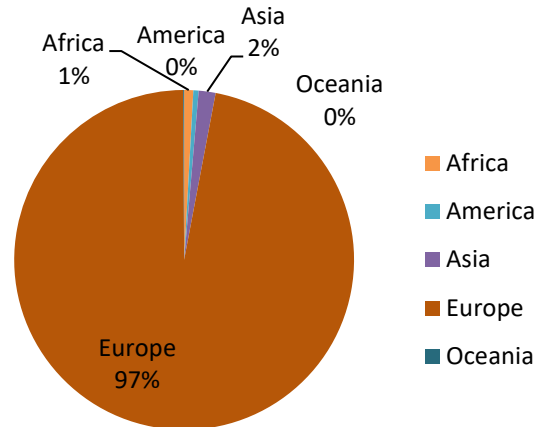
Creative goods exports stood at \$174 million in 2014. Visual arts (painting, sculpture and antiques) accounted for the largest share of exports at \$67 million followed by design goods (jewelry, fashion accessories and interior) at \$66 million and publishing (books and journals) at \$24 million. Luxembourg has nearly 2,200 enterprises working in the creative industries sectors according to the Ministry of Economy. Creative goods imports stood at \$506 million in 2014. Interior design goods, fashion accessories and jewelry were leading creative goods imports with a combined value of \$287 million in 2014. Luxembourg posted a trade deficit of \$443 million in 2014.

# Luxembourg

**Luxembourg - Creative Goods Exports by Region 2005**



**Luxembourg - Creative Goods Exports by Region 2014**



**TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014**

Economy	2005				2014			
	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	42.67	56.67	-13.99	Switzerland	65.44	6.39	59.05
2	Netherlands	38.38	23.35	15.03	Germany	29.44	218.00	-188.56
3	Belgium	35.22	154.80	-119.58	France	29.43	80.83	-51.40
4	Germany	32.19	218.11	-185.92	Belgium	27.79	98.75	-70.95
5	Italy	12.18	19.08	-6.90	Italy	3.07	37.54	-34.47
6	United Kingdom	6.22	9.48	-3.26	Netherlands	3.05	20.42	-17.37
7	Switzerland	3.95	2.81	1.14	United Kingdom	2.36	12.91	-10.55
8	Spain	3.81	3.44	0.37	Denmark	1.89	4.34	-2.45
9	Poland	1.56	2.43	-0.87	Poland	1.57	5.15	-3.58
10	United States	1.47	3.54	-2.07	Japan	1.27	5.32	-4.05

In 2014, the main destination markets for creative goods exports were Europe with 93% of market share and Asia with 2%. Luxembourg had large trade deficits with Germany, Belgium and France. Luxembourg is a services economy and financial services are Luxembourg's main economic driver. Creative services exports more than doubled from 2010 to 2014, when they stood at \$12.6 billion, the main ones being personal, cultural and recreational services at \$6.3 billion, followed by telecommunications, computer, and information services at \$3.2 billion.

# Luxembourg

## CREATIVE SERVICES

<b>LUXEMBOURG</b>					
(in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	5'195.7	7'027.1	8'794.9	10'757.4	12'617.2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1'554.9	1'960.1	2'314.0	2'658.1	3'006.4
Advertising, market research, and public opinion polling services	737.7	873.0	851.9	1'055.6	1'127.7
Architectural services	5.3	8.3	15.4	17.3	14.6
Architectural, engineering, scientific, and other technical services	200.0	350.3	516.5	486.0	642.1
R&D , sale of proprietary rights arising from R&D	0.0	0.0	0.0	1.3	0.0
R&D work undertaken on a systematic basis to increase the stock of knowledge	121.8	143.2	197.9	204.5	207.0
R&D, Provision of customized and non-customized R&D services	121.8	143.2	197.9	203.1	207.0
Research and development (R&D)	368.2	442.1	534.5	690.4	808.0
<b>Personal, cultural and recreational services</b>	2'112.5	3'157.0	3'730.0	5'150.3	6'396.2
Audiovisual and related services	2'007.8	2'805.3	2'988.6	3'777.4	4'546.7
Other personal, cultural and recreational services, heritage and recreational services	104.6	351.7	741.4	1'372.9	1'849.5
<b>Telecommunications, computer, and information services</b>	1'528.4	1'910.0	2'750.9	2'948.9	3'214.7
Computer services	1'271.4	1'609.8	2'339.7	2'542.6	2'766.2
Information services	128.5	150.1	205.6	203.1	224.2
Information services, News agency	2.6	4.2	2.6	1.3	1.3
Information services, Other (other than news agency)	125.8	146.0	203.0	201.8	222.9
<b>IMPORTS</b>	4'149.4	5'649.5	7'438.1	9'004.7	10'868.6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	891.3	1'262.2	1'843.8	2'170.9	2'928.1
Advertising, market research, and public opinion polling services	389.4	481.0	866.0	1'262.7	2'150.6
Architectural services	5.3	12.5	7.7	9.3	9.3
Architectural, engineering, scientific, and other technical services	193.4	444.8	510.1	297.4	330.4
R&D , sale of proprietary rights arising from R&D	0.0	0.0	0.0	0.0	0.0
R&D work undertaken on a systematic basis to increase the stock of knowledge	58.3	62.6	73.2	81.0	70.3
R&D, Provision of customized and non-customized R&D services	58.3	62.6	73.2	81.0	70.3
Research and development (R&D)	186.7	198.8	313.5	439.5	297.2
<b>Personal, cultural and recreational services</b>	1'913.8	2'813.6	3'327.8	4'190.4	4'684.7
Audiovisual and related services	1'817.1	2'477.2	2'660.9	3'076.4	3'412.4
Other personal, cultural and recreational services, heritage and recreational services	96.7	336.4	666.8	1'114.0	1'272.3
<b>Telecommunications, computer, and information services</b>	1'344.3	1'573.6	2'266.5	2'643.5	3'255.8

# Luxembourg

Computer services	1'150.9	1'334.5	1'990.3	2'318.2	2'906.9
Information services	96.7	119.6	137.5	163.3	173.8
Information services, News agency	4.0	5.6	12.8	10.6	11.9
Information services, Other (other than news agency)	92.7	114.0	125.9	151.4	163.2

## Highlights:

- Under an initiative of the Ministry of the Economy, as of January 2017, game programmers, film producers, designers and all other creative professionals in Luxembourg, whether they are start-ups or established businesses, have been able to get together in one place to talk things over, try out their ideas, and find investors and at the Creative Industries Cluster.<sup>1</sup>
- In 2017, Luxembourg and China signed a co-production agreement with China in the area of audiovisual production and film.<sup>2</sup>

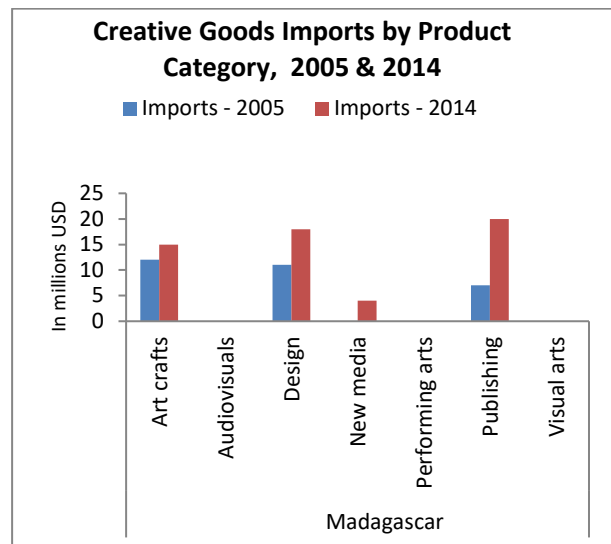
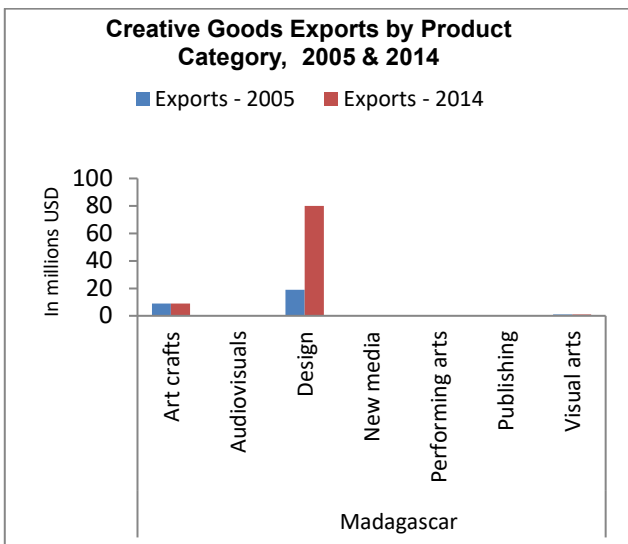
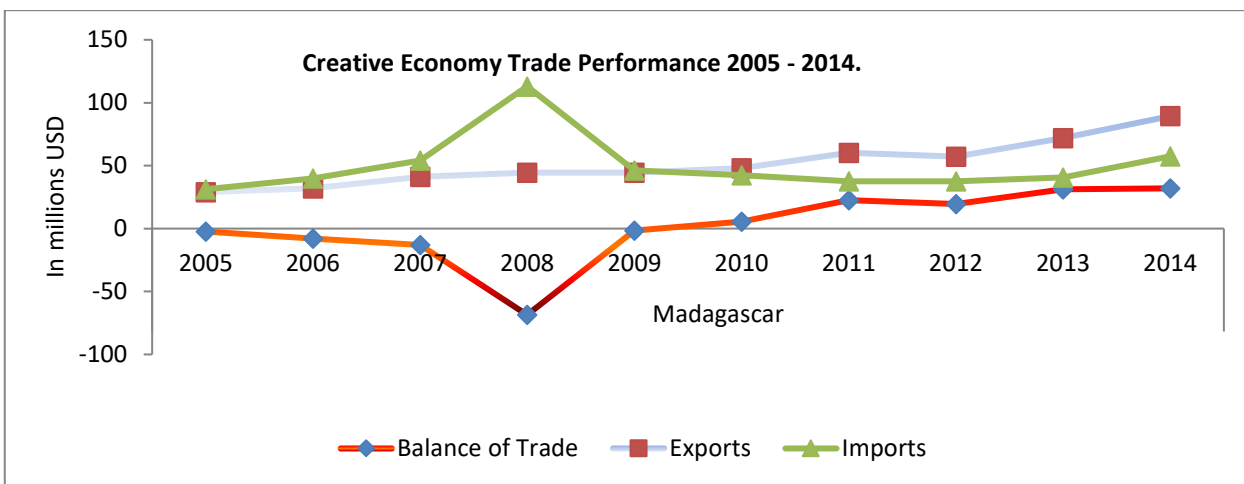
<sup>1</sup> [Cluster for creative industries launched in the Grand Duchy](#)

<sup>2</sup> [Audiovisual production and film: Luxembourg and China sign co-production treaty](#), June 2017  
Creative Economy Outlook / Country Profiles

# Madagascar

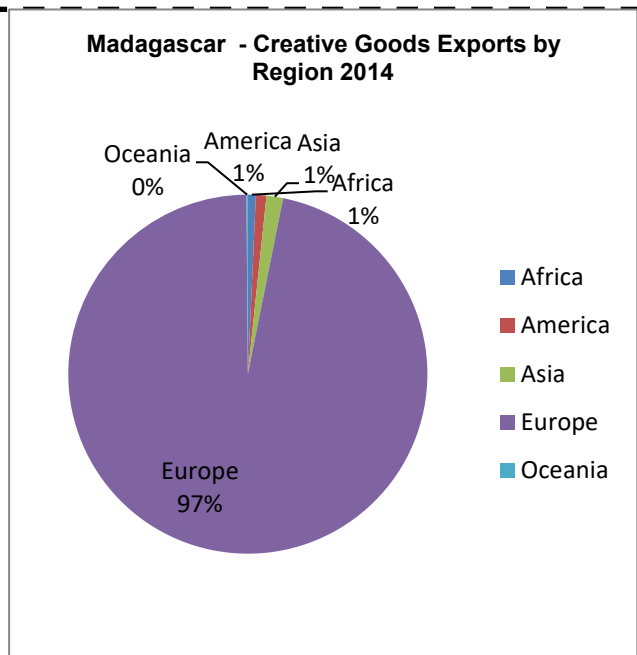
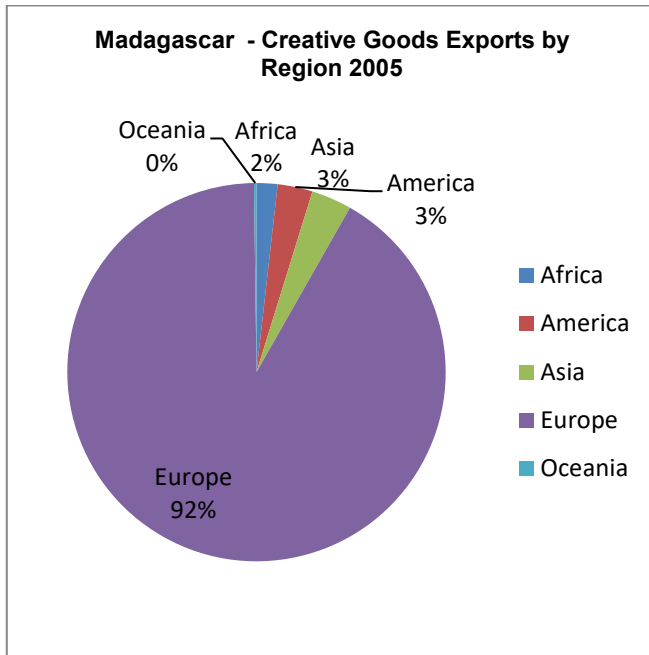
## COUNTRY PROFILE - Madagascar

Creative Industries Trade Performance, 2005-2014						Value in Millions of \$				
Madagascar	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	28.97	31.96	41.10	44.41	44.56	47.95	60.15	57.28	71.86	89.33
Imports	31.23	39.94	54.02	112.97	46.17	42.44	37.59	37.65	40.57	57.37
Balance of Trade	-2.26	-7.98	-12.92	-68.56	-1.61	5.51	22.56	19.63	31.29	31.96



Creative goods exports more than tripled from \$28.7 million in 2005 to \$89.3 million in 2014. Design goods, fashion accessories, accounted for the largest share of exports worth of \$79 million. Art crafts was the second most dynamic sector, with exports at \$9 million. Creative goods imports stood at \$57.3 million, led by imports of publishing goods (books and journals) at \$20 million, design goods at \$18 million and art crafts at \$15 million in 2014. Madagascar posted a positive creative goods trade balance of \$31.9 million in 2014.

# Madagascar



## TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014

	2005				2014			
	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	21.82	6.61	15.22	France	79.40	7.20	72.20
2	Italy	2.23	0.29	1.95	Germany	2.48	0.41	2.07
3	United States	0.65	0.53	0.13	Italy	1.61	1.13	0.48
4	Germany	0.56	0.59	-0.03	Netherlands	1.20	0.04	1.16
5	Netherlands	0.45	0.07	0.38	Denmark	0.65	0.01	0.65
6	Denmark	0.37	0.03	0.34	United States	0.62	1.39	-0.77
7	Sri Lanka	0.29	0.04	0.25	Japan	0.54	0.93	-0.39
8	Spain	0.25	0.29	-0.04	Sri Lanka	0.42	0.04	0.39
9	Canada	0.20	0.03	0.17	Mauritius	0.33	6.58	-6.25
10	China, Hong Kong SAR	0.19	1.22	-1.03	Belgium	0.26	0.06	0.20

In 2014, the destination markets of creative goods exports were Europe (with 97% market share), Africa (1%), America (1%) and Asia (1%). Artisanal work represents an important source of employment, particularly for women. Silk weaving is a way of life in the central highlands of Madagascar. Creative services exports increased significantly from \$1.1 million in 2007 to \$26.2 million in 2013, the last year for which data were available. Computer services accounted for the largest share of creative services exports at \$22.7 million.

# Madagascar

## CREATIVE SERVICES

MADAGASCAR							
	2007	2008	2009	2010	2011	2012	2013
	Values in Million US \$						
<b>EXPORTS</b>	1.1	1.5	1.8	10.5	21.4	20.1	26.2
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Other business Services</b>	0.0		0.0	0.1	0.5	1.3	2.1
Research and development (R&D)	0.0		0.0	0.1	0.5	1.3	2.1
<b>Personal, cultural and recreational services</b>	0.0			0.7	1.5	0.2	1.1
Audiovisual and related services	0.0			0.7	1.5	0.2	1.1
<b>Telecommunications, computer, and information services</b>	1.0	1.5	1.8	9.8	19.4	18.6	23.0
Computer services	1.0	1.5	1.8	9.5	18.8	18.3	22.7
Information services	0.0	0.0	0.0	0.3	0.6	0.3	0.3
<b>IMPORTS</b>	9.5	4.8	10.1	8.7	11.0	12.6	18.8
<b>Charges for the use of intellectual property n.i.e</b>							
<b>Other business Services</b>	0.0	0.1	0.0	0.2	0.7	0.9	2.0
Research and development (R&D)	0.0	0.1	0.0	0.2	0.7	0.9	2.0
<b>Personal, cultural and recreational services</b>	0.0			0.9	0.7	2.7	4.2
Audiovisual and related services	0.0			0.9	0.7	2.7	4.2
<b>Telecommunications, computer, and information services</b>	9.5	4.8	10.0	7.5	9.6	9.0	12.5
Computer services	3.7	2.2	3.2	4.3	7.2	7.3	10.7
Information services	5.8	2.6	6.9	3.3	2.4	1.6	1.9

### Highlights:

- In 2016, there were nearly 905 artisans operating in the bamboo sector of Madagascar (basket-making, raffia objects, etc.).<sup>1</sup>
- The Malagasy people have produced hand-loomed beautiful silk cloth for generations.<sup>2</sup>
- In the documentary “The Silkis of Madagascar”, award-winning filmmaker David Evans tells the story of how access to global markets preserves an ancient tradition, empowers women, and changes the future of their children.<sup>3</sup>

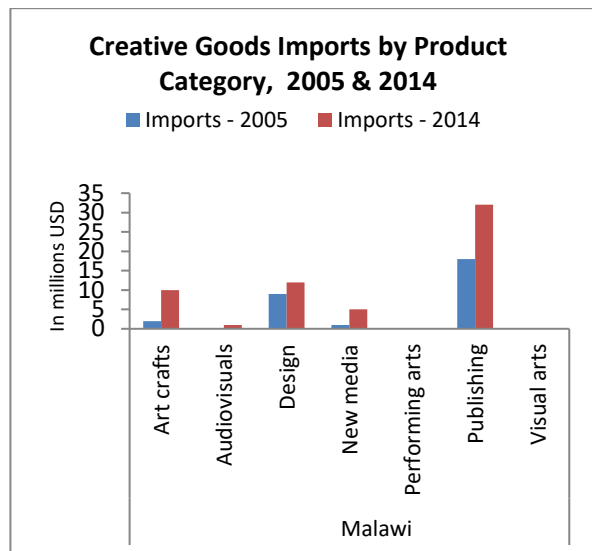
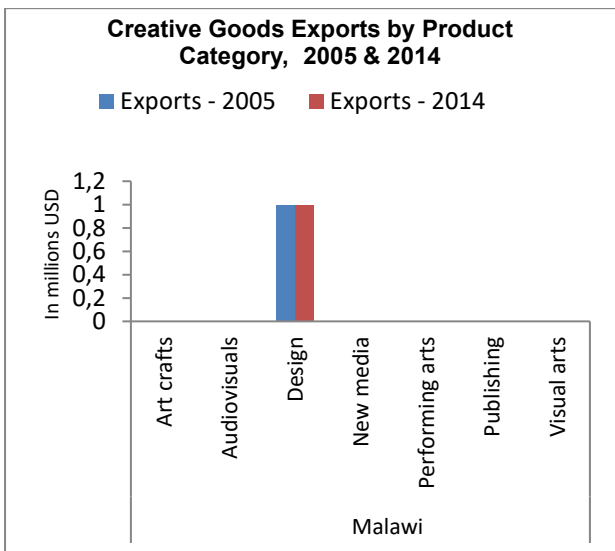
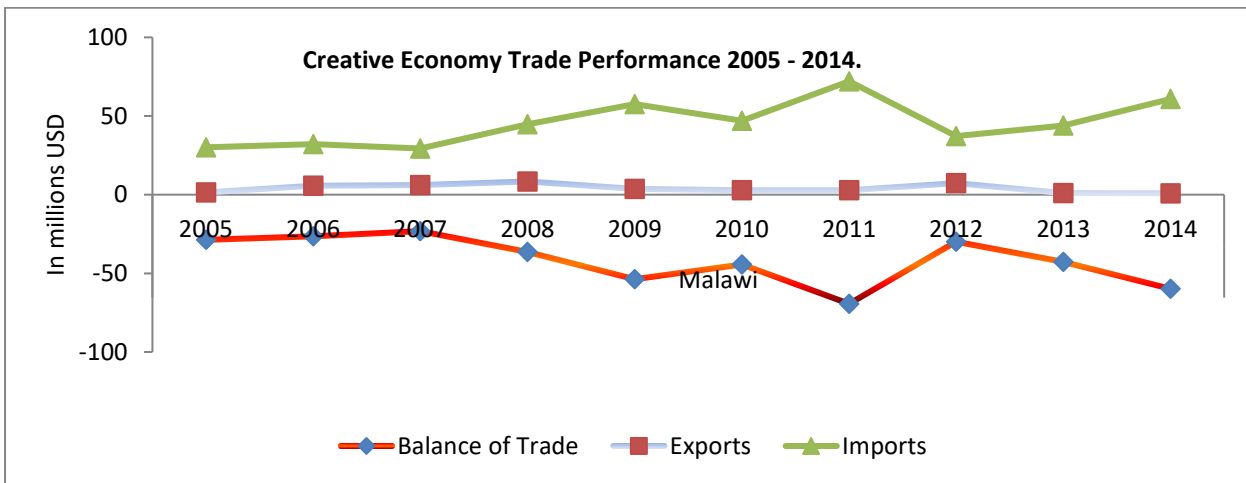
<sup>1</sup> [The Bamboo sector in Madagascar](#)

<sup>2</sup> [Eternal Threads](#), Madagascar

<sup>3</sup> [Scaling Up Artisan Businesses: the Story of Sahalandy in Madagascar](#), The Aspen Institute  
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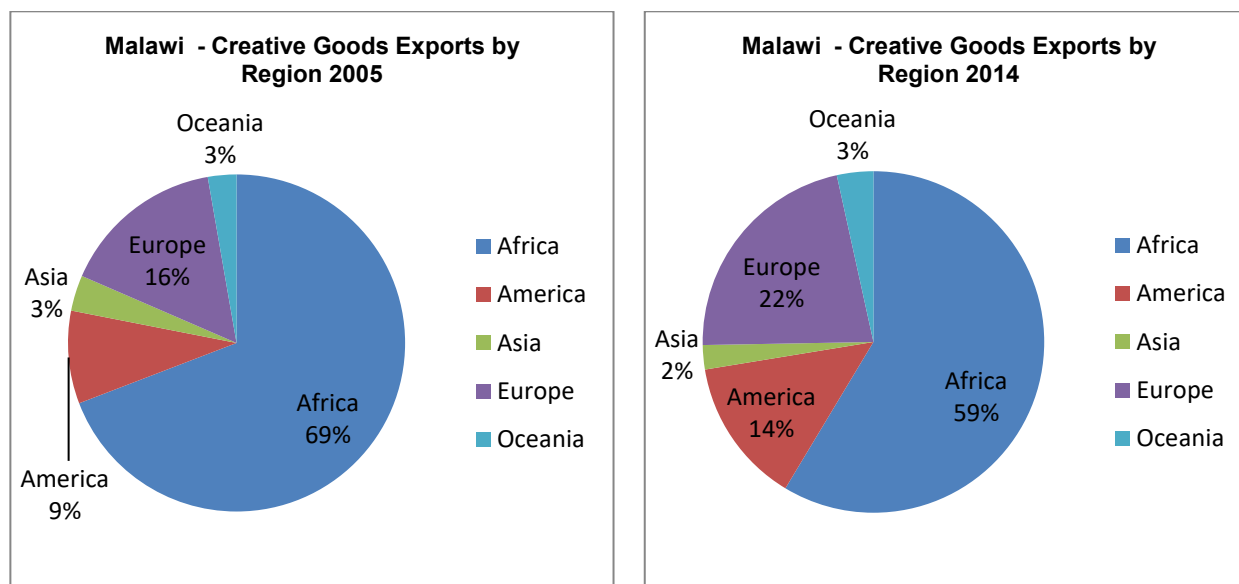
# Malawi

COUNTRY PROFILE- Malawi										
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Malawi	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1.45	5.64	6.16	8.40	3.73	2.74	2.74	7.31	1.08	0.88
Imports	30.10	32.11	29.35	44.83	57.52	47.03	72.09	37.30	43.86	60.74
Balance of Trade	-28.65	-26.47	-23.19	-36.43	-53.79	-44.29	-69.35	-29.99	-42.78	-59.86



From 2005 to 2014, Malawi was a net importer of creative goods. Creative goods exports were worth less than \$1 million while imports stood at \$64.7 million in 2014. According to WIPO, Malawi’s Lake of Stars Music Festival, inspired by events like WOMAD and Glastonbury, gives a hint of Malawi’s cultural scene and its economic potential. In 2015, the festival attracted 79 Malawian acts and generated nearly \$1,5 million. Creative goods imports were composed of publishing (books and journals) at \$32 million, followed by design goods at \$12 million, art crafts at \$10 million and new media at \$5 million in 2014.

# Malawi



## TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014

Ranking	2005				2014			
	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	South Africa	0.49	5.11	-4.62	South Africa	0.20	12.36	-12.15
2	Kenya	0.22	0.12	0.10	United Kingdom	0.15	7.39	-7.24
3	United Kingdom	0.15	5.06	-4.91	Zambia	0.14	0.15	-0.00
4	Zimbabwe	0.12	10.37	-10.26	United States	0.11	0.70	-0.59
5	United States	0.08	0.67	-0.59	Congo	0.05	0.00	0.05
6	Mozambique	0.05	0.06	-0.01	Mozambique	0.03	0.11	-0.07
7	Jamaica	0.04	0.00	0.04	Australia	0.03	0.06	-0.03
8	Zambia	0.04	0.05	-0.01	Zimbabwe	0.03	0.12	-0.09
9	Australia	0.03	0.02	0.01	Belgium	0.02	0.19	-0.17
10	United Republic of Tanzania	0.03	0.33	-0.30	Sierra Leone	0.02	0.00	0.02

In 2014, the destination markets for creative goods exports were Africa (59%), Europe (22%), the Americas (14%), Oceania (3) and Asia (2%). The top ten export partners for creative goods were South Africa, United Kingdom, Zambia, United States, Congo, Mozambique, Australia, Zimbabwe, Belgium and Sierra Leone. Creative services exports stood at \$1.6 million while imports were at \$18.5 million in 2014, mainly driven by computer services imports.

# Malawi

## CREATIVE SERVICES

MALAWI	In Millions of \$				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	0.8	2.3	2.5	5.7	1.6
<b>Other business Services</b>	0.2	0.3	0.3	0.3	0.4
Research and development (R&D)	0.2	0.3	0.3	0.3	0.4
<b>Personal, cultural and recreational services</b>	0.6	0.8	0.8	0.7	0.8
Audiovisual and related services	0.6	0.8	0.8	0.7	0.8
<b>Telecommunications, computer, and information services</b>		1.2	1.4	4.7	0.5
Computer services		1.2	1.4	4.7	0.5
<b>IMPORTS</b>	1.3	1.3	1.3	16.1	18.5
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	0.3	0.3	0.3	0.3	0.4
Audiovisual and related services	0.3	0.3	0.3	0.3	0.4
<b>Telecommunications, computer, and information services</b>	1.0	1.0	1.0	15.8	18.2
Computer services	1.0	1.0	1.0	15.7	18.1
Information services	0.0	0.0	0.0	0.1	0.1

### Highlights:

- The Musicians Union of Malawi (MUM) is receiving funding from Swedish Musician Union to equip its members through training.
- The Copyright Society of Malawi (COSOMA) is supporting APMC Online Store, a product of Arts Production and Marketing Cooperative where it is possible to buy original music, photography, films, etc.<sup>1</sup>

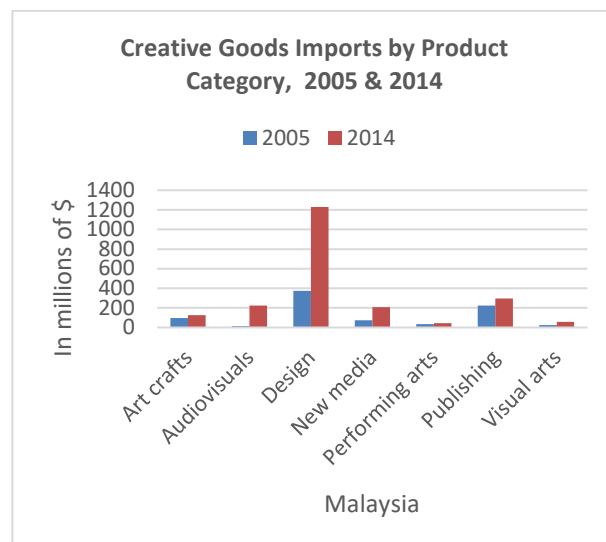
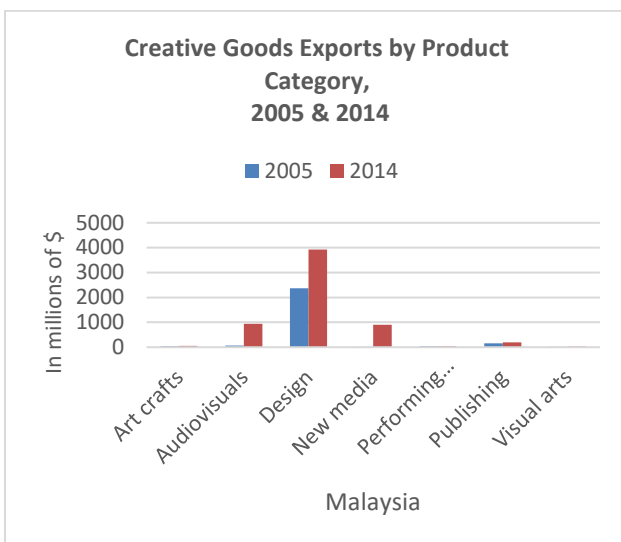
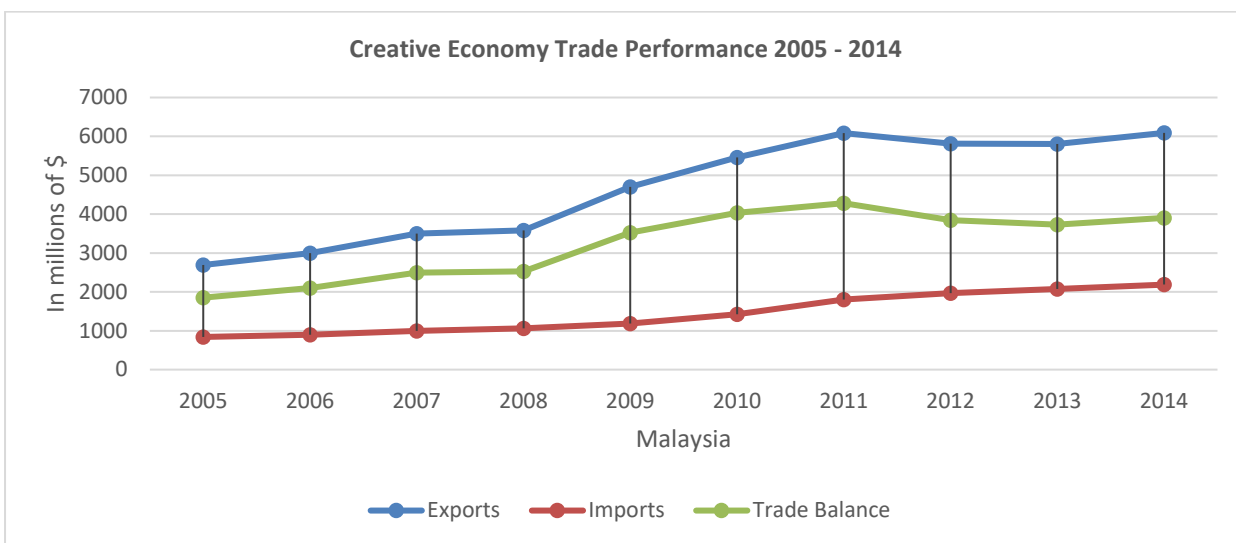
<sup>1</sup> [COSOMA](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Malaysia

## COUNTRY PROFILE- Malaysia

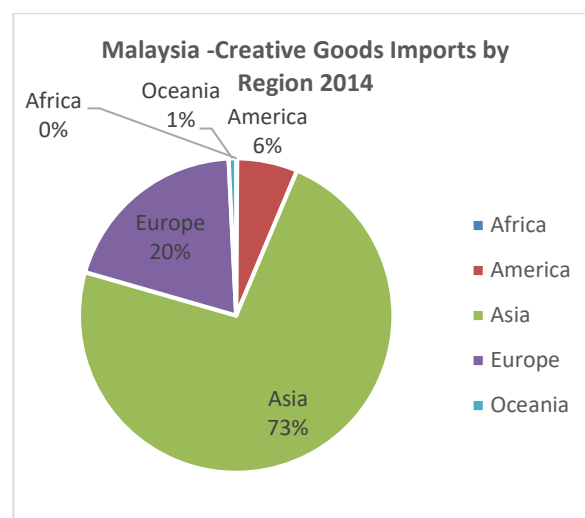
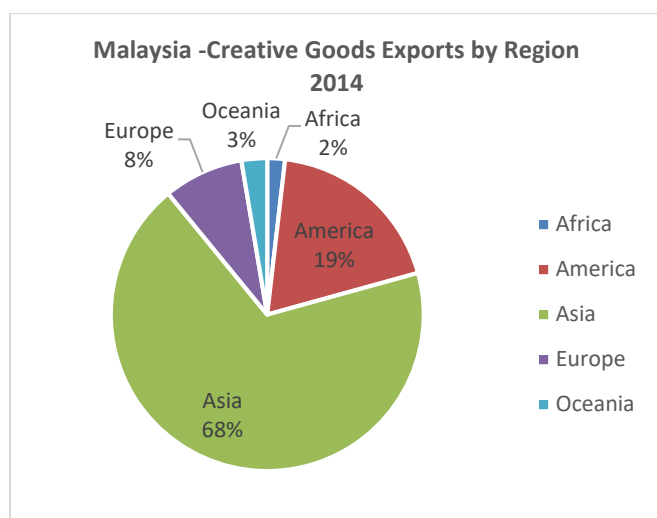
### Creative Industries Trade Performance, 2005-2014

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Malaysia										
Exports	2.691,00	2.996,00	3.496,00	3.585,00	4.704,00	5.461,00	6.085,00	5.810,00	5.803,00	6.090,00
Imports	840,00	899,00	999,00	1.061,00	1.183,00	1.427,00	1.804,00	1.964,00	2.075,00	2.186,00
Balance of Trade	1.851,00	2.097,00	2.497,00	2.524,00	3.521,00	4.034,00	4.281,00	3.846,00	3.728,00	3.904,00



Creative goods exports tripled from \$2.6 billion in 2005 to \$6 billion in 2014. Design goods accounted for the largest share of exports with a total of \$3.9 billion, followed by audiovisuals at \$944.5 million and new media at \$905 million. Creative goods imports stood at \$2.1 billion driven by the imports of design goods (jewelry, fashion and interior design goods) at \$1.2 billion, followed by books and newspapers at \$264 million.

# Malaysia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Malaysia	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Arab Emirates	741,34	3,63	737,71	United Arab Emirates	1.402,66	76,05	1.326,61
2	United States	627,94	73,31	554,64	Singapore	1.131,84	147,24	984,60
3	Singapore	301,20	82,35	218,86	United States	942,20	126,58	815,62
4	United Kingdom	140,25	38,26	101,99	Thailand	682,45	122,89	559,56
5	Japan	137,78	56,46	81,32	Hong Kong (China)	264,69	191,11	73,59
6	Australia	125,09	8,80	116,29	Japan	239,64	136,05	103,59
7	Canada	43,84	2,48	41,35	United Kingdom	143,02	93,65	49,37
8	China	42,23	172,76	-130,53	Australia	138,60	15,64	122,96
9	France	33,96	18,65	15,31	Canada	70,65	1,93	68,72
10	Germany	30,84	22,99	7,86	China	66,19	602,03	-535,84

In 2014, the main destination regions for Malaysia's creative goods exports were Asia (68%), the Americas (19%) and Europe (8%). The top country export market was the United Arab Emirates with exports worth \$1.4 billion in 2014. Malaysia is now a multimedia powerhouse, which is producing highly sought-after digital content. The goal has always been about establishing Malaysia as a regional Creative Hub. The creative content industry – is rapidly growing into a lucrative and financially stable sector.<sup>1</sup> Creative services exports stood at \$1.4 billion in 2009, the last year for which data were available.

<sup>1</sup> [Why Malaysia's Creative Sector is a Driver for the Digital Economy](#), 2018  
UNCTAD Creative Economy Outlook / Country Profiles

# Malaysia

## CREATIVE SERVICES

Malaysia	2005	2006	2007	2008	2009
<b>Exports</b>	435,26	573,874	847,653	1.025,23	1.453,77
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, Cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	435,26	573,874	847,653	1.025,23	1.453,77
Computer services	435,26	573,874	847,653	1.025,23	1.453,77
<b>Imports</b>	379,295	531,078	646,452	896,098	1.206,03
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, Cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	379,295	531,078	646,452	896,098	1.206,03
Computer services	379,295	531,078	646,452	896,098	1.206,03

### Highlights:

- The government of Malaysia is in the process of listening to views from all parties involved in the arts industry. “There is a need for overall reforms including amendments to the structure of Finas (National Film Corporation Malaysia) and other relevant bodies.”<sup>2</sup>
- The government will provide RM2.7 million (US\$649,000) in aid for the purchase of content and funding for the development of the country's cartoon and animation industry. The funding will be channeled to the Malaysian National Film Development Corporation (Finas) for the purchase of animation contents from animation companies.<sup>3</sup>

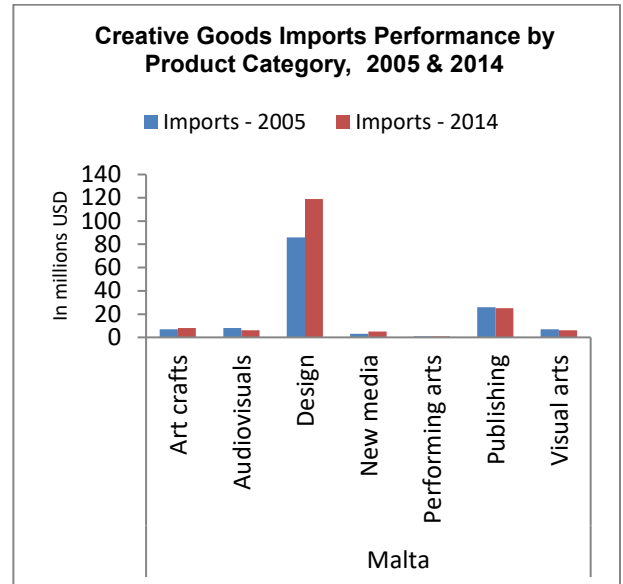
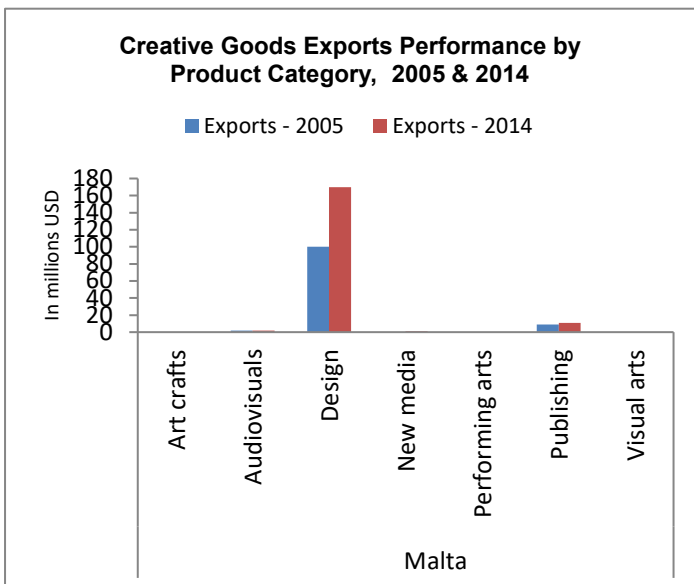
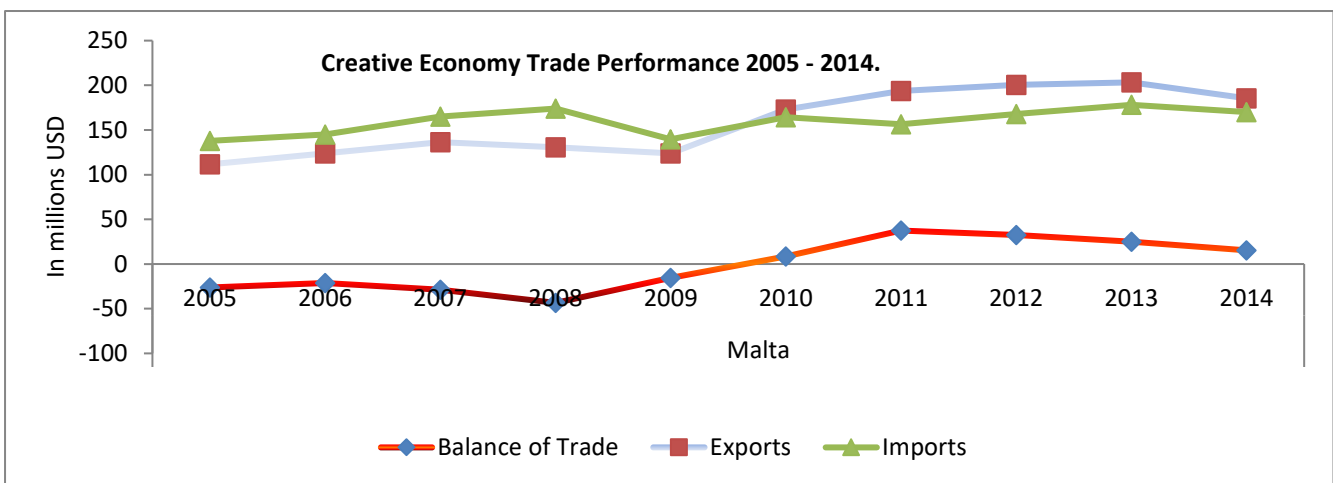
<sup>2</sup> [Gobind: Govt takes inclusive approach to reform arts industry](#), 2018

<sup>3</sup> [RM2.7m to develop cartoon, animation industry](#), 2018

# Malta

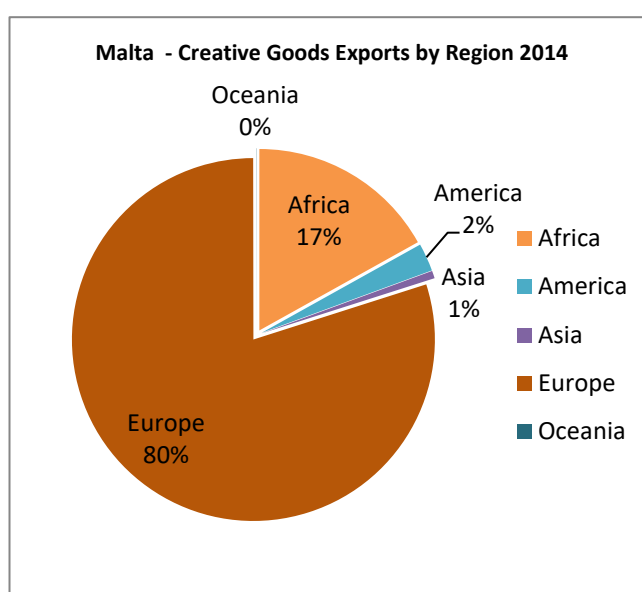
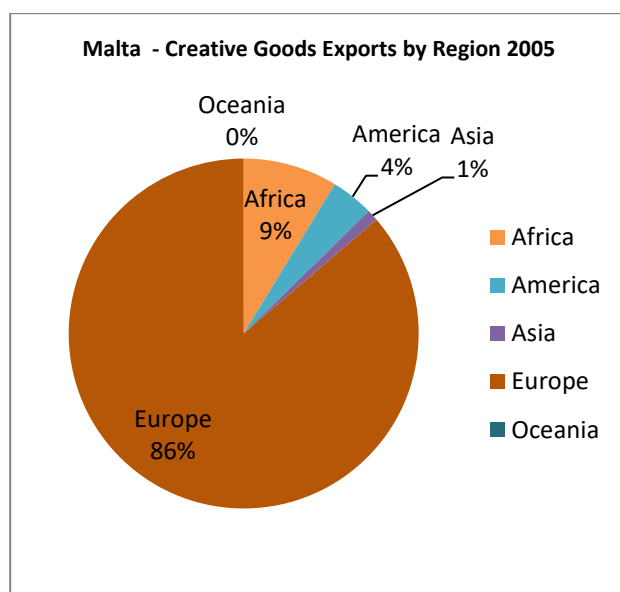
## COUNTRY PROFILE - Malta

Creative Industries Trade Performance, 2005 - 2014						Value in Million US\$				
Malta	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	111,57	123,73	136,51	130,58	123,94	172,92	193,79	200,45	203,28	185,36
Imports	137,84	145,03	165,15	174,04	139,46	164,41	156,34	167,99	178,15	170,12
Balance of Trade	-26,27	-21,30	-28,64	-43,46	-15,52	8,51	37,45	32,46	25,13	15,24



Creative goods exports increased from \$111.5 million in 2005 to \$185.3 million in 2014. Design goods exports stood at \$175 million, \$100 million of which consisted of toys, followed by publishing (books and journals) at \$11 million. Creative goods imports stood at \$170.1 million, driven mainly by the imports of design goods, interior design (\$41 million), jewelry (\$26 million), fashion accessories (\$16 million) and toys (\$15 million). Malta posted a positive trade balance of \$15.2 million in 2014.

# Malta



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	79,20	13,64	65,55	Germany	122,59	18,46	104,12
2	United Kingdom	10,11	27,49	-17,38	Libya	30,95	0,01	30,94
3	Libya	9,50	0,03	9,47	United Kingdom	8,10	29,33	-21,22
4	United States	3,87	3,38	0,49	Spain	7,32	4,52	2,79
5	Spain	2,88	4,25	-1,37	Italy	5,41	72,13	-66,72
6	Switzerland	1,58	0,81	0,76	United States	3,52	3,40	0,13
7	France	0,96	2,53	-1,57	Canada	1,09	0,45	0,65
8	Italy	0,60	48,29	-47,69	Netherlands	1,01	2,95	-1,94
9	China, Hong Kong SAR	0,56	3,96	-3,40	France	0,90	3,75	-2,84
10	Canada	0,48	0,59	-0,11	China, Hong Kong SAR	0,64	1,94	-1,31

The main destination markets for creative goods exports were Europe (80%), Africa (17%), the Americas (2%) and Asia (1%). Malta had a large creative goods trade surplus with Germany, its the main export partner, but also large trade deficits with Italy and United Kingdom. In 2013, the last year for which full data were available, creative services exports stood at \$483 million, while imports were more than double at \$1.2 billion. Malta has become one of the top gaming jurisdictions in the world, resulting in several game development companies coming to the island to work with the local multilingual workforce. This also led to the development of the Malta Global Game Jam 2015 held in Malta, where participants team up to make a playable game in 48 hours.

# Malta

## CREATIVE SERVICES

<b>MALTA</b>					
(in millions of \$)	2010	2011	2012	2013	2014
<b>Exports</b>	1,6	382,3	470,3	487,3	6,6
<b>Charges for the use of intellectual property n.i.e</b>		258,6	309,7	331,9	
Licences to reproduce and/or distribute computer software		258,6	309,7	331,9	
(blank)					
Other business Services	1,6	43,1	42,4	58,4	6,6
Advertising, market research, and public opinion polling services		16,7	12,8	18,6	
Architectural, engineering, scientific, and other technical services		19,5	23,1	26,6	
R&D work undertaken on a systematic basis to increase the stock of knowledge		7,0	6,4	6,6	
R&D, Provision of customized and non-customized R&D services				6,6	
Research and development (R&D)	1,6				6,6
<b>Personal, Cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>		80,6	118,2	96,9	
Computer services		80,6	118,2	96,9	
Information services		0,0	0,0	0,0	
Information services, News agency		0,0	0,0	0,0	
Information services, Other (other than news agency)		0,0	0,0	0,0	
<b>Imports</b>	6,6	1.142,7	976,5	1.103,4	12,9
<b>Charges for the use of intellectual property n.i.e</b>		595,0	443,3	500,6	
Licences to reproduce and/or distribute computer software		595,0	443,3	500,6	
<b>Other business Services</b>	6,6	432,3	424,0	495,2	12,9
Advertising, market research, and public opinion polling services		251,6	254,4	293,4	
Architectural, engineering, scientific, and other technical services		164,0	146,5	162,0	
R&D work undertaken on a systematic basis to increase the stock of knowledge				13,3	
R&D, Provision of customized and non-customized R&D services		8,3	10,3	13,3	
Research and development (R&D)	6,6	8,3	12,8	13,3	12,9
<b>Personal, Cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>		115,4	109,2	107,5	
Computer services		112,6	106,6	104,9	
Information services		1,4	1,3	1,3	
Information services, News agency		0,0	0,0	0,0	
Information services, Other (other than news agency)		1,4	1,3	1,3	

### Highlights:

- The creative and cultural industries over this period have outperformed the rest of the economy and in 2015 accounted for 7% of total gross value added and 6% of gainful employment.<sup>1</sup>
- The Creative Industries Platform managed by Arts Council Malta provides an investment of €700,000 to support the setting up and running of sector-specific support frameworks within which creative

<sup>1</sup> [Creative Economy Report 2016](#), Arts Council Malta  
UNCTAD Malta Creative Economy Outlook / Country Profiles

# Malta

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- entrepreneurs can work and network. “The programme builds upon Arts Council Malta’s [Create2020 strategy](#).
- Malta Video Game Studio Association will create a platform for local studios and foreign game development companies established in Malta.
- HELA will be a new platform for literature and publishing and will act as an information desk and contact point for the sector.
- The Maltese film industry will also develop its own platform through the setting up of the Valletta Film Lab by the Film Grain Foundation.
- #EngageCreatives is a performing and visual arts platform that will offer accelerator services to start-ups in these areas.
- Malta, Valletta became Capital of Culture 2018. Over 140 projects and 400 events have been planned in 2018. <sup>2</sup>

Sources:

[Malta’s burgeoning gaming industry](#), October 2015.

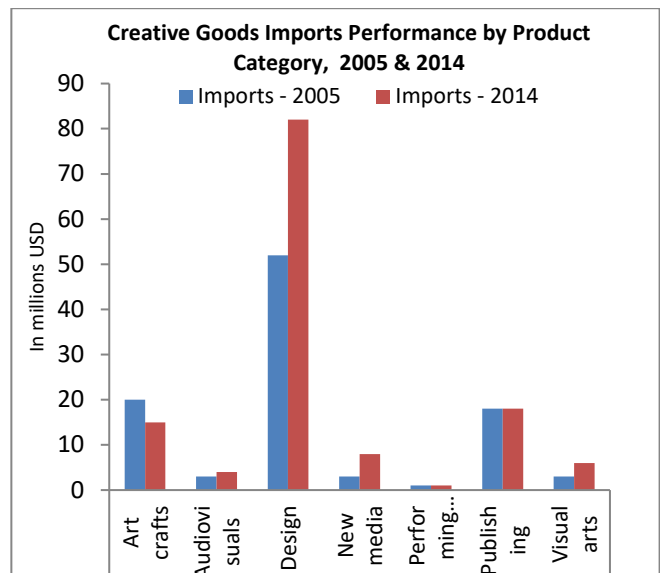
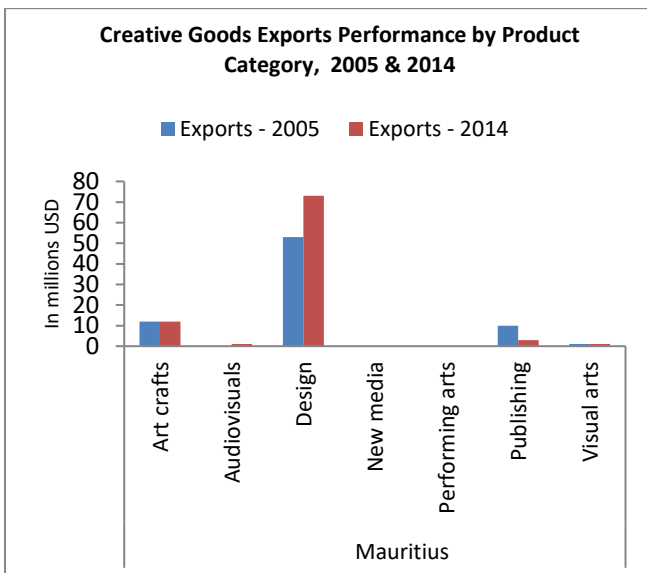
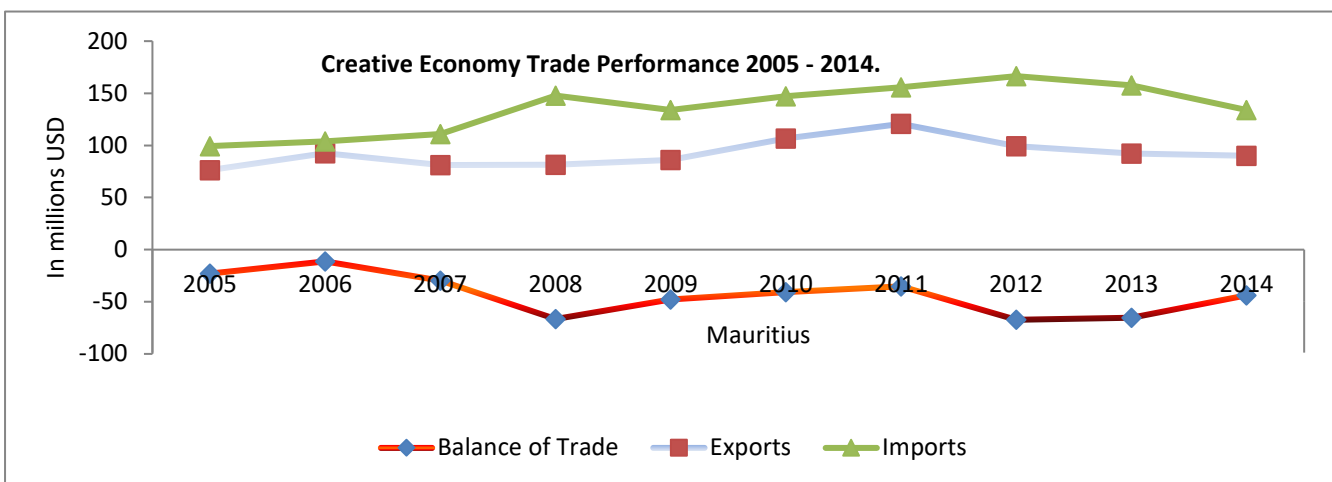
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<sup>2</sup> [Malta’s Valletta becomes Europe’s Capital of Culture 2018](#), January 2018  
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# Mauritius

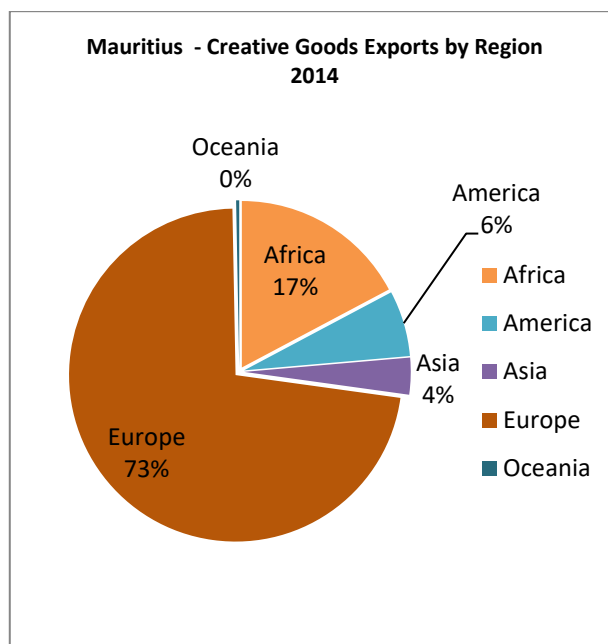
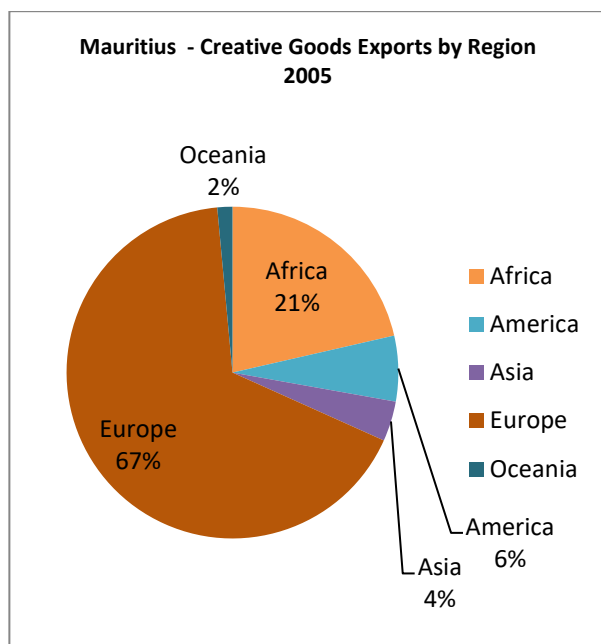
## COUNTRY PROFILE - Mauritius

Creative Industries Trade Performance, 2005-2014						Value in Millions of \$				
Mauritius	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	76,34	92,59	81,25	81,30	86,14	106,57	120,61	99,16	92,20	89,99
Imports	99,35	103,88	111,01	147,78	133,84	147,23	155,69	166,43	157,46	133,81
Balance of Trade	-23,01	-11,29	-29,76	-66,48	-47,70	-40,66	-35,08	-67,27	-65,26	-43,82



Creative goods exports increased from \$76.3 million in 2005 to \$89.9 million in 2014. Design goods accounted for the largest share of creative goods exports at \$73 million followed by art crafts at \$12 million. Jewelry was the most dynamic sector, with exports worth \$40 million, followed by fashion accessories at \$27 million. The textile and clothing sector are an essential pillar of the economy, employing 8.3% of the active labor in the Island. United Kingdom, France and South Africa are key trade partners of the sector for Mauritius. Creative goods imports, which stood at \$133.8 million, were driven by design goods, publishing, new media, art crafts and visual arts. Mauritius posted a trade deficit of \$43.8 million in 2014.

# Mauritius



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	26,01	25,36	0,64	France	51,51	38,78	12,73
2	United Kingdom	14,16	10,80	3,37	Madagascar	10,86	0,33	10,53
3	Madagascar	7,94	0,27	7,67	United Kingdom	8,16	5,05	3,12
4	United States	4,69	4,41	0,28	United States	5,69	1,40	4,29
5	Kenya	4,02	0,11	3,91	Germany	3,00	2,46	0,54
6	Germany	3,71	3,14	0,57	South Africa	1,93	4,69	-2,76
7	Italy	1,96	5,07	-3,11	Seychelles	1,41	0,01	1,40
8	India	1,70	8,22	-6,52	Italy	1,34	4,35	-3,02
9	Russian Federation	1,31	0,18	1,13	Hong Kong (China)	0,75	2,55	-1,80
10	Spain	1,16	0,59	0,57	China	0,75	40,96	-40,21

In 2014, the destination markets for creative goods exports were Europe (73%), Africa (17%), the Americas (6%) and Asia (4%). Mauritius's membership of SADC and COMESA has helped its exporters to participate in African markets. Creative services exports stood at \$981 million in 2014, of which, at \$94,5 million, telecommunications, computer, and information services accounted for the largest. The ICT sector is the third pillar of the Mauritian economy.

# Mauritius

## CREATIVE SERVICES

MAURITIUS	Value in Millions of \$				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	30,7	68,9	65,4	66,7	98,1
Charges for the use of intellectual property n.i.e					
<b>Other business Services</b>					
<b>Personal, Cultural and recreational services</b>	1,4	6,2	1,9	1,0	3,6
Audiovisual and related services	1,4	6,2	1,9	1,0	3,6
<b>Telecommunications, computer, and information services</b>	29,4	62,7	63,5	65,7	94,5
Computer services	29,4	62,7	63,5	65,7	94,5
<b>IMPORTS</b>	8,5	17,0	14,7	13,4	74,4
Charges for the use of intellectual property n.i.e					
<b>Other business Services</b>					
<b>Personal, Cultural and recreational services</b>	8,5	17,0	14,7	13,4	23,6
Audiovisual and related services	8,5	17,0	14,7	13,4	23,6
<b>Telecommunications, computer, and information services</b>					50,9
Computer services					50,9

### Highlights:

- Mauritius's clothing and apparel sector has come a long way from being a basic cut and sew clothing center to being a vertically integrated supplier of a wide range of textile products to middle and up-market garment buyers today.<sup>1</sup>
- At the end of 2013, some 19,242 people were working across 631 companies in the information technology and communications sector in Mauritius.<sup>2</sup>

<sup>1</sup> [Mauritius clothing sector at crossroads](#), November 2017

<sup>2</sup> [Mauritius: the ICT industry, the third pillar of the Mauritian economy](#)

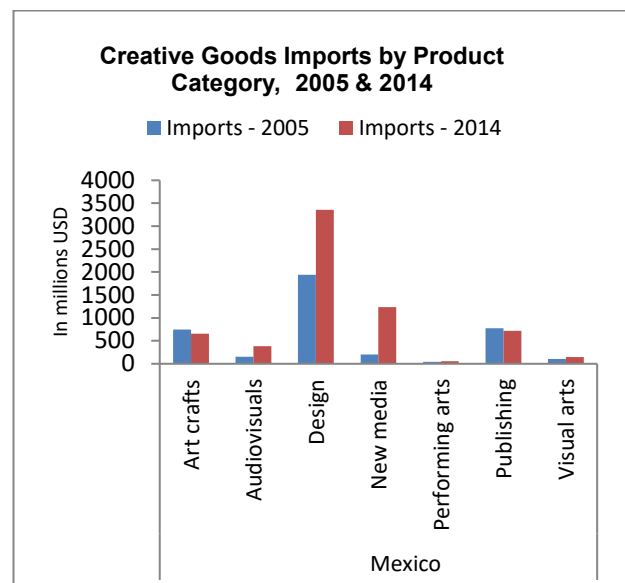
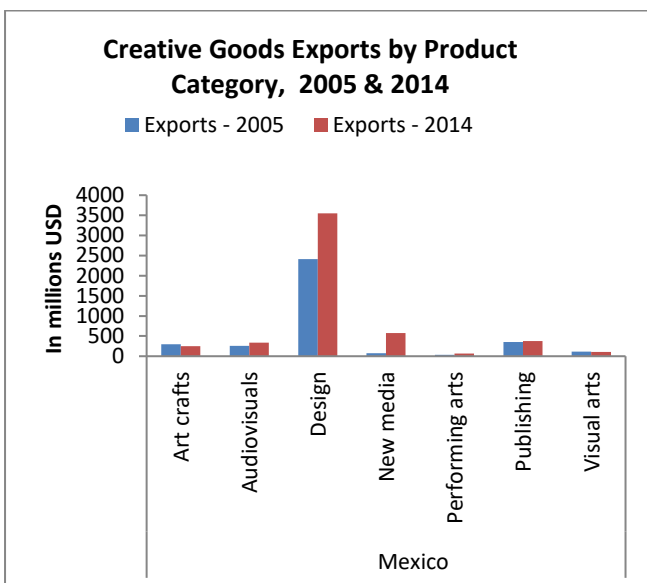
# Mexico

## COUNTRY PROFILE - Mexico

### Creative Industries Trade Performance, 2005-2014

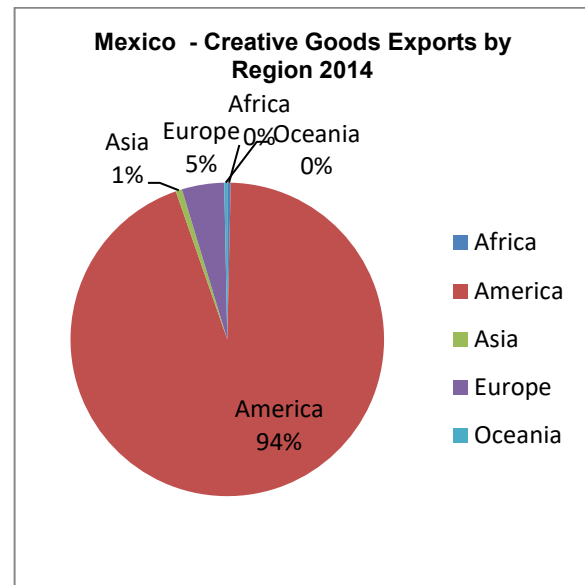
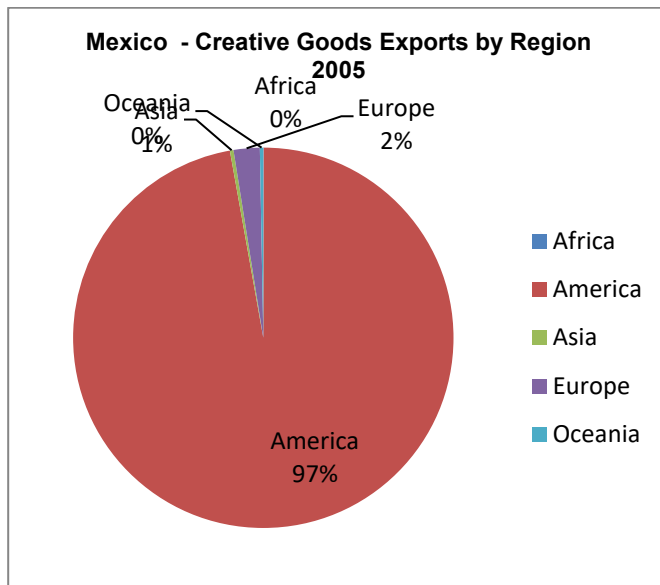
Value in Millions of \$

Mexico	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.536,59	3.695,92	4.209,02	5.364,57	4.394,32	4.372,69	4.521,12	4.446,12	4.663,79	5.262,70
Imports	3.958,32	4.664,05	5.491,73	7.123,09	5.802,15	6.127,47	6.247,51	5.773,76	6.023,10	6.547,98
Balance of Trade	-421,73	-968,13	-1.282,71	-1.758,52	-1.407,83	-1.754,78	-1.726,39	-1.327,64	-1.359,31	-1.285,28



Creative goods exports increased by 67% per cent from \$3.5 billion in 2005 to \$5.2 billion in 2014. At \$3.5 billion, design goods accounted for the largest share, driven by exports of interior design goods, which stood at \$1.8 billion, followed by new media (video games and recorded media) at \$577 million, publishing (books and journals) at \$377 million and art crafts (yarn and carpets) at \$248 million in 2014. Creative goods imports stood at \$6.5 billion, led by design goods and new media. Mexico aims to become a leader in the production of audiovisual and interactive contents.

# Mexico



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Mexico	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	3.217,72	1.717,03	1.500,70	United States	4.511,81	1.908,01	2.603,81
2	Canada	42,89	97,21	-54,32	Canada	90,88	151,49	-60,61
3	Guatemala	23,82	3,47	20,35	Luxembourg	70,73	12,13	58,60
4	United Kingdom	22,60	17,63	4,98	Colombia	49,16	43,67	5,49
5	Venezuela (Bolivarian Rep. of)	20,03	0,68	19,35	Guatemala	44,97	3,96	41,01
6	Colombia	19,29	72,30	-53,01	United Kingdom	37,35	24,18	13,17
7	Panama	19,28	0,29	18,99	Peru	34,41	9,12	25,30
8	Spain	17,56	228,39	-210,83	Panama	30,17	0,43	29,75
9	El Salvador	15,15	0,42	14,73	Czechia	27,54	8,06	19,48
10	Honduras	12,60	0,38	12,22	Costa Rica	27,41	0,64	26,78

In 2014, the main destination markets for creative goods exports were the Americas (at 94% market share) and Europe (5%). Audiovisual and related services accounted for the largest share of creative services exports at \$80 million. Mexico was the Latin American country, after Brazil, with the second largest number of videogame development companies. The publishing industry was the second most important export product in the creative industries of Mexico, according to economist Ernesto Piedras.

# Mexico

## Creative Services

Mexico					
(in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>	80,0	80,0	80,0	80,0	80,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Telecommunications, computer, and information services</b>					
<b>Other business services</b>					
<b>Personal, Cultural and Recreational Services</b>	80,0	80,0	80,0	80,0	80,0
Audiovisual and related services	80,0	80,0	80,0	80,0	80,0
<b>IMPORTS</b>	272,0	272,0	272,0	272,0	272,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Telecommunications, computer, and information services</b>					
<b>Other business services</b>					
<b>Personal, Cultural and Recreational Services</b>	272,0	272,0	272,0	272,0	272,0
Audiovisual and related services	272,0	272,0	272,0	272,0	272,0

## Highlights:

- According to the study “Industrias creativas” and protected work carried out by the Mexican Institute for Competitiveness A.C. (IMCO) in collaboration with the Motion Picture Association (MPA), the Creative Industries constitute 6.7% of the country's GDP. According to the National Institute of Statistics and Geography (INEGI), the sector generates more than one million jobs and exceeds in economic impact others such as agriculture and the generation and distribution of electricity.<sup>1</sup>
- According to the 2016 KPMG Competitive Alternatives study, Mexico is 33% and 36% more competitive than the United States in costs for software development (development of original technology and application development for software packages) and digital entertainment (video games and publishing houses), respectively.
- There are 400 million Spanish speakers in the world. Experts estimate that by 2050, there will be 530 million, of which about a third will be in the United States, making the neighboring country one of the markets with the highest content consumption in Spanish in the world.<sup>2</sup>
- In Mexico efforts have been made to encourage reading, "although this is not yet a generalized activity in society, because there are different causes, some attribute them to the phenomenon of high levels of poverty, others to the increase in the cost of books that turn them into luxury objects, while others attribute it to the lack of interest and especially to the lack of habits," said the economist, Ernesto Piedras.<sup>3</sup>

<sup>1</sup> [Industrias creativas en Mexico](#), ProMexico

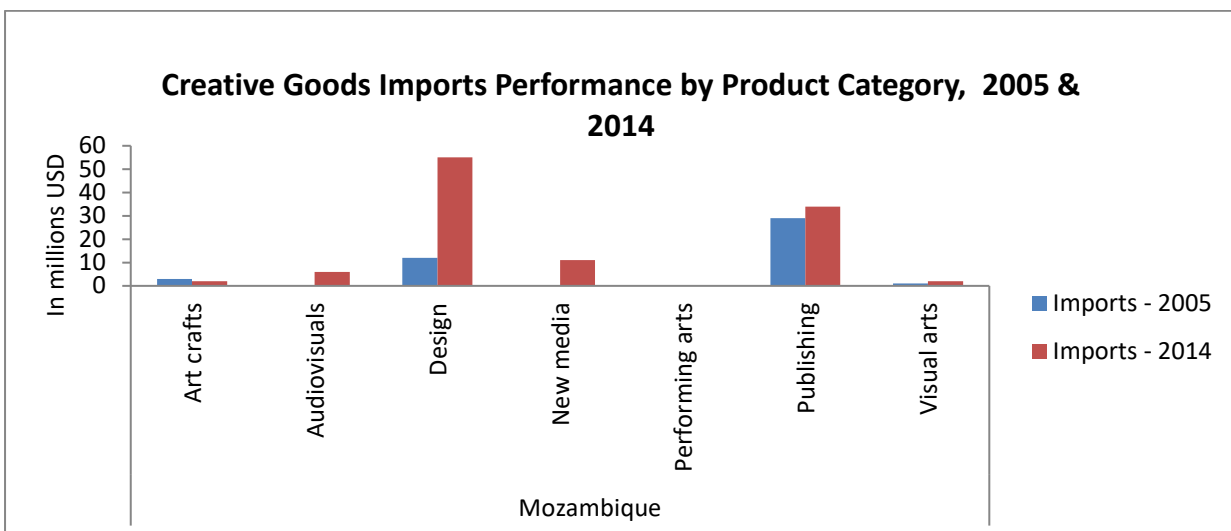
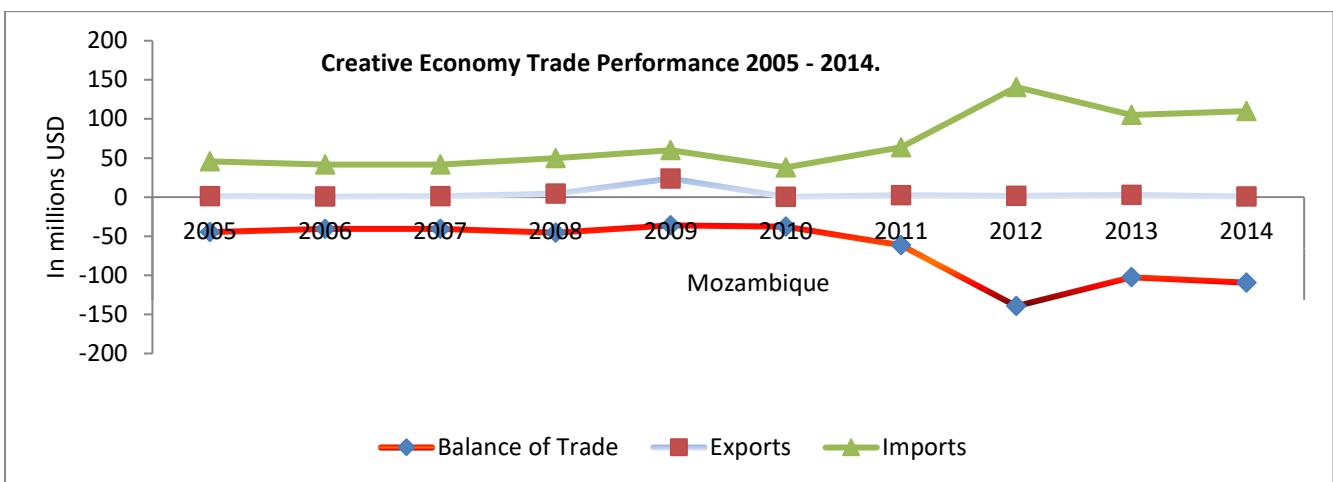
<sup>2</sup> [Creative Industries](#), ProMexico

<sup>3</sup> [La Industria Editorial, Pilar del Desarrollo Económico](#), Ernesto Piedras, Secretaria de Cultura, México  
UNCTAD Creative Economy Outlook / Country Profiles

# Mozambique

## COUNTRY PROFILE-Mozambique

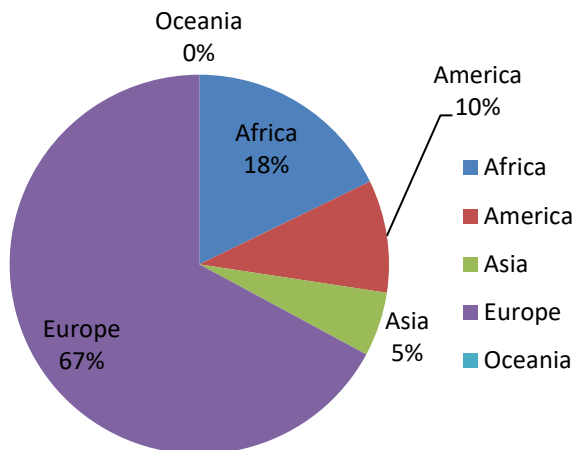
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Mozambique	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,93	0,78	0,96	4,51	23,70	0,32	2,12	1,32	2,61	0,84
Imports	45,89	41,43	41,74	49,96	59,85	38,00	63,84	140,78	105,01	110,12
Balance of Trade	-44,96	-40,65	-40,78	-45,45	-36,15	-37,68	-61,72	-139,46	-102,40	-109,28



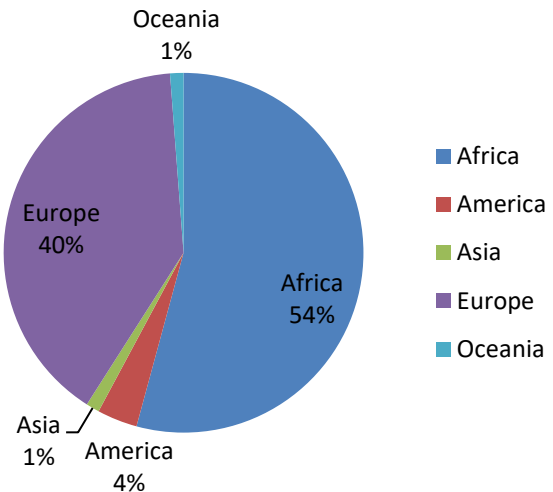
In 2014, creative goods exports stood at less than \$1 million, a sharp decline compared to the \$23.7 million in 2009. Creative goods imports stood at \$110.1 million in 2014. Interior design goods at \$42 million and fashion accessories at \$8 million accounted for the largest share of imports. Other key imports included publishing goods (books at \$27 million and newspaper at \$4 million), new media (recorded media and videogames at \$9 million) and audiovisuals (CDs, DVDs and tapes at \$6 million) during 2014. Mozambique posted a creative goods trade deficit of \$109.2 million in 2014.

# Mozambique

**Mozambique - Creative Goods Exports by Region 2005**



**Mozambique - Creative Goods Exports by Region 2014**



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Norway	0,26	0,13	0,13	Netherlands	0,22	0,10	0,12
2	Italy	0,17	0,38	-0,21	Angola	0,17	0,02	0,15
3	South Africa	0,08	13,25	-13,18	United Republic of Tanzania	0,15	0,00	0,15
4	United States	0,07	0,37	-0,30	South Africa	0,08	30,08	-29,99
5	Pakistan	0,03	0,05	-0,02	Portugal	0,03	26,06	-26,03
6	Angola	0,02	0,00	0,02	Mauritius	0,03	0,04	-0,01
7	Zimbabwe	0,02	0,06	-0,04	United States	0,03	0,55	-0,52
8	France	0,01	0,15	-0,14	Italy	0,02	0,40	-0,38
9	Portugal	0,01	16,26	-16,25	Germany	0,02	0,73	-0,71
10	Germany	0,01	0,14	-0,13	Austria	0,02	0,00	0,02

In 2014, the main destination markets for creative goods were Africa (54%), Europe (40%) and the Americas (4%). Trade data is limited, particularly for services. However, despite hardships and war, the Mozambican music has thrived. Music Crossroads Mozambique has grown from its involvement with numerous regional and national music initiatives to an established organisation in its own right. It has proudly launched the careers of numerous of recording artists nationwide, including acts such as 'Timbila Muzimba', 'Dulce Band', 'Marove', 'Nfithe' and 'Nyacha'.<sup>1</sup>

<sup>1</sup> [Music Crossroads Mozambique](#)  
Creative Economy Outlook / Country

# Mozambique

## CREATIVE SERVICES

<b>MOZAMBIQUE</b>					
(in millions of \$)	2010	2011	2012	2013	2014
<b>EXPORTS</b>					
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					
<b>IMPORTS</b>	25,0	44,1	31,6	32,9	34,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		0,8	4,2	2,2	1,9
Research and development (R&D)		0,8	4,2	2,2	1,9
<b>Personal, cultural and recreational services</b>		3,3	1,0	0,6	0,1
Audiovisual and related services		3,3	1,0	0,6	0,1
<b>Telecommunications, computer, and information services</b>	25,0	40,0	26,4	30,2	32,1
Computer services	1,5	17,7	20,6	20,3	30,5
Information services	23,5	22,2	5,8	9,9	1,5

### Highlights:

- The annual Morejazz event in Mozambique attracts 6,000 visitors to the capital's multi-ethnic and multiracial cultural energy. The Mozambican Ministry of Culture has recognised the power of jazz as a vehicle that can shape peoples' lives and behaviour by calling for performances and workshops to be held at schools. Culture Minister Silva Armando Dunderu is very aware of the importance of the creative economy.<sup>2</sup>
- In 2009, UNCTAD prepared the report "Strengthening the Creative Industries for Development in Mozambique" focusing on the economic aspects, offering policy advice, technical assistance and capacity-building activities intended to enhance public policies, supply capacities and trade and investment related to the creative industries.<sup>3</sup> Publication available at UNCTAD'S Creative Economy website: [unctad.org/creative-economy](http://unctad.org/creative-economy).
- MDG Fund invested \$5,297,036 in Mozambique from 2008-2013. The programme brought together six United Nations agencies and entities responsible for Culture, Tourism, Health, Education, Labour, Agriculture, Industry and Trade, Youth and Sport, and Science and Technology from all levels of government, successfully promoting the transversal importance and effectiveness of culture to strengthen Mozambican development context.<sup>4</sup>

<sup>2</sup> [Music festival in Maputo adds to creative economy](#), February 2017

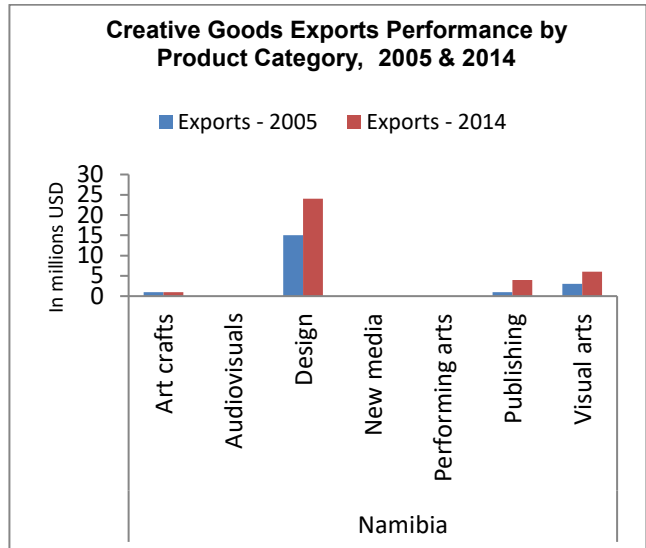
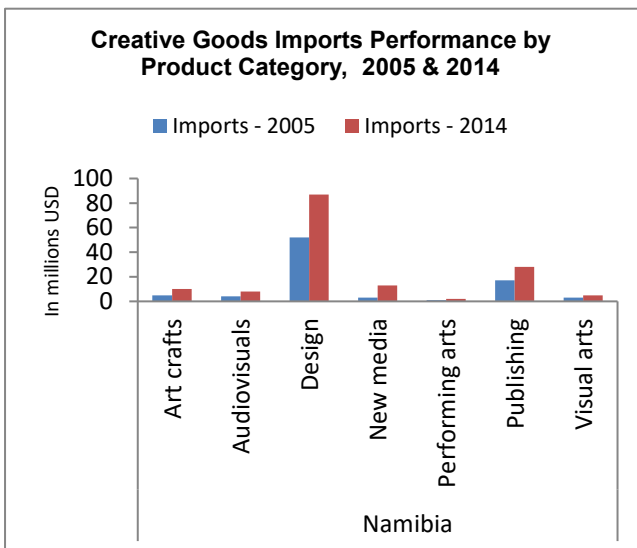
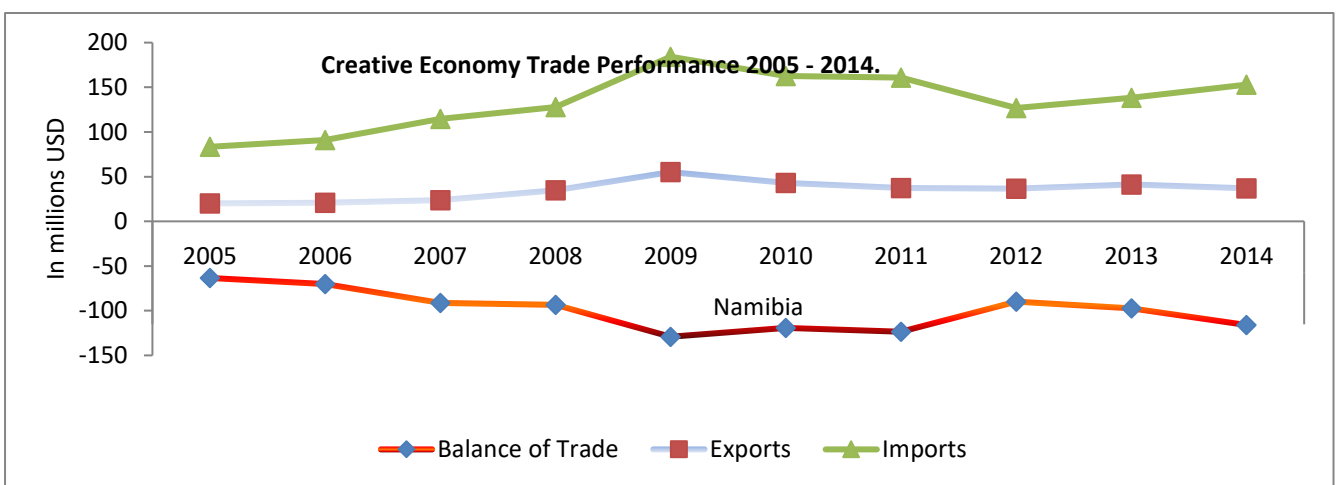
<sup>3</sup> [Strengthening the Creative Industries for Development in Mozambique](#), UNCTAD/DITC/TAB/2009/2

<sup>4</sup> [Mozambique: Strengthening cultural and creative industries and inclusive policies in Mozambique, MDG Achievement Fund](#)

# Namibia

## COUNTRY PROFILE - Namibia

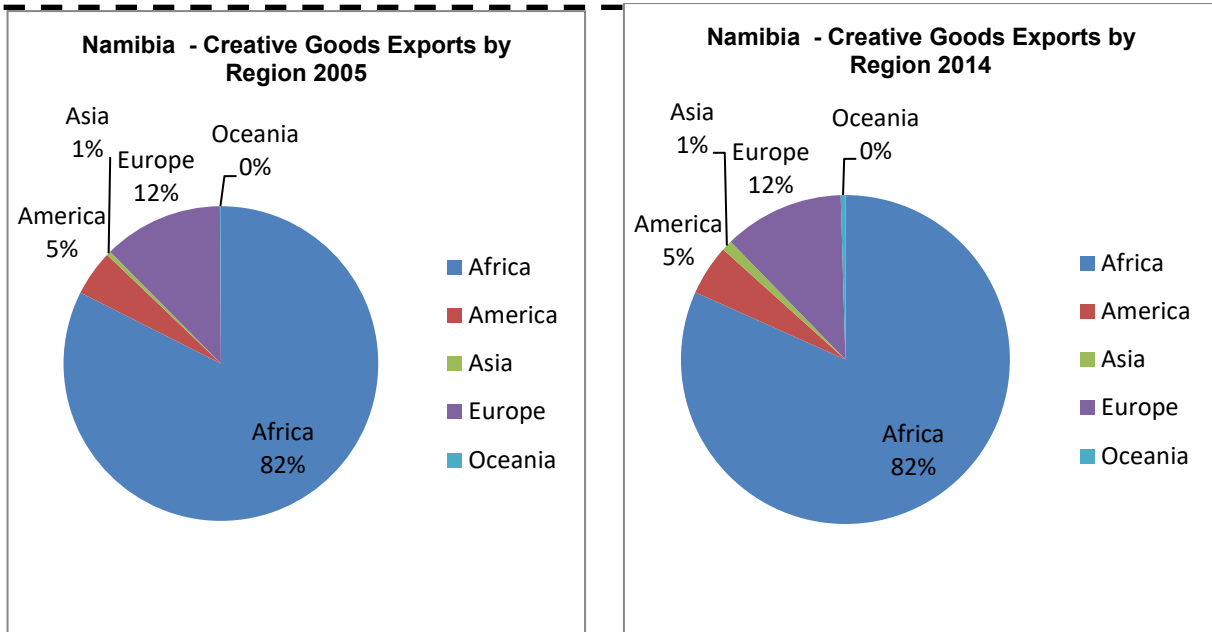
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Namibia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	20,05	20,93	23,55	34,72	55,09	43,20	37,41	36,67	41,17	37,12
Imports	83,44	91,18	114,70	128,08	184,20	162,49	160,77	126,70	138,39	152,96
Balance of Trade	-63,39	-70,25	-91,15	-93,36	-129,11	-119,29	-123,36	-90,03	-97,22	-115,84



Creative goods exports increased from \$20 million in 2005 to \$37.1 million in 2014. Design goods, interior design and fashion accessories stood at \$24 million and accounted for the largest share of creative goods exports, followed by publishing (books and journals), which stood at \$28 million. Despite its abundance of gemstones, Namibia has not been able to develop a competitive jewelry sector. Namibian publishing industry has predominately focused on producing educational materials operated by foreign companies. In 2012, Wordweaver Publishing House, the country's first fiction publisher, was launched to highlight the talent of Namibian writers.<sup>1</sup>

<sup>1</sup> [Commonwealth Network](#), Namibia  
UNCTAD Creative Economy Outlook / Country Profiles

# Namibia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Angola	13,16	0,01	13,15	Angola	25,02	0,00	25,02
2	South Africa	3,20	68,33	-65,14	Dem. Rep. of the Congo	2,18	0,00	2,18
3	Germany	1,44	1,08	0,36	Germany	1,76	1,83	-0,07
4	United States	0,87	0,19	0,68	United States	1,61	1,02	0,59
5	Denmark	0,21	0,05	0,16	South Africa	1,53	120,04	-118,51
6	Botswana	0,12	1,06	-0,94	Botswana	1,41	0,95	0,46
7	Austria	0,12	0,11	0,01	Austria	0,41	0,05	0,36
8	France	0,10	1,10	-1,00	France	0,31	0,13	0,18
9	United Kingdom	0,09	0,77	-0,68	China	0,29	9,75	-9,45
10	Italy	0,07	0,24	-0,17	Denmark	0,28	0,01	0,28

In 2014, the main destination markets for creative goods exports were Africa (82%), Europe (12%) and the Americas (5%). The top ten export partners for creative goods were Angola, Democratic Republic of the Congo, Germany, United States, South Africa, Botswana, Austria, France, China and Denmark. In 2014, Namibia had a very large creative goods trade deficit with South Africa of \$118 million. Creative services exports were very low, at less than \$1 million.

# Namibia

## CREATIVE SERVICES

NAMIBIA					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	1,3	0,6	0,4	0,3	0,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Telecommunications, computer, and information services</b>	1,3	0,6	0,4	0,3	0,1
Computer services	1,3	0,6	0,4	0,3	0,1
<b>IMPORTS</b>	31,5	31,0	25,4	29,1	24,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Telecommunications, computer, and information services</b>	31,5	31,0	25,4	29,1	24,6
Computer services	31,5	31,0	25,4	29,1	24,6

### Highlights:

- On 17 October 2017, the National Arts Council of Namibia hosted a partnerships agreement meeting on behalf of the Ministry of Education, Arts and Culture of the Republic of Namibia. The event formally marked the entry of ten public and private organisations into an agreement that will fund and support arts projects to benefit artists, their beneficiaries, communities and the economy of the country, including :<sup>2</sup>

Franco Namibia Cultural Centre (FNCC); Children of Namibia (CHINAMIBIA); Namibian Broadcasting Corporation (NBC) ; Cosdef Arts & Craft Centre (COSDEF) ; College of the Arts (COTA); Ministry of International Trade and Small Medium Enterprise for the National Crafts Strategy ; Museum Association of Namibia (MAN); National Theatre of Namibia (NTN); Otjiwarongo Arts Centre (OTAC) and the Youth Orchestra of Namibia (YONA).
- In 2017, the Government of Namibia launched the “Growth Strategy for the Namibian Jewelry Industry and Coloured Gemstone and Associated Value Chains”, led by the Ministry of Industrialisation, Trade and SME Development (MITSMED). The Industry Growth Programme is part of the ongoing efforts to reinforce Namibia’s economic growth.<sup>3</sup>

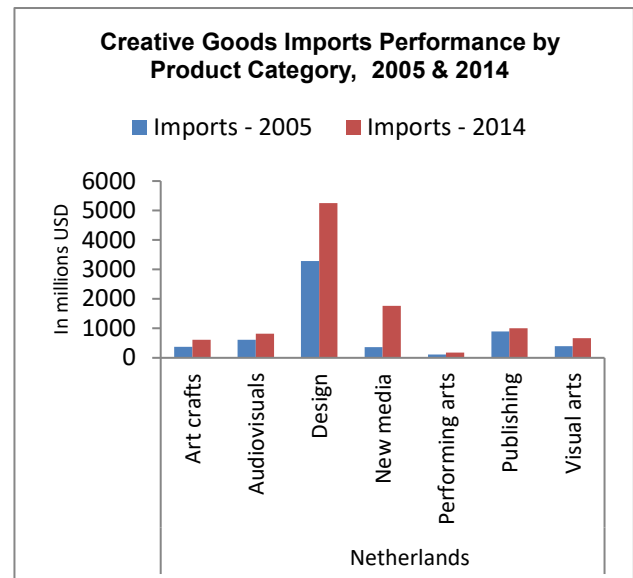
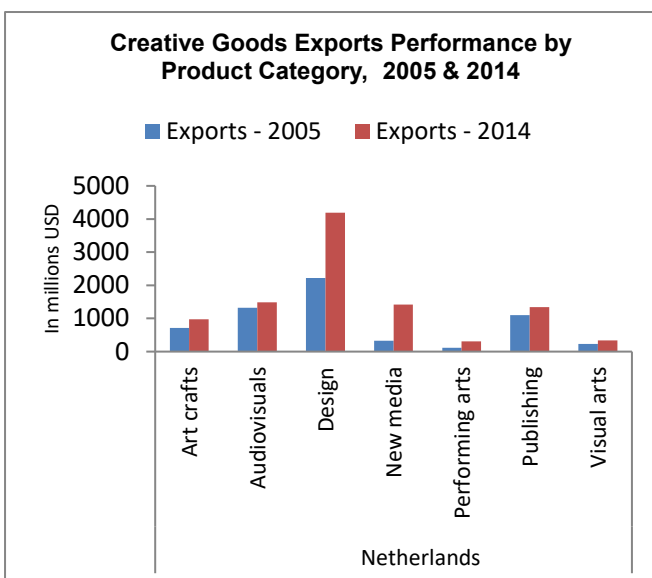
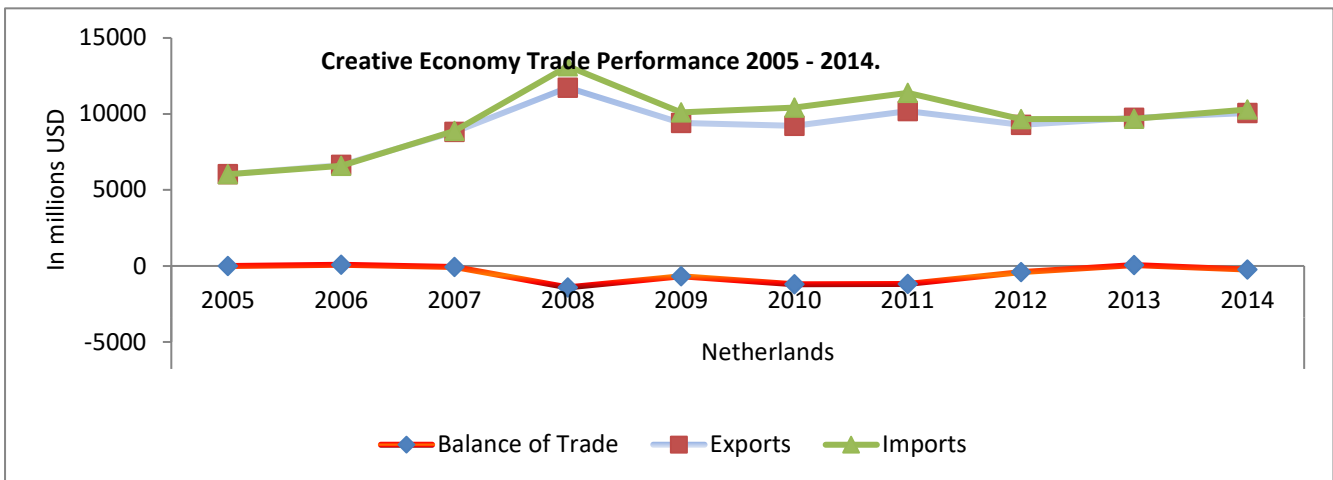
<sup>2</sup> [Historic partnership for creative economy in Namibia](#), National Arts Council of Namibia, IFACA, October 2017

<sup>3</sup> [Growth Strategy for the Namibian Jewellery Industry and Coloured Gemstone and Associated Value Chains](#)”, led by the Ministry of Industrialisation, Trade and SME Development (MITSMED)  
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# Netherlands

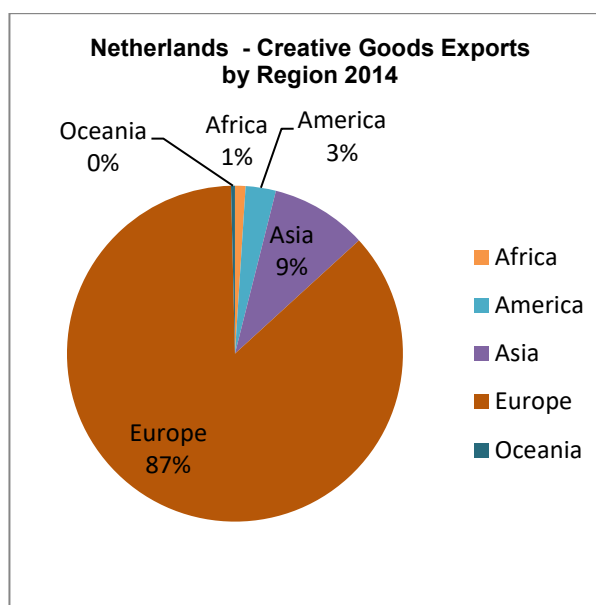
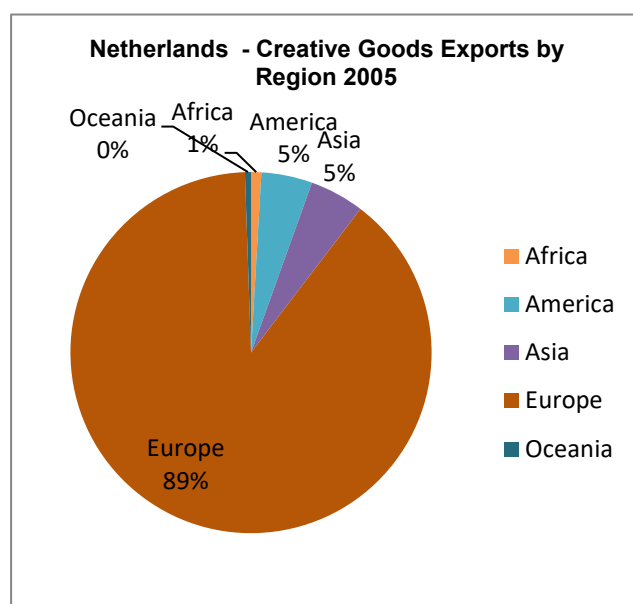
## COUNTRY PROFILE- Netherlands

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Netherlands	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	6.030,82	6.658,39	8.819,56	11.731,88	9.408,93	9.208,86	10.196,05	9.272,66	9.739,79	10.055,39
Imports	6.033,61	6.579,79	8.891,34	13.140,82	10.096,93	10.423,91	11.388,52	9.670,30	9.679,33	10.296,76
Balance of Trade	-2,79	78,60	-71,78	-1.408,94	-688,00	-1.215,05	-1.192,47	-397,64	60,46	-241,37



Creative goods exports increased 59%, from \$6 billion in 2005 to \$10 billion in 2014. Design goods, which accounted for the largest share of exports at \$4 billion, were composed of fashion goods at \$1.5 billion, interior design at \$1.3 billion and toys at \$1.1 billion. The Dutch creative industry has a particularly strong reputation in interior design and fashion. Another dynamic sector was audiovisuals at \$1.4 billion, followed by new media (recorded media and video games) at \$1.4 billion combined. The Dutch gaming industry is one of the fastest growing. Publishing (books and journals) stood at \$1.3 billion. Imports stood at \$10.2 billion, meaning Netherlands posted a creative goods trade deficit of \$241.3 million in 2014.

# Netherlands



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	1.553,10	1.097,05	456,05	Germany	2.279,44	1.402,22	877,22
2	Belgium	891,33	640,71	250,62	Belgium	1.462,55	890,63	571,92
3	United Kingdom	702,57	390,84	311,72	France	1.163,36	357,70	805,66
4	France	609,49	179,47	430,03	United Kingdom	1.132,15	435,01	697,15
5	United States	217,17	419,78	-202,60	Italy	390,62	324,78	65,85
6	Spain	210,91	46,07	164,84	Spain	321,31	73,67	247,63
7	Italy	184,22	162,33	21,89	Poland	211,32	213,12	-1,80
8	Sweden	154,24	131,88	22,36	Switzerland	205,08	39,33	165,75
9	Switzerland	144,74	99,83	44,91	Sweden	199,30	104,67	94,63
10	Austria	123,98	140,32	-16,34	United States	194,34	745,50	-551,16

In 2014, the main destination markets for creative goods exports were Europe (87%), Asia (9%) and the Americas (3%). Creative services exports stood at \$63.1 billion. Telecommunications, computer, and information services accounted for the largest share of creative services exports at \$41.6 billion, R&D at \$11.1 billion, followed by architectural, engineering, scientific, and other technical services at \$5.4 billion. The Netherlands is a leading global knowledge economy and one of Europe's most popular creative hubs.

# Netherlands

## CREATIVE SERVICES

<b>NETHERLANDS</b>	
<b>Values in Million US \$</b>	2014
<b>EXPORTS</b>	63.194,7
<b>Charges for the use of intellectual property n.i.e</b>	
<b>Other business Services</b>	18.974,7
Advertising, market research, and public opinion polling services	2.181,8
Architectural services	175,9
Architectural, engineering, scientific, and other technical services	5.420,4
R&D , sale of proprietary rights arising from R&D	
R&D work undertaken on a systematic basis to increase the stock of knowledge	5.598,3
R&D, Provision of customized and non-customized R&D services	
Research and development (R&D)	5.598,3
<b>Personal, cultural and recreational services</b>	2.556,1
Audiovisual and related services	2.530,2
Other personal, cultural and recreational services, heritage and recreational services	25,9
<b>Telecommunications, computer, and information services</b>	41.663,9
Computer services	35.981,5
Information services	2.841,2
Information services, News agency	28,5
Information services, Other (other than news agency)	2.812,7
<b>IMPORTS</b>	55.982,7
<b>Charges for the use of intellectual property n.i.e</b>	
<b>Other business Services</b>	18.344,1
Advertising, market research, and public opinion polling services	5.495,9
Architectural services	41,8
Architectural, engineering, scientific, and other technical services	2.793,0
R&D , sale of proprietary rights arising from R&D	
R&D work undertaken on a systematic basis to increase the stock of knowledge	4.979,6
R&D, Provision of customized and non-customized R&D services	
Research and development (R&D)	5.033,8
<b>Personal, cultural and recreational services</b>	2.432,7
Audiovisual and related services	2.407,1
Other personal, cultural, and recreational services, heritage and recreational services	25,6
<b>Telecommunications, computer, and information services</b>	35.205,9
Computer services	32.079,3
Information services	1.563,3
Information services, News agency	49,2
Information services, Other (other than news agency)	1.514,1

Highlights:

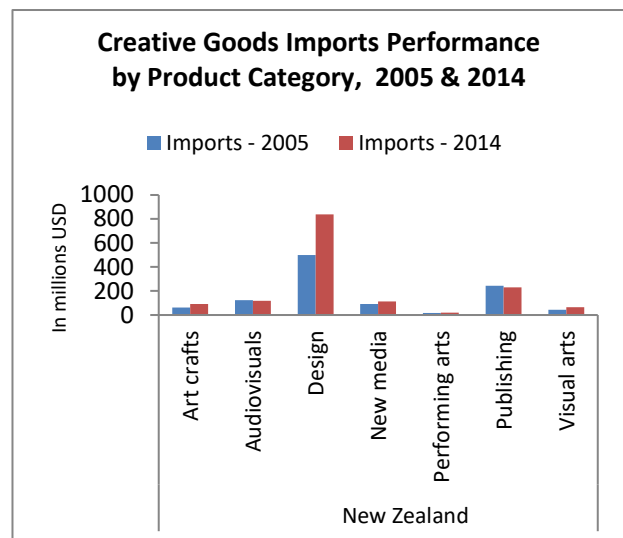
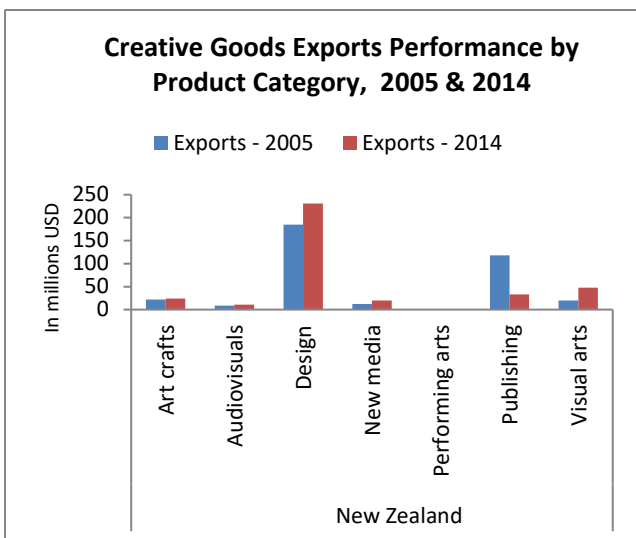
The Dutch creative industry is currently gaining considerable international acclaim and has a particularly strong reputation in interior design, gaming, fashion, and architecture.<sup>1</sup>

<sup>1</sup> [Holland Trade and Investment Agency](#)  
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# New Zealand

## COUNTRY PROFILE- New Zealand

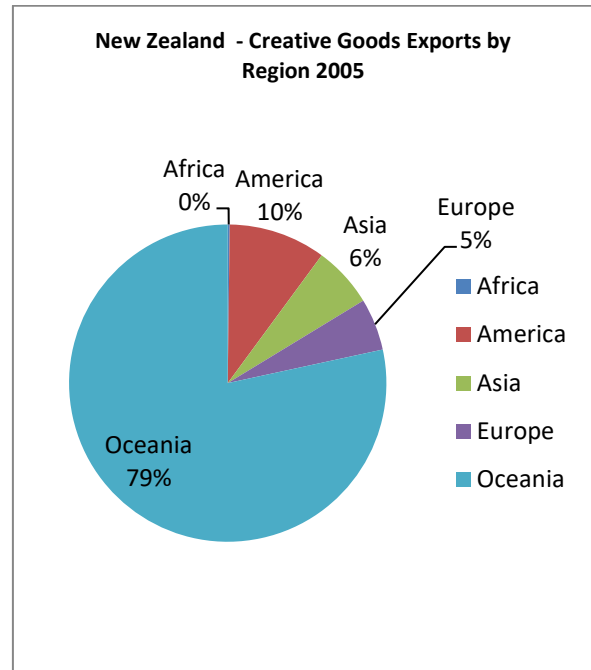
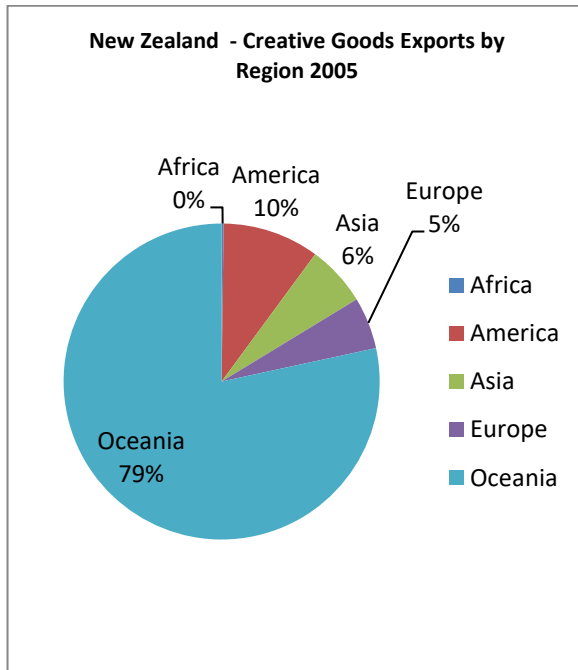
Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
New Zealand	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	367,05	288,17	306,44	288,46	245,11	276,26	316,56	337,76	359,31	367,02
Imports	1.081,47	1.061,00	1.311,58	1.273,47	1.111,17	1.271,09	1.418,55	1.445,62	1.432,62	1.477,59
Balance of Trade	-714,42	-772,83	-1.005,14	-985,01	-866,06	-994,83	-1.101,99	-1.107,86	-1.073,31	-1.110,57



Creative goods exports remained stable from 2005 onwards, with exports worth \$367 million in 2014. Design goods, of which interior design at \$142 million and jewelry at \$55 million, accounted for the largest share of exports. Ground-breaking research into design's economic contribution to New Zealand's economy showed that in 2016 alone design contributed \$10.1 billion to New Zealand's GDP (approximately 4.2%).<sup>1</sup> Visual arts, with antiques exports worth \$33 million, and painting, photography and sculpture at \$15 million combined, also represented a dynamic sector. Creative goods imports stood at \$1.4 billion, generating a trade deficit of \$1.1 billion in 2014.

<sup>1</sup> [The Value of Design to New Zealand](#), DesignCo, July 2017

# New Zealand



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Australia	266,27	321,25	-54,98	Australia	253,44	271,80	-18,35
2	United States	29,18	91,44	-62,26	United States	30,35	87,03	-56,67
3	United Kingdom	11,74	74,56	-62,82	United Kingdom	18,55	77,74	-59,19
4	Fiji	8,14	0,28	7,86	Fiji	5,60	0,14	5,47
5	Hong Kong (China)	4,49	17,62	-13,12	Netherlands	5,24	4,68	0,56
6	Canada	4,22	4,90	-0,68	Singapore	4,74	22,00	-17,27
7	Singapore	4,11	18,05	-13,94	Hong Kong (China)	4,59	15,87	-11,28
8	Japan	3,24	12,47	-9,23	China	3,36	627,78	-624,42
9	Samoa	2,54	0,04	2,51	Germany	3,13	20,40	-17,27
10	Cook Islands	2,40	0,02	2,38	Canada	3,03	5,74	-2,71

In 2014, the main destination markets for creative goods exports were Oceania (79%), America (10%), Asia (6%) and Europe (5%). Creative services exports stood at \$845 million. Telecommunications, computer, and information services at \$494 million, architectural, engineering, scientific, and other technical services at \$157.6 million and advertising, market research, and public opinion polling services at \$100 million accounted for the largest share of creative services exports.

# New Zealand

## CREATIVE SERVICES

NEW ZEALAND	2010	2011	2012	2013	2014
Values in Million US \$					
<b>EXPORTS</b>	353,1	404,5	389,7	806,0	845,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	353,1	404,5	389,7	373,1	350,9
Advertising, market research, and public opinion polling services	72,1	92,4	85,9	91,8	100,4
Architectural, engineering, scientific, and other technical services	178,7	195,9	181,5	183,7	157,6
Research and development (R&D)	102,3	116,1	122,3	97,6	92,9
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>				432,9	494,0
Computer services				371,6	450,4
Information services				61,2	43,6
<b>IMPORTS</b>	419,4	562,5	553,4	1.091,3	1.145,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	419,4	562,5	553,4	586,4	580,7
Advertising, market research, and public opinion polling services	199,6	234,6	220,4	245,2	273,8
Architectural, engineering, scientific, and other technical services	181,6	289,9	301,4	305,1	273,8
Research and development (R&D)	38,2	37,9	31,6	36,1	33,2
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>				505,0	564,5
Computer services				453,2	509,3
Information services				51,8	55,2

### Highlights:

- A Price Waterhouse Cooper 2014 report found that after accounting for spillover effects, the total contribution of the the music, book, publishing, film and television and games sectors was US\$ 2.75 billion. By comparison, these components of the creative industries were similar in size to the forestry sector, double the size of the printing sector, and half the size of sheep, beef cattle and grain farming.<sup>2</sup>
- The dual companies of Weta Workshop and Weta Digital have helped create some of the world's most creative and cutting-edge films and television series with leading international film studios. Hollywood director James Cameron chose Wellington to make the Oscar-winning film *Avatar* because he was determined to make a "ground-breaking" movie. Other Hollywood blockbusters Weta have worked on include *The Lord of the Rings* trilogy, *King Kong*, *The Avengers*, and *Ghost in the Shell*.<sup>3</sup>

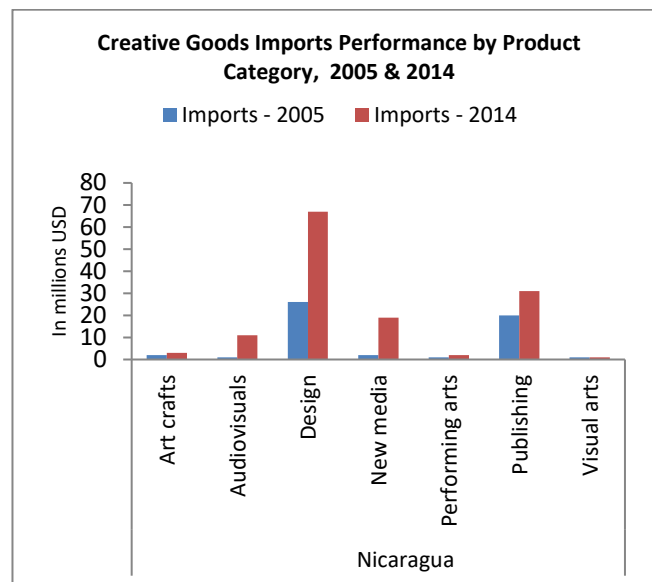
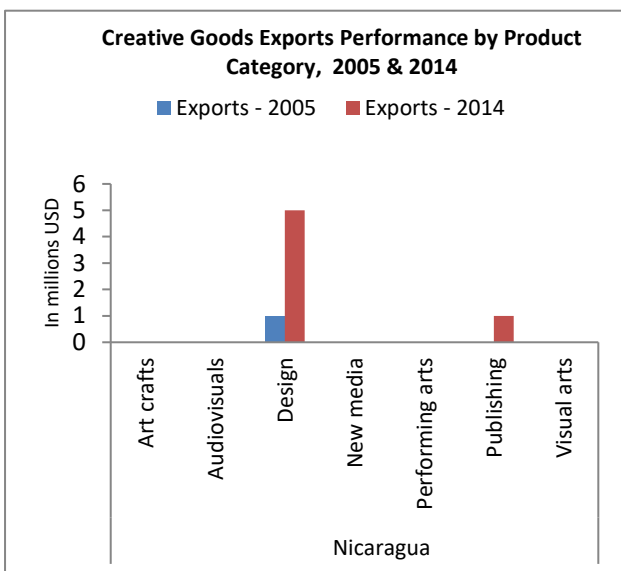
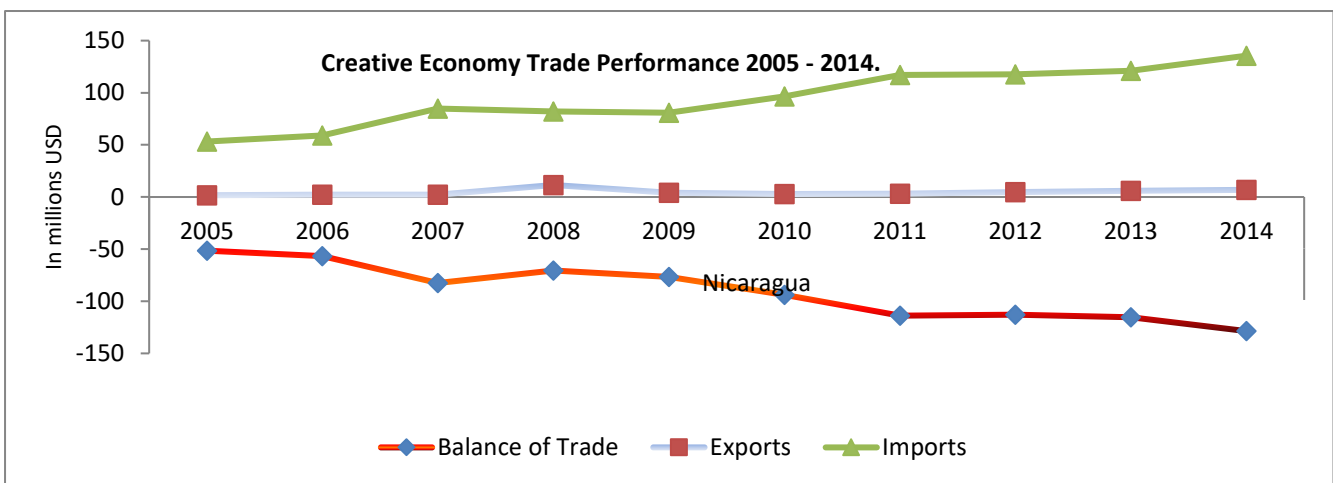
<sup>2</sup> [Creative Industries add \\$3.5 billion to NZ's GDP & WeCreate.org.nz formed to Champion the Creative Sector, WeCreate](#)

<sup>3</sup> [Wellington: Film Capital of New Zealand](#)

# Nicaragua

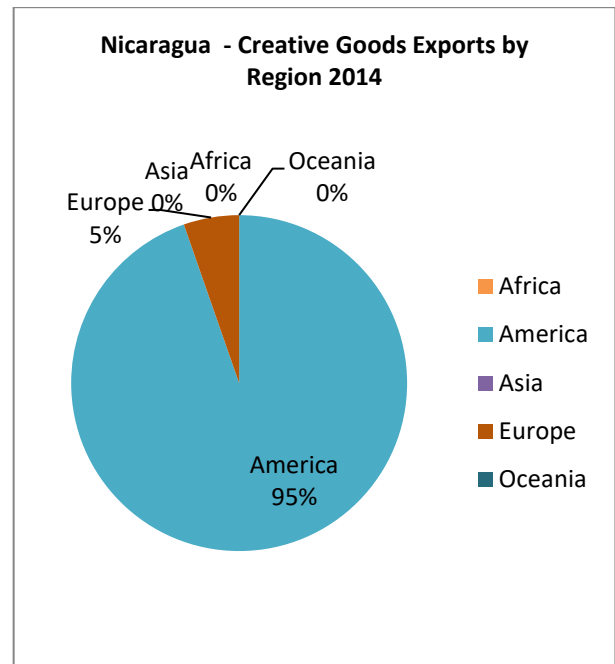
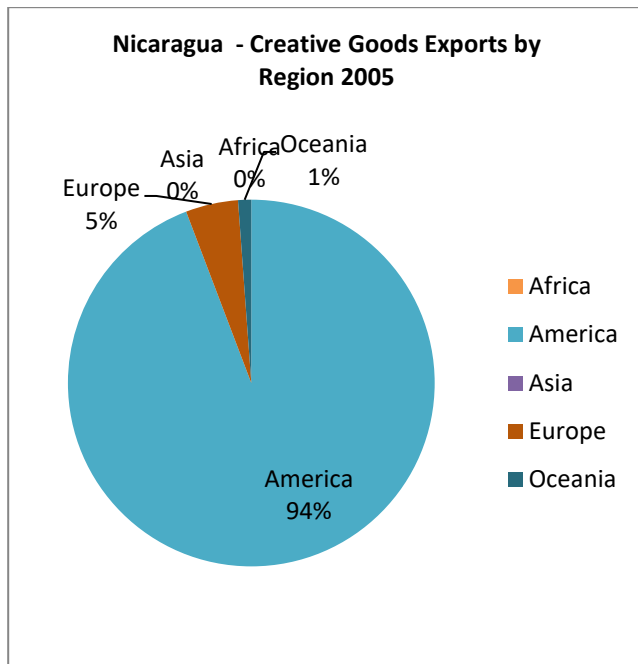
## COUNTRY PROFILE - Nicaragua

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Nicaragua	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1,73	2,31	2,33	11,50	3,97	2,81	3,26	4,69	5,94	6,94
Imports	53,21	58,95	84,83	82,07	80,73	96,60	117,17	117,68	121,16	135,55
Balance of Trade	-51,48	-56,64	-82,50	-70,57	-76,76	-93,79	-113,91	-112,99	-115,22	-128,61



Creative goods exports increased significantly from \$1.7 million in 2005 to \$6.9 million in 2014. Design goods, including fashion accessories at \$2 million and interior design goods at \$2 million accounted for the largest share of exports. The Government of Nicaragua has been promoting the “Nicaragua Designs” fair, which is dedicated to design and Nicaraguan art. The exports of publishing, mainly in the form of books, were worth \$1 million in 2014. Creative goods imports more than doubled, from a value of \$53.2 million in 2005 to \$135.5 million in 2014, in which year they generated a trade deficit of \$128.6 million.

# Nicaragua



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	0,61	16,21	-15,60	United States	3,66	22,69	-19,03
2	Honduras	0,43	0,53	-0,10	Costa Rica	0,94	3,89	-2,95
3	Costa Rica	0,23	2,48	-2,25	El Salvador	0,50	5,98	-5,49
4	El Salvador	0,13	2,54	-2,41	Honduras	0,36	0,79	-0,43
5	Mexico	0,07	4,08	-4,01	Panama	0,36	0,57	-0,21
6	Panama	0,05	0,31	-0,26	United Kingdom	0,34	0,48	-0,14
7	Spain	0,04	2,85	-2,81	Mexico	0,28	13,95	-13,67
8	United Kingdom	0,03	0,04	-0,01	Guatemala	0,25	7,40	-7,15
9	Guatemala	0,03	1,92	-1,89	Ecuador	0,07	0,06	0,01
10	Belize	0,03	0,00	0,03	Peru	0,06	1,38	-1,32

In 2014, the main destination markets for creative goods exports were the Americas (95%) and Europe (5%). The top ten export destinations for creative goods were the United States, Costa Rica, El Salvador, Honduras, Panama, United Kingdom, Mexico, Guatemala, Ecuador and Peru. Nicaragua had trade deficits with all of its main trading partners, except Ecuador. Creative services exports were less than a million in 2014.

# Nicaragua

## CREATIVE SERVICES

<b>NICARAGUA</b>						
(in millions of \$)	2008	2009	2010	2011	2012	2013
<b>EXPORTS</b>	0,1	0,1	0,4	0,5	0,8	0,4
<b>Charges for the use of intellectual property n.i.e</b>						
<b>Other business Services</b>						
<b>Personal, cultural and recreational services</b>						
<b>Telecommunications, computer, and information services</b>	0,1	0,1	0,4	0,5	0,8	0,4
Computer services	0,1	0,1	0,4	0,5	0,8	0,4
Information services	0	0	0	0	0	0
<b>IMPORTS</b>						
<b>Charges for the use of intellectual property n.i.e</b>						
<b>Other business Services</b>						
<b>Personal, cultural and recreational services</b>						
<b>Telecommunications, computer, and information services</b>						

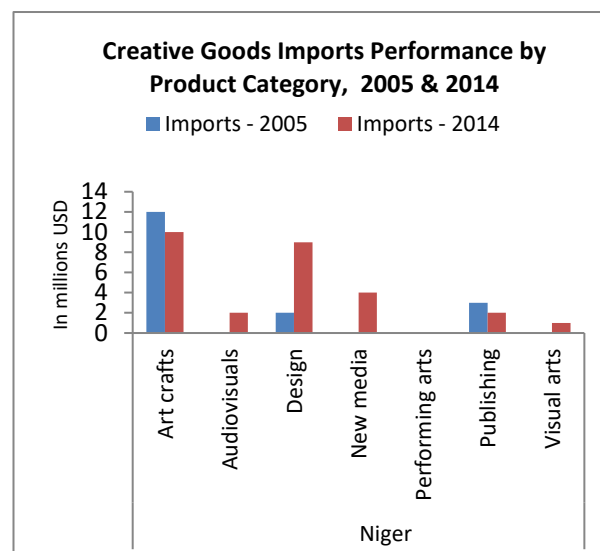
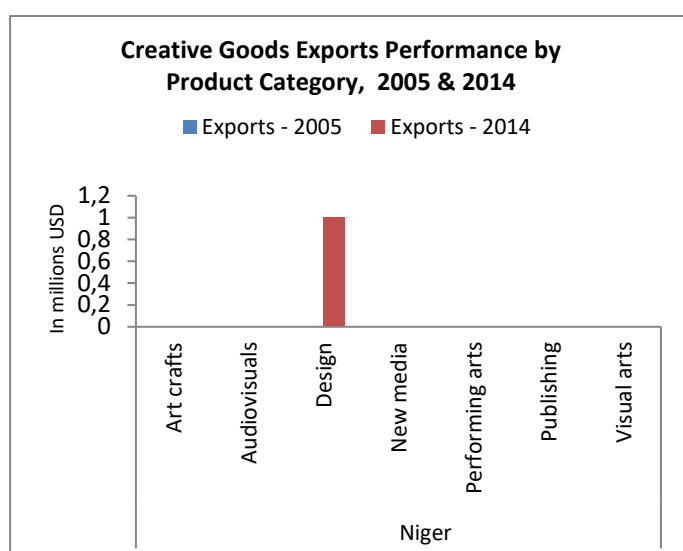
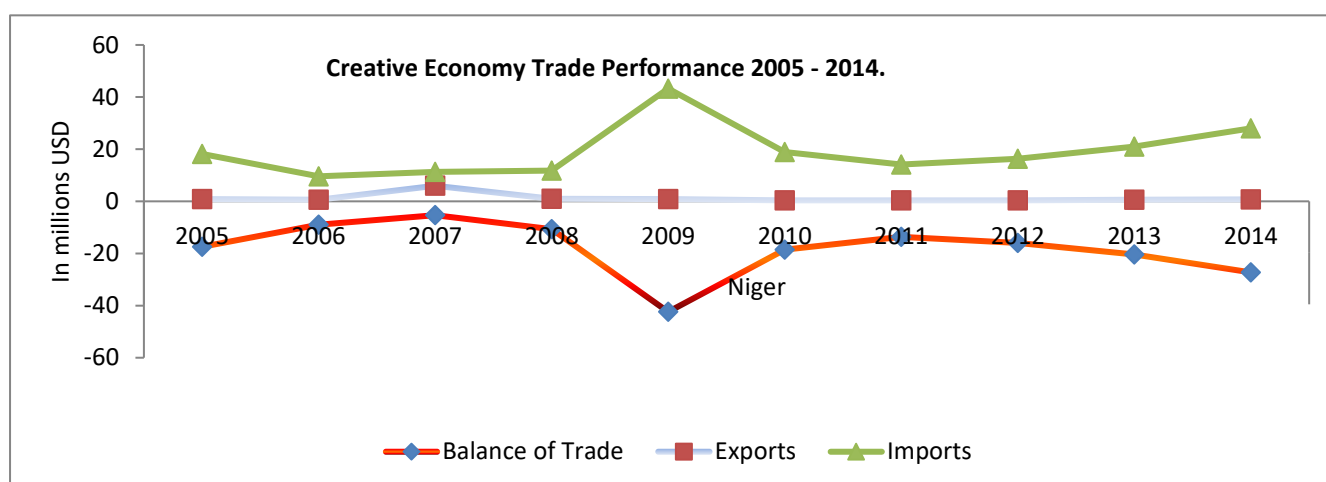
### Highlights:

- Several towns in Nicaragua live from their art crafts. The timber and non-timber products provide direct and indirect benefits to the artisanal industry. This industry seeks to provide valid alternative ways to promote the use and value of forest products and encourage their sustainable management.<sup>1</sup>

<sup>1</sup> [La industria de artesanías de Masaya y Masatepe, Nicaragua Demanda por materia prima de bosques tropicales](#). An Assessment of raw materials used in the handicraft industry in Masaya and Masatepe, Nicaragua.

# Niger

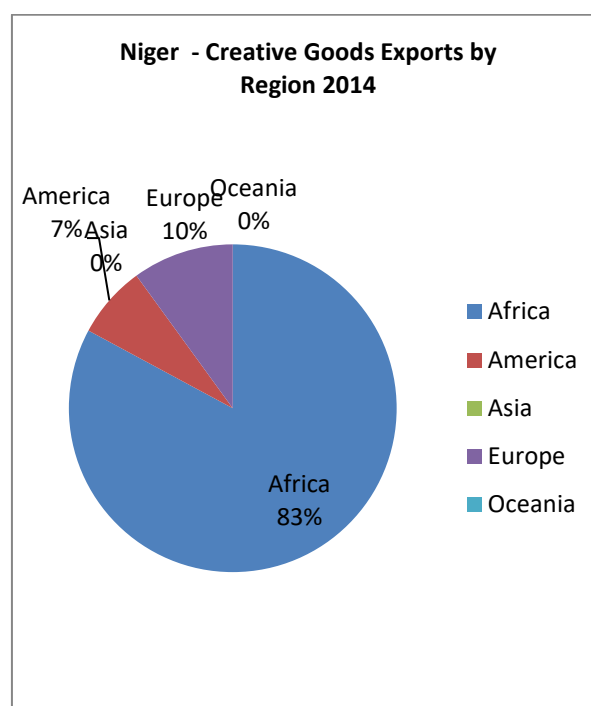
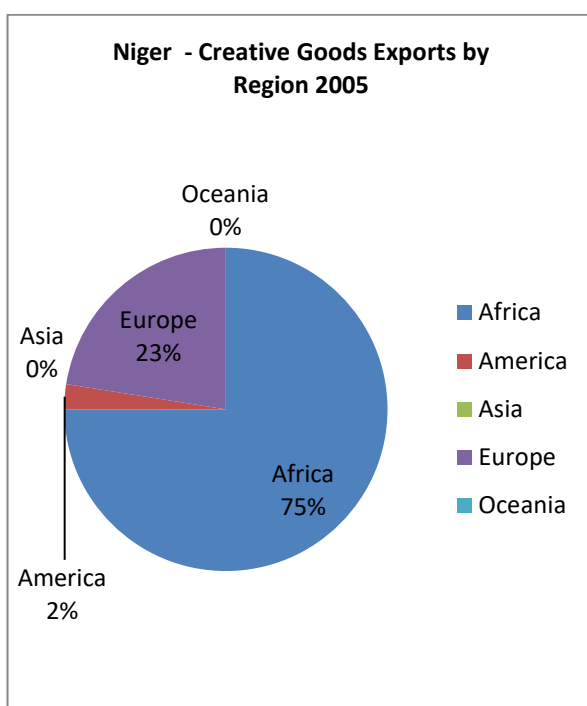
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Niger	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,80	0,62	5,97	1,03	0,85	0,37	0,39	0,38	0,61	0,71
Imports	18,22	9,60	11,29	11,76	43,26	18,86	14,07	16,31	21,04	28,03
Balance of Trade	-17,42	-8,98	-5,32	-10,73	-42,41	-18,49	-13,68	-15,93	-20,43	-27,32



Creative goods exports were less than a \$1 million in 2014, while imports stood at \$28.3 million. Key imports included art crafts at \$10 million, followed by design goods at \$9 million, and new media at \$4 million. Niger is a land-lock sub-Saharan nation. The United Nations ranked Niger as the second least developed country in the world in 2016 due to multiple factors such as food insecurity, lack of industry, high population growth, a weak educational sector, and few prospects for work outside of subsistence farming and herding.<sup>1</sup>

<sup>1</sup> [Economy Overview](#)

# Niger



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Burkina Faso	0,21	0,04	0,17	Burkina Faso	0,32	0,10	0,22
2	Nigeria	0,09	0,16	-0,07	Benin	0,10	0,01	0,10
3	France	0,08	1,29	-1,21	Côte d'Ivoire	0,10	0,79	-0,69
4	Switzerland	0,01	0,02	-0,01	United States	0,05	0,87	-0,82
5	Brazil	0,01	0,02	-0,01	Nigeria	0,05	0,19	-0,14
6	Netherlands	0,00	0,00	0,00	Belgium	0,03	0,14	-0,11
7	Algeria	0,00	0,01	-0,01	France	0,03	4,65	-4,62
8	Côte d'Ivoire	0,00	0,56	-0,56	Chad	0,01	0,00	0,01
9	Congo	0,00	0,00	0,00	United Arab Emirates	0,00	0,63	-0,63
10	Nauru	0,00	0,00	0,00	Netherlands	0,00	2,70	-2,70

In 2014, the main destination markets for Niger's creative goods exports were Africa with 83% of market share, followed by Europe with a 10%. Top trading partners were Burkina Faso, Benin and Ivory Coast. Creative services exports were less than \$1 million while imports stood at \$40.2 million. Telecommunications, computer, and information services at \$33.8 million followed by research and development (R&D) at \$5.5 million accounted for the largest share of creative services exports in 2014.

# Niger

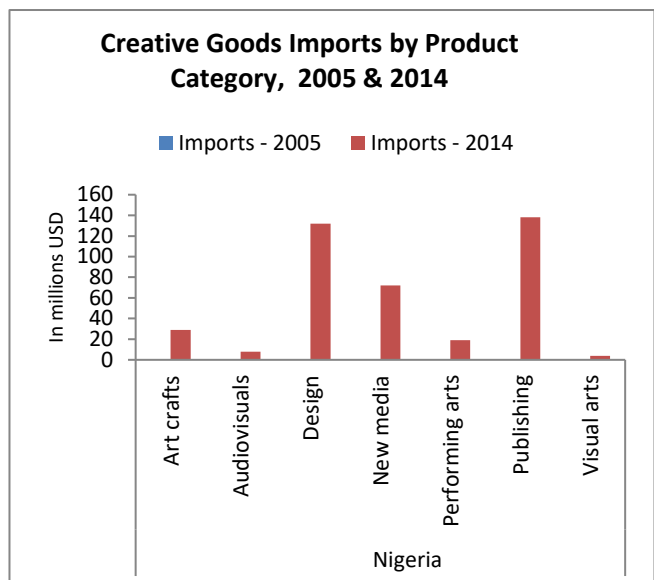
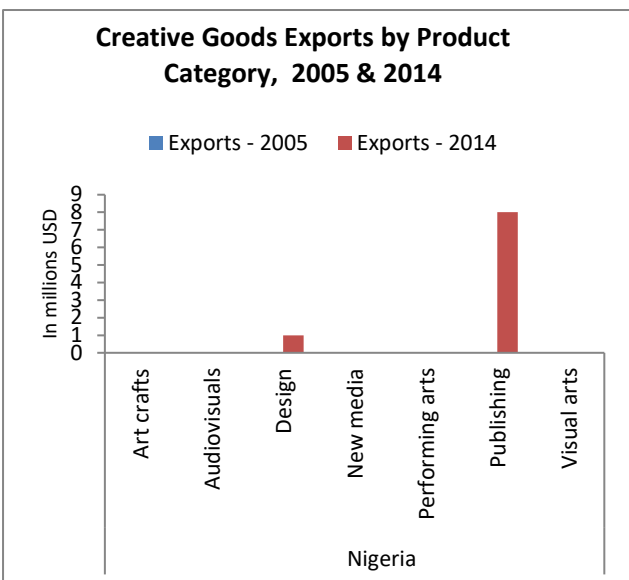
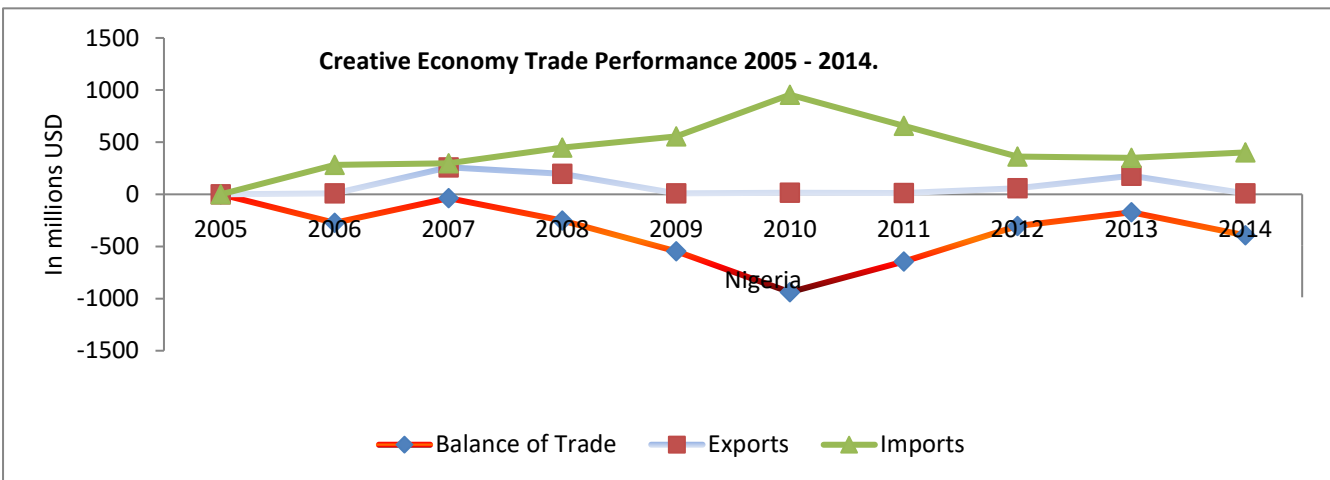
## CREATIVE SERVICES

<b>NIGER</b>						
	2010	2011	2012	2013	2014	2015
<b>Niger</b>						
<b>EXPORTS</b>			0,2	42,7	18,4	0,3
<b>Charges for the use of intellectual property n.i.e</b>						
<b>Other business Services</b>						
<b>Personal, cultural and recreational services</b>				0,0	0,1	
Audiovisual and related services				0,0	0,1	
<b>Telecommunications, computer, and information services</b>			0,2	42,7	18,3	0,3
Computer services			0,1	0,0	0,2	0,0
Information services			0,1	42,7	18,1	0,3
<b>IMPORTS</b>		7,8	15,4	103,1	44,7	40,2
<b>Charges for the use of intellectual property n.i.e</b>						
<b>Other business Services</b>		0,7	5,2	31,4	3,3	5,5
Research and development (R&D)		0,7	5,2	31,4	3,3	5,5
<b>Personal, cultural and recreational services</b>			2,4	0,8	0,9	0,9
Audiovisual and related services			2,4	0,8	0,9	0,9
<b>Telecommunications, computer, and information services</b>		7,1	7,8	70,9	40,5	33,8
Computer services		4,8	5,3	55,7	29,2	24,9
Information services		2,2	2,4	15,2	11,4	8,9

# Nigeria

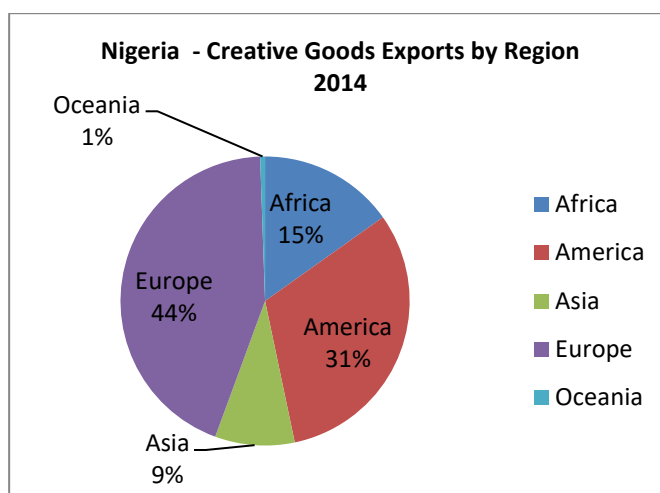
## COUNTRY PROFILE- Nigeria

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Nigeria	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,00	8,79	259,27	197,31	9,14	16,91	11,86	58,25	178,69	9,12
Imports	0,00	281,94	296,75	448,20	554,86	955,23	658,00	362,51	350,72	401,89
Balance of Trade	0,00	-273,15	-37,48	-250,89	-545,72	-938,32	-646,14	-304,26	-172,03	-392,77



Creative goods exports recorded a significant decline from a value of \$179 million in 2013 to \$9 million in 2014. The 2012 floods, slow-down in the non-oil sector activity, and insecurity in northern parts of the country may have affected economic prospects. However, Nollywood, as the Nigerian film industry has been dubbed, is creating popular films at a remarkable rate. Publishing is also a dynamic sector with exports worth \$8 million in 2014 and the Nigerian comic book industry is on the rise. Creative goods imports stood at \$402 million driven mainly by the imports of books at \$105 million, journals at \$30 million, design goods at \$132 million and new media at \$72 million. Nigeria posted a trade deficit of \$393 million in 2014.

# Nigeria



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Maldives	0,00	0,00	0,00	United Kingdom	3,70	10,30	-6,61
2	Solomon Islands	0,00	0,00	0,00	Colombia	2,59	0,00	2,59
3	Panama, Canal Zone	0,00	0,00	0,00	Ghana	0,50	0,04	0,46
4	Albania	0,00	0,00	0,00	China	0,39	202,46	-202,06
5	United Republic of Tanzania	0,00	0,00	0,00	Benin	0,31	0,00	0,31
6	Algeria	0,00	0,00	0,00	United States	0,23	21,23	-21,00
7	Nepal	0,00	0,00	0,00	South Africa	0,12	7,59	-7,47
8	American Samoa	0,00	0,00	0,00	Indonesia	0,12	0,95	-0,83
9	Saint Pierre and Miquelon	0,00	0,00	0,00	Niger	0,10	0,17	-0,07
10	Andorra	0,00	0,00	0,00	Netherlands	0,09	5,26	-5,17

In 2014, the main destination markets for creative goods exports were Europe (44%), the Americas (31%), Africa (15%) and Asia (9%). Nigeria had large trade deficits with the United States and South Africa. No data was available for creative services exports. Nigeria's movie industry, Nollywood is the second largest employer in Nigeria after agriculture and shows huge potential as a source of export earnings.<sup>1</sup>

<sup>1</sup> Christine Lagarde, Managing Director, International Monetary Fund, Speech to the Nigerian National Assembly <https://www.imf.org/en/news/articles/2015/09/28/04/53/sp010616>

# Nigeria

## CREATIVE SERVICES

<b>NIGERIA</b>				
Values in Million US \$	2011	2012	2013	2014
<b>EXPORTS</b>				
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>				
<b>Telecommunications, computer, and information services</b>				
<b>IMPORTS</b>	164,9	175,8	313,1	693,1
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>				
<b>Personal, cultural and recreational services</b>				
<b>Telecommunications, computer, and information services</b>	164,9	175,8	313,1	693,1
Computer services	159,1	167,6	312,3	688,7
Information services	5,8	8,3	0,8	4,4

### Highlights:

- The Nigerian film industry (Nollywood) is recognised as the second largest globally and has been identified as a priority sector in the FGN's *Economic Recovery and Growth Plan 2017-2020*<sup>2</sup>.
- There is a growing number of innovative startups—from fashion to software development—that are promoting Brand Nigeria.<sup>3</sup>

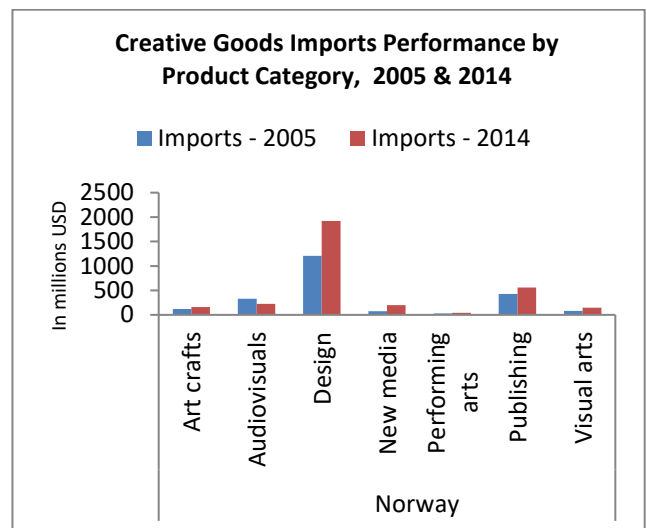
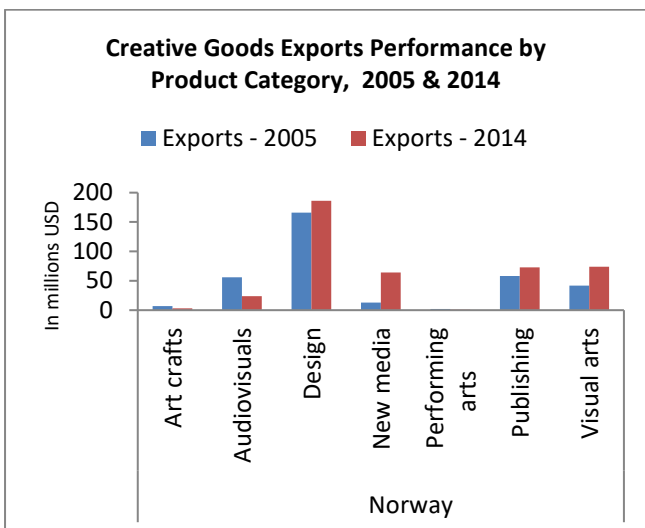
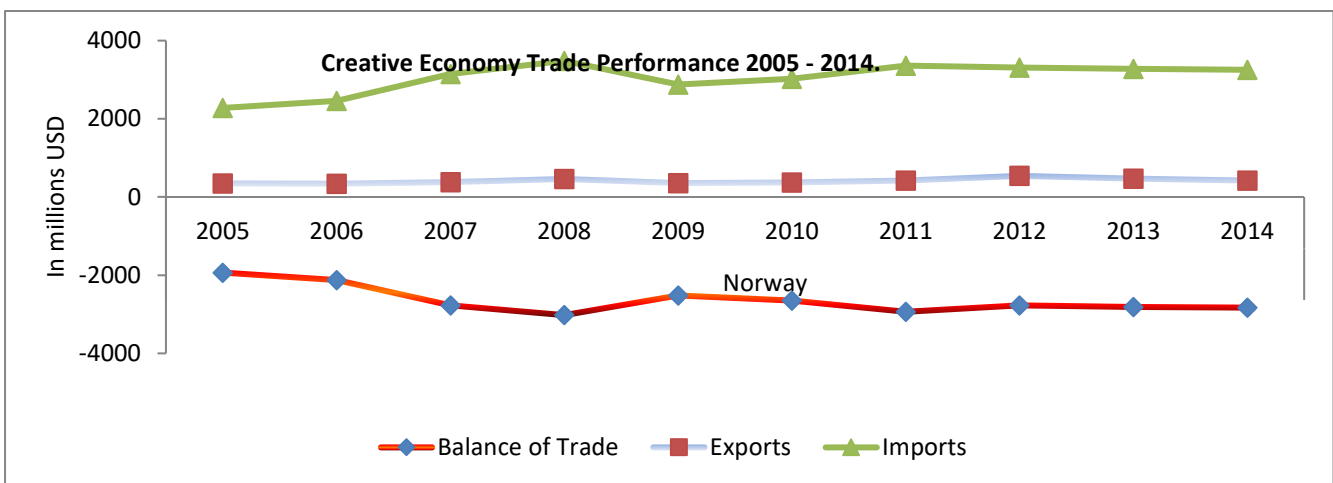
<sup>2</sup> [Harnessing Nigeria's Creative Industries](#), ProShare Intelligent Investing, August 2017

<sup>3</sup> Christine Lagarde <https://www.imf.org/en/news/articles/2015/09/28/04/53/sp010616>  
UNCTAD Creative Economy Outlook / Country Profiles

# Norway

## COUNTRY PROFILE- Norway

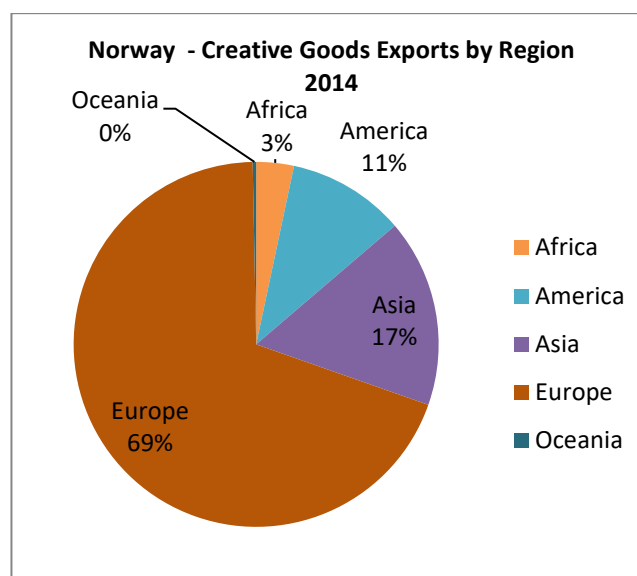
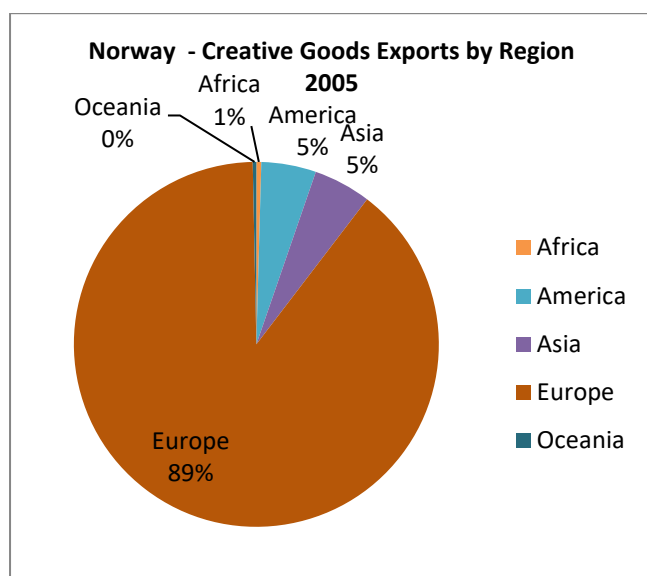
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Norway	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	344,33	340,91	379,06	461,01	358,09	372,62	424,93	540,11	468,72	424,17
Imports	2.277,92	2.462,79	3.149,63	3.482,38	2.878,58	3.021,88	3.360,45	3.314,80	3.279,82	3.256,44
Balance of Trade	-1.933,59	-2.121,88	-2.770,57	-3.021,37	-2.520,49	-2.649,26	-2.935,52	-2.774,69	-2.811,10	-2.832,27



Creative goods exports increased from \$344 million in 2005 to \$424 million in 2014. Design goods at \$186 million accounted for the largest share of exports. Norwegian design represents a major growth industry and exports are increasing at a faster rate than seafood exports.<sup>1</sup> There is a strong and growing international interest in Norwegian literature, which pushed exports of publishing goods to a value of \$73 million. Visual arts and new media exported goods were worth \$140 million. Imports were much higher than exports, with a value of \$3.2 billion, generating a trade deficit of \$2.8 billion in 2014.

<sup>1</sup> [Norwegian design is a sorely needed growth industry](#), Design and Architecture Norway, DOGA

# Norway



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Sweden	123,91	536,07	-412,16	Sweden	101,28	472,23	-370,95
2	Denmark	57,04	399,86	-342,82	Denmark	43,96	482,57	-438,61
3	Finland	26,46	51,41	-24,94	United Kingdom	42,11	125,34	-83,22
4	United Kingdom	23,71	113,22	-89,51	United States	30,17	82,08	-51,90
5	Germany	18,79	180,46	-161,66	Germany	29,54	204,62	-175,08
6	Netherlands	14,61	47,99	-33,38	Finland	29,14	33,19	-4,05
7	United States	14,59	46,39	-31,80	Korea, Republic of	23,15	5,35	17,80
8	Korea, Republic of	5,22	6,00	-0,78	South Africa	10,01	0,57	9,44
9	Ireland	4,97	33,61	-28,64	Singapore	9,67	2,98	6,70
10	Switzerland	4,85	14,03	-9,18	India	9,42	63,51	-54,09

In 2014, the main destination markets for creative goods exports were Europe (69%), Asia (17%), the Americas (11%) and Africa (3%). Creative services exports stood at \$1.8 billion in 2014. Telecommunications, computer services, and information services, which stood at \$1.3 billion, together with Research and Development (R&D), which stood at \$372 million, accounted for the largest share of creative services exports. Norway is also showing its creativity in the gaming industry.<sup>2</sup>

<sup>2</sup> [Norway's Booming Games Industry, 2015](#)  
UNCTAD Creative Economy Outlook / Country Profiles

# Norway

## CREATIVE SERVICES

NORWAY		In Millions of \$			
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	2.196,7	2.059,3	2.031,3	2.003,6	1.830,5
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	399,6	556,3	445,7	454,9	372,9
Research and development (R&D)	399,6	556,3	445,7	454,9	372,9
<b>Personal, cultural and recreational services</b>	146,7	146,5	91,9	87,6	72,7
Audiovisual and related services	146,7	146,5	91,9	87,6	72,7
<b>Telecommunications, computer, and information services</b>	1.650,5	1.356,5	1.493,7	1.461,1	1.384,9
Computer services	1.281,9	1.329,8	1.490,3	1.456,4	1.377,6
Information services	368,5	26,7	3,4	4,7	7,3
<b>IMPORTS</b>	2.485,8	2.680,1	3.153,8	3.381,7	3.653,4
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	404,3	407,3	464,1	436,0	405,4
Research and development (R&D)	404,3	407,3	464,1	436,0	405,4
<b>Personal, cultural and recreational services</b>	426,7	565,6	615,6	668,2	624,2
Audiovisual and related services	426,7	565,6	615,6	668,2	624,2
<b>Telecommunications, computer, and information services</b>	1.654,8	1.707,2	2.074,1	2.277,6	2.623,7
Computer services	1.244,2	1.670,4	2.064,4	2.266,5	2.617,3
Information services	410,6	36,8	9,6	11,1	6,4

### Highlights:

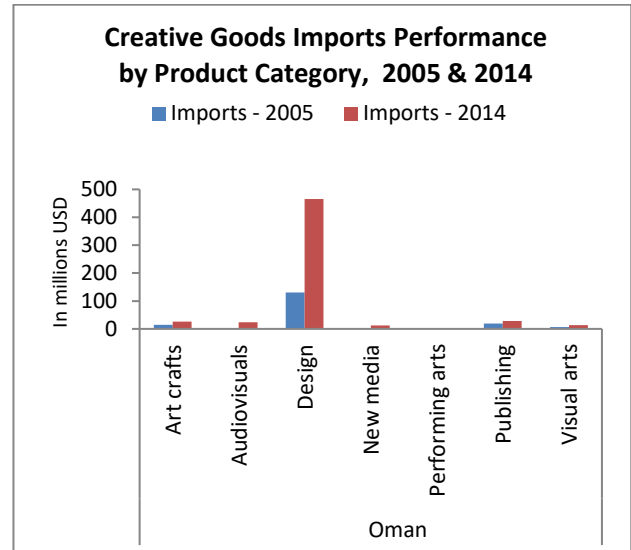
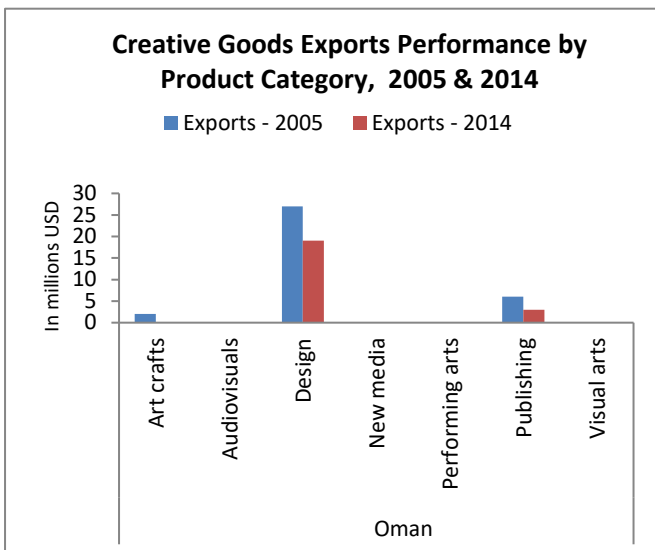
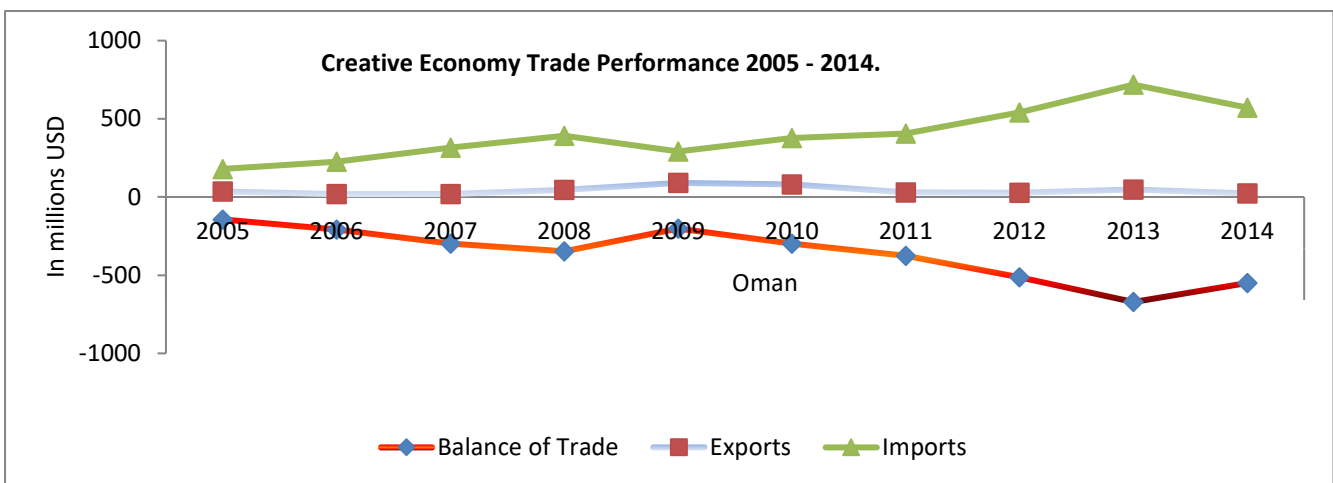
- Innovation Norway (the Norwegian Government's main instrument for innovation) has implemented several measures for the creative industries, including loan financing options and investor forums, which were recommended by the Industrial Policy Council for Cultural and Creative Industries in Norway in 2016.<sup>3</sup> The council's focus is on film, computer and video games, music, literature, architecture and design.

<sup>3</sup> [Industrial Policy Council for Cultural and Creative Industries in Norway](#), 2015-2017.

# Oman

## COUNTRY PROFILE - Oman

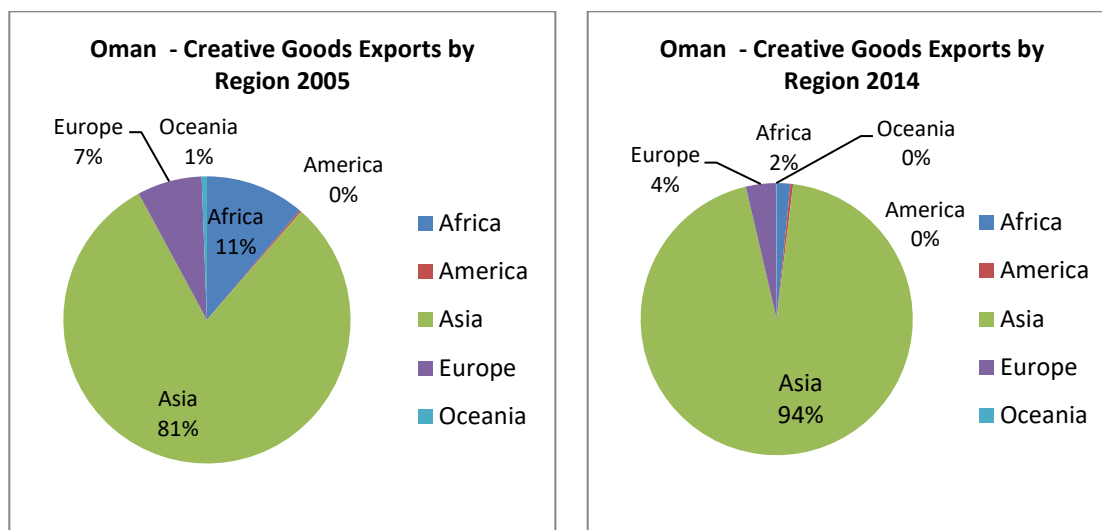
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Oman	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	35,63	18,26	18,95	45,92	90,07	80,17	29,40	27,81	47,18	22,20
Imports	179,56	226,17	316,27	392,56	291,45	378,19	405,45	541,10	718,63	572,73
Balance of Trade	-143,93	-207,91	-297,32	-346,64	-201,38	-298,02	-376,05	-513,29	-671,45	-550,53



Creative goods exports stood at \$22 million in 2014. Design goods, interior design and jewelry combined accounted for the largest share of exports, worth \$19 million. Omani silver jewelry is characterized by a rich sense of aesthetic and reflects the unique taste of the country's authentic art, according to the Oman Tourism Office.<sup>1</sup> Creative goods imports increased significantly from \$179 in 2005 to \$573 million in 2014, generating a trade deficit of \$550 million. Design goods (jewelry and interior designs) accounted for the largest share of imports with a value of \$466 million.

<sup>1</sup> <https://omantourism.gov.om/wps/portal/mot/tourism/oman>  
UNCTAD Creative Economy Outlook / Country Profiles

# Oman



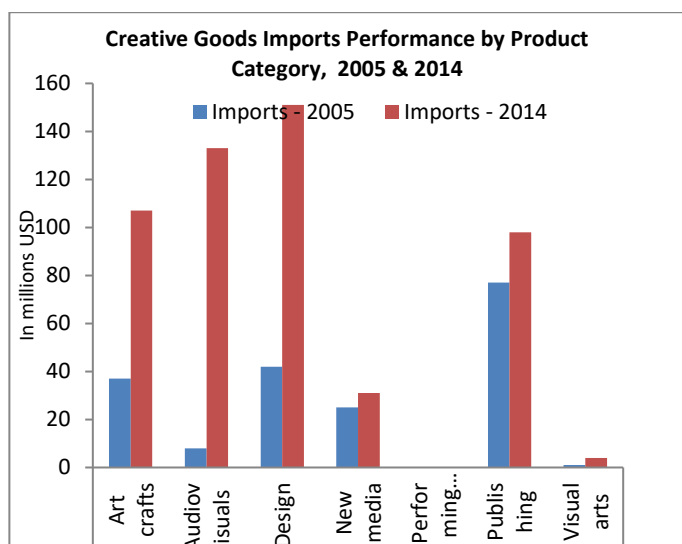
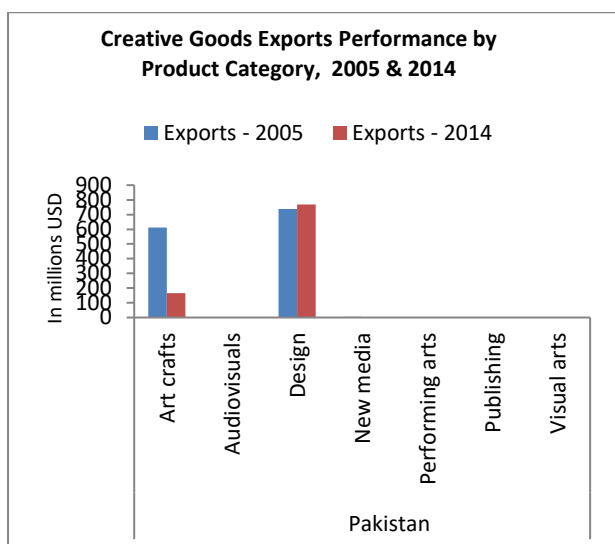
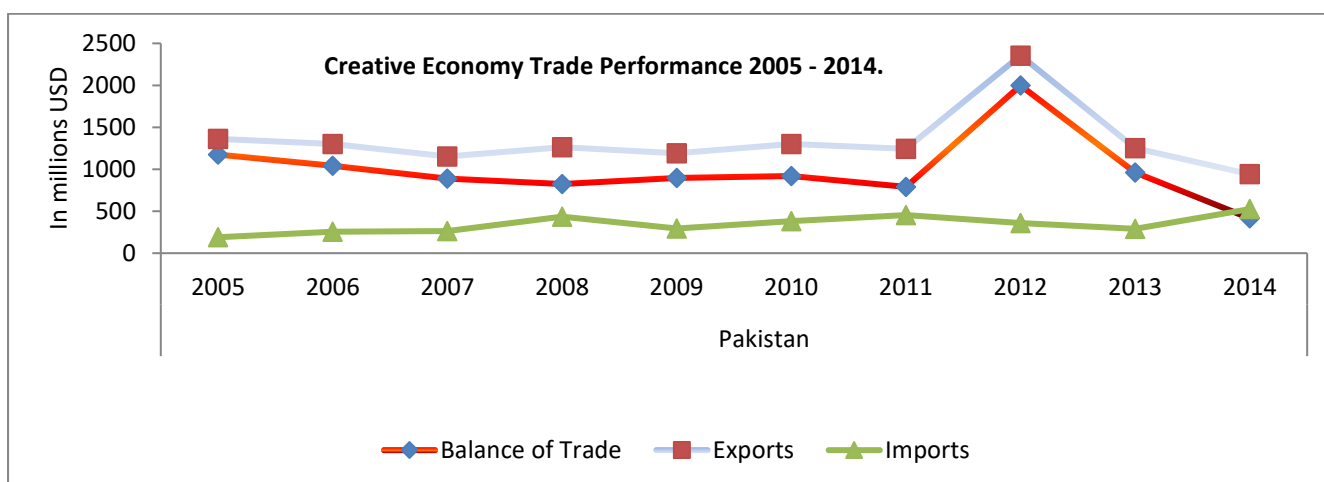
TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Arab Emirates	14,43	75,50	-61,07	United Arab Emirates	8,43	340,68	-332,26
2	Yemen	5,99	0,02	5,97	Saudi Arabia	3,95	6,32	-2,37
3	United Republic of Tanzania	2,17	0,01	2,16	Bahrain	2,89	19,58	-16,69
4	Iran (Islamic Republic of)	2,02	0,18	1,84	India	2,51	22,76	-20,25
5	Saudi Arabia	2,00	9,48	-7,47	Qatar	1,96	0,48	1,48
6	United Kingdom	1,31	9,89	-8,58	United Kingdom	0,63	21,77	-21,14
7	Kuwait	0,80	1,08	-0,28	Turkmenistan	0,37	0,00	0,37
8	India	0,79	12,44	-11,66	Jordan	0,32	0,38	-0,05
9	South Africa	0,78	0,28	0,51	United Republic of Tanzania	0,26	0,00	0,26
10	Bahrain	0,69	6,34	-5,65	Iran (Islamic Republic of)	0,24	1,71	-1,47

The main destination markets for creative goods exports were Asia (94%) and Europe (4%). The top ten export partners for creative goods were the United Arab Emirates, Saudi Arabia, Bahrain, India, Qatar, United Kingdom, Turkmenistan, Jordan, United Republic of Tanzania and the Islamic Republic of Iran. Oman maintained large trade deficits with United Arab Emirates, India and the United Kingdom. There was no data available for creative services exports.

# Pakistan

## COUNTRY PROFILE - Pakistan

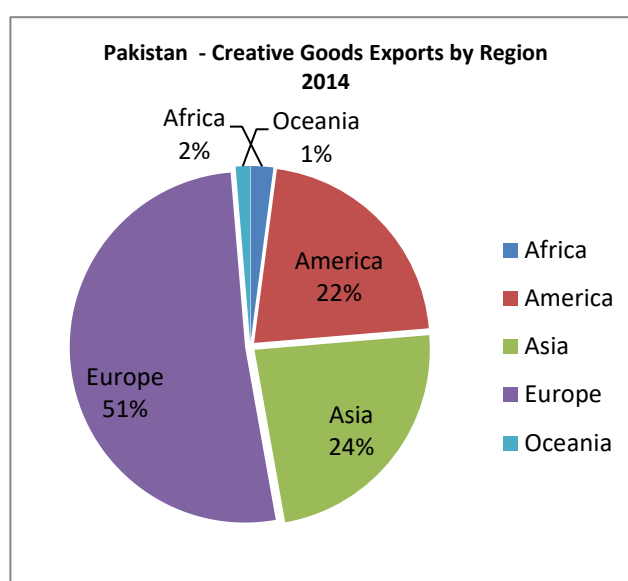
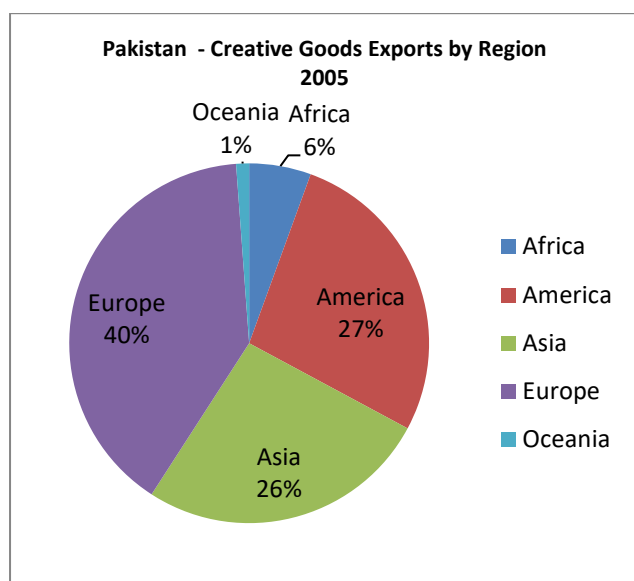
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Pakistan	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1.363,11	1.300,80	1.153,66	1.262,40	1.191,63	1.302,42	1.244,45	2.355,40	1.251,65	940,59
Imports	189,86	257,77	263,38	436,51	293,95	381,71	455,83	358,08	290,04	525,48
Balance of Trade	1.173,25	1.043,03	890,28	825,89	897,68	920,71	788,62	1.997,32	961,61	415,11



Creative goods exports stood at \$940 million in 2014. Design goods accounted for the largest share of exports with fashion goods exports worth \$652 million and jewelry \$106 million. Art crafts is also a dynamic sector, the exports of carpets being worth \$123 million. Pakistan's handmade carpet industry can be traced back to the 11th century and employs around 1 million people.<sup>1</sup> A single piece of carpet requires six months to a year's labor. Creative goods imports stood at \$525 million in 2014. Pakistan posted a trade balance of \$415 million in 2014.

<sup>1</sup> [Carpet Industry in Pakistan](#), Pakistan Economist

# Pakistan



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	340,57	15,01	325,57	United States	163,92	55,40	108,52
2	United Arab Emirates	184,40	14,17	170,23	Germany	160,14	3,79	156,35
3	Germany	105,81	14,73	91,09	United Arab Emirates	128,46	10,41	118,06
4	United Kingdom	95,65	12,33	83,32	United Kingdom	53,84	21,67	32,17
5	Saudi Arabia	68,64	4,88	63,76	France	51,67	1,68	50,00
6	France	64,31	2,99	61,31	Spain	47,39	1,10	46,29
7	Spain	60,01	1,50	58,50	Netherlands	39,01	6,56	32,45
8	South Africa	57,35	0,33	57,02	Canada	29,23	8,06	21,17
9	Italy	51,03	0,78	50,24	Belgium	26,87	0,35	26,52
10	Belgium	33,59	0,87	32,72	Sweden	26,73	45,87	-19,14

The main destination markets for creative goods exports were Europe (51%), Asia (24%) and the Americas (22%). The top ten export partners for creative goods were the United States, Germany, United Arab Emirates, United Kingdom, France, Spain, Netherlands, Canada, Belgium and Sweden. Creative services exports stood at \$390 million in 2014. Telecommunications, computer, and information services stood at \$379 million and accounted for the largest share of creative services exports.

# Pakistan

## CREATIVE SERVICES

PAKISTAN	Values in Million US \$				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	201,0	244,0	274,0	312,0	390,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	8,0	4,0	7,0	4,0	11,0
Research and development (R&D)	8,0	4,0	7,0	4,0	11,0
<b>Personal, cultural and recreational services</b>			1,0		
Audiovisual and related services			1,0		
<b>Telecommunications, computer, and information services</b>	193,0	240,0	266,0	308,0	379,0
Computer services	193,0	240,0	265,0	308,0	379,0
Information services			1,0		
<b>IMPORTS</b>	169,0	196,0	190,0	178,0	184,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1,0	2,0	6,0	1,0	
Research and development (R&D)	1,0	2,0	6,0	1,0	
<b>Personal, cultural and recreational services</b>		2,0			
Audiovisual and related services		2,0			
<b>Telecommunications, computer, and information services</b>	168,0	192,0	184,0	177,0	184,0
Computer services	156,0	174,0	170,0	158,0	168,0
Information services	12,0	18,0	14,0	19,0	16,0

### Highlights:

- The ailing carpet sector is facing several challenges, from production to market access. Pakistan lost its share in global carpet trade as its export value declined by more than 50% from \$278m in 2005-06 to \$98m in 2015-16.<sup>2</sup>
- Interestingly, the commerce ministry included machine-made carpets in the FTA concession list, while handmade carpets were excluded. There is no demand for machine-made carpets in the international market<sup>3</sup>.

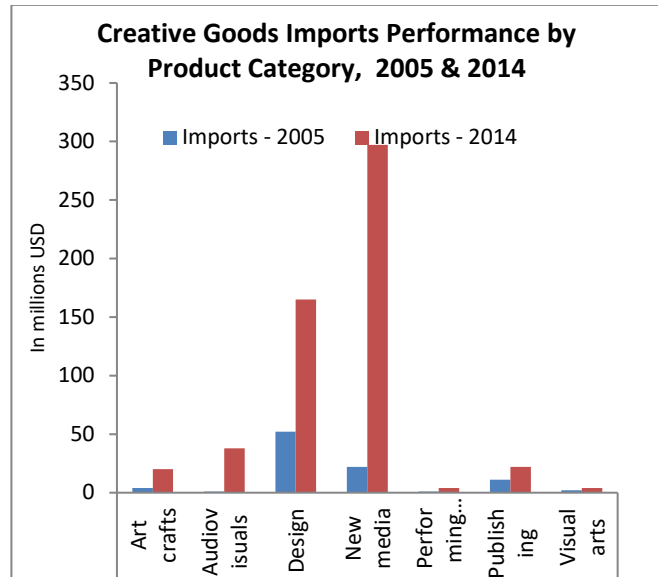
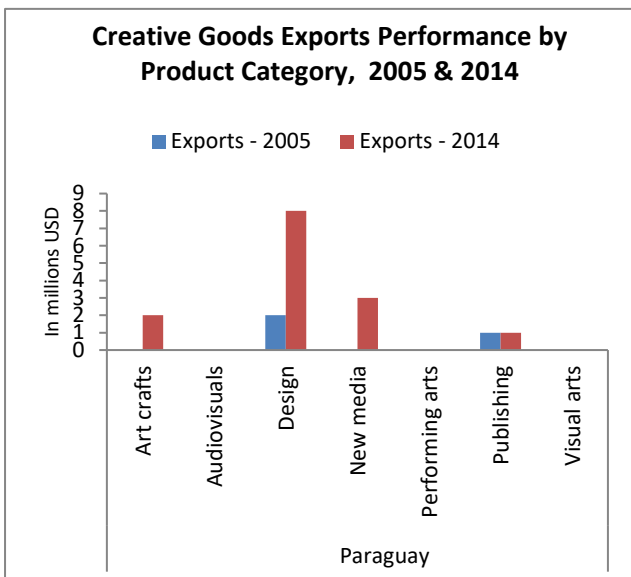
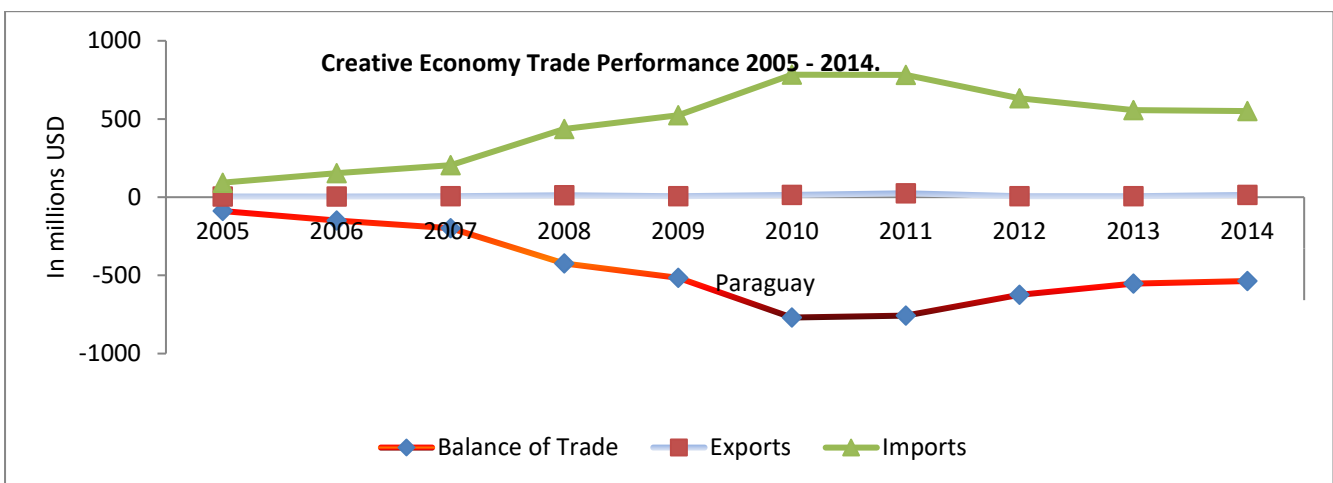
<sup>2</sup> Pakistan Carpets Manufacturers and Exports Association, Blog, 2016, <http://www.pcmea.org.pk/category/news/>

<sup>3</sup> [Carpet exports, the domestic scenario, Dawn, October 2017](#)

# Paraguay

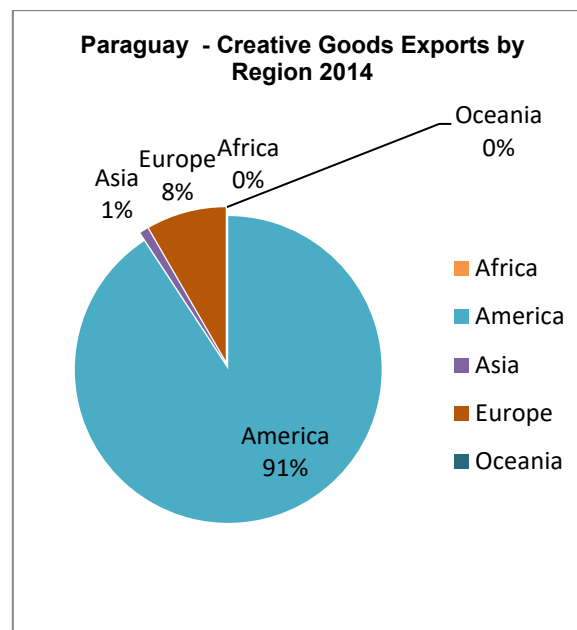
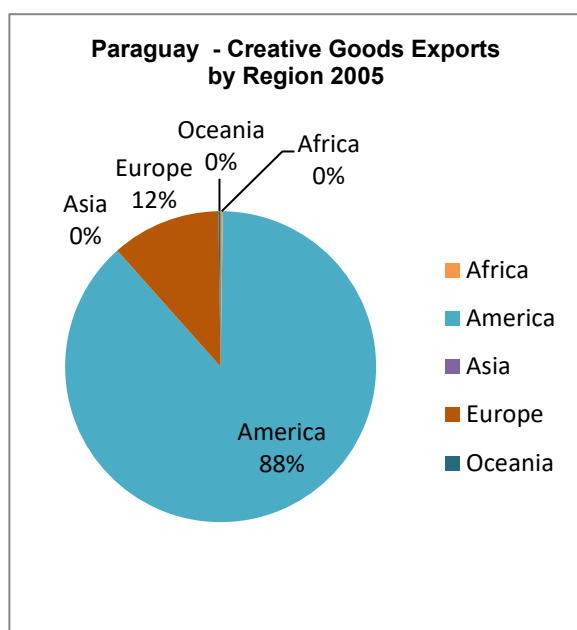
## COUNTRY PROFILE- Paraguay

Creative Industries Trade Performance, 2005-2014					Value in millions of \$					
Paraguay	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4,32	4,35	5,78	12,71	6,99	13,71	25,03	6,88	5,59	13,54
Imports	93,13	153,10	204,16	436,31	523,00	783,21	781,49	631,65	557,26	550,30
Balance of Trade	-88,81	-148,75	-198,38	-423,60	-516,01	-769,50	-756,46	-624,77	-551,67	-536,76



Creative goods exports more than tripled from \$4.3 million in 2005 to \$13.5 million in 2014. Design goods, toys and fashion accessories combined stood at \$8 million and accounted for the largest share of creative goods exports followed by new media (video-games) at \$3 million and art crafts (yarn goods) at \$1 million. Creative goods imports stood at \$550 million, driven by imports related to new media (video games at \$234 million and recorded media at \$63 million) and design goods. Paraguay posted a trade deficit of \$537 million in 2014.

# Paraguay



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	1,57	5,24	-3,67	Brazil	5,98	41,83	-35,85
2	Brazil	1,13	8,25	-7,12	United States	4,35	30,79	-26,44
3	Argentina	0,67	4,27	-3,60	Uruguay	0,81	1,73	-0,92
4	Spain	0,25	1,44	-1,19	Germany	0,71	2,20	-1,49
5	Mexico	0,11	0,33	-0,22	Mexico	0,59	2,68	-2,09
6	Italy	0,11	0,14	-0,03	Spain	0,34	5,04	-4,70
7	Uruguay	0,11	0,36	-0,24	Chile	0,25	1,84	-1,59
8	Ecuador	0,11	0,03	0,08	Bolivia (Plurinational State of)	0,24	0,15	0,09
9	France	0,08	0,17	-0,09	China	0,06	418,47	-418,41
10	Peru	0,02	0,06	-0,04	Italy	0,06	2,50	-2,45

The main destination markets for creative goods exports were the Americas (91%) and Europe (8%). The top ten export partners for creative goods were Brazil, the United States, Uruguay, Germany, Mexico, Spain, Chile, the Plurinational State of Bolivia, China and Italy. Paraguay maintained a large trade deficit with China related to the imports of video games (\$212 million) and toys and fashion goods. Paraguay's main imports were interior design goods from Brazil and video-games and audiovisuals from the United States. Creative services exports were valued at less than a \$1m while imports stood at \$2.1 million for 2014.

# Paraguay

## CREATIVE SERVICES

PARAGUAY	Values in Million US \$					
	2010	2011	2012	2013	2014	2015
<b>EXPORTS</b>	4,4	0,4	0,4	0,4	0,4	0,4
Charges for the use of intellectual property n.i.e						
Other business Services						
Personal, cultural and recreational services						
Telecommunications, computer, and information services	4,4	0,4	0,4	0,4	0,4	0,4
Computer services	4,0	0,0	0,0	0,0		
Information services	0,4	0,4	0,4	0,4	0,4	0,4
<b>IMPORTS</b>	2,1	2,1	2,1	2,1	2,1	2,1
Charges for the use of intellectual property n.i.e						
Other business Services						
Telecommunications, computer, and information services	2,1	2,1	2,1	2,1	2,1	2,1
Computer services	1,0	1,0	1,0	1,0	1,0	1,0
Information services	1,1	1,1	1,1	1,1	1,1	1,1

### Highlights:

- With the advent of the knowledge society, there is a lot of potential in the creative industries, and several sectors have rebounded in recent years, giving excellent opportunities to diversify the country's economy".<sup>1</sup>
- In the framework of the Assembly of Governors of the Inter-American Development Bank (IDB) held in Asuncion in March 2018, the signing of the Agreement for the Execution of the Project for the Promotion of the Creative Economy in Paraguay was signed by the CIRD Foundation (Center for Information and Resources for Development) as executing agency, and the MIF, as a source of financing.<sup>2</sup>

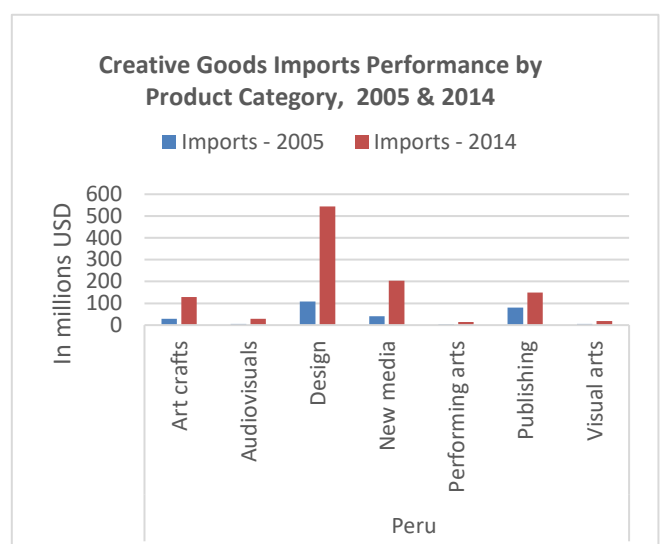
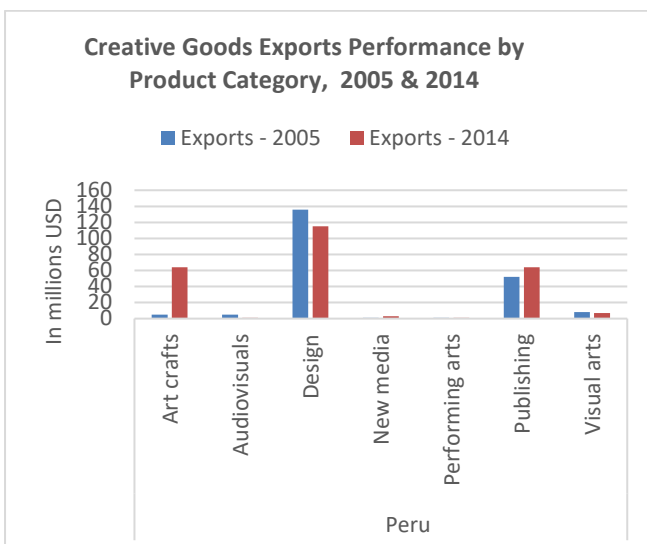
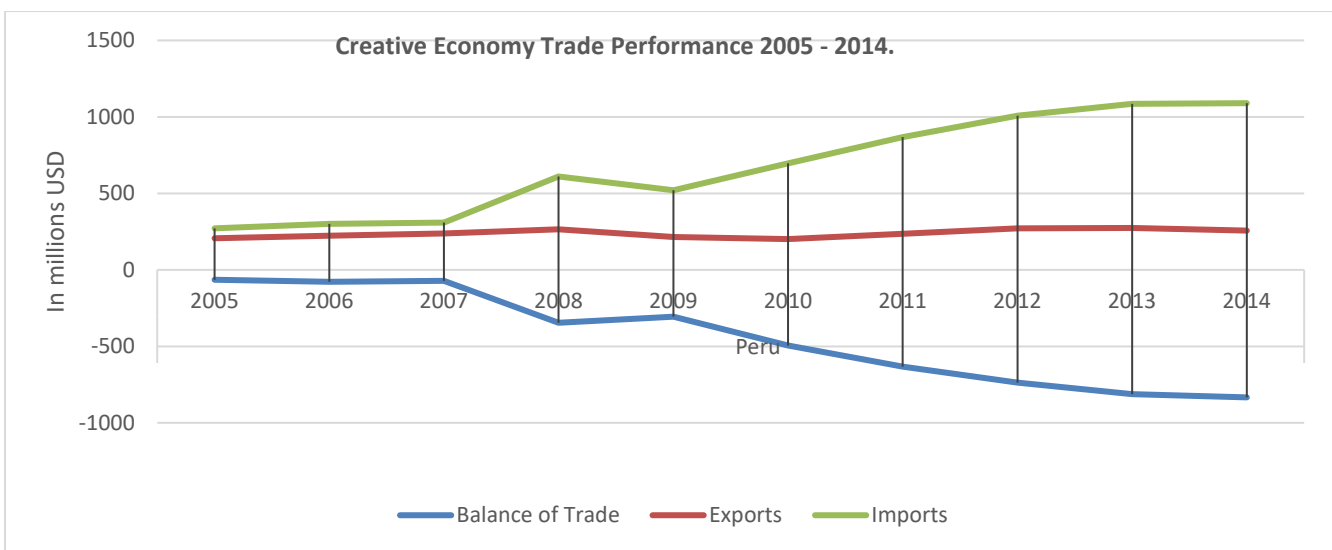
<sup>1</sup> ["Existe mucho potencial en las industrias creativas"](#), Eduardo Almeida, Representative of the InterAmerican Development Bank in Paraguay, September 2017.

<sup>2</sup> [Promoción de la Economía Creativa en Paraguay](#), Centro de Información y Recursos para el Desarrollo, Enero 2018

# Peru

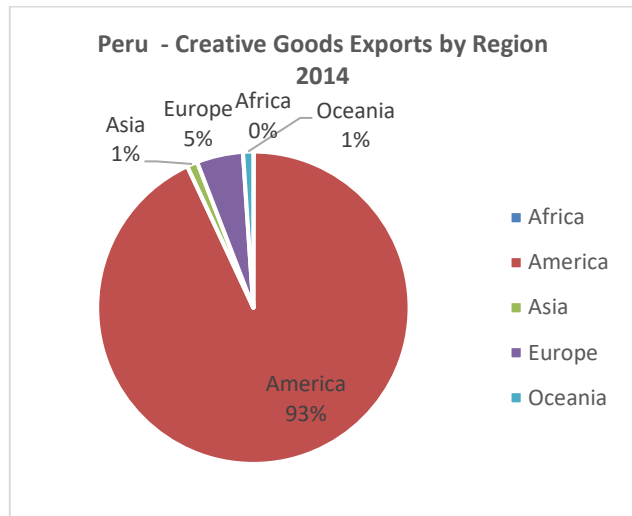
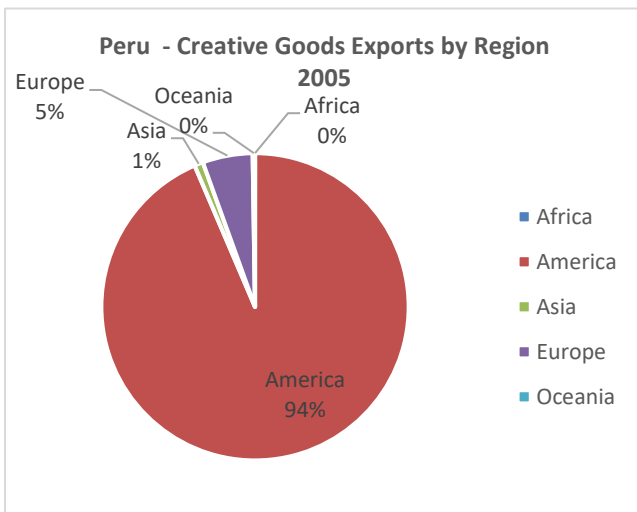
## COUNTRY PROFILE- Peru

Creative Industries Trade Performance, 2005-2014						Value in Millions of \$				
Peru	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	206,93	223,16	238,26	264,28	213,95	201,22	235,36	270,95	273,98	256,07
Imports	271,56	300,48	309,96	610,94	519,44	696,07	868,56	1.007,20	1.086,08	1.089,71
Balance of Trade	-64,63	-77,32	-71,70	-346,66	-305,49	-494,85	-633,20	-736,25	-812,10	-833,64



Creative goods exports stood at \$256 million in 2014. Design goods accounted for the largest share of exports at \$115 million, driven by the exports of jewelry and fashion accessories. Peru supplies more than 80% of the world's alpaca, one of the finest fibers in the world. Furthermore, Peruvian jewelry made from silver is very popular. At the South American level, Peru ranks third in the export of jewelry. Art crafts is another dynamic sector with exports worth \$64 million as is the publishing sector. Peru is a net importer of creative goods, with imports worth \$1 billion generating a trade deficit of \$834 million in 2014.

# Peru



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Peru					Peru			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	125,32	42,78	82,54	United States	73,56	103,10	-29,53
2	Colombia	14,51	17,27	-2,76	Venezuela (Bolivarian Rep. of)	51,87	0,21	51,67
3	Venezuela (Bolivarian Rep. of)	12,80	0,78	12,01	Colombia	29,35	31,77	-2,43
4	Ecuador	11,26	0,77	10,48	Ecuador	17,98	1,28	16,70
5	Chile	7,91	37,17	-29,26	Bolivia (Plurinational State of)	17,67	0,25	17,42
6	Mexico	7,37	7,23	0,13	Chile	16,32	19,52	-3,20
7	Bolivia (Plurinational State of)	4,87	0,02	4,85	Mexico	8,78	38,69	-29,91
8	Italy	2,89	5,44	-2,55	Panama	5,48	0,41	5,07
9	Spain	1,89	11,69	-9,80	Jamaica	2,55	0,00	2,55
10	Dominican Republic	1,70	0,04	1,66	Guatemala	2,48	0,07	2,41

In 2014, the main destination markets for creative goods exports were the Americas (93%) and Europe (5%). The top ten export partners for creative goods were the United States, Venezuela, Colombia, Ecuador, the Plurinational State of Bolivia, Chile, Mexico, Panama, Jamaica and Guatemala. The main destination market for the exports of jewelry was the United States. Peru maintained trade deficits with the United States, Mexico and Chile. Creative services exports stood at \$32.6 million driven mainly by exports of information services. Creative services imports stood at \$220.9 million in 2014.

# Peru

## Creative Services

PERU	2010	2011	2012	2013	2014
<b>In millions of \$</b>					
<b>Exports</b>	23,39	26,42	35,58	33,00	32,59
<b>Charges for the use of intellectual property n.i.e</b>	0,00	0,00	0,00	0,00	0,00
<b>Other business Services</b>	0,00	0,00	0,00	0,00	0,00
<b>Personal, Cultural and recreational services</b>	0,00	0,00	0,00	0,00	0,00
Telecommunications, computer, and information services	23,39	26,42	35,58	33,00	32,59
Information services	23,39	26,42	35,58	33,00	32,59
<b>Imports</b>	207,71	196,07	179,88	200,53	220,91
<b>Charges for the use of intellectual property n.i.e</b>	0,00	0,00	0,00	0,00	0,00
<b>Other business Services</b>	0,00	0,00	0,00	0,00	0,00
<b>Personal, Cultural and recreational services</b>	0,00	0,00	0,00	0,00	0,00
<b>Telecommunications, computer, and information services</b>	207,71	196,07	179,88	200,53	220,91
Information services	207,71	196,07	179,88	200,53	220,91

### Highlights:

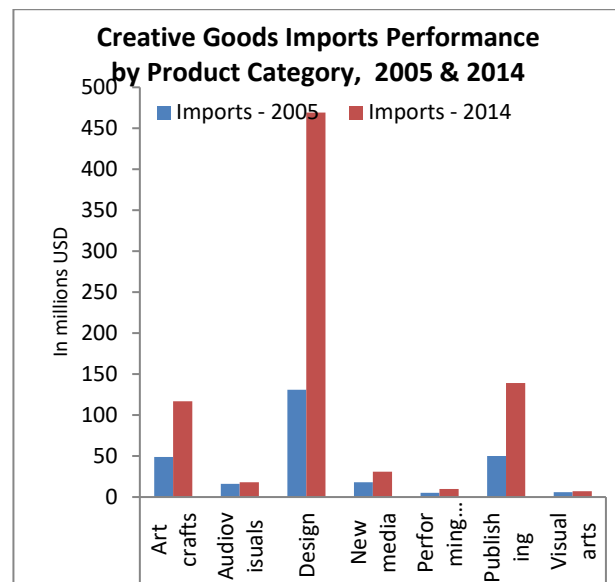
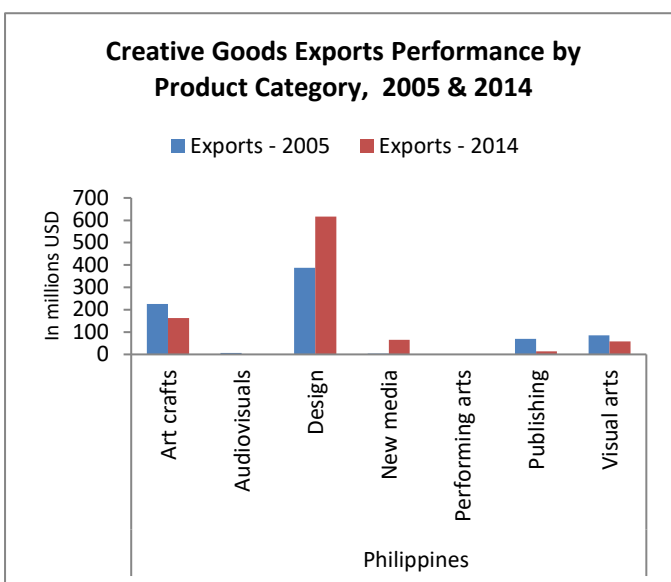
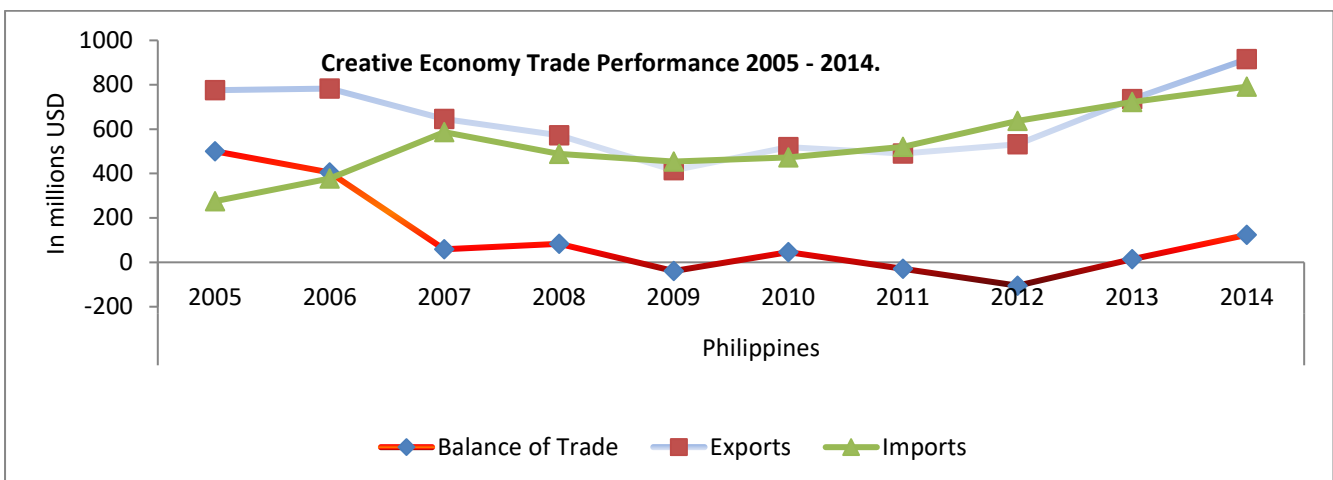
- In 2014, Peru exports of alpaca products reached 175 million dollars, which represented an increase of 33.1 percent compared to 2013, according to figures from the Commission for the Promotion of Peru for Exports and Tourism (Promperú), one of the organizers of Peru<sup>1</sup>.

<sup>1</sup> [Los elegantes abrigos en alpaca de Max Mara](#), protagonistas de Perú Moda, Fashion Network, 2015  
UNCTAD Creative Economy Outlook / Country Profiles

# Philippines

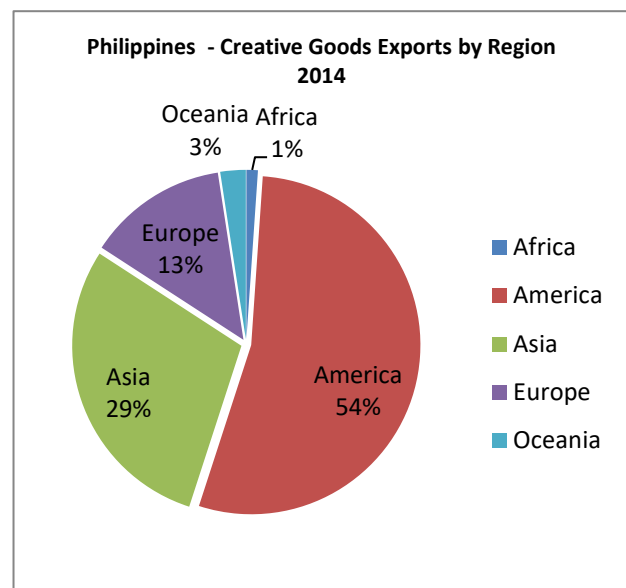
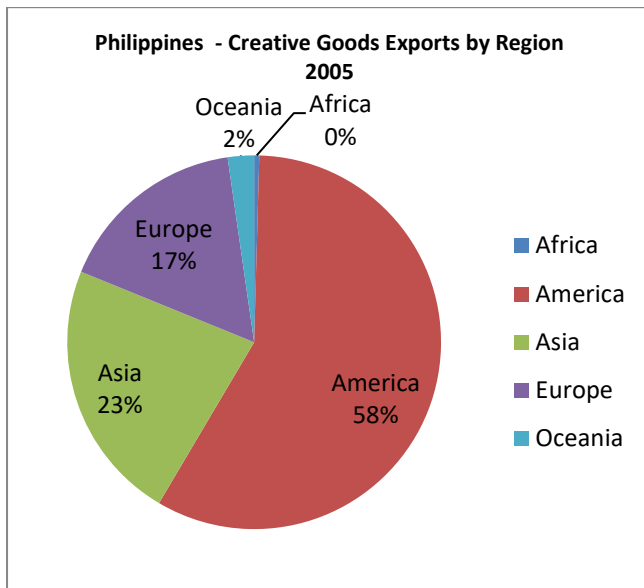
## COUNTRY PROFILE - Philippines

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Philippines	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	775,83	783,00	645,15	572,98	414,76	519,09	489,90	531,68	735,93	915,45
Imports	275,58	377,84	587,00	489,29	453,71	473,19	519,70	636,86	722,02	791,70
Balance of Trade	500,25	405,16	58,15	83,69	-38,95	45,90	-29,80	-105,18	13,91	123,75



Creative goods exports increased from \$776 million in 2005 to \$915 million in 2014. Design goods accounted for the largest share of exports with fashion goods at \$279 million, interior design at \$221 million and toys and jewelry combined at \$116 million for 2014. Creative goods imports stood at \$792 million, driven by the import of design goods (interior design and fashion accessories) which stood at \$469 million. The [spending allotted to clothing and footwear](#) in the country posted a 10.2% growth rate for 2015, showing the potential for the development of locally-designed brands.

# Philippines



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	432,41	38,03	394,38	United States	472,56	77,93	394,63
2	Japan	58,53	10,21	48,32	Japan	136,03	32,96	103,07
3	United Kingdom	21,83	6,46	15,38	China	38,45	284,23	-245,79
4	Italy	20,97	1,62	19,36	Italy	30,73	4,29	26,45
5	India	20,85	3,02	17,83	Germany	22,56	8,47	14,09
6	Hong Kong (China)	19,11	52,18	-33,07	United Kingdom	16,54	9,12	7,42
7	Netherlands	16,01	0,39	15,62	Netherlands	16,20	1,13	15,06
8	Germany	15,76	6,09	9,67	Republic of Korea	14,36	58,11	-43,75
9	France	15,63	8,69	6,94	France	13,00	5,10	7,90
10	China	13,01	48,54	-35,53	Australia	12,57	19,28	-6,71

In 2014, the main destination market for creative goods exports were the Americas (54%), Asia (29%), Europe (13%), Oceania (3%) and Africa (1%). The top export partner for creative goods was the United States. Philippines maintained trade deficits with China, Republic of Korea and Australia. The Philippines supplied and exported a wide range of creative services such as telecommunications, computer, and information services which stood at \$3.1 billion and audiovisuals services at \$54 million in 2014. The Philippines has been providing animation services to the world for over 30 years now making the Philippines the preferred outsourcing partner of big international production outfits worldwide, according to the Animation Council of AVP.<sup>1</sup>

<sup>1</sup> <http://animationcouncil.org/index.php/philippine-animation-industry-profile>  
Creative Economy Outlook / Country

# Philippines

## CREATIVE SERVICES

PHILIPPINES					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	1.971,0	2.428,3	2.573,2	2.917,3	3.236,5
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	14,0	15,8	18,4	14,9	59,3
<b>Research and development (R&amp;D)</b>	14,0	15,8	18,4	14,9	59,3
<b>Personal, cultural and recreational services</b>	27,2	30,0	52,8	66,2	53,7
Audiovisual and related services	27,2	30,0	52,8	66,2	53,7
<b>Telecommunications, computer, and information services</b>	1.929,7	2.382,4	2.501,9	2.836,2	3.123,5
Computer services	1.928,0	2.381,0	2.500,1	2.835,1	3.121,4
Information services	1,7	1,4	1,9	1,1	2,1
<b>IMPORTS</b>	178,4	235,0	235,5	354,3	322,7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	22,5	20,1	56,4	46,6	45,4
<b>Research and development (R&amp;D)</b>	22,5	20,1	56,4	46,6	45,4
<b>Personal, cultural and recreational services</b>	38,7	20,4	23,6	22,0	17,3
Audiovisual and related services	38,7	20,4	23,6	22,0	17,3
<b>Telecommunications, computer, and information services</b>	117,1	194,5	155,5	285,6	260,0
Computer services	111,9	187,2	142,1	282,1	253,4
Information services	5,3	7,2	13,4	3,5	6,6

### Highlights:

- In 2017, the Department of Trade and Industry (DTI) launched CREATE Philippines. CREATE Philippines will serve as an idea hub, pitching event, masterclass venue, and trade fair, highlighting four high-potential creative sectors: advertising content and production, digital games and apps, film and animation, and performing arts.<sup>2</sup>
- One source of support the local fashion business sector can rely on is the Philippine Design Competitiveness law, or Republic Act (RA) 10557. Approved in 2013 by the 15th Congress, RA 10557 aims to promote and strengthen Filipino design. The law recognizes that there is a huge talent pool of designers in the Philippines that can be cultivated and introduced not only in the local market but also in the international playing field.<sup>3</sup>

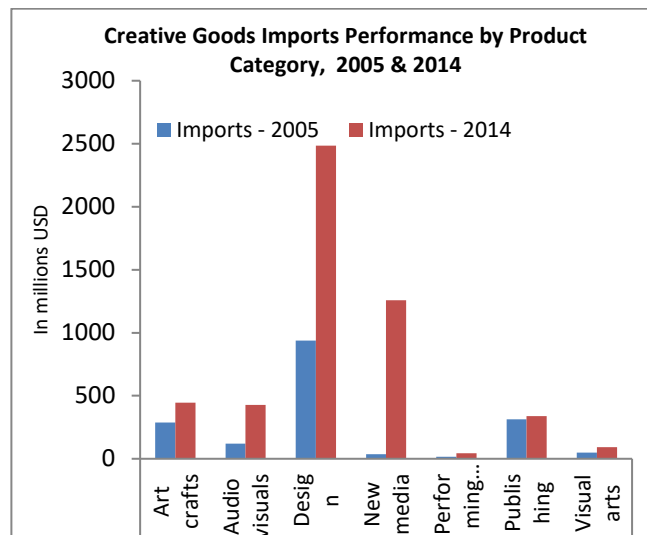
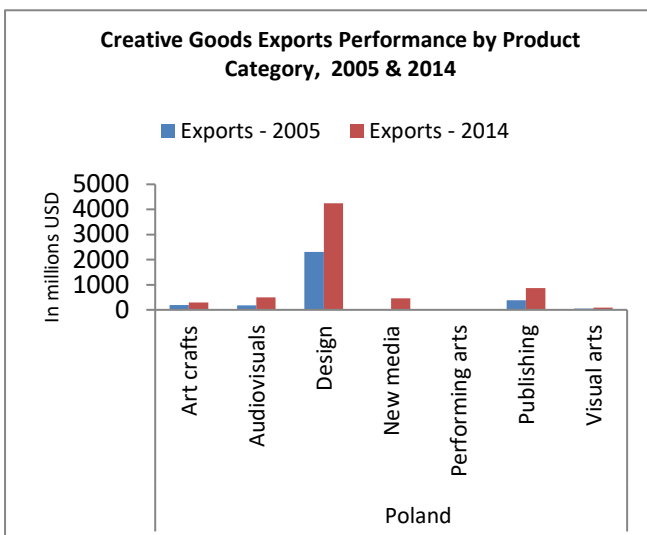
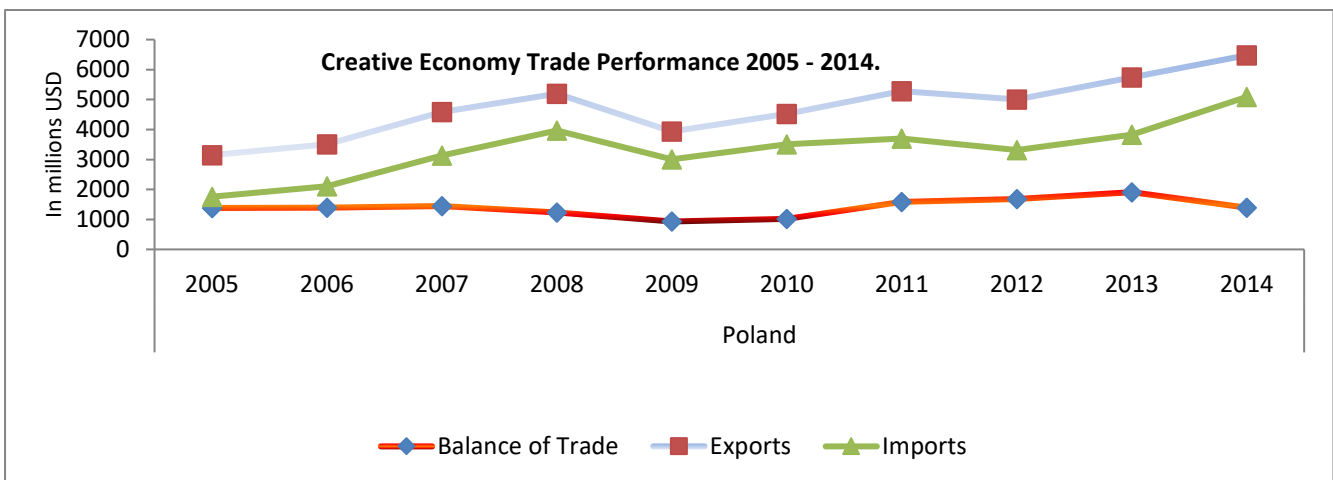
<sup>2</sup> [Creative economy: DTI launches CREATE Philippines, the country's first trade event for creative industries](#), August 2017

<sup>3</sup> [Local fashion businesses face conundrum of good economy](#), Business Mirror

# Poland

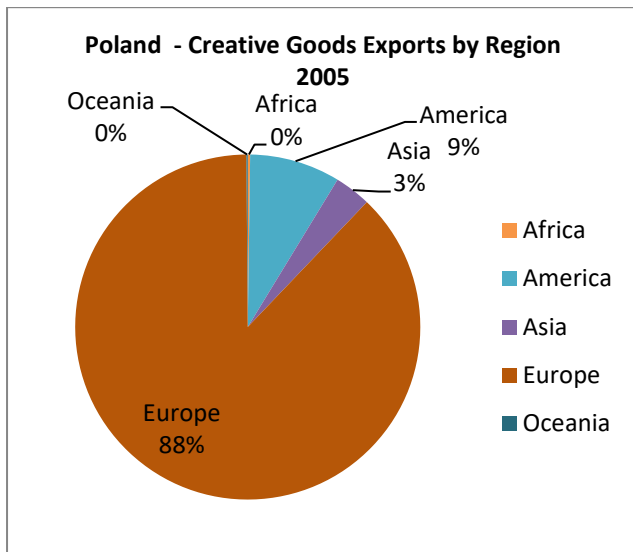
## COUNTRY PROFILE- Poland

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Poland	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.146,27	3.510,92	4.585,23	5.198,85	3.938,77	4.524,96	5.282,06	5.001,36	5.736,42	6.477,36
Imports	1.758,86	2.112,83	3.134,68	3.970,12	3.007,23	3.506,48	3.696,49	3.316,66	3.827,49	5.087,26
Balance of Trade	1.387,41	1.398,09	1.450,55	1.228,73	931,54	1.018,48	1.585,57	1.684,70	1.908,93	1.390,10



Creative goods exports doubled from \$3.1 billion in 2005 to \$6.4 billion in 2015. Design goods accounted for the largest share of exports at \$4.2 billion, \$2.9 billion of which were interior design goods, followed by toys and fashion accessories. Publishing (books and journals) at \$872 million and audiovisuals at \$491 million were the next most dynamic sectors in terms of exports. Creative goods imports stood at \$5 billion driven by the demand in design goods, news media, audiovisuals and publishing goods. The gradual rise in incomes and better economic opportunities in the country could benefit from the creativity and skills of the youth.

# Poland



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Germany	854,23	303,40	550,83	Germany	2.055,53	748,01	1.307,53
2	United Kingdom	296,89	83,96	212,94	United Kingdom	505,09	185,71	319,38
3	United States	215,97	31,80	184,17	France	394,65	69,87	324,78
4	France	195,13	87,21	107,92	Russian Federation	327,28	8,01	319,26
5	Russian Federation	155,51	8,96	146,55	Czechia	326,99	184,93	142,06
6	Czechia	149,65	51,70	97,95	United States	292,84	59,99	232,85
7	Hungary	127,83	27,86	99,97	Netherlands	240,69	180,38	60,31
8	Sweden	111,57	29,57	82,00	Sweden	206,19	58,44	147,75
9	Netherlands	105,37	46,29	59,08	Italy	183,73	222,74	-39,01
10	Belgium	94,30	60,75	33,54	Belgium	183,32	78,00	105,32

The main destination markets for creative goods exports were Europe (89%), America (6%) and Asia (4%). The top export partner for creative goods was Germany. Poland's key exports of creative services were telecommunications, computer, and information services. Polish artists are playing a key role in global animation productions and collaboration with international producers continues to grow, as evidenced by *Inzomnia*, a fantasy-adventure stop motion animated feature being produced in Mexico by Insomnia Animación, which features several dozen animation puppets created by Polish artists.<sup>1</sup> Creative services exports stood at \$10 billion driven by \$3.5 billion and advertising at \$2.1 billion and cultural and recreational at \$1 billion. Creative services imports stood at \$5.8 billion in 2014.

<sup>1</sup> [From Mexico To Germany, Polish Artists Are Playing A Key Role In Global Animation Productions](#), June 2017

# Poland

## CREATIVE SERVICES

Poland	2010	2011	2012	2013	2014
<b>EXPORTS</b>	4.972,4	5.979,8	6.344,2	8.329,1	10.044,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	3.227,9	3.563,4	3.645,3	4.974,8	5.751,0
Advertising, market research, and public opinion polling services	1.753,4	1.900,2	1.844,0	2.016,7	2.109,0
Architectural services				49,7	40,9
Architectural, engineering, scientific, and other technical services	911,3	933,2	1.084,3	1.194,7	1.255,1
R&D , sale of proprietary rights arising from R&D				25,4	21,0
R&D work undertaken on a systematic basis to increase the stock of knowledge				456,9	632,7
R&D, Provision of customized and non-customized R&D services				431,6	611,8
Research and development (R&D)	563,2	730,0	717,0	799,9	1.080,6
<b>Personal, cultural and recreational services</b>	60,4	103,6	104,7	168,7	186,8
Audiovisual and related services	60,4	103,6	104,7	134,1	144,6
Other personal, cultural, and recreational services, heritage and recreational services				34,5	42,2
<b>Telecommunications, computer, and information services</b>	1.684,1	2.312,8	2.594,2	3.185,6	4.106,8
<b>Computer services</b>	1.396,9	1.931,2	2.231,8	2.741,3	3.501,7
Information services	143,6	190,7	181,2	222,1	302,4
Information services, News agency	32,2	19,9	18,8	13,5	22,8
Information services, Other (other than news agency)	111,4	171,1	162,4	208,8	279,9
<b>IMPORTS</b>	3.986,4	4.581,8	4.732,3	5.531,1	5.811,7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1.643,3	1.860,3	1.849,9	2.556,3	2.657,8
Advertising, market research, and public opinion polling services	485,1	672,3	694,0	826,7	968,4
Architectural services				39,6	32,6
Architectural, engineering, scientific, and other technical services	1.002,6	996,6	954,4	1.051,4	1.031,8
R&D , sale of proprietary rights arising from R&D				42,1	40,6
R&D work undertaken on a systematic basis to increase the stock of knowledge				181,5	156,0
R&D, Provision of customized and non-customized R&D services				139,6	115,4
Research and development (R&D)	155,5	191,4	201,5	275,3	312,9
<b>Personal, cultural and recreational services</b>	486,9	655,0	771,0	492,6	500,9
Audiovisual and related services	486,9	655,0	771,0	461,2	465,7
Other personal, cultural, and recreational services, heritage and recreational services				31,3	35,2
<b>Telecommunications, computer, and information services</b>	1.856,2	2.066,5	2.111,4	2.482,3	2.653,0
<b>Computer services</b>	1.471,5	1.792,5	1.802,5	2.100,6	2.310,0
Information services	192,4	137,0	154,5	190,8	171,5
Information services, News agency	27,6	38,1	32,5	35,5	38,1
Information services, Other (other than news agency)	164,8	98,9	121,9	155,4	133,4

# Poland

Highlights: -----

- In 2018, two UNESCO Creative Cities in Poland – Krakow and Katowice – joined forces to host the prestigious Annual Meeting of the UNESCO Creative Cities Network (UCCN). Delegates from nearly 200 cities and 6 continents took part in debates, plenary sessions, workshops and cultural activities. The conference theme “Creative Crossroads” explored opportunities for innovations that are born from cross-sectoral cooperation and collaboration.<sup>2</sup>

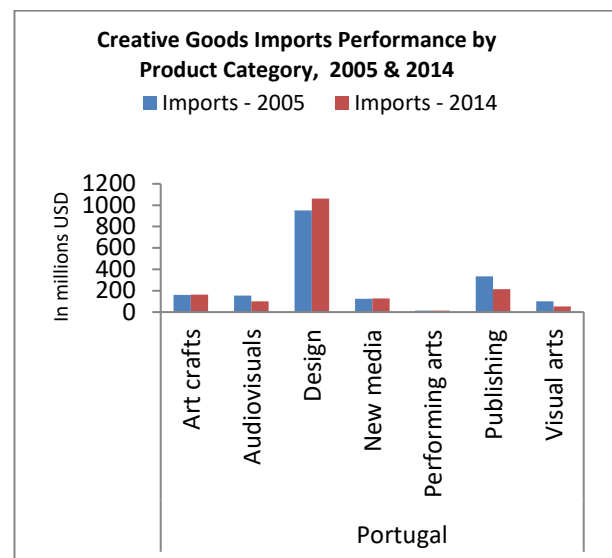
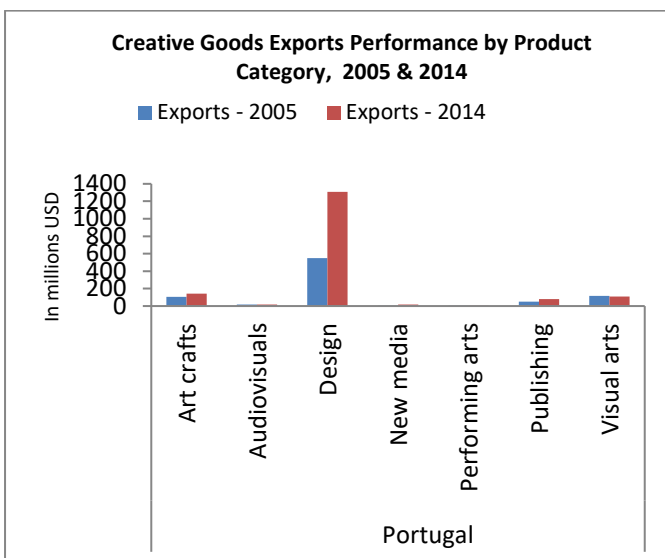
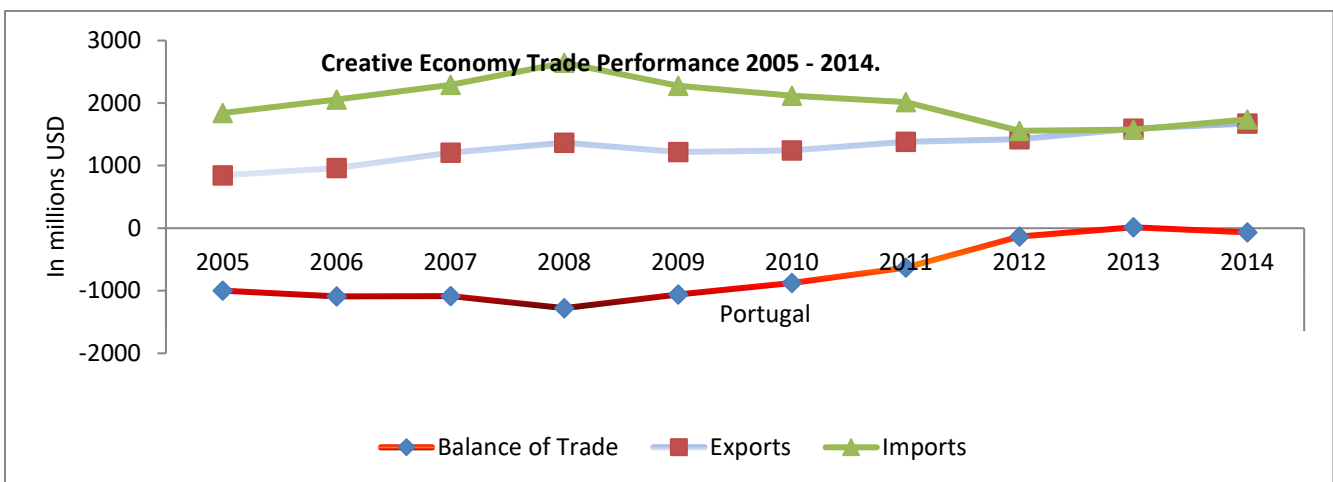
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<sup>2</sup> <https://en.unesco.org/creative-cities/events/unesco-creative-cities-network-reaffirms-commitment-culture-led-implementation-sdgs-its-xii>,

# Portugal

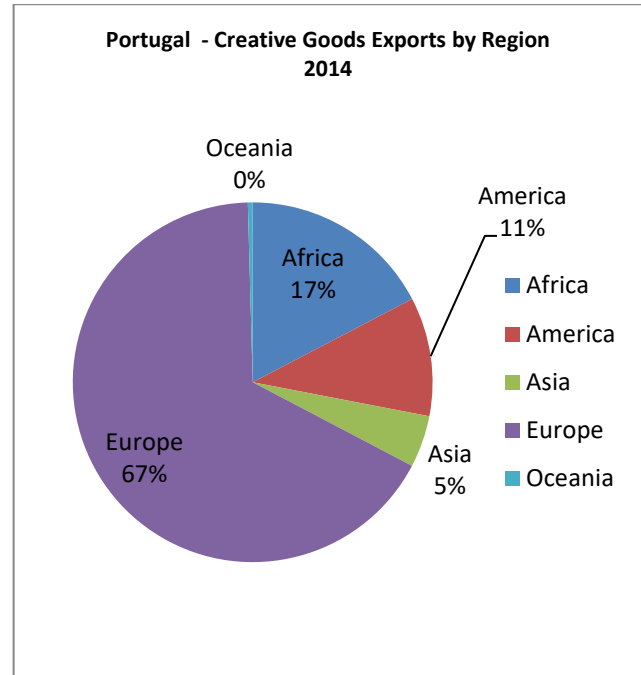
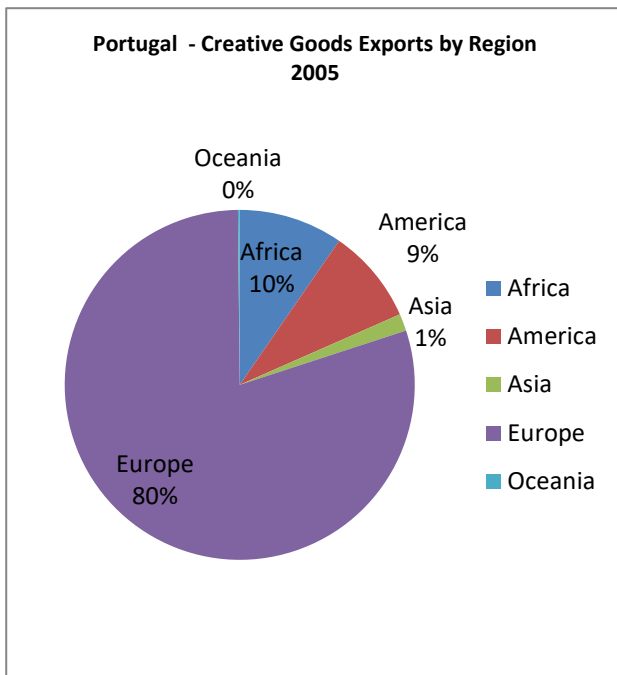
## COUNTRY PROFILE- Portugal

Creative Industries Trade Performance, 2005-2014						Value in Millions of \$				
Portugal	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	843,69	964,10	1.208,67	1.366,10	1.218,82	1.242,10	1.383,34	1.424,63	1.590,43	1.673,54
Imports	1.841,36	2.056,12	2.293,58	2.643,93	2.275,96	2.116,73	2.014,98	1.557,06	1.575,99	1.738,92
Balance of Trade	-997,67	-1.092,02	-1.084,91	-1.277,83	-1.057,14	-874,63	-631,64	-132,43	14,44	-65,38



Creative goods exports doubled from \$843.6 million in 2005 to \$1.6 billion in 2014. Design goods, interior design and fashion goods combined accounted for the largest share of exports worth \$1.3 billion. Portugal is one of the largest textile exporters in Europe. Handmade arts and craft and high quality locally made pottery are popular in Portugal. Portugal's exports of arts and crafts stood at \$141 million in 2014, followed by visual arts at \$108 million. Creative goods imports stood at \$1.7 billion generating a trade deficit of \$65.3 million in 2014.

# Portugal



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Spain	171,06	731,30	-560,24	France	363,42	125,75	237,67
2	France	164,60	187,72	-23,13	Spain	294,25	746,50	-452,25
3	United Kingdom	120,39	76,88	43,52	Angola	220,79	0,30	220,49
4	Germany	68,31	138,81	-70,50	United States	137,22	9,30	127,92
5	United States	61,08	67,04	-5,96	Germany	101,37	115,79	-14,43
6	Angola	51,10	0,02	51,07	United Kingdom	90,10	74,40	15,70
7	Netherlands	24,19	98,42	-74,23	Netherlands	41,46	87,48	-46,02
8	Italy	22,84	172,88	-150,03	Belgium	38,06	30,06	8,00
9	Belgium	20,98	47,07	-26,09	Italy	34,65	147,52	-112,87
10	Sweden	17,04	32,86	-15,82	Switzerland	31,90	3,95	27,95

The main destination market for creative goods exports were Europe (67%), Africa (17%), the Americas (11%) and Asia (5%). Creative services exports stood at \$2.4 billion. Architectural, engineering, scientific, and other technical services at \$968.5 million, computer services at \$838.5 million and research and Development (R&D) at \$157.9 million combined accounted for the largest share of creative services exports. Creative services imports stood at \$2 billion in 2014.

# Portugal

## CREATIVE SERVICES

<b>PORTUGAL</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	1.752,2	2.057,4	2.023,7	2.330,2	2.499,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1.272,8	1.424,9	1.311,8	1.537,5	1.528,4
Advertising, market research, and public opinion polling services	307,3	372,6	286,5	369,1	402,0
Architectural, engineering, scientific, and other technical services	909,9	985,6	966,2	1.046,3	968,5
Research and development (R&D)	55,6	66,7	59,1	122,2	157,9
<b>Personal, cultural and recreational services</b>	116,5	115,4	128,5	119,5	108,8
Audiovisual and related services	116,5	115,4	128,5	119,5	108,8
<b>Telecommunications, computer, and information services</b>	362,9	517,1	583,3	673,2	862,4
Computer services	349,6	499,1	574,3	666,5	838,5
Information services	13,2	18,1	9,0	6,6	23,9
<b>IMPORTS</b>	1.639,6	1.865,6	1.388,9	1.569,4	2.040,5
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	920,5	1.025,9	749,1	863,0	1.118,4
Advertising, market research, and public opinion polling services	299,3	291,9	199,2	212,4	311,8
Architectural, engineering, scientific, and other technical services	527,1	636,7	479,3	508,5	611,6
Research and development (R&D)	94,0	97,3	70,7	142,1	195,0
<b>Personal, cultural and recreational services</b>	230,4	239,1	203,0	167,3	167,2
Audiovisual and related services	230,4	239,1	203,0	167,3	167,2
<b>Telecommunications, computer, and information services</b>	488,7	600,5	436,9	539,1	754,9
Computer services	435,7	531,0	408,6	512,5	727,0
Information services	53,0	69,5	28,3	26,6	27,9

### Highlights:

- The cultural and creative sector generated 5.3 billion euros, which corresponds to 3.6 percent of all wealth created in Portugal. This means that the sector was worth more than the food industry (2.3 percent) or the textile industry (2.3 percent).<sup>1</sup>
- According to Joao Costa, the president of the Portuguese Textile Association, in 2014, there were some 6,353 textile companies that provide 123,463 jobs in the country. The industry exported 4.283 million euros, making up 9 percent of Portuguese exports.<sup>2</sup>

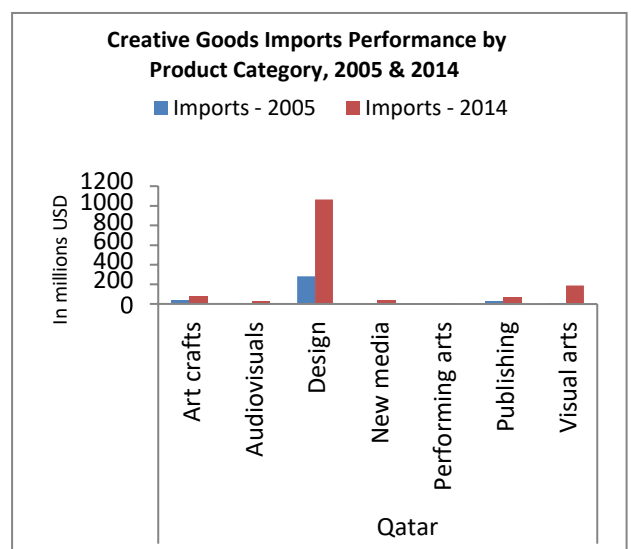
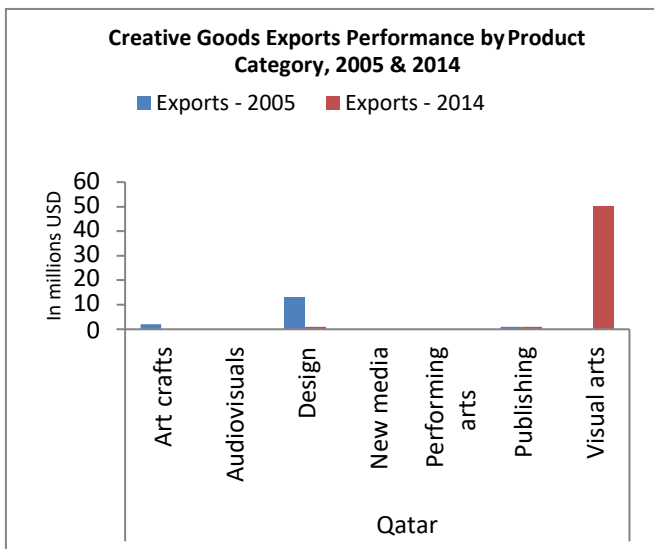
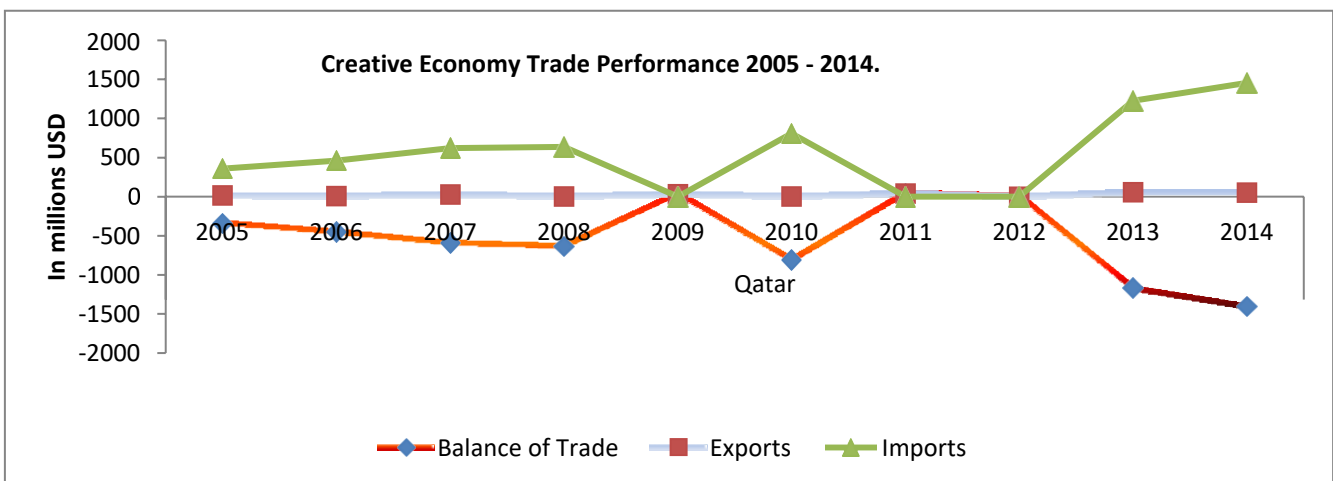
<sup>1</sup> [Sector cultural e criativo em Portugal vale mais que a industria alimentar ou têxtil](#), November 2016

<sup>2</sup> [The Portugal Fashion Industry Gains Momentum, Thanks To Its Design Talent and Textile Manufacturing](#), Forbes, April 2015.

# Qatar

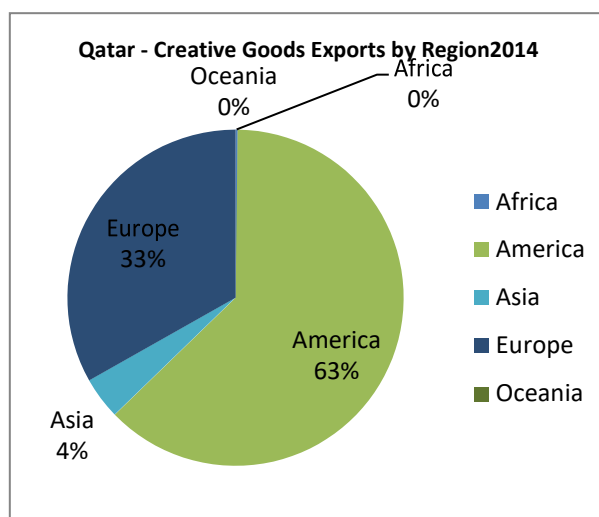
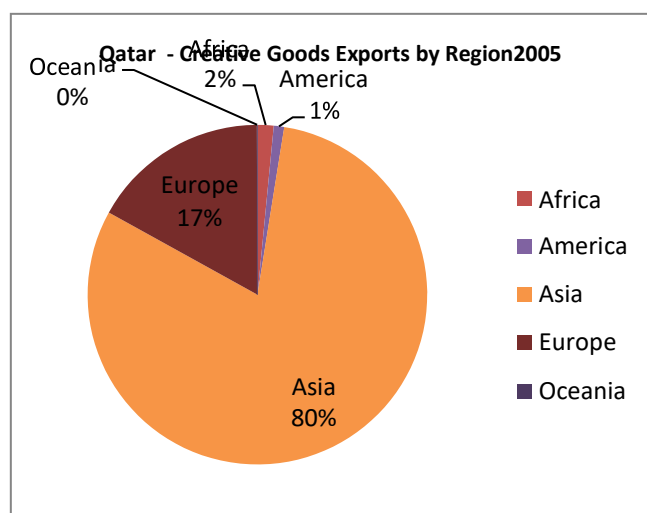
## COUNTRY PROFILE- Qatar

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Qatar	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	17,04	8,29	25,67	2,99	29,77	4,40	38,55	0,00	54,45	52,35
Imports	359,33	462,62	621,92	639,49	0,00	811,28	0,00	0,00	1.228,02	1.455,85
Balance of Trade	-342,29	-454,33	-596,25	-636,50	29,77	-806,88	38,55	0,00	-1.173,57	-1.403,50



While creative goods exports tripled from \$17 million in 2005 to \$52.3 million in 2014, creative goods imports quadrupled over the same period. Visual arts exports (Sculpture, antiques and paintings) stood at \$50 million and accounted for the largest share of creative goods exports. Qatar was a net importer of creative goods imports at \$1.4 billion in 2014, due to the large influx of design goods (\$1 billion), visual arts (\$189 million) and art crafts (\$75 million).

# Qatar



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Arab Emirates	9,82	101,13	-91,31	United States	32,74	56,35	-23,61
2	United Kingdom	1,45	15,11	-13,66	Luxembourg	11,12	2,41	8,71
3	Saudi Arabia	1,35	10,80	-9,45	United Kingdom	5,58	132,60	-127,03
4	Bahrain	1,29	4,01	-2,72	Saudi Arabia	0,89	22,91	-22,02
5	Italy	1,18	19,62	-18,44	United Arab Emirates	0,78	40,70	-39,92
6	Lebanon	0,27	7,88	-7,60	Ireland	0,47	3,24	-2,76
7	Jordan	0,22	1,36	-1,15	Bahrain	0,12	10,21	-10,09
8	Kuwait	0,19	3,37	-3,18	Denmark	0,11	0,88	-0,78
9	United States	0,17	17,88	-17,72	China	0,07	232,58	-232,51
10	Oman	0,11	0,42	-0,31	Turkey	0,06	27,31	-27,26

In 2014, the main destination markets for creative goods exports were the Americas (63%), Europe (33%) and Asia (4%). The top ten export partners for creative goods were the United States, Luxembourg, United Kingdom, Saudi Arabia, United Arab Emirates, Ireland, Bahrain, Denmark, China and Turkey. No data was available for creative services for Qatar.

# Qatar

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## Highlights:

- An important goal of the [Qatar National Vision 2030 \(QNV 2030\)](#) is to modernize the state while preserving the country's culture and Arab identity. As Qatar diversifies its economy, there is an increasing emphasis, especially in higher education, on subjects that propel a knowledge economy, such as maths and science. However, the government is equally committed to emphasizing other subjects such as the arts. A visual arts and design high school will be established with a focus on developing skills, improving techniques and enhancing creativity. The school will give students practical exposure to the arts and design industry and include elective subjects such as film, photography, digital media, design and technology.<sup>1</sup>
- The State of Qatar relies primarily on a resource-based hydrocarbon export economy (oil and gas). As part of the National Vision Strategy 2030, the Qatar Tourism Authority, Qatar Museums Authority, and Qatar Foundation for Science and Community Development have all embarked on a multi-pronged developmental plan to establish and foster both traditional native creative industries, such as calligraphy and handicrafts and intangible heritage activities (Bedouin encounters) as well as modern industries.<sup>2</sup>

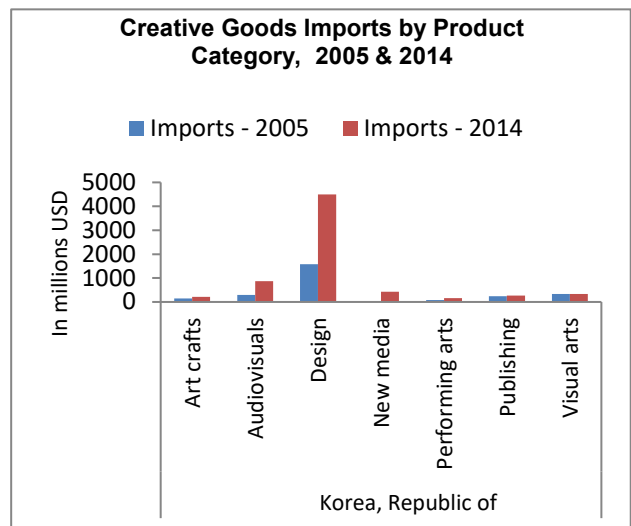
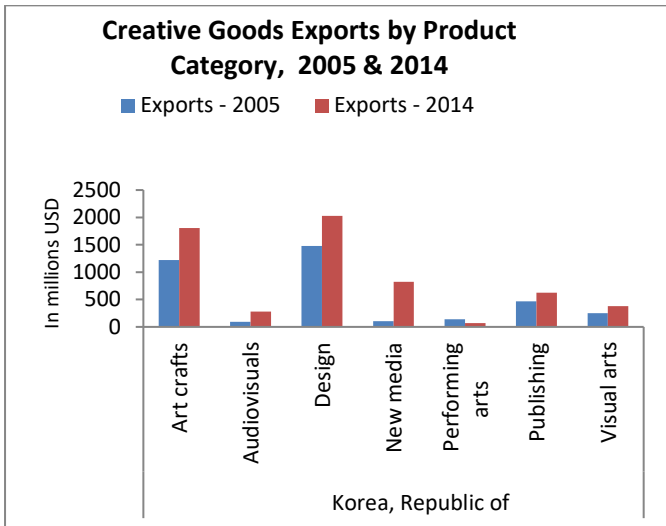
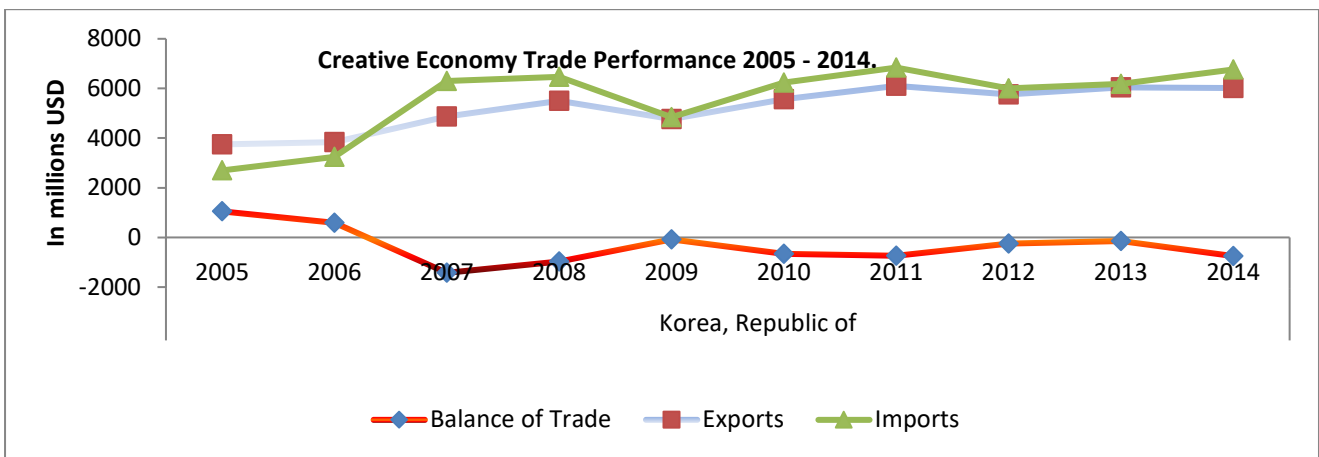
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<sup>1</sup> [CULTURAL DEVELOPMENT STRATEGY, HUKOOMI](#)

<sup>2</sup> [CREATIVE INDUSTRIES TOURISM IN QATAR: ECONOMY DIVERSIFICATION THROUGH ARTS AND HERITAGE DEVELOPMENT, March 2017](#)

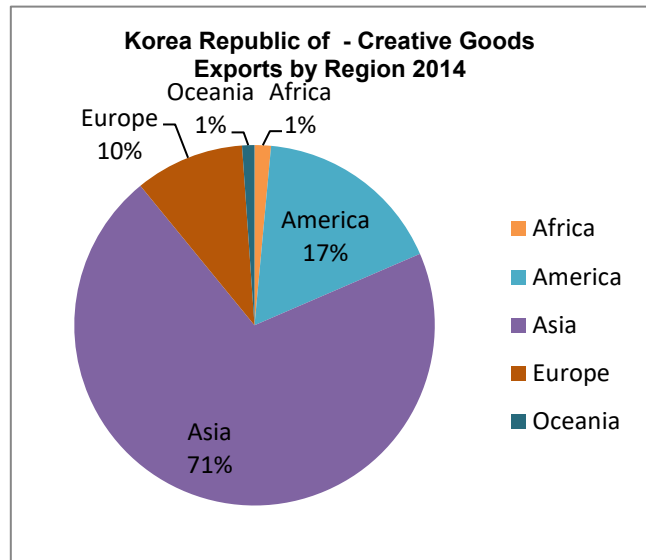
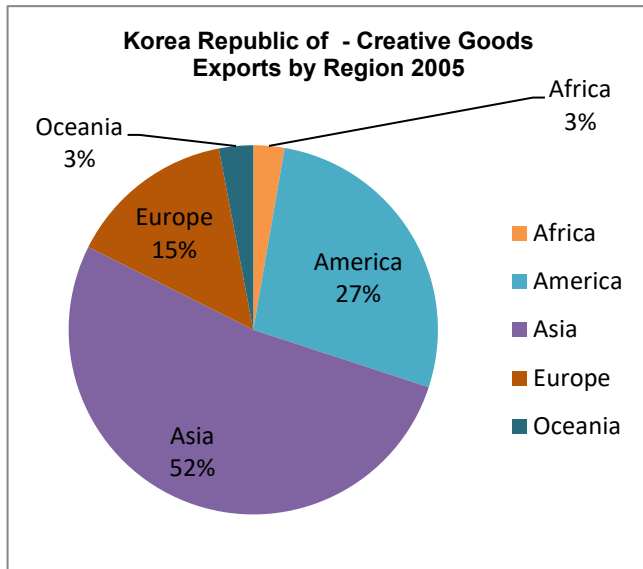
# Republic of Korea

COUNTRY PROFILE – Republic of Korea										
Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Republic of Korea	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3'747.39	3'840.32	4'872.70	5'497.20	4'767.66	5'572.00	6'103.35	5'756.42	6'046.29	6'012.81
Imports	2'698.72	3'248.13	6'297.82	6'472.56	4'844.24	6'234.59	6'840.53	6'002.63	6'189.22	6'759.07
Balance of Trade	1'048.67	592.19	-1'425.12	-975.36	-76.58	-662.59	-737.18	-246.21	-142.93	-746.26



The Republic of Korea has seen remarkable growth in its creative economy. Its creative goods exports almost doubled from \$3.7 billion in 2005 to \$6 billion in 2014. This growth was led mainly by exports of design goods (\$2 billion), arts crafts (\$1.8 billion) and new media (\$823 million), which together accounted for the largest share of exports. The Republic of Korea government strategy has been oriented to promoting small and medium sized industries and start-ups, particularly in the creative content industries. Creative goods imports stood at \$6.7 billion generating a trade deficit of \$746 million in 2014. Incoming goods largely featured design good and audiovisuals. UNCTAD released the [study](#) “Strengthening the Creative Industries for Development in the Republic of Korea” in 2017.

# Republic of Korea



## TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014

2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	797.48	360.01	437.47	China	799.83	2'467.64	-1'667.81
2	Japan	490.70	422.67	68.03	United States	789.59	554.63	234.96
3	China	383.72	939.99	-556.27	Viet Nam	706.63	243.13	463.50
4	Hong Kong (China)	181.88	52.25	129.63	Hong Kong (China)	517.42	73.05	444.37
5	United Arab Emirates	171.64	0.95	170.69	Japan	467.30	387.23	80.07
6	France	129.15	132.46	-3.31	Indonesia	340.38	117.84	222.54
7	Viet Nam	116.07	50.96	65.11	India	203.07	36.00	167.07
8	Indonesia	90.51	50.53	39.98	United Arab Emirates	180.46	0.92	179.54
9	India	86.00	13.52	72.48	Taiwan Province of China	138.59	115.94	22.65
10	Taiwan Province of China	75.77	29.98	45.79	Philippines	126.01	26.88	99.13

The Republic of Korea has expanded its exports in the Asian market, which in 2014 dominated as the main destination market for creative goods exports, holding 71% of the market share. The Americas (17%) and Europe (10%) had the next largest share, with the Americas losing 10% of its portion over the previous decade. In 2014, aside from the United States, all of the Republic of Korea's export partners were Asian with China, Hong Kong (China), Vietnam and Japan dominating the top five. The Republic of Korea reports extensively on creative services exports, which in 2014, stood at \$13.1 billion. Advertising, market research, and public opinion polling services and Telecommunications, computer, and information services accounted for the largest share of creative services exports in 2014.

# Republic of Korea

## CREATIVE SERVICES

REPUBLIC OF KOREA				
	2011	2012	2013	2014
<b>EXPORTS</b>	7'367.5	8'338.9	10'575.4	13'134.8
<b>Charges for the use of intellectual property n.i.e</b>	3'437.5	2'808.3	2'568.5	3'679.4
Licences for the use of outcomes of research and development	3'032.1	2'360.1	1'840.0	3'041.0
Licences to reproduce and/or distribute audio-visual and related products	225.3	211.5	525.4	483.4
Licences to reproduce and/or distribute computer software	180.1	236.7	203.1	155.0
<b>Other business Services</b>	2'393.8	3'604.2	5'158.8	5'407.8
Advertising, market research, and public opinion polling services	399.3	547.0	519.9	572.1
Architectural, engineering, scientific, and other technical services	571.3	1'554.8	2'783.7	2'530.9
R&D , sale of proprietary rights arising from R&D	121.0	39.0	11.8	40.5
R&D work undertaken on a systematic basis to increase the stock of knowledge	353.4	461.8	606.6	727.8
R&D, Industrial processes and designs	89.0	21.7	3.5	6.3
R&D, Provision of customized and non-customized R&D services	353.4	461.8	606.6	727.8
Research and development (R&D)	474.4	500.8	618.4	768.3
Research and development (R&D), Patents	32.0	17.3	8.3	34.1
<b>Personal, cultural and recreational services</b>	271.3	389.1	441.2	551.4
Audiovisual and related services	271.3	389.1	441.2	551.4
<b>Telecommunications, computer, and information services</b>	1'264.9	1'537.3	2'406.9	3'496.2
Computer Service, software	312.0	453.3	572.4	514.8
Computer services	523.1	751.2	1'187.1	1'879.8
Information services	214.9	166.4	323.7	559.7
Information services, News agency	11.3	10.0	12.2	14.4
Information services, Other (other than news agency)	203.6	156.4	311.5	527.5
<b>IMPORTS</b>	18'038.2	20'737.9	21'519.6	23'772.1
Charges for the use of intellectual property n.i.e	6'193.7	6'511.1	7'832.7	8'200.4
Licences for the use of outcomes of research and development	5'015.9	5'620.8	6'581.8	7'066.7
Licences to reproduce and/or distribute audio-visual and related products	849.9	564.2	824.6	785.8

# Republic of Korea

Licences to reproduce and/or distribute computer software	327.9	326.1	426.3	347.9
<b>Other business Services</b>	10'537.1	12'918.5	11'936.0	13'375.2
Advertising, market research, and public opinion polling services	4'101.4	4'727.5	4'515.9	3'151.3
Architectural, engineering, scientific, and other technical services	873.4	1'187.2	1'007.0	1'267.4
R&D , sale of proprietary rights arising from R&D	101.2	130.6	154.4	134.4
R&D work undertaken on a systematic basis to increase the stock of knowledge	1'752.9	2'204.0	1'983.3	2'851.1
R&D, Industrial processes and designs	30.1	11.2	6.5	7.4
R&D, Provision of customized and non-customized R&D services	1'752.9	2'204.0	1'983.3	2'851.1
Research and development (R&D)	1'854.1	2'334.6	2'137.7	2'985.5
Research and development (R&D), Patents	71.1	119.4	147.9	127.0
<b>Personal, cultural and recreational services</b>	260.6	338.4	445.0	471.0
Audiovisual and related services	260.6	338.4	445.0	471.0
<b>Telecommunications, computer, and information services</b>	1'046.8	969.9	1'305.9	1'725.5
Computer Service, software	50.5	82.1	153.9	133.7
Computer services	221.7	237.2	414.2	879.2
Information services	387.3	325.3	368.9	358.5
Information services, News agency	107.1	151.3	178.1	136.1
Information services, Other (other than news agency)	280.2	174.0	190.8	218.0

## Highlights:

- In June 2013 the Republic of Korea finalized its creative economy blueprint, ‘the Creative Economy Action Plan and Measures to establish a Creative Economic Ecosystem’. It is a creative economy promotion strategy that utilizes the Republic of Korea’s science, technology and information and communications technology capacity, all of which are its identified strengths.<sup>1</sup>
- Core tech sectors and creative economy enjoys strong government support. Strong cultural focus on higher education has created a deep technology talent pool.<sup>2</sup>

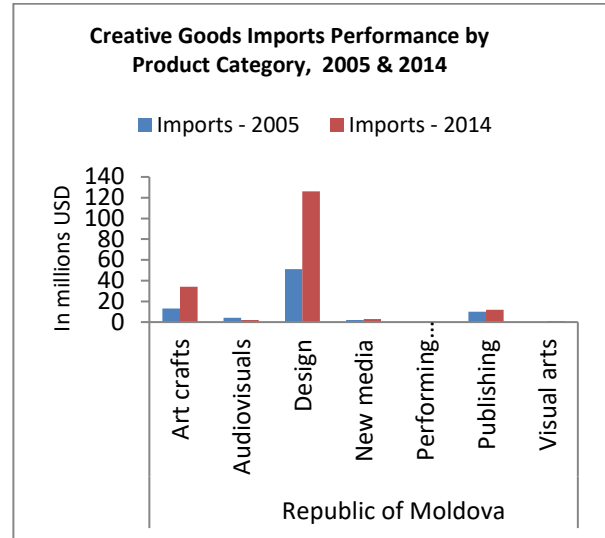
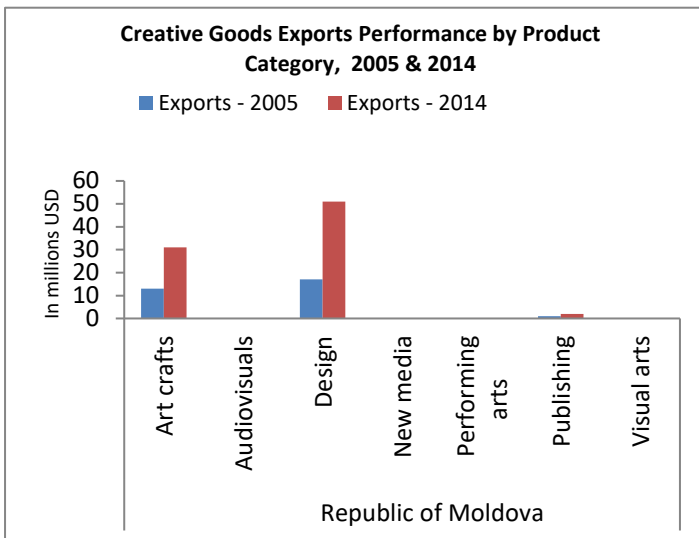
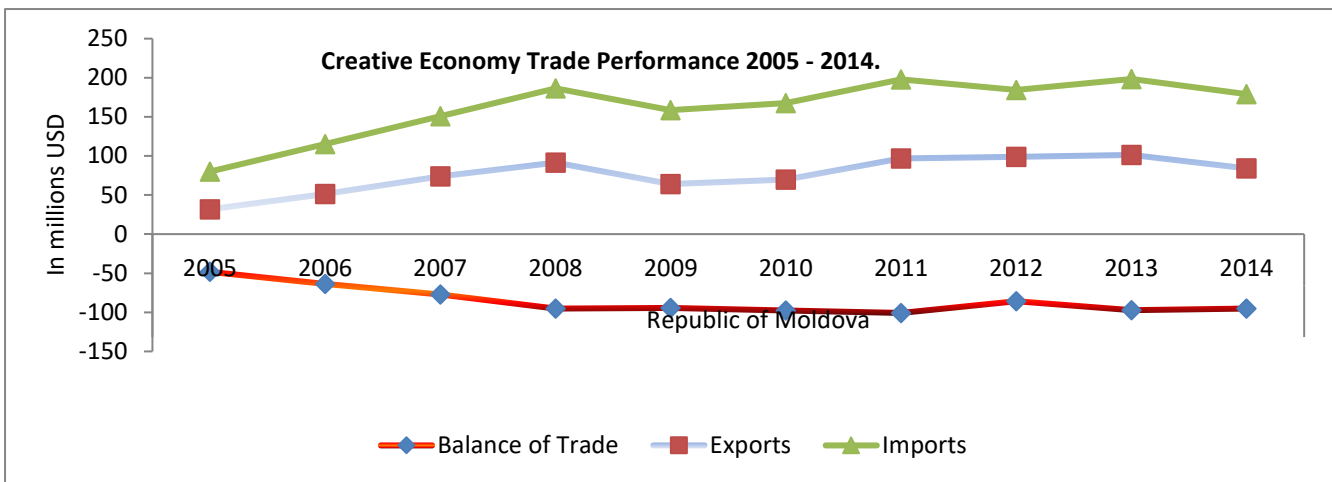
<sup>1</sup> [Strengthening the Creative Industries for Development in the Republic of Korea](#), UNCTAD, Geneva, 2017

<sup>2</sup> [Another reason to consider South Korea’s creative economy](#), March 2017

# Republic of Moldova

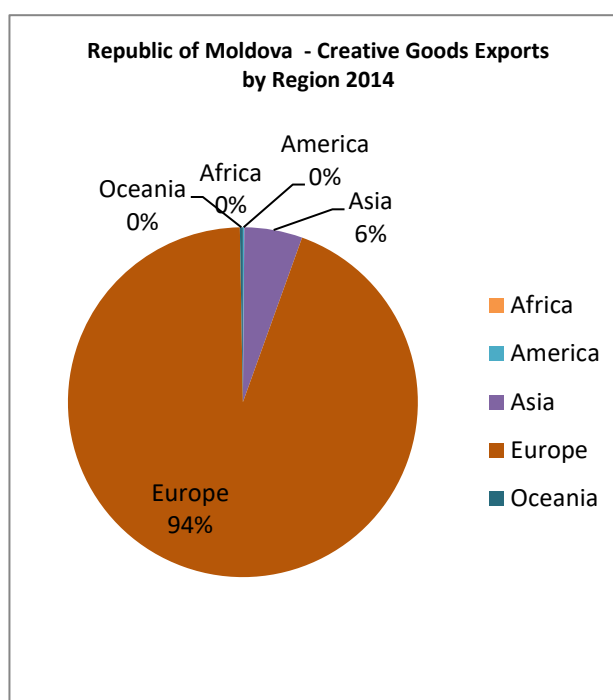
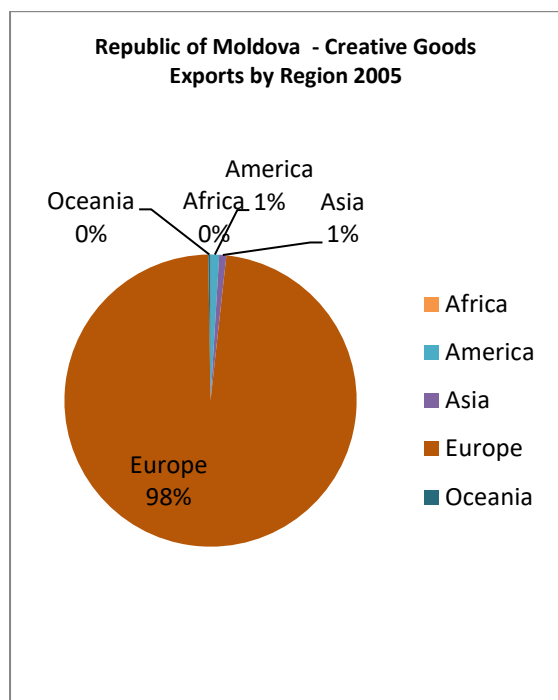
## COUNTRY PROFILE- Republic of Moldova

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Republic of Moldova	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	31,73	51,35	73,68	91,35	64,11	69,75	96,91	98,86	101,25	84,14
Imports	80,02	115,07	150,87	186,49	158,51	167,62	197,72	184,49	198,40	179,24
Balance of Trade	-48,29	-63,72	-77,19	-95,14	-94,40	-97,87	-100,81	-85,63	-97,15	-95,10



Creative goods exports increased nearly threefold, from \$31.7 million in 2005 to \$84.1 million in 2014. Design goods accounted for the largest share of exports at \$51 million including fashion accessories worth \$20 million and interior design goods worth \$13 million. The second most dynamic export sector was art crafts at \$31 million, which included carpets and yarn goods. Creative goods imports stood at \$179.2 million generating a trade deficit of \$95.1 million in 2014.

# Republic of Moldova



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Russian Federation	10,83	8,32	2,52	Russian Federation	30,67	17,37	13,31
2	Romania	8,59	15,29	-6,70	Italy	24,87	27,31	-2,44
3	Ukraine	5,64	10,49	-4,85	Romania	13,47	21,00	-7,53
4	Italy	4,34	13,86	-9,52	Germany	2,78	6,70	-3,92
5	Poland	0,71	1,20	-0,49	Kazakhstan	2,42	0,00	2,42
6	United States	0,29	0,66	-0,37	Ukraine	1,88	14,69	-12,81
7	Netherlands	0,24	2,46	-2,23	Poland	1,84	3,21	-1,37
8	Belgium	0,15	1,08	-0,93	Japan	1,13	0,22	0,91
9	Germany	0,14	2,92	-2,79	United Kingdom	0,65	4,41	-3,77
10	Portugal	0,11	0,01	0,10	Belarus	0,54	2,50	-1,97

The main destination markets for creative goods exports were Europe (94%) and Asia (6%). The Republic of Moldova remains one of the poorest countries in Europe even though poverty dropped from 30 percent in 2006 to 9.6 percent in 2015.<sup>1</sup> Nevertheless, in 2014, creative services exports stood at \$74.3 million, led by telecommunications, computer, and information services, which stood at \$71 million and included computer services at \$58.8 million and Information services at \$12.3 million.

<sup>1</sup> [Poverty in Moldova: Progress for Europe's Poorest Country](#), World Bank  
UNCTAD Creative Economy Report / Country Profiles

# Republic of Moldova

## CREATIVE SERVICES

MOLDOVA	In Millions of \$				
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	34,5	49,8	59,1	65,2	74,3
<b>Charges for the use of intellectual property n.i.e</b>					
Other business Services	1,0	1,6	2,0	2,2	1,3
Research and development (R&D)	1,0	1,6	2,0	2,2	1,3
<b>Personal, cultural and recreational services</b>	0,1	0,3	1,3	1,5	2,0
Audiovisual and related services	0,1	0,3	1,3	1,5	2,0
<b>Telecommunications, computer, and information services</b>	33,4	47,8	55,8	61,5	71,0
Computer services	22,0	35,1	42,2	48,6	58,8
Information services	11,4	12,7	13,7	12,9	12,3
<b>IMPORTS</b>	24,9	24,4	39,3	45,1	45,7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	0,2	0,2	0,6	1,2	0,8
Research and development (R&D)	0,2	0,2	0,6	1,2	0,8
<b>Personal, cultural and recreational services</b>	1,1	1,3	1,5	2,9	2,6
Audiovisual and related services	1,1	1,3	1,5	2,9	2,6
<b>Telecommunications, computer, and information services</b>	23,6	23,0	37,1	41,0	42,3
Computer services	17,7	18,9	31,6	37,3	37,2
Information services	5,9	4,1	5,5	3,7	5,1

### Highlights:

- In 2015, the Republic of Moldova signed an agreement with the European Union on its participation in the European Union Programme “Creative Europe”. The Creative Europe programme provides support for the capacity of European cultural and creative sectors to operate transnationally and internationally, and strengthen the financial capacity of small and medium organizations in the cultural and creative sectors in a sustainable way.<sup>2</sup>
- The ICT sector has registered a rapid growth in the last years showing a significant contribution to the country's GDP (8.9% in 2012).<sup>3</sup>

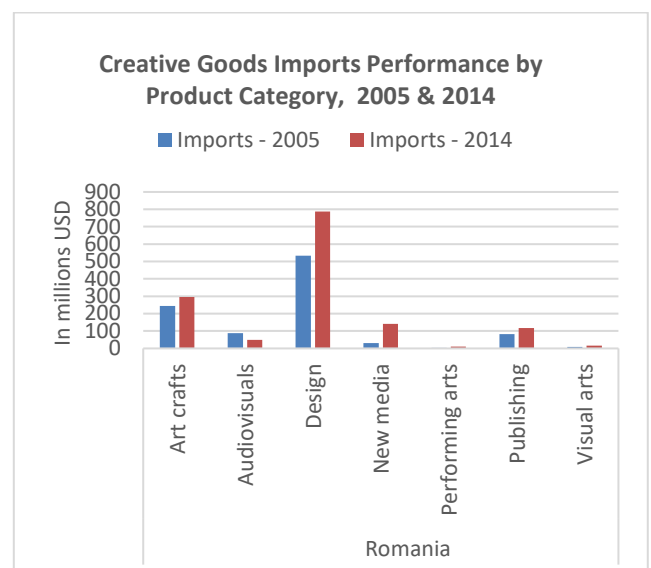
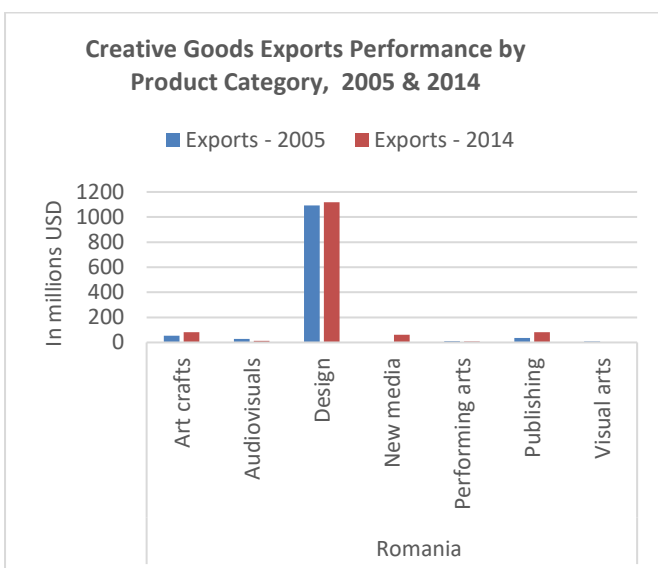
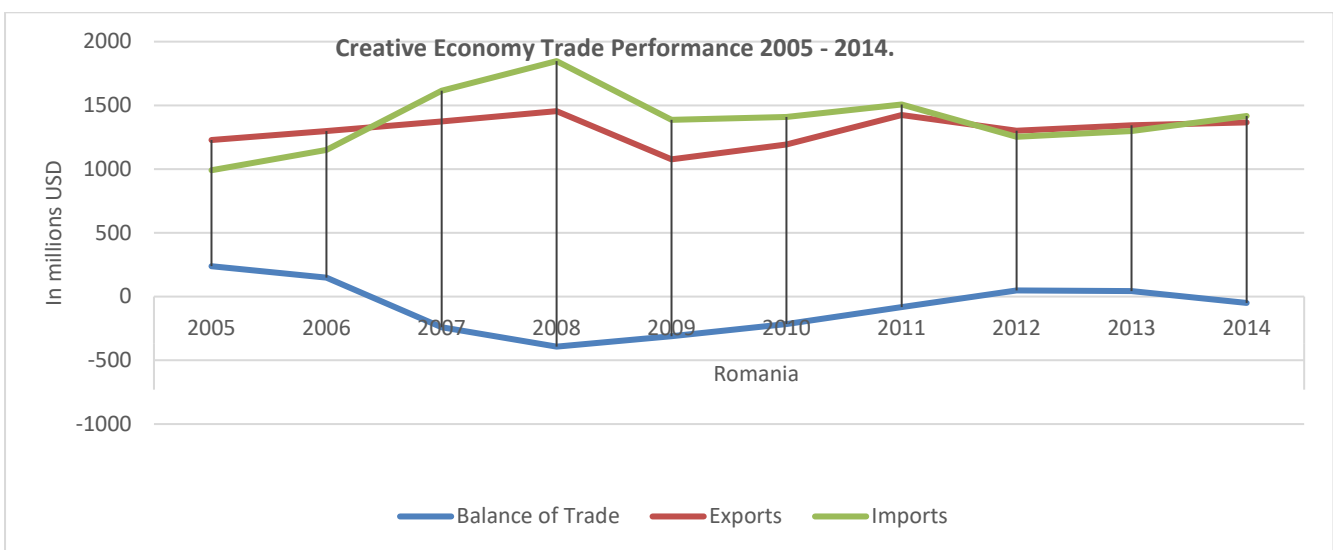
<sup>2</sup> <http://agepi.gov.md/en/news/republic-moldova-part-eu-program-“creative-europe”>

<sup>3</sup> [Moldova Investment and Export Promotion Agency](#), 2018  
UNCTAD Creative Economy Report / Country Profiles

# Romania

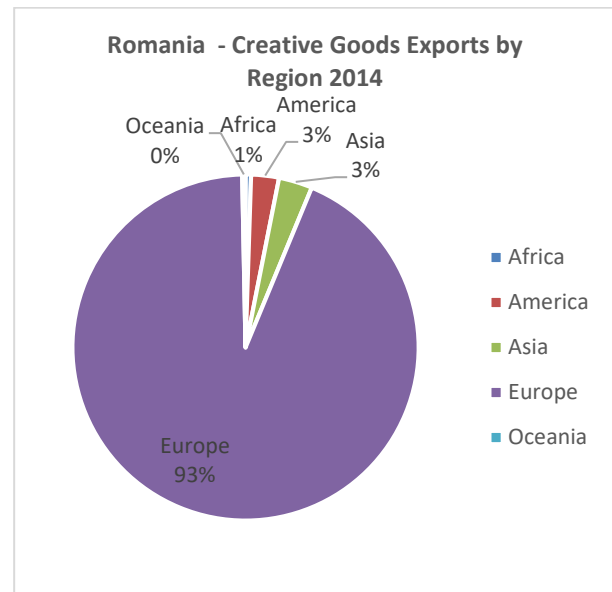
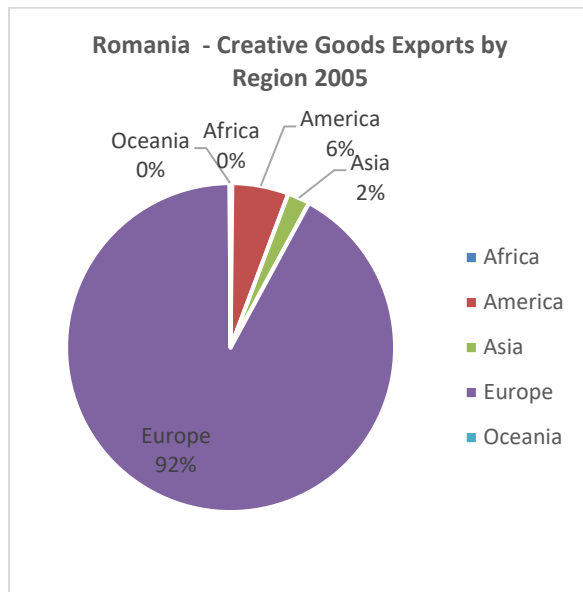
## COUNTRY PROFILE- Romania

Creative Industries Trade Performance, 2002 and 2015						Value in Million US\$				
Romania	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1.229,42	1.298,52	1.374,60	1.454,77	1.076,76	1.193,82	1.424,49	1.302,21	1.343,07	1.367,43
Imports	991,19	1.149,81	1.614,84	1.847,35	1.387,16	1.410,19	1.506,06	1.253,58	1.299,32	1.416,73
Balance of Trade	238,23	148,71	-240,24	-392,58	-310,40	-216,37	-81,57	48,63	43,75	-49,30



Creative goods exports increased from \$1.2 billion in 2005 to \$1.3 billion in 2014. Design goods (interior design and fashion goods) stood at \$1.1 billion followed by publishing (books and journals) at \$81 million and art crafts at \$81 million. The GDP contribution of the creative sector reached 7% in 2014. Creative goods imports stood at \$1.4 billion driven by a large demand on design goods, art crafts, new media and publishing goods. Romania posted a trade deficit of \$49.3 million in 2014.

# Romania



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Italy	248,65	292,41	-43,77	Italy	280,26	260,58	19,68
2	France	199,23	67,34	131,89	Germany	241,63	181,18	60,46
3	Germany	198,66	106,41	92,25	France	178,96	73,23	105,73
4	Netherlands	91,49	13,47	78,02	Netherlands	99,91	37,64	62,27
5	United Kingdom	82,26	38,28	43,98	Austria	52,16	67,16	-15,01
6	United States	62,41	16,29	46,12	United Kingdom	51,63	73,11	-21,48
7	Austria	51,35	42,63	8,72	Poland	50,69	96,64	-45,94
8	Hungary	47,57	28,00	19,57	Spain	42,66	24,12	18,54
9	Belgium	36,59	16,27	20,32	Belgium	40,27	31,72	8,55
10	Sweden	24,85	6,58	18,28	United States	30,68	4,35	26,34

The main destination markets for creative goods exports were Europe (93%), Asia (3%) and the Americas (3%). The top export partners for creative goods were Italy, Germany and France. Romania maintained trade deficits with Poland, United Kingdom and Austria. Creative services exports stood at \$7.2 billion led by telecommunications, computer, and information services (\$4.7 billion), architectural, engineering, scientific, and other technical services (\$1 billion) and advertising, market research, and public opinion polling services (\$854.6 million) in 2014. The software and IT sector produce 3% of Romania's GDP and Romania stood in sixth place in the global index when it came to the number of certified IT specialists.<sup>1</sup>

<sup>1</sup> [Romanian IT Business Statistics are Promising](#), Emerging Europe, 2017  
UNCTAD Creative Economy Outlook / Country Profiles

# Romania

## Creative Services

ROMANIA	2010	2011	2012	2013	2014
<b>Exports</b>	1.124,15	1.090,50	1.485,83	6.080,12	7.214,51
<b>Charges for the use of intellectual property n.i.e</b>	0,00	0,00	0,00	216,97	263,24
Licences for the use of outcomes of research and development	0,00	0,00	0,00	0,00	0,00
Licences to reproduce and/or distribute audio-visual and related products	0,00	0,00	0,00	108,49	131,62
Licences to reproduce and/or distribute audio-visual products	0,00	0,00	0,00	0,00	0,00
Licences to reproduce and/or distribute computer software	0,00	0,00	0,00	0,00	0,00
Licences to reproduce and/or distribute other related audio-visual products	0,00	0,00	0,00	108,49	131,62
<b>Other business Services</b>	0,00	0,00	0,00	1.900,30	2.179,81
Advertising, market research, and public opinion polling services	0,00	0,00	0,00	793,00	854,60
Architectural services	0,00	0,00	0,00	15,67	29,85
Architectural, engineering, scientific, and other technical services	0,00	0,00	0,00	894,31	1.058,79
Industrial Processes	0,00	0,00	0,00	0,00	0,00
Organization services	0,00	0,00	0,00	0,00	0,00
R&D , sale of proprietary rights arising from R&D	0,00	0,00	0,00	2,39	0,93
R&D work undertaken on a systematic basis to increase the stock of knowledge	0,00	0,00	0,00	2,39	0,93
R&D, Copyrights arising from R&D	0,00	0,00	0,00	2,39	0,93
R&D, Industrial processes and designs	0,00	0,00	0,00	0,00	0,00
R&D, Provision of customized and non-customized R&D services	0,00	0,00	0,00	0,00	0,00
Research and development (R&D)	0,00	0,00	0,00	190,15	233,78
Research and development (R&D), Patents	0,00	0,00	0,00	0,00	0,00
<b>Personal, Cultural and recreational services</b>	69,03	55,31	37,87	25,23	49,09
Artistic related services(audiovisual and related)	0,00	0,00	0,00	0,00	0,00
Audiovisual and related services	0,00	55,31	37,87	12,61	24,55
Audio-visual services	0,00	0,00	0,00	12,61	24,55
Audio-visual services, Audio-visual Originals	0,00	0,00	0,00	0,00	0,00
Other personal, cultural and recreational services, heritage and recreational services	0,00	0,00	0,00	0,00	0,00
<b>Telecommunications, computer, and information services</b>	1.055,12	1.035,18	0,00	3.937,63	4.722,37
Computer Service, software	0,00	0,00	0,00	1.689,30	1.966,73
Computer services	1.047,11	1.031,18	1.446,96	1.689,30	1.966,73
Computer services, Software, Software originals	0,00	0,00	0,00	0,00	0,00
Information services	8,01	4,00	1,00	279,51	394,46
Information services, News agency	0,00	0,00	0,00	6,64	11,94
Information services, Other (other than news agency)	0,00	0,00	0,00	272,87	382,52
<b>Imports</b>	964,83	855,28	863,58	3.990,08	4.308,41
<b>Charges for the use of intellectual property n.i.e</b>	0,00	0,00	0,00	1.222,42	1.275,59
Licences for the use of outcomes of research and development	0,00	0,00	0,00	0,00	0,00
Licences to reproduce and/or distribute audio-visual and related products	0,00	0,00	0,00	611,21	637,80
Licences to reproduce and/or distribute audio-visual products	0,00	0,00	0,00	0,00	0,00

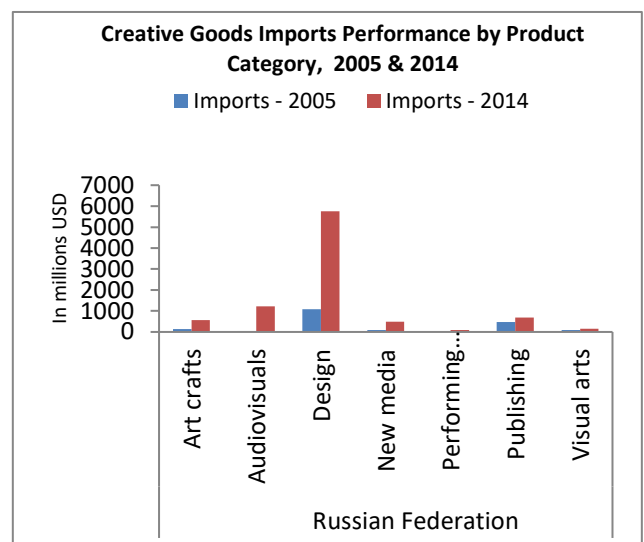
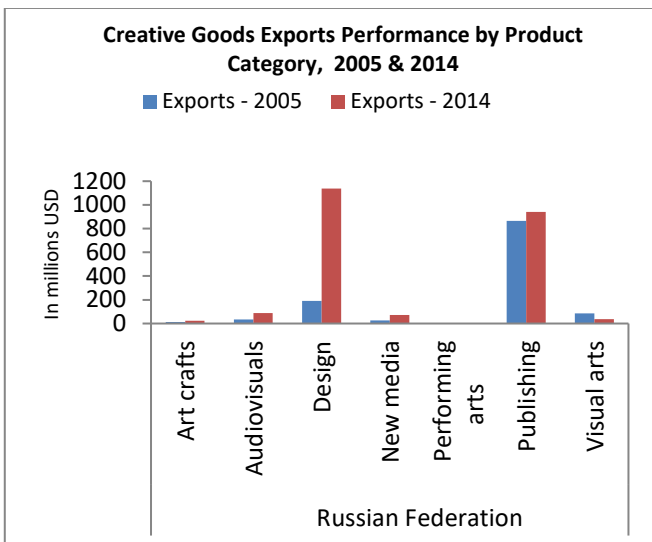
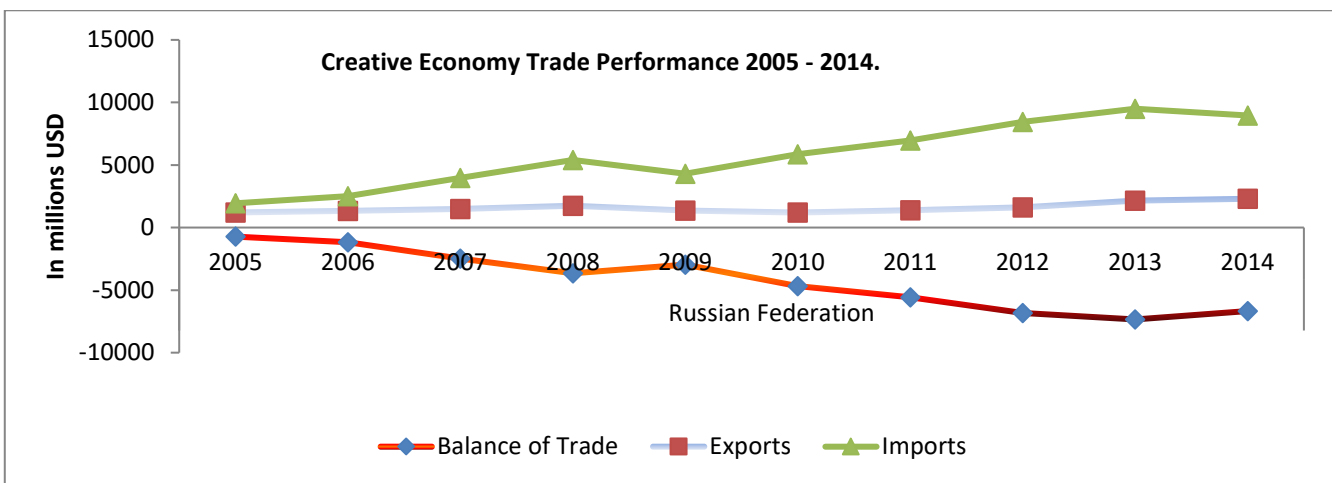
# Romania

Licences to reproduce and/or distribute computer software	0,00	0,00	0,00	0,00	0,00
Licences to reproduce and/or distribute other related audio-visual products	0,00	0,00	0,00	611,21	637,80
<b>Other business Services</b>	0,00	0,00	0,00	1.147,93	1.333,97
Advertising, market research, and public opinion polling services	0,00	0,00	0,00	283,63	302,78
Architectural services	0,00	0,00	0,00	12,35	11,41
Architectural, engineering, scientific, and other technical services	0,00	0,00	0,00	684,24	797,54
Industrial Processes	0,00	0,00	0,00	0,00	0,00
Organization services	0,00	0,00	0,00	0,00	0,00
R&D , sale of proprietary rights arising from R&D	0,00	0,00	0,00	3,32	0,93
R&D work undertaken on a systematic basis to increase the stock of knowledge	0,00	0,00	0,00	3,32	0,93
R&D, Copyrights arising from R&D	0,00	0,00	0,00	3,32	0,93
R&D, Industrial processes and designs	0,00	0,00	0,00	0,00	0,00
R&D, Provision of customized and non-customized R&D services	0,00	0,00	0,00	0,00	0,00
Research and development (R&D)	0,00	0,00	0,00	157,75	219,45
Research and development (R&D), Patents	0,00	0,00	0,00	0,00	0,00
<b>Personal, Cultural and recreational services</b>	226,72	278,09	372,19	35,59	55,46
Artistic related services (audiovisual and related)	0,00	0,00	0,00	0,00	0,00
Audiovisual and related services	226,72	278,09	372,19	17,79	27,73
Audio-visual services	0,00	0,00	0,00	17,79	27,73
Audio-visual services, Audio-visual Originals	0,00	0,00	0,00	0,00	0,00
Other personal, cultural and recreational services, heritage and recreational services	0,00	0,00	0,00	0,00	0,00
<b>Telecommunications, computer, and information services</b>	738,10	577,18	491,39	1.584,13	1.643,38
Computer Service, software	0,00	0,00	0,00	698,59	733,06
Computer services	724,08	564,20	484,40	698,59	733,06
Computer services, Software, Software originals	0,00	0,00	0,00	0,00	0,00
Information services	14,02	12,98	6,99	93,48	88,63
Information services, News agency	0,00	0,00	0,00	9,03	7,16
Information services, Other (other than news agency)	0,00	0,00	0,00	84,45	81,47

# Russian Federation

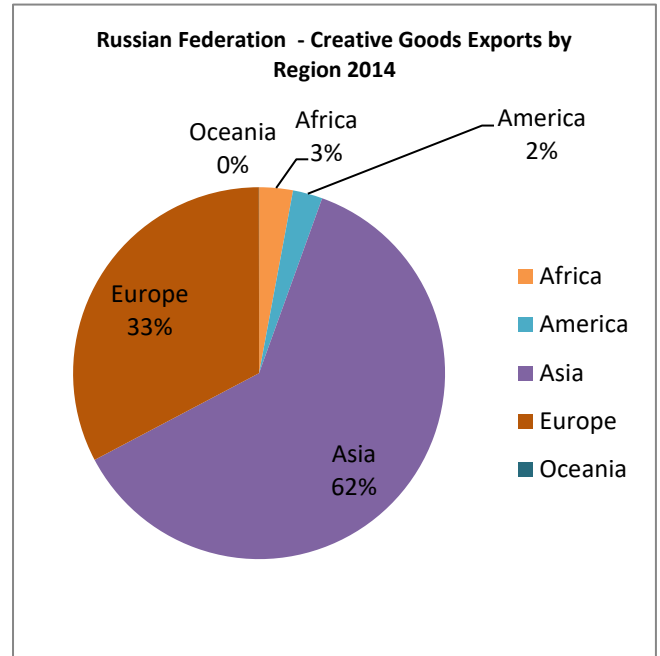
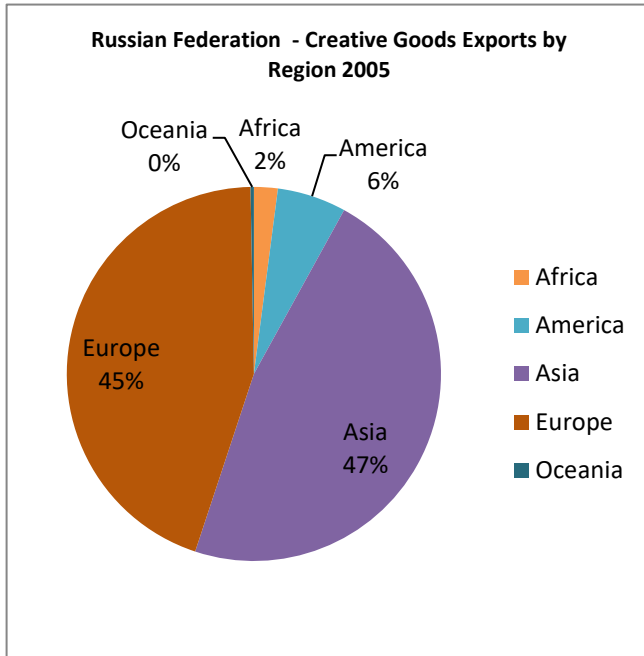
## COUNTRY PROFILE- Russian Federation

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Russian Federation	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1.213,31	1.338,53	1.493,47	1.749,20	1.348,94	1.198,13	1.388,32	1.617,07	2.154,59	2.299,09
Imports	1.938,84	2.511,27	3.969,71	5.411,62	4.311,98	5.869,01	6.954,90	8.448,46	9.498,65	8.969,85
Balance of Trade	-725,53	-1.172,74	-2.476,24	-3.662,42	-2.963,04	-4.670,88	-5.566,58	-6.831,39	-7.344,06	-6.670,76



The Russian Federation's creative goods exports almost doubled from \$1.2 billion in 2005 to \$2.29 billion in 2014. Jewelry exports (\$790 million), interior design (\$230 million) combined with publishing (books and journals) at \$941 million accounted for the largest share of exports. Creative goods imports, which stood at \$8.9 billion, were concentrated across the audiovisual and design sectors, generating a trade deficit of \$6.6 billion in 2014. The Russian Federation has a rich cultural history, literature, ballet, painting and classical music, which had considerable influence in the world culture.

# Russian Federation



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	India	172,78	8,44	164,34	United Arab Emirates	491,47	1,69	489,78
2	Germany	132,04	195,86	-63,82	Kazakhstan	288,71	8,47	280,24
3	Kazakhstan	111,86	5,73	106,12	India	222,51	223,03	-0,52
4	Ukraine	92,37	138,18	-45,81	Belarus	206,20	382,31	-176,11
5	Turkey	80,43	82,65	-2,22	Switzerland	147,43	27,92	119,51
6	United States	45,80	57,93	-12,13	Germany	92,01	284,28	-192,27
7	United Kingdom	43,11	30,67	12,44	Turkey	83,24	233,70	-150,46
8	China	39,00	512,75	-473,75	Bangladesh	81,79	4,38	77,41
9	Finland	36,82	113,37	-76,56	Ukraine	66,65	479,39	-412,73
10	Iran (Islamic Republic of)	30,16	0,48	29,68	China	43,15	3.700,80	-3.657,65

The main destination markets for the Russian Federation's creative goods exports were Asia (62%), followed by Europe (33%), Africa (3%) and the Americas (2%). In 2014, the Russian Federation traded mainly with its neighbours. The top ten export partners for the Russian Federation's creative goods were the United Arab Emirates, Kazakhstan, India, Belarus, Switzerland, Germany, Turkey, Bangladesh, Ukraine and China. Creative services exports stood at \$11.2 billion in 2014 with advertising, market research, and public opinion polling services (\$4.3 billion) generating the major share, followed by architectural, engineering, scientific, and other technical services (\$3.5 billion) and computer services (\$2.6 billion).

# Russian Federation

## CREATIVE SERVICES

<b>RUSSIAN FEDERATION</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	7.929,2	9.735,0	10.621,7	12.396,3	11.283,4
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	6.210,0	7.672,0	8.220,2	9.497,1	8.295,5
Advertising, market research, and public opinion polling services	2.614,8	3.675,3	3.960,1	4.774,8	4.322,4
Architectural, engineering, scientific, and other technical services	3.231,1	3.578,9	3.861,5	4.339,0	3.519,0
Research and development (R&D)	364,1	417,8	398,7	383,3	454,2
<b>Personal, cultural and recreational services</b>	360,4	310,5	313,7	288,6	216,0
Audiovisual and related services	360,4	310,5	313,7	288,6	216,0
<b>Telecommunications, computer, and information services</b>	1.358,9	1.752,5	2.087,7	2.610,6	2.772,0
Computer services	1.273,3	1.666,5	1.995,0	2.508,0	2.650,6
Information services	85,6	86,1	92,6	102,6	121,4
<b>IMPORTS</b>	8.178,8	9.734,6	10.356,4	12.040,1	12.817,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	5.438,3	6.427,0	6.888,6	7.886,4	7.955,4
Advertising, market research, and public opinion polling services	1.244,7	1.523,9	1.735,5	2.170,5	2.123,6
Architectural, engineering, scientific, and other technical services	4.120,1	4.788,3	4.984,5	5.535,1	5.672,3
Research and development (R&D)	73,5	114,8	168,6	180,7	159,5
<b>Personal, cultural and recreational services</b>	850,0	874,8	817,0	865,4	846,4
Audiovisual and related services	850,0	874,8	817,0	865,4	846,4
<b>Telecommunications, computer, and information services</b>	1.890,4	2.432,8	2.650,8	3.288,3	4.015,4
Computer services	1.644,2	2.144,2	2.312,8	2.908,7	3.589,6
Information services	246,3	288,7	338,0	379,6	425,8

### Highlights:

- According to the British Council, since the fall of the Soviet Union, a new generation of entrepreneurial, dynamic cultural players have started to redefine the Russian Federation's creative and cultural identity.<sup>1</sup>
- New cultural spaces have developed in former industrial areas (Strelka, Winzavod), including several successful clusters and hubs in the main cities (Digital October and ArtPlay in Moscow, St. Petersburg's Taiga Space, Krasnodar's Roof, Yekaterinburg's Kleister, etc.).
- Evidence-based policies - particularly at a regional/city level, in places like Krasnoyarsk, Perm, Ulyanovsk - have started to help develop the sector, and link it with wider digital innovation programmes. The digital/IT sector is one of the most dynamic: growing annually at about 35% from 2005 to 2014. The government has supported the creation of several Technoparks and is developing a 'roadmap' for state-owned monopolies like Gazprom to slowly increase their use of domestic technological solutions/software.
- Gaming and other digital creative products/services have also been experiencing growth (gaming alone grew at a

<sup>1</sup> <https://creativeeconomy.britishcouncil.org/places/russia/>

# Russian Federation

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staggering annual rate of 24.2%), thanks to the growing local demand. The Russian Federation's is without a doubt one of the world's biggest cultural markets in the world. It is home to 143 million people - 73% of whom are urban and 80% middle class - making it the most prosperous of the BRIC countries.<sup>2</sup>

- The creative economy provides the conditions for economic diversification, offering solutions for company towns and rural settlements while also driving the engagement of small and medium sized businesses in the economy. At the moment the creative economy is estimated to represent 0.5% of GDP, but by 2025 its share may increase several-fold.<sup>3</sup>

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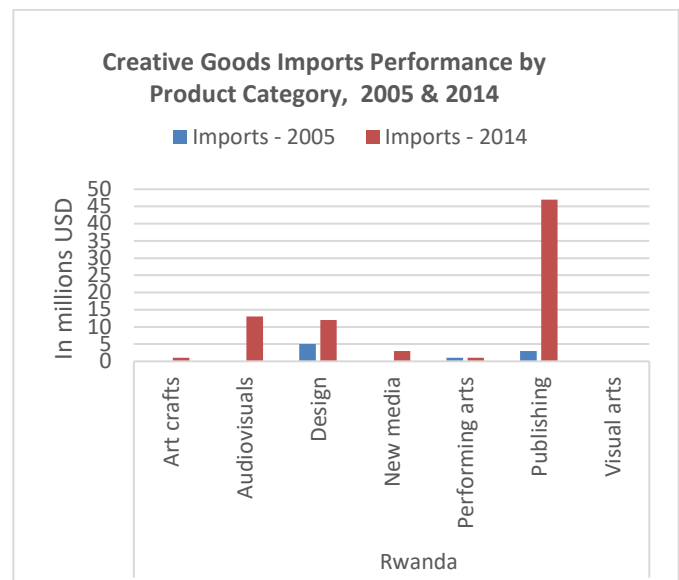
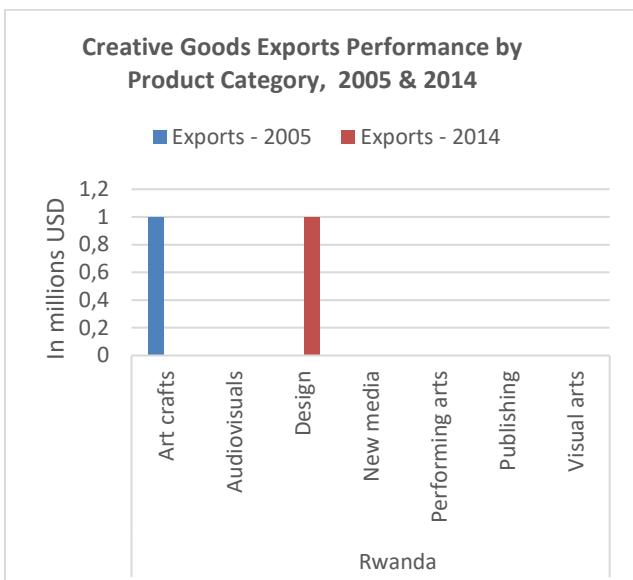
<sup>2</sup> <https://creativeeconomy.britishcouncil.org/places/russia/>

<sup>3</sup> Analytical Center for the Government of the Russian Federation: <http://ac.gov.ru/en/events/014530.html>

# Rwanda

## COUNTRY PROFILE - Rwanda

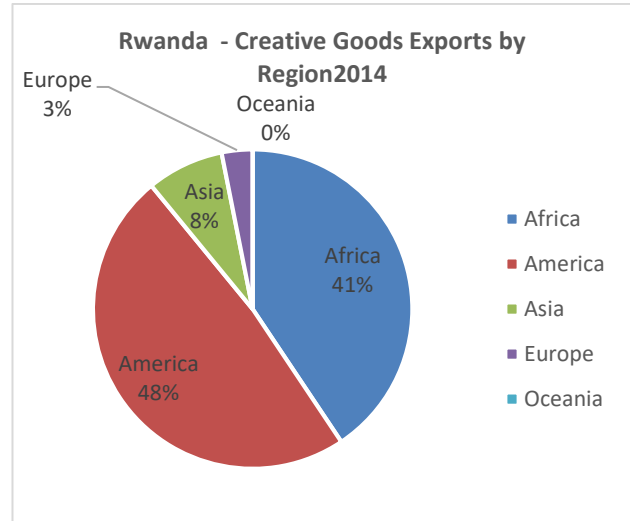
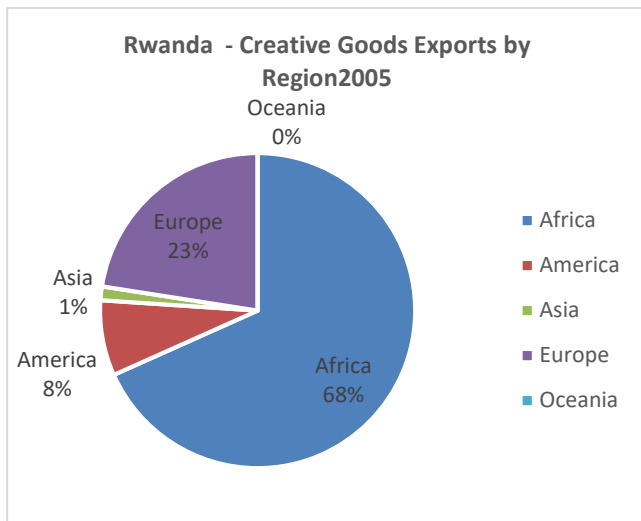
Creative Industries Trade Performance, 2005 - 2014						Values in Million US\$				
Rwanda	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1,43	0,50	0,65	2,38	1,03	1,13	0,96	0,62	0,52	1,28
Imports	9,51	20,04	21,44	28,93	33,46	67,39	40,08	46,50	55,80	78,68
Balance of Trade	-8,08	-19,54	-20,79	-26,55	-32,43	-66,26	-39,12	-45,88	-55,28	-77,40



Creative goods exports stood at \$1.2 million in 2014 led by the exports of design goods at \$1 million. Creative goods imports stood at \$78.6 million driven by a large demand for publishing goods (books and journals) at \$47 million followed by audiovisuals at \$13 million and design goods at \$12 million. The Rwandan fashion industry has slowly but surely evolved into a lucrative and vibrant business sector over the years. However, the industry faces many challenges, such as the shortage and high cost of local raw materials.<sup>1</sup>

<sup>1</sup> [How Rwanda's Fashion Industry Has Evolved Over the Years](#), May 2016  
UNCTAD Creative Economy Outlook / Country Profiles

# Rwanda



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Dem. Rep. of the Congo	0,86	0,01	0,86	United States	0,62	1,07	-0,46
2	France	0,20	0,79	-0,59	United Republic of Tanzania	0,17	0,20	-0,03
3	United States	0,10	0,42	-0,32	Kenya	0,11	37,04	-36,92
4	Kenya	0,05	0,85	-0,81	Uganda	0,09	1,41	-1,32
5	Belgium	0,04	0,74	-0,70	Dem. Rep. of the Congo	0,08	0,03	0,05
6	Italy	0,04	0,07	-0,03	South Africa	0,04	5,20	-5,15
7	Uganda	0,03	0,47	-0,44	Hong Kong (China)	0,04	0,38	-0,33
8	Burundi	0,03	0,00	0,03	Burundi	0,03	0,02	0,01
9	Germany	0,02	0,22	-0,20	United Kingdom	0,03	1,50	-1,47
10	Netherlands	0,02	0,01	0,01	Republic of Korea	0,03	5,57	-5,55

# Rwanda

## CREATIVE SERVICES

<b>BELGIUM</b>				
	2011	2012	2013	2014
<b>EXPORTS</b>	24.800,0	26.660,9	28.523,9	32.742,5
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	18.583,3	20.208,3	20.751,3	23.281,5
Advertising, market research, and public opinion polling services	4.308,0	4.543,3	4.692,2	6.059,2
Architectural services	52,8	74,5	95,6	45,1
Architectural, engineering, scientific, and other technical services	1.790,5	2.511,9	3.000,7	3.468,1
R&D , sale of proprietary rights arising from R&D	98,7	100,2	143,4	13,3
R&D work undertaken on a systematic basis to increase the stock of knowledge	4.144,0	4.359,5	4.320,5	4.569,3
R&D, Provision of customized and non-customized R&D services	4.045,3	4.259,3	4.178,4	4.557,3
Research and development (R&D)	4.144,0	4.359,5	4.320,5	4.569,3
<b>Personal, cultural and recreational services</b>	704,8	670,7	702,4	1.060,1
Audiovisual and related services	599,1	569,2	592,2	829,2
Other personal, cultural and recreational services, heritage and recreational services	105,7	101,5	110,2	230,9
<b>Telecommunications, computer, and information services</b>	5.511,9	5.781,9	7.070,2	8.400,9
Computer services	4.508,2	5.199,8	6.407,7	7.770,7
Information services	501,8	291,7	331,9	315,8
Information services, News agency	136,2	80,9	83,6	69,0
Information services, Other (other than news agency)	365,6	209,4	247,0	245,4
<b>IMPORTS</b>	20.104,1	24.083,4	25.100,9	36.811,5
<b>Charges for the use of intellectual property n.i.e</b>				
<b>Other business Services</b>	15.192,8	18.787,2	19.035,8	29.765,3
Advertising, market research, and public opinion polling services	4.501,3	5.599,4	5.791,6	7.279,8
Architectural services	271,1	286,5	237,7	31,8
Architectural, engineering, scientific, and other technical services	1.942,0	2.050,6	2.638,2	2.624,3
R&D , sale of proprietary rights arising from R&D	439,3	142,6	66,4	2.101,5
R&D work undertaken on a systematic basis to increase the stock of knowledge	2.826,1	3.616,9	3.456,1	6.609,8
R&D, Provision of customized and non-customized R&D services	2.386,9	3.474,3	3.389,7	4.508,2
Research and development (R&D)	2.826,1	3.616,9	3.456,1	6.609,8
<b>Personal, cultural and recreational services</b>	1.052,3	812,0	852,4	1.119,8
Audiovisual and related services	800,7	691,3	768,8	1.008,3
Other personal, cultural and recreational services, heritage and recreational services	251,6	120,8	83,6	111,4
<b>Telecommunications, computer, and information services</b>	3.859,0	4.484,2	5.212,7	5.926,5

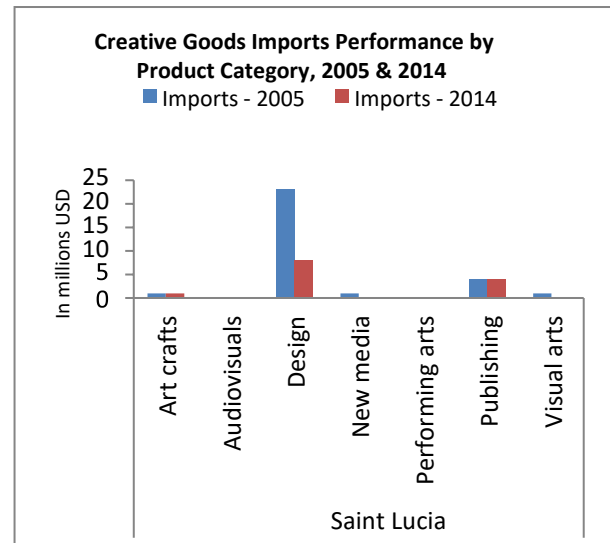
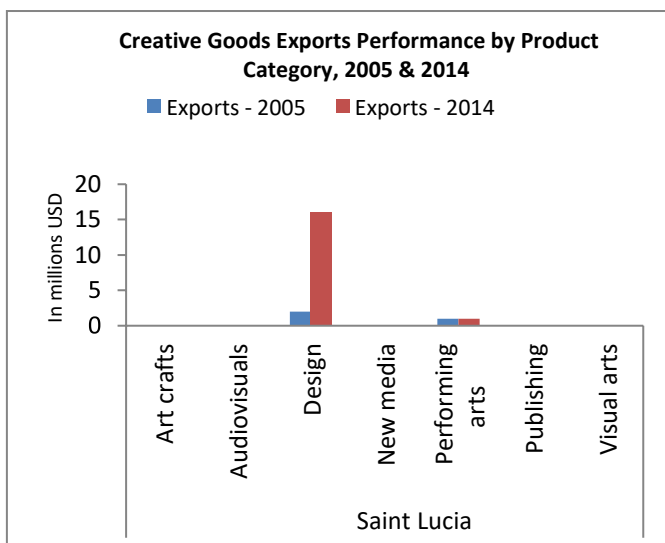
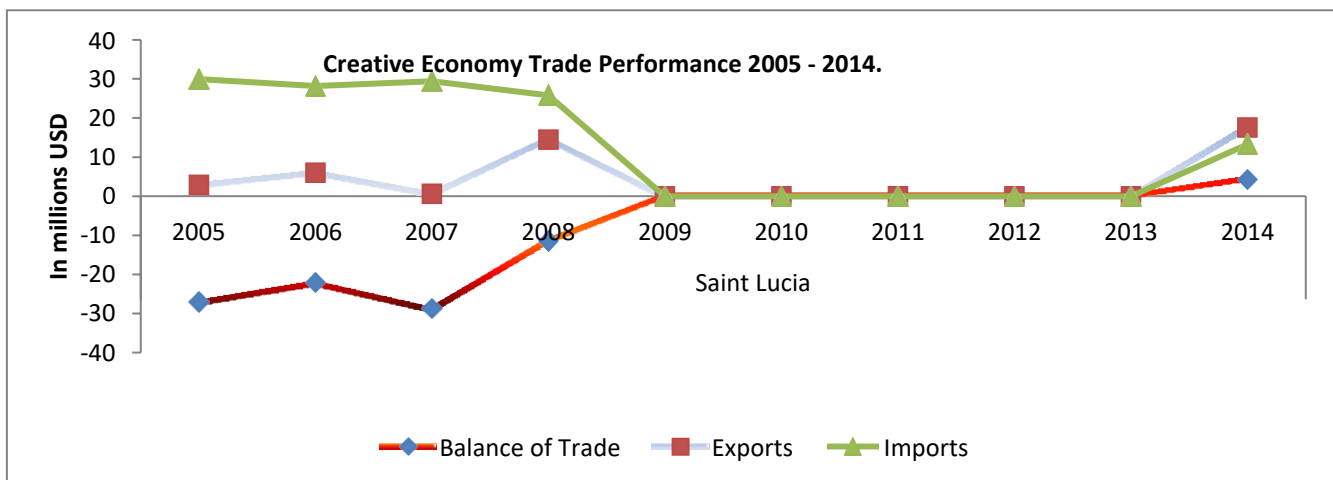
# Rwanda

Computer services	3.581,0	4.141,1	4.900,7	5.609,4
Information services	139,0	170,9	156,7	159,2
Information services, News agency	38,9	46,3	35,8	19,9
Information services, Other (other than news agency)	100,1	125,9	119,5	138,0

# Saint Lucia

## COUNTRY PROFILE – Saint Lucia

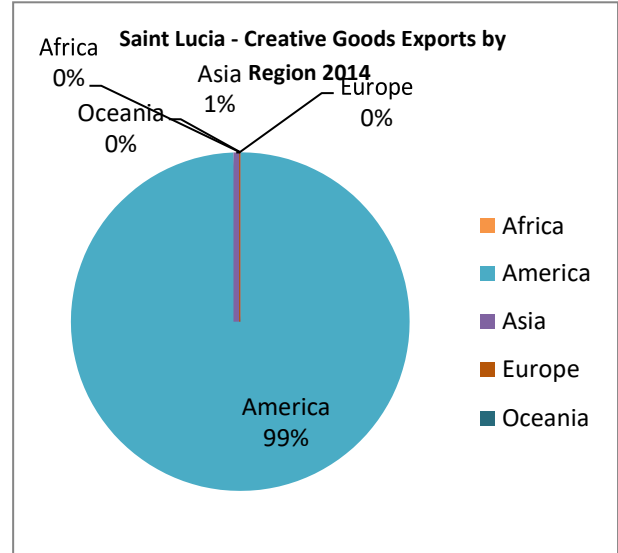
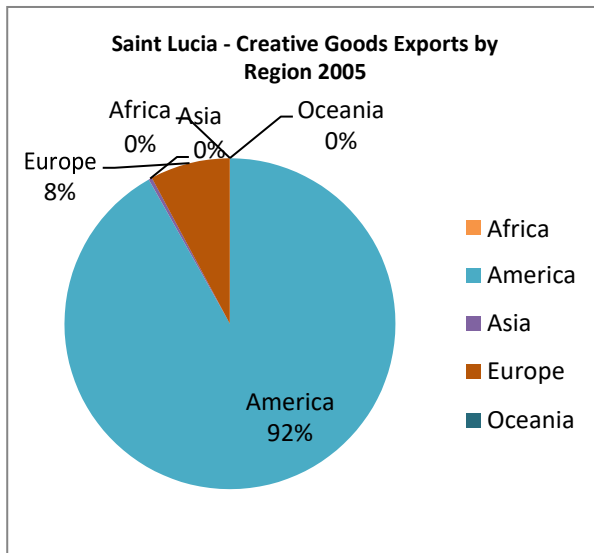
Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Saint Lucia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	2,94	6,03	0,62	14,44	0,00	0,00	0,00	0,00	0,00	17,58
Imports	29,99	28,18	29,41	25,82	0,00	0,00	0,00	0,00	0,00	13,31
Balance of Trade	-27,05	-22,15	-28,79	-11,38	0,00	0,00	0,00	0,00	0,00	4,27



Creative goods exports increased significantly from \$2.9 million in 2005 to \$17.5 million in 2014. Design goods (jewelry) at \$16 million accounted for the largest share of exports, followed by performing arts at \$1 million. A strong emphasis has been placed on festivals, namely the Saint Lucia Jazz Festival (in its 25<sup>th</sup> edition), as well as Carnival. Music is another priority focus in this sector.<sup>1</sup> Creative goods imports stood at \$13.3 million, led by the demand of design goods and publishing (books and journals). Saint Lucia posted a positive trade deficit balance in creative goods of \$4.2 million in 2014.

<sup>1</sup> [Creative Industries Strategy & Action Plan for Saint Lucia – May 30, 2016](#)

# Saint Lucia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	2,01	20,93	-18,92	United States	15,28	7,37	7,91
2	Antigua and Barbuda	0,33	0,01	0,32	Dominica	0,98	0,04	0,94
3	United Kingdom	0,22	2,20	-1,98	Barbados	0,58	0,17	0,42
4	Barbados	0,11	0,15	-0,04	China	0,06	0,65	-0,60
5	Saint Kitts and Nevis	0,08	0,00	0,08	Saint Kitts and Nevis	0,05	0,00	0,05
6	Grenada	0,06	0,00	0,06	Hong Kong (China)	0,04	0,12	-0,09
7	Trinidad and Tobago	0,04	1,24	-1,20	Mexico	0,03	0,10	-0,07
8	Dominica	0,02	0,01	0,01	Anguilla	0,02	0,00	0,02
9	France	0,02	0,13	-0,11	United Kingdom	0,02	2,10	-2,09
10	British Virgin Islands	0,01	0,00	0,01	Grenada	0,02	0,02	-0,01

In 2014, the main destination market for creative goods exports was the Americas (99%). The top ten export partners for creative goods were the United States, Dominica, Barbados, China, Saint Kitts and Nevis, China, Hong Kong SAR, Mexico, Anguilla, United Kingdom and Grenada. The Government of Saint Lucia achieved a new and significant milestone when, in February 2018, the Cabinet of Ministers approved a National Services Policy along with the Services Sector Strategy and Action Plans for four priority Service Sectors namely: Creative Industries, Information and Communications Technology (ICT), Professional Services and Spa and Wellness.

# Saint Lucia

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## Highlights:

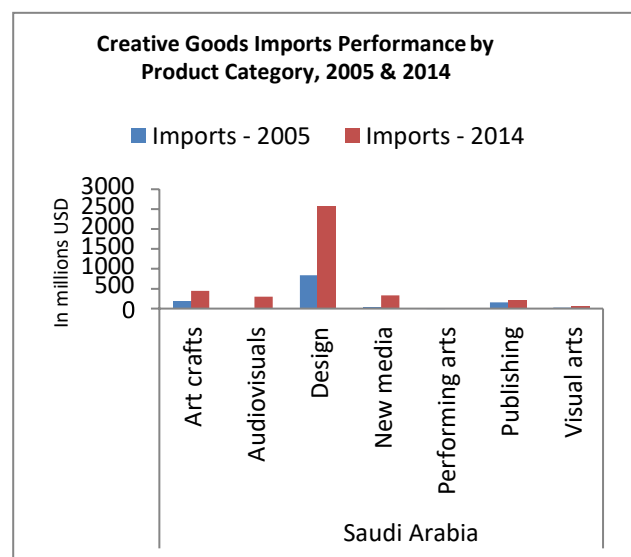
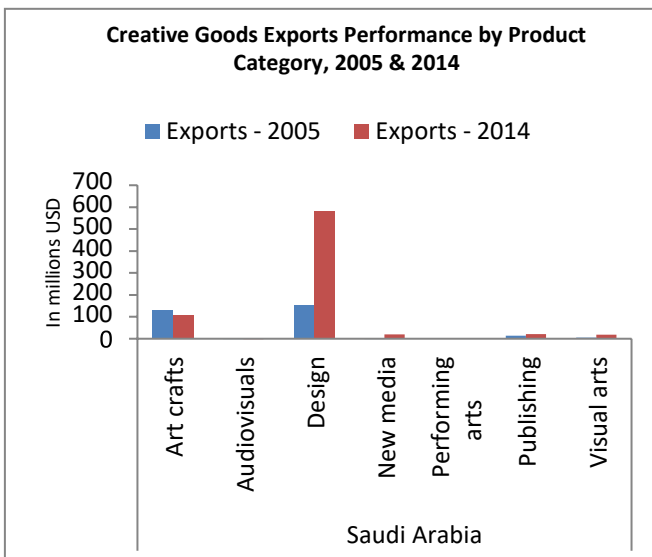
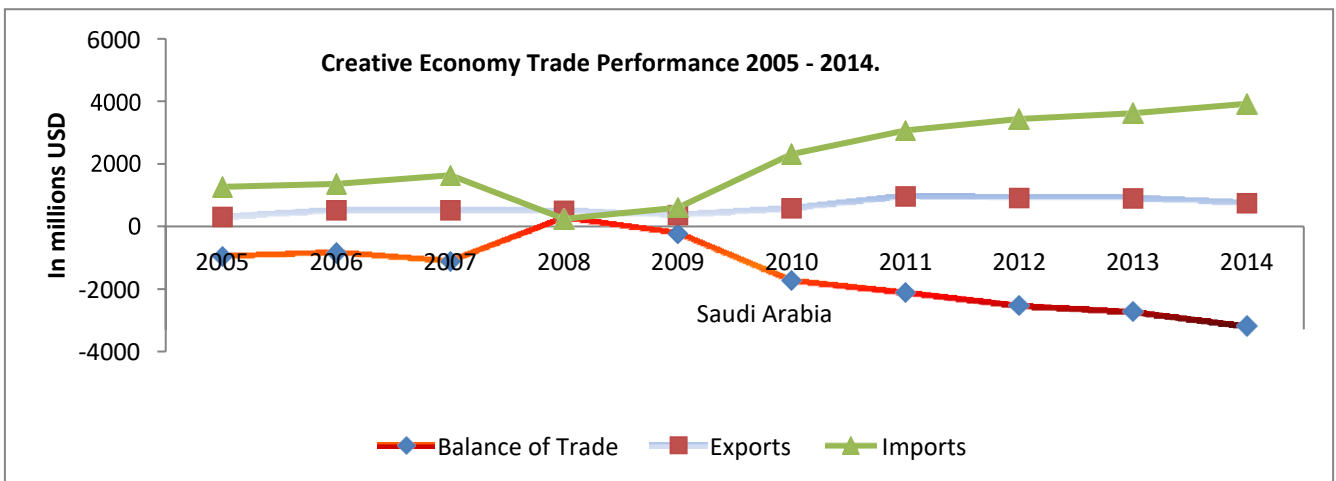
- The broad vision behind the new Services Policy is to position Saint Lucia as the leading provider of world-class services in the Eastern Caribbean by: harnessing the talent and creativity of Saint Lucian service providers; promoting service excellence and becoming globally competitive in selected service industries.<sup>1</sup>
- According to “The Economic Impact of Carnival in Saint Lucia”, the creative sector contributed 8% to GDP in 2010, up from 6% in 2000. The creative industries also contribute approximately 5% of employment.

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<sup>1</sup> [Saint Lucia’s New Services Policy, Strategy and Action Plan](#), 2018

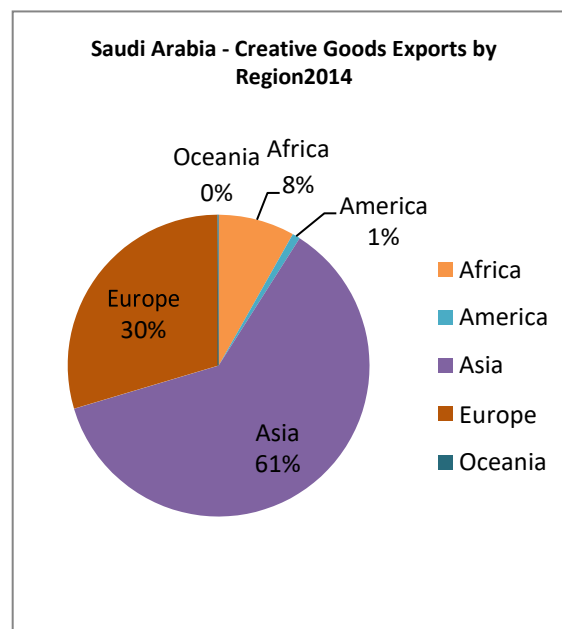
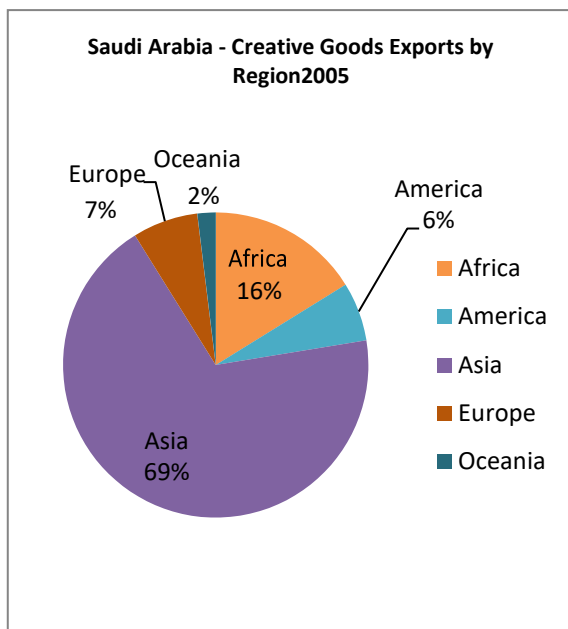
# Saudi Arabia

COUNTRY PROFILE- Saudi Arabia										
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Saudi Arabia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	308,54	521,25	525,23	500,68	371,43	589,74	966,91	913,99	905,28	746,97
Imports	1.273,46	1.358,24	1.635,85	247,56	601,62	2.319,79	3.071,45	3.438,74	3.625,60	3.925,90
Balance of Trade	-964,92	-836,99	-1.110,62	253,12	-230,19	-1.730,05	-2.104,54	-2.524,75	-2.720,32	-3.178,93



While creative goods exports more than doubled from \$308.5 million in 2005 to \$746.9 million in 2014, imports more than trebled over the same period. Design goods, which accounted for the largest share of exports, consisted of Jewelry at \$493 million, interior design goods at \$55 million, glassware at \$18 and fashion accessories at \$11 million. Art crafts exports at \$107 million were the next most dynamic sector in terms of exports with carpets and yarn goods figuring predominately. Creative goods imports stood at \$3.9 billion and were six times higher the value of exports, driven mainly by the imports of design goods worth \$2.5 billion. Saudi Arabia posted a trade deficit of \$3.1 billion in 2014.

# Saudi Arabia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United Arab Emirates	85,34	53,83	31,51	United Arab Emirates	212,48	197,43	15,05
2	Kuwait	34,54	3,04	31,51	United Kingdom	168,11	116,59	51,52
3	United States	18,32	52,78	-34,46	Lebanon	45,22	57,14	-11,92
4	Jordan	13,07	3,81	9,26	Qatar	44,52	0,06	44,47
5	Bahrain	12,99	6,69	6,30	Yemen	31,70	0,55	31,16
6	Qatar	11,45	0,29	11,16	Switzerland	29,25	66,66	-37,41
7	Sudan (...2011)	10,40	0,18	10,22	Kuwait	28,74	3,57	25,16
8	Nigeria	9,62	0,00	9,62	Bahrain	28,26	7,17	21,10
9	Egypt	9,11	19,27	-10,16	Jordan	20,96	28,97	-8,01
10	Oman	7,89	3,23	4,66	Egypt	15,04	78,18	-63,14

In 2014, the main destination markets for creative goods exports were Asia (61%), Europe (30%) and Africa (8%). The top ten export partners for creative goods were the United Arab Emirates, United Kingdom, Lebanon, Qatar, Yemen, Switzerland, Kuwait, Bahrain, Jordan and Egypt. Saudi Arabia did not report on creative services. In line with its plans to diversify the economy and create new job opportunities for youths, the volume of spending on information technology (IT) in the Kingdom hit \$7.5 billion in 2017.<sup>1</sup>

<sup>1</sup> [IT spending in Saudi Arabia to hit SR28 billion in 2017](#), Arab News, March 2017

# Saudi Arabia

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## Highlights:

- Saudi Arabia's creative industries received a boost in 2017 following the signing of three agreements with leading Japanese games development companies and animation studios to train young Saudis to develop Saudi-created content.<sup>2</sup>
- The Kingdom's ambitious and future focused Vision 2030 has added real energy and impetus to the understanding of how culture and entertainment will contribute to long-term economic growth and bring wider societal benefits.<sup>3</sup>

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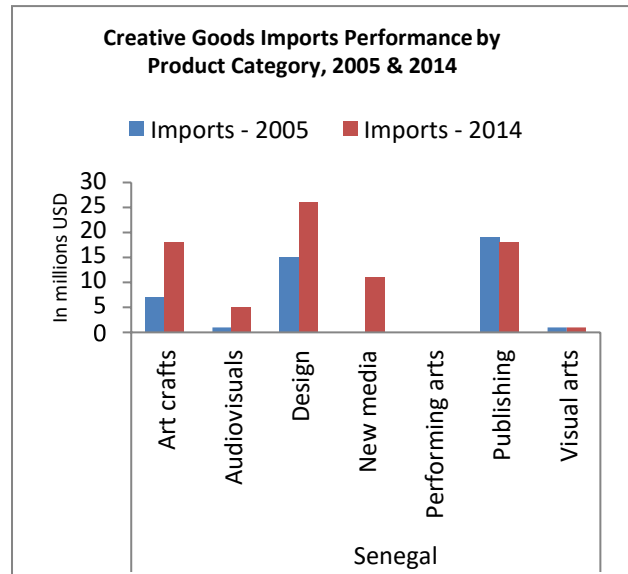
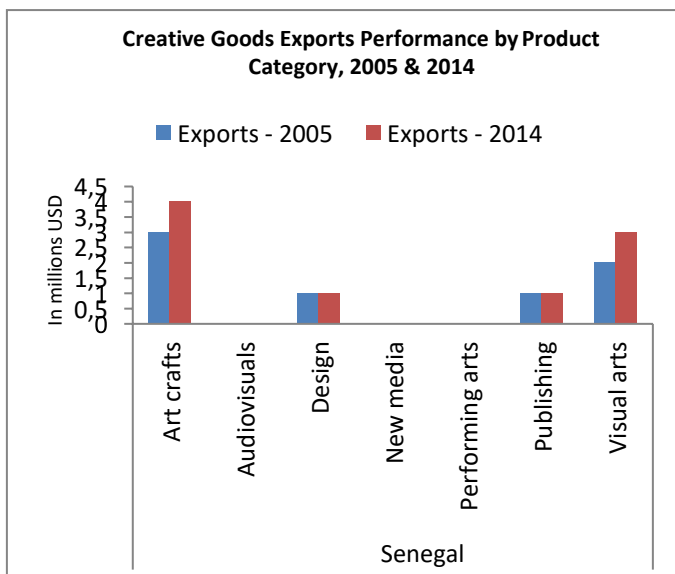
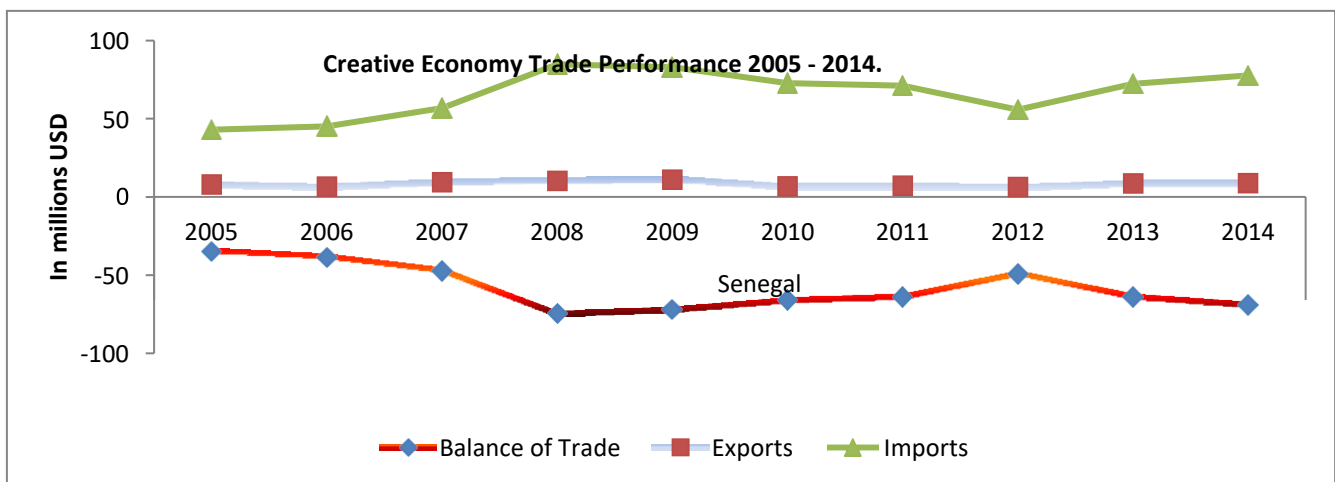
<sup>2</sup> [Saudi Arabia's creative industries set to soar](#), November 2017

<sup>3</sup> [Why culture is important pillar for socioeconomic development in Saudi Arabia](#), Arab News, October 2016

# Senegal

## COUNTRY PROFILE- Senegal

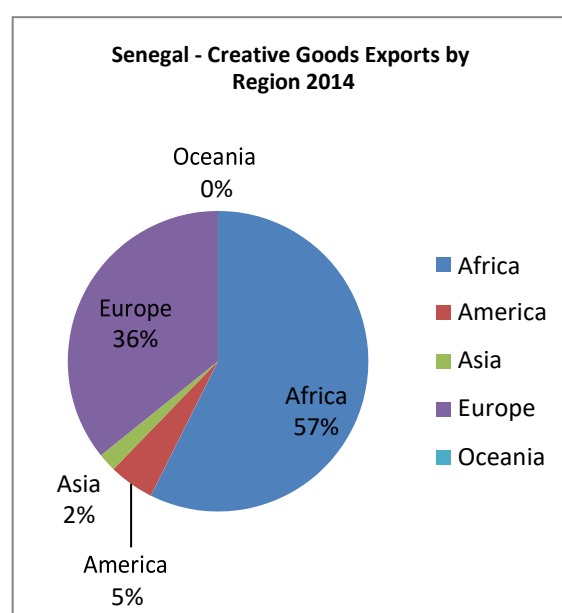
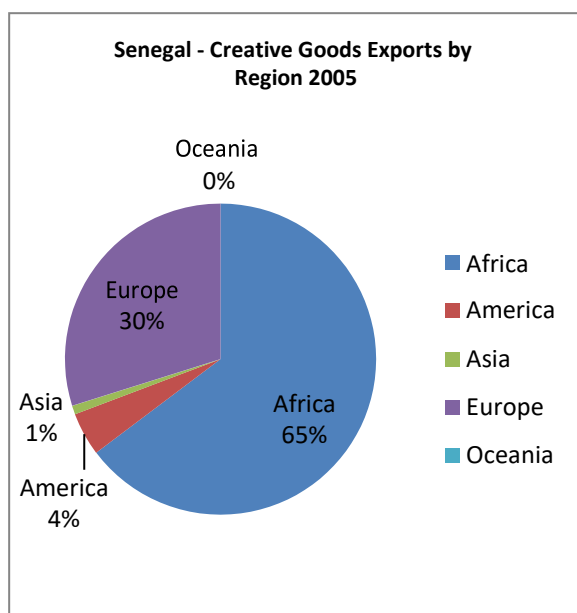
Creative Industries Trade Performance, 2005-2014					Value in Millions of \$					
Senegal	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	7,93	6,44	9,45	10,11	10,97	6,73	7,14	6,31	8,46	8,66
Imports	43,06	45,20	56,88	84,80	83,02	72,90	71,15	55,76	72,38	77,62
Balance of Trade	-35,13	-38,76	-47,43	-74,69	-72,05	-66,17	-64,01	-49,45	-63,92	-68,96



Creative goods exports increased from \$7.9 million in 2005 to \$8.6 million in 2014. Exports of Art crafts (\$4 million), visual arts at (\$3 million) and publishing (\$1 million) accounted for the largest share of creative goods exports. Immediately after independence, the Senegalese authorities took into account the importance of this sector of crafts to the national economy.<sup>1</sup> Creative goods imports stood at \$77.6 million, driven by imports of design goods, publishing, audiovisuals and art crafts. Senegal posted a trade deficit of \$68.9 million in 2014.

<sup>1</sup> [L'essor de l'artisanat au Sénégal](#), Le Coq Chante, 2012

# Senegal



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	1,36	21,31	-19,96	Mauritania	2,10	0,08	2,03
2	Mauritania	1,03	0,00	1,03	Germany	1,18	0,64	0,53
3	Gambia	1,01	0,00	1,01	Gambia	0,91	0,00	0,91
4	Guinea-Bissau	0,80	0,00	0,80	France	0,82	18,75	-17,93
5	Chad	0,54	0,00	0,54	Mali	0,53	0,02	0,51
6	Mali	0,47	0,00	0,47	Guinea	0,44	0,01	0,43
7	Gabon	0,33	0,00	0,33	United States	0,35	0,79	-0,44
8	Italy	0,33	2,03	-1,70	Belgium	0,24	0,85	-0,61
9	United States	0,28	0,32	-0,04	United Kingdom	0,20	0,93	-0,73
10	Spain	0,22	0,77	-0,54	Guinea-Bissau	0,20	0,00	0,20

In 2014, the main destination markets for creative goods exports were Africa (57%), Europe (36%), the Americas (5%) and Asia (2%). The top export partner for creative goods was Mauritania. Creative services exports stood at \$23.3 million in 2014. Computer services (\$11,3 million) and Information services (\$10,4 million) combined made up for the largest share of creative services exports.

# Senegal

## CREATIVE SERVICES

<b>SENEGAL</b>					
Value in millions of \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>		19,8	23,7	19,0	23,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		0,1			
Research and development (R&D)		0,1			
<b>Personal, cultural and recreational services</b>				1,9	1,6
Audiovisual and related services				1,9	1,6
<b>Telecommunications, computer, and information services</b>		19,6	23,7	17,1	21,7
Computer services		10,6	13,0	9,6	11,3
Information services		9,0	10,6	7,4	10,4
<b>IMPORTS</b>	11,5	29,4	24,3	34,3	33,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		0,0	0,2	0,1	0,3
Research and development (R&D)		0,0	0,2	0,1	0,3
<b>Personal, cultural and recreational services</b>		0,3	0,1	0,6	0,9
Audiovisual and related services		0,3	0,1	0,6	0,9
<b>Telecommunications, computer, and information services</b>	11,5	29,1	24,0	33,6	32,5
Computer services	11,5	16,3	12,6	15,7	16,5
Information services		12,8	11,5	17,9	16,0

### Highlights:

- In 2013, the Senegalese government signed the Declaration of Praia,<sup>1</sup> whose aim is to pilot projects in the creative economy.
- In an effort to highlight and support sub-regional creativity, the UNESCO Dakar Office promotes the work of the cultural sector's stakeholders, especially women in the music industry, and is involved in improving their working conditions. The Office also endorses the local content support, particularly in the digital era; and takes part in various events in this respect, such as awards ceremonies, panel discussions, as well as local, national or international festivals such as the International Jazz Day.<sup>2</sup>

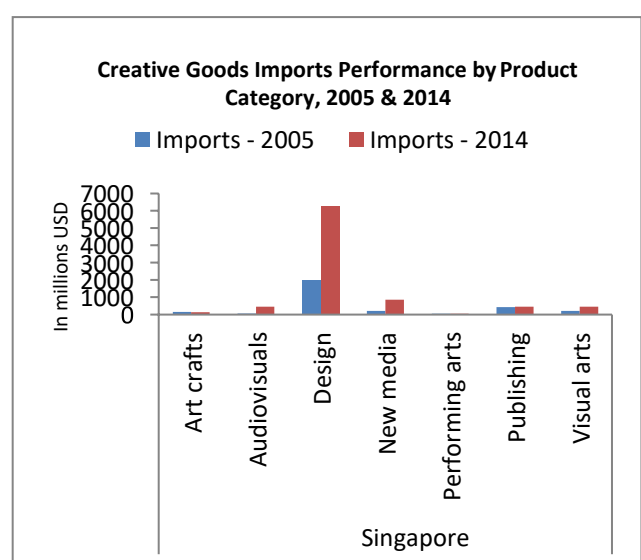
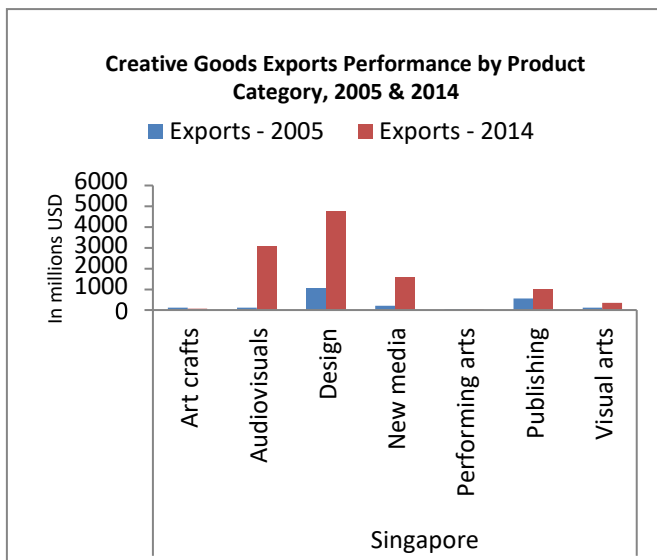
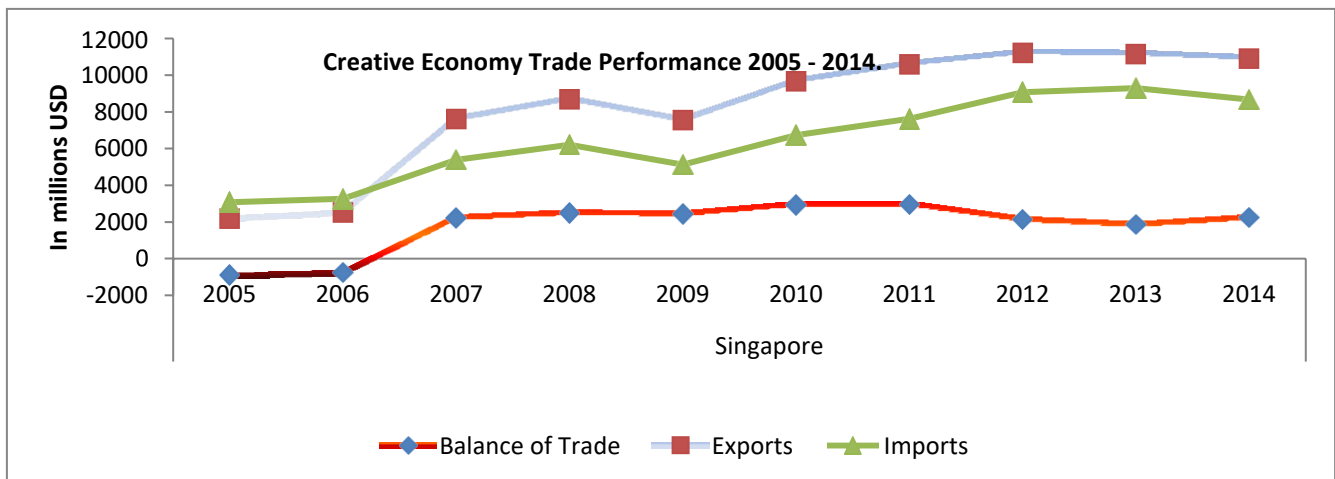
<sup>1</sup> [UNESCO](#)

<sup>2</sup> [UNESCO](#)

# Singapore

## COUNTRY PROFILE- Singapore

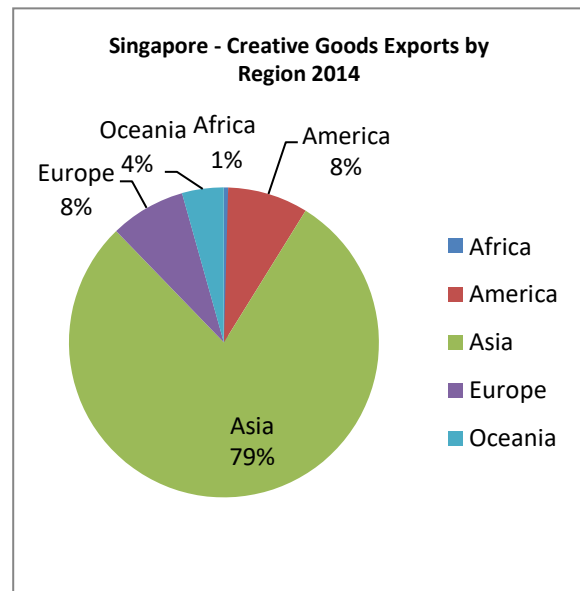
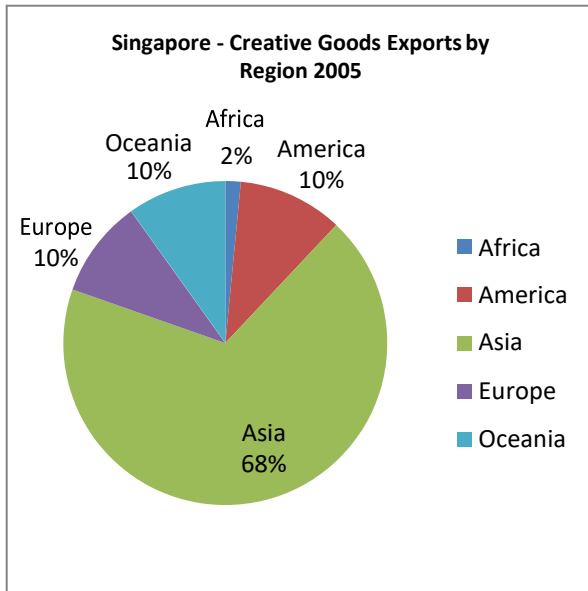
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Singapore	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	2.188,51	2.516,01	7.612,43	8.687,81	7.555,28	9.666,27	10.585,08	11.214,67	11.157,33	10.900,36
Imports	3.079,13	3.267,90	5.391,15	6.207,33	5.127,69	6.731,00	7.631,42	9.080,68	9.301,82	8.667,75
Balance of Trade	-890,62	-751,89	2.221,28	2.480,48	2.427,59	2.935,27	2.953,66	2.133,99	1.855,51	2.232,61



Creative goods exports quintupled from \$2.1 billion in 2005 to \$10.9 billion in 2014. Design goods (jewelry, fashion and interior design goods) at a value of \$4.7 billion, audiovisuals at \$3 billion, new media (recorded media and video games) at \$1.6 billion and publishing (books and journals) at \$1 billion accounted for the largest share of creative goods exports in 2014. Creative goods imports stood at \$8.6 billion, generating a trade surplus of \$2.2 billion in 2014.

<sup>1</sup> [Building Singapore's creative industry](#), Today Singapore, February 2018  
UNCTAD Creative Economy Outlook / Country Profiles

# Singapore



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Indonesia	303,63	269,97	33,66	Hong Kong (China)	1.587,38	871,85	715,53
2	United Arab Emirates	301,48	47,10	254,37	China	1.457,91	1.299,96	157,95
3	Malaysia	263,61	543,28	-279,67	United Arab Emirates	1.148,57	187,68	960,90
4	United States	197,10	266,88	-69,78	Japan	997,74	299,99	697,76
5	Hong Kong (China)	180,07	338,86	-158,78	Malaysia	731,44	1.666,04	-934,61
6	Australia	166,93	33,52	133,41	United States	727,16	774,73	-47,57
7	Thailand	74,48	37,58	36,90	Thailand	593,14	141,47	451,68
8	United Kingdom	71,49	100,12	-28,63	Indonesia	589,06	345,44	243,61
9	Japan	66,06	157,24	-91,17	Australia	400,13	55,07	345,06
10	India	64,96	136,26	-71,30	Republic of Korea	349,49	82,16	267,34

In 2014, main destination markets for creative goods exports were Asia (79%), America (8%), Europe (8%), Oceania (4%) and Africa (1%). The top ten export partners for creative goods were China, Hong Kong (China), United Arab Emirates, Japan, Malaysia, United States, Thailand, Indonesia, Australia and Rep. of Korea. Creative services exports stood at \$686 million (Research and development). In 2016, Singapore was first in Asia for attracting a diverse base of global talent, according to EY Global Cultural Times Report.

# Singapore

## CREATIVE SERVICES

<b>SINGAPORE</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	449,4	505,3	575,7	886,4	686,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	449,4	505,3	575,7	886,4	686,0
Research and development (R&D)	449,4	505,3	575,7	886,4	686,0
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					
<b>IMPORTS</b>	2.875,8	3.600,2	4.201,3	8.994,5	7.816,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	2.875,8	3.600,2	4.201,3	8.994,5	7.816,6
Research and development (R&D)	2.875,8	3.600,2	4.201,3	8.994,5	7.816,6
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					

### Highlights:

- In Singapore, the design sector contributed \$2.1 billion to the nation's GDP in 2013 and employed 30,000 people.<sup>1</sup>
- The number of people working in the advertising industry is estimated to be close to 10,000, and this group has won about 65 per cent of regional advertising accounts in the Asia-Pacific region in the last three years, according to [R3](#), a consultancy covering the marketing services sector.
- In 2015, Singapore was ranked as the fifth best city for attracting global creative talent, ahead of cities like Tokyo and Berlin.
- The Singapore Asia Pacific headquarters of Lucasfilm helped create the next chapter of the Star Wars franchise.<sup>2</sup>

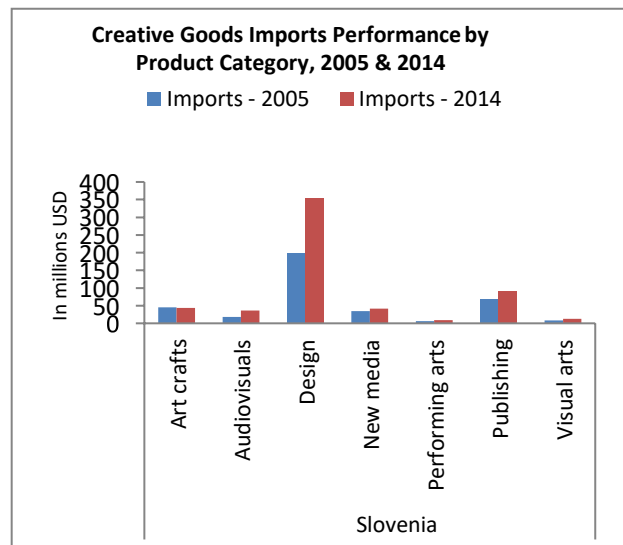
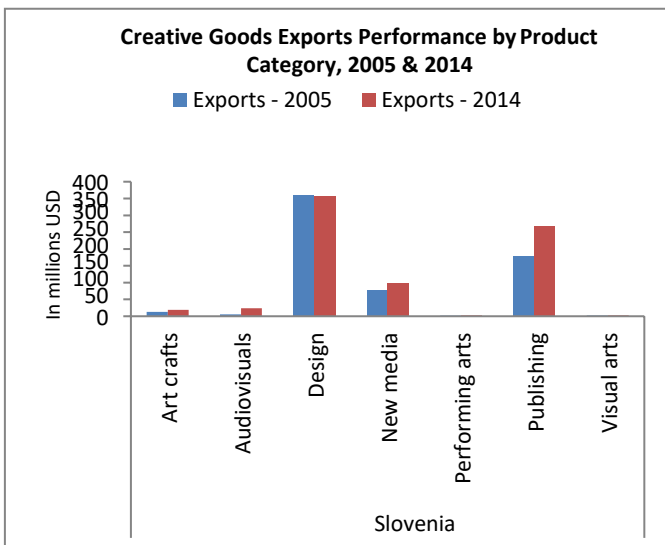
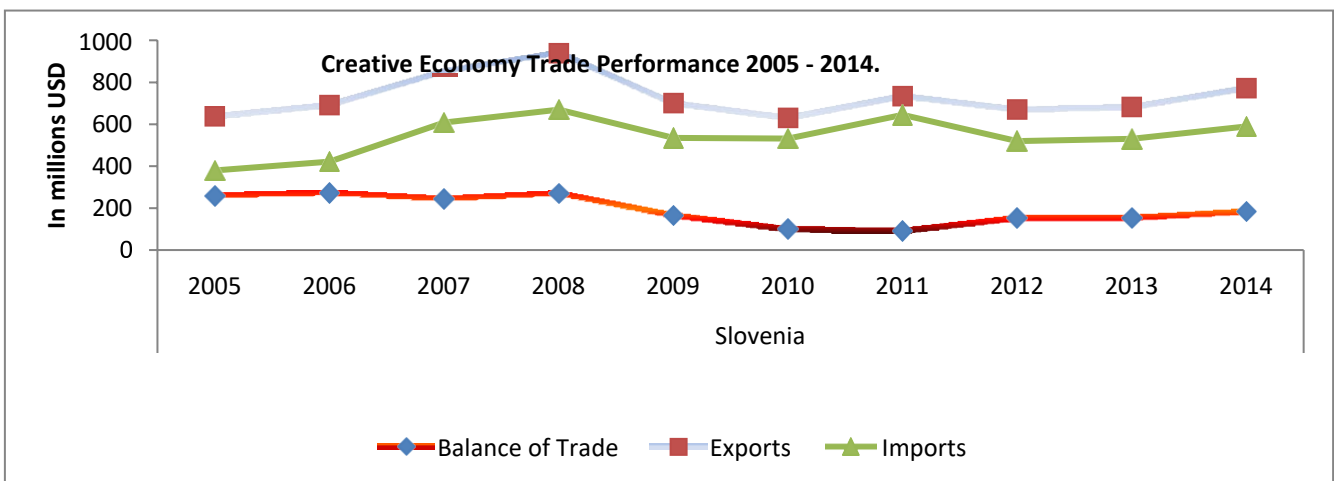
<sup>1</sup> Source: Global talent in global cities, EY, 2015

<sup>2</sup> [Singapore's Bet on a Creative Economy Hits the Road](#), Forbes, September 2015

# Slovenia

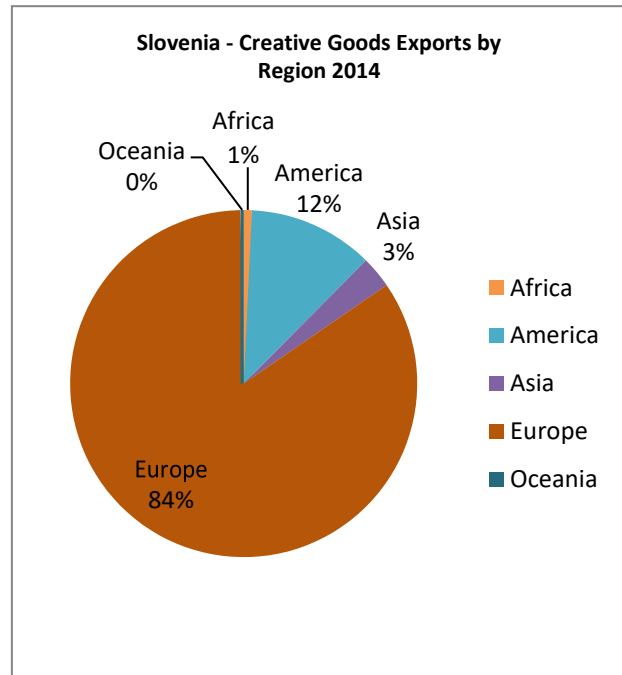
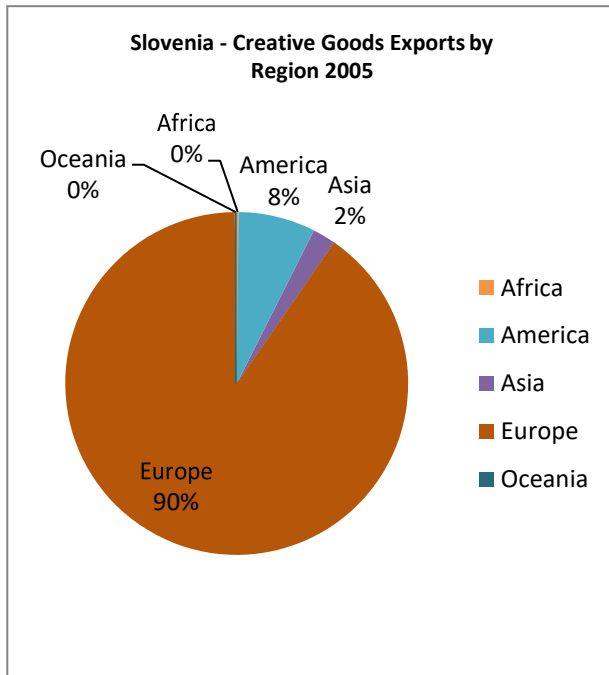
## COUNTRY PROFILE- Slovenia

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Slovenia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	637,32	691,16	849,41	937,92	699,41	630,50	734,22	669,91	682,16	772,29
Imports	378,86	420,30	607,23	668,91	534,19	530,89	642,96	518,12	529,67	588,77
Balance of Trade	258,46	270,86	242,18	269,01	165,22	99,61	91,26	151,79	152,49	183,52



Creative goods exports increased from \$637.3 million in 2005 to \$772.2 million in 2014. Key exports included interior design goods (\$206 million), fashion accessories (\$55 million), toys (\$51 million) and glassware (\$40 million), which combined accounted for the largest share of creative goods exports. Creative goods imports stood at \$588.7 million in 2014, generating a positive trade balance of \$183.5 million..

# Slovenia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Croatia	111,12	19,19	91,93	Germany	98,03	107,79	-9,77
2	Germany	95,95	64,22	31,73	Austria	97,09	49,79	47,31
3	Austria	44,28	39,09	5,18	Italy	91,99	86,50	5,49
4	Italy	41,17	59,59	-18,42	Croatia	68,29	25,66	42,63
5	Spain	39,86	5,46	34,40	United States	59,53	7,32	52,22
6	United States	39,84	16,10	23,73	Hungary	28,35	11,60	16,75
7	United Kingdom	35,04	11,71	23,33	United Kingdom	27,60	31,32	-3,71
8	Federal Republic of Yugoslavia	28,89	3,50	25,38	Serbia	26,26	7,12	19,14
9	France	26,74	11,15	15,59	France	25,54	11,69	13,85
10	Netherlands	22,16	7,25	14,91	Spain	23,33	5,34	17,99

In 2014, the main destination markets for creative goods exports were Europe (84%), the Americas (12%) and Asia (3%). The top export partners for creative goods were Germany, Austria and Italy. Creative services exports stood at \$776.7 million in 2014. Telecommunications, computer, and information services (\$242 million); Advertising, market research, and public opinion polling services (\$240.7 million); and Architectural, engineering, scientific, and other technical services (\$106.1 million) combined accounted for the largest share of creative services exports.

# Slovenia

## CREATIVE SERVICES

<b>SLOVENIA</b>					
Value in millions of \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	617,2	657,5	690,0	757,7	776,7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	398,7	443,5	442,0	496,7	502,8
Advertising, market research, and public opinion polling services	246,3	261,3	241,6	239,8	240,7
Architectural services	6,6	9,7	9,0	11,7	5,8
Architectural, engineering, scientific, and other technical services	68,9	90,4	87,4	106,6	106,1
R&D , sale of proprietary rights arising from R&D	0,0	0,0	0,0	0,0	0,1
R&D work undertaken on a systematic basis to increase the stock of knowledge	21,2	22,2	28,3	38,8	40,5
R&D, Provision of customized and non-customized R&D services	21,2	22,2	28,3	38,8	40,2
Research and development (R&D)	34,4	37,5	47,5	61,1	69,4
<b>Personal, cultural and recreational services</b>	25,2	25,0	33,4	24,8	31,8
Audiovisual and related services	10,6	15,3	15,4	18,9	25,7
Other personal, cultural, and recreational services, heritage and recreational services	14,6	9,7	18,0	6,0	6,1
<b>Telecommunications, computer, and information services</b>	193,4	189,1	214,6	236,2	242,0
Computer services	121,8	116,8	140,0	130,8	140,4
Information services	35,8	36,1	37,3	52,7	50,8
Information services, News agency	0,0	0,0	0,0	0,1	0,3
Information services, Other (other than news agency)	35,8	36,1	37,3	52,6	50,5
<b>IMPORTS</b>	803,9	902,2	952,1	913,5	964,8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	552,3	635,3	637,3	602,3	626,0
Advertising, market research, and public opinion polling services	364,2	421,2	412,4	416,0	425,6
Architectural services	1,3	1,4	1,3	0,8	0,5
Architectural, engineering, scientific, and other technical services	72,8	86,2	86,1	86,4	107,7
R&D , sale of proprietary rights arising from R&D	0,0	0,0	0,0	0,0	0,0
R&D work undertaken on a systematic basis to increase the stock of knowledge	25,2	27,8	30,8	22,6	16,2
R&D, Provision of customized and non-customized R&D services	25,2	27,8	30,8	22,6	16,2
Research and development (R&D)	63,6	70,9	75,8	53,9	59,7
<b>Personal, cultural and recreational services</b>	17,2	19,5	20,6	18,9	21,4
Audiovisual and related services	11,9	13,9	12,8	14,9	15,5
Other personal, cultural, and recreational services, heritage and recreational services	5,3	5,6	7,7	4,0	5,8
<b>Telecommunications, computer, and information services</b>	234,4	247,4	294,2	292,4	317,5

# Slovenia

Computer services	139,1	144,6	147,8	137,4	146,3
Information services	47,7	51,4	73,2	77,4	85,6
Information services, News agency	1,3	1,4	1,3	0,9	1,1
Information services, Other (other than news agency)	46,4	50,0	72,0	76,6	84,5

## Highlights:

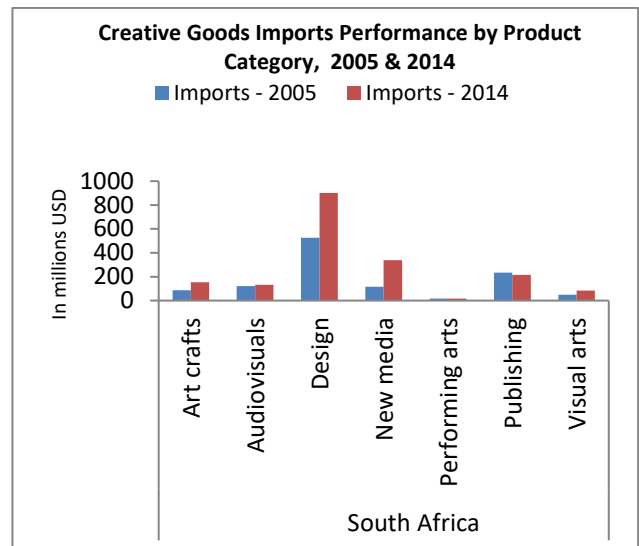
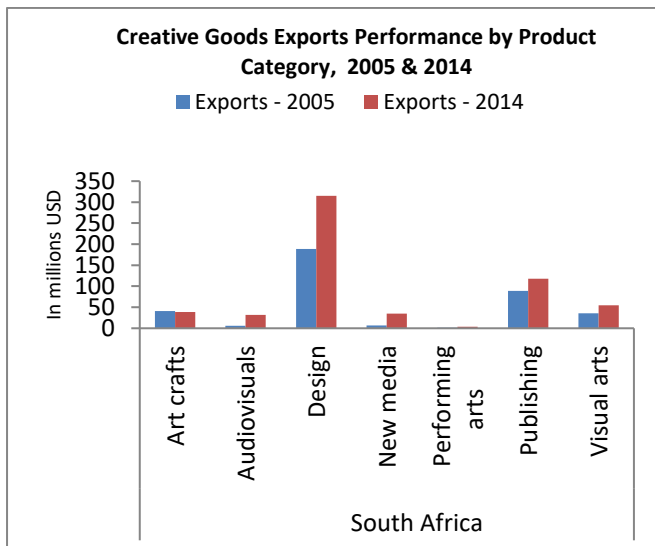
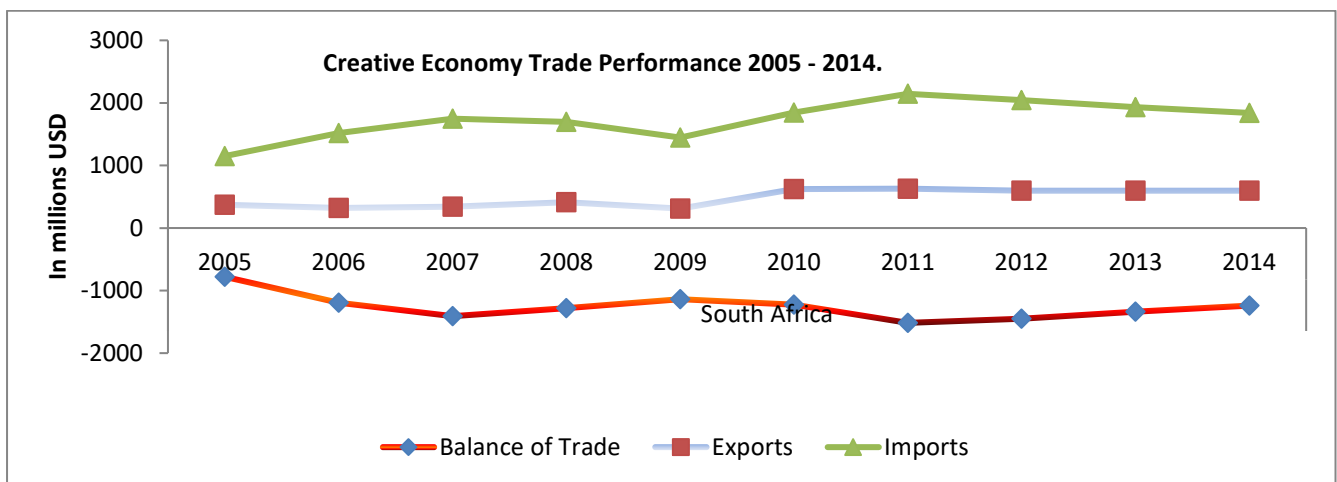
- The Regional Development Agency of Ljubljana Urban Region (RRA LUR) organized a meeting in 2017 for the preparation of the Action Plan for the CCI area and for the improvement of the document "Roadmap: Culture and Creative Industry Strategy in Slovenia". The "Roadmap" represents a starting point to find solutions to the challenges of acknowledging the role and significance of CCI in the upcoming national/regional/local strategies, and the potential support, incentives and funding mechanisms that will enable the implementation of the planned strategic direction and achievement of pledges.<sup>1</sup>

<sup>1</sup>[Cultural and Creative Industries as a strategy](#), CRE-HUB, IterReg Europe, 2017

# South Africa

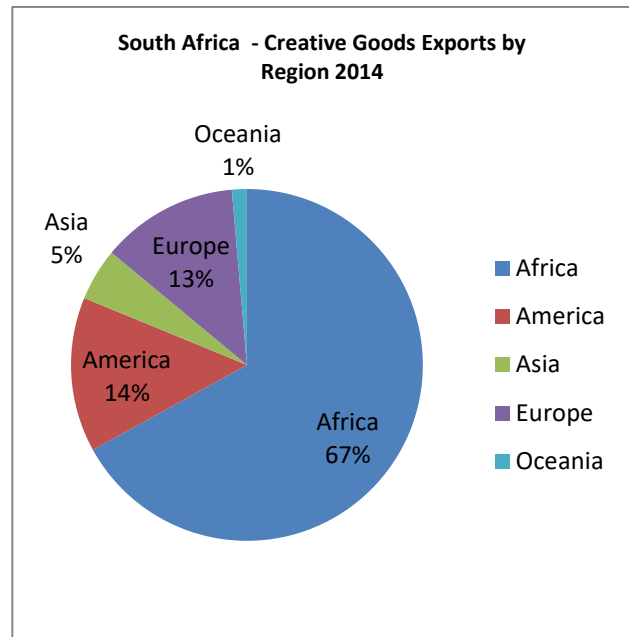
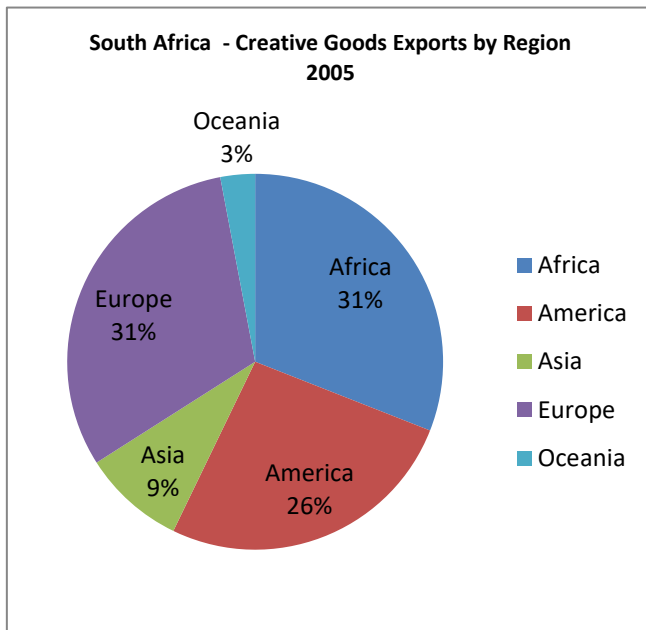
## COUNTRY PROFILE- South Africa

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
South Africa	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	369,61	322,72	340,90	414,07	309,98	621,82	629,37	597,02	594,75	598,79
Imports	1.150,12	1.517,75	1.748,34	1.695,22	1.447,75	1.847,54	2.145,39	2.044,85	1.929,76	1.840,33
Balance of Trade	-780,51	-1.195,03	-1.407,44	-1.281,15	-1.137,77	-1.225,72	-1.516,02	-1.447,83	-1.335,01	-1.241,54



South Africa creative goods exports increased from \$270 million in 2005 to \$599 million in 2014. Design goods (interior design and jewelry and fashion) was the strongest export category generating \$315 million, followed by publishing (books and journals) which tallied \$118 million; visual arts (painting, antiques and sculpture) \$55 million; art crafts at \$39 million and audiovisuals (CDs, DVs and tapes) at \$32 million. However, South Africa was a net importer of creative goods. Imports stood at \$1.8 billion, three times higher than the value of exports. Despite having a growing creative economy, in 2014, the creative goods trade deficit was \$1.2 billion.

# South Africa



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	90,00	101,50	-11,50	Namibia	109,50	0,57	108,93
2	United Kingdom	54,09	159,34	-105,25	United States	74,37	113,19	-38,82
3	Zambia	16,46	0,03	16,44	Botswana	54,93	7,84	47,09
4	Nigeria	14,20	0,11	14,09	Lesotho	33,77	0,87	32,90
5	Angola	13,45	0,03	13,42	Zambia	33,68	0,13	33,55
6	Mozambique	12,68	0,09	12,59	Eswatini	31,24	20,10	11,14
7	United Republic of Tanzania	12,60	0,08	12,52	Mozambique	26,94	0,08	26,87
8	Netherlands	11,89	11,43	0,46	United Kingdom	26,55	140,51	-113,96
9	Italy	10,64	39,60	-28,96	Zimbabwe	23,06	1,72	21,34
10	Germany	10,18	44,36	-34,18	Germany	16,23	47,63	-31,40

The role of trade with other African countries has expanded significantly for South African creative goods, 67% of which went to the African market in 2014, compared with just 31% in 2005. By 2014, trade with Europe and the Americas had shrunk, and the top five export partners for creative goods were Namibia, the United States, Botswana, Lesotho, and Zambia. Creative services exports stood at \$128.7 million in 2014. Audiovisual and related services accounted for the largest share of creative services exports, driven by a strong local film and television industry. This industry had developed a strong reputation in establishing South Africa as a service-industry oriented country.

# South Africa

## CREATIVE SERVICES

SOUTH AFRICA					
Value in millions of \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	106,6	120,8	124,8	126,8	128,7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	106,6	120,8	124,8	126,8	128,7
Audiovisual and related services	106,6	120,8	124,8	126,8	128,7
<b>Telecommunications, computer, and information services</b>					
<b>IMPORTS</b>	6,0	7,1	7,3	7,0	7,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	6,0	7,1	7,3	7,0	7,3
Audiovisual and related services	6,0	7,1	7,3	7,0	7,3
<b>Telecommunications, computer, and information services</b>					

### Highlights:

- In 2014, the National Department of Arts and Culture established the [South African Cultural Observatory](#) to map the socio-economic impact of the arts, culture and heritage (ACH) sectors and the cultural and creative industries (CCIs) in South Africa using innovative statistical methodologies, audits and research tools.
- [South African Cultural Observatory](#) (SACO) report on cultural employment in South Africa explores the role of the Cultural and Creative Industries (CCIs) in facilitating job creation and economic growth in South Africa. The study, which used Statistics South Africa's (StatsSA) Labour Force Dynamics Survey using annual data from 2008 to 2014, found that the cultural and creative industries account for 2.93 % of employment in South Africa. This equates to 443,778 jobs, slightly more mining, which makes up 2.83% of employment in the country.<sup>1</sup>
- A later [study](#) found that in 2015, cultural occupations made up 2.52% of all employment in South Africa. The bigger cultural sector also provided employment in non-cultural 'support' occupations for 4.2% of all those who had a job in 2015, meaning that altogether, the 'Cultural Economy' accounted for an estimated 6.72% of all employment in South Africa.<sup>2</sup>
- The South African film industry is particularly important. According to the NFFV 2017 Economic Impact of the SA [film industry report](#), the industry had a direct impact of R4.4 billion (about \$31 million) on economic production, leading to a rise in total production in the economy of approximately R12.2 billion (about \$92 million).<sup>3</sup>
- As an economic powerhouse on the continent, South Africa also plays an important regional role in profiling creative trade and influencing emerging creative industry trends.

<sup>1</sup> <https://www.southafricanculturalobservatory.co.za/article/creative-industries-can-drive-economic-growth-job-creation-report>

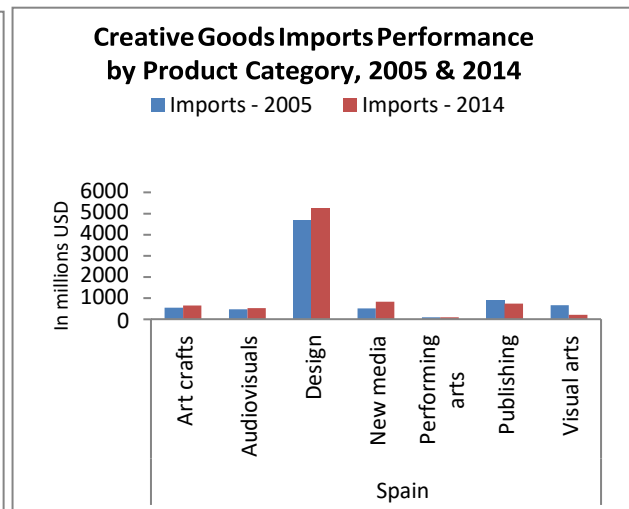
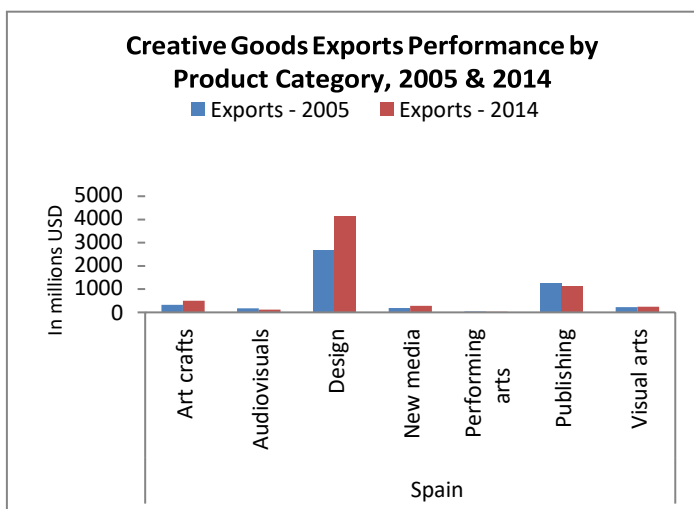
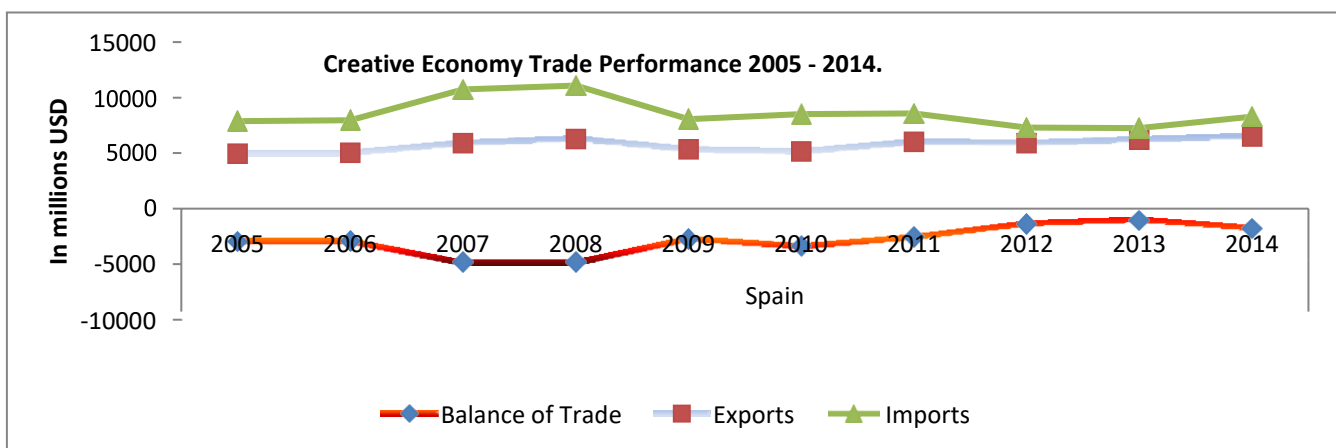
<sup>2</sup> <https://www.southafricanculturalobservatory.co.za/article/jobs-report-reveals-potential-for-creative-economy>

<sup>3</sup> <http://nfvf.co.za/home/index.php?ipkContentID=255>

# Spain

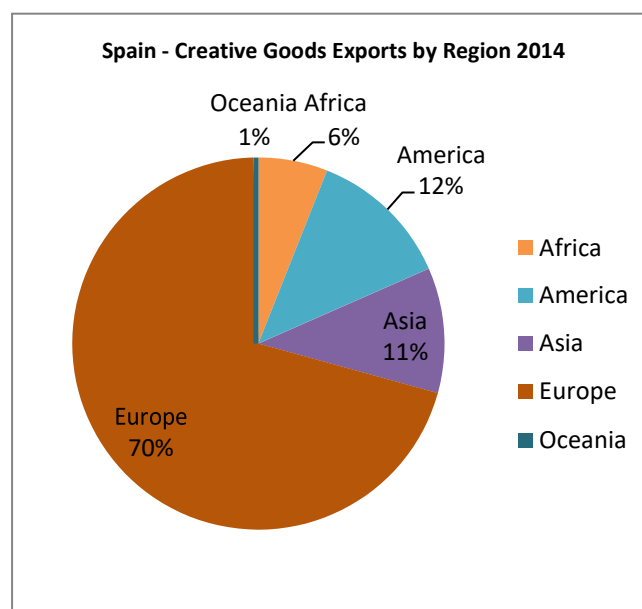
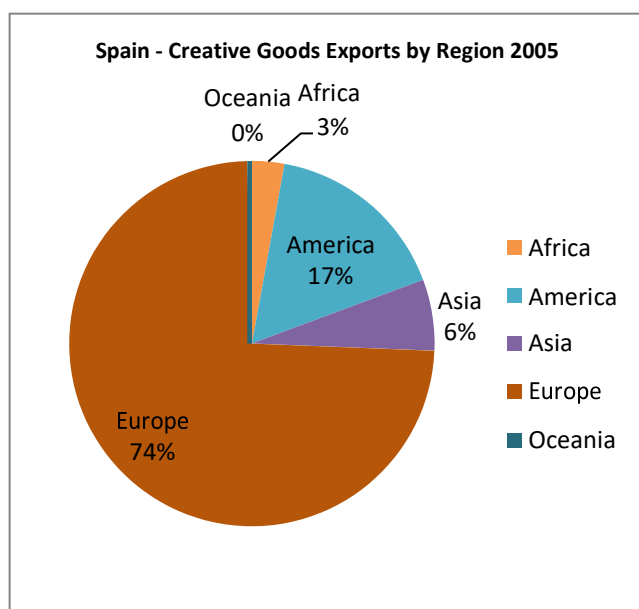
## COUNTRY PROFILE - Spain

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Spain	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4.945,52	5.042,58	5.918,00	6.286,62	5.354,34	5.152,47	6.028,96	5.914,05	6.208,11	6.505,23
Imports	7.893,78	7.964,56	10.741,12	11.090,73	8.055,11	8.533,00	8.596,98	7.312,14	7.265,31	8.306,78
Balance of Trade	-2.948,26	-2.921,98	-4.823,12	-4.804,11	-2.700,77	-3.380,53	-2.568,02	-1.398,09	-1.057,20	-1.801,55



Creative goods exports increased from \$4.9 billion in 2005 to \$6.5 billion in 2014. At \$4.1 billion, in 2014, design goods accounted for the largest share of exports, with fashion accessories at \$1.6 billion and interior design at \$1.4 billion. Publishing (books and journals) followed, with exports worth \$1.1 billion and art crafts \$503 million in 2014. While digital reading gains ground on paper, more than 421,000 books are still sold per day and there are 3,109 publishers in the country. The Spanish fashion industry increased by 285 companies in 2016 and approached 20,000 companies. Creative goods imports stood at \$8.3 billion driven by the demand for design goods, new media and art crafts.

# Spain



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	France	1.051,70	764,42	287,28	France	1.520,43	727,52	792,92
2	Portugal	762,15	154,42	607,73	Portugal	784,03	212,08	571,96
3	United Kingdom	373,69	792,99	-419,30	Italy	457,54	771,19	-313,65
4	Italy	342,68	900,45	-557,77	United Kingdom	380,07	328,31	51,75
5	United States	278,97	217,82	61,15	Germany	370,62	760,91	-390,29
6	Germany	278,44	600,60	-322,16	United States	261,94	120,63	141,31
7	Mexico	238,16	21,67	216,48	Mexico	194,45	14,95	179,51
8	Netherlands	102,63	269,33	-166,69	Morocco	193,42	128,30	65,13
9	Belgium	99,34	165,66	-66,32	Netherlands	126,13	304,39	-178,26
10	Russian Federation	94,57	2,51	92,06	Russian Federation	111,40	7,56	103,84

In 2014, the main exports markets were Europe (70%), the Americas (12%), Asia (11%) and Africa (6%). The top export partners for creative goods were France, Portugal and Italy. Spain presented trade deficits with Germany, Italy and the Netherlands. Creative services exports (Research and development) stood at \$1.7 billion in 2014. In 2012, Creative Industries' contribution to GDP was at 2.4% and the sector employed 584,300 people according to the Ministry of Culture and Sports of Spain. Data for creative services were incomplete.

# Spain

## CREATIVE SERVICES

<b>SPAIN</b>		
(value in millions of \$)	2013	2014
<b>EXPORTS</b>	1.525,6	1.759,2
<b>Charges for the use of intellectual property n.i.e</b>		
<b>Other business Services</b>	1.525,6	1.759,2
Research and development (R&D)	1.525,6	1.759,2
<b>Telecommunications, computer, and information services</b>		
<b>IMPORTS</b>	824,5	1.030,9
<b>Charges for the use of intellectual property n.i.e</b>		
<b>Other business Services</b>	824,5	1.030,9
Research and development (R&D)	824,5	1.030,9
<b>Telecommunications, computer, and information services</b>		

### Highlights:

- In 2017, The number of Spanish textiles, clothing and leather and footwear companies stood at 19,726 companies, thus returning to 2013 levels.<sup>1</sup>
- In the long term, the goal is to promote the modernization of the cultural and creative industries sectors, starting with the full incorporation of new technologies to move towards a digital culture.<sup>2</sup>
- The project “The transformation of cultural and creative industries in Spain: digital change, competitiveness, employment and contribution to social welfare in Horizon 2020” is part of the National R & D & I Plan, funded by the Ministry of Economy and Competitiveness.<sup>3</sup>

<sup>1</sup> [La industria española de la moda gana 285 empresas en 2016 y se acerca a las 20.000 compañías](#), August 2017

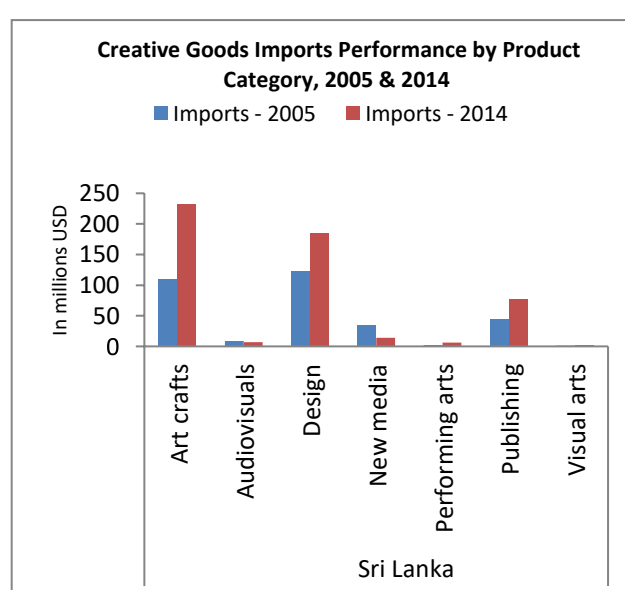
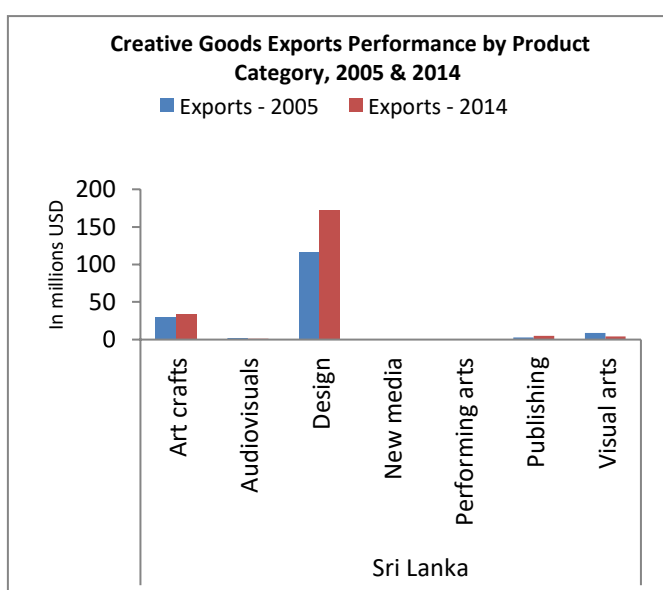
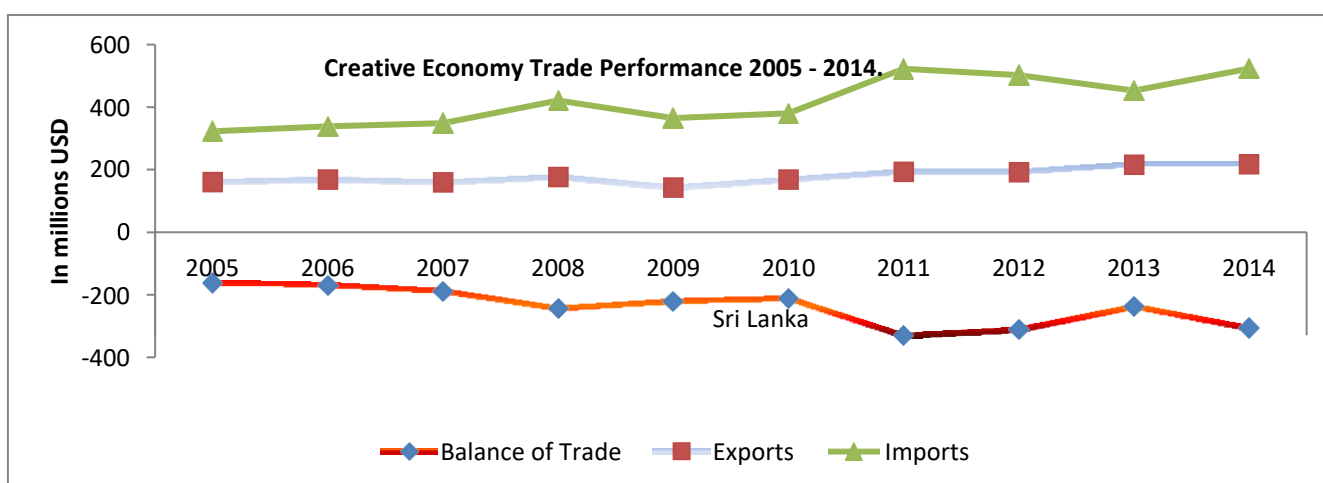
<sup>2</sup> [Plan de Fomento de las industrias Culturales y Creativas](#), 2018

<sup>3</sup> [Observatorio Iberoamericano de la Comunicación](#)

# Sri Lanka

## COUNTRY PROFILE- Sri Lanka

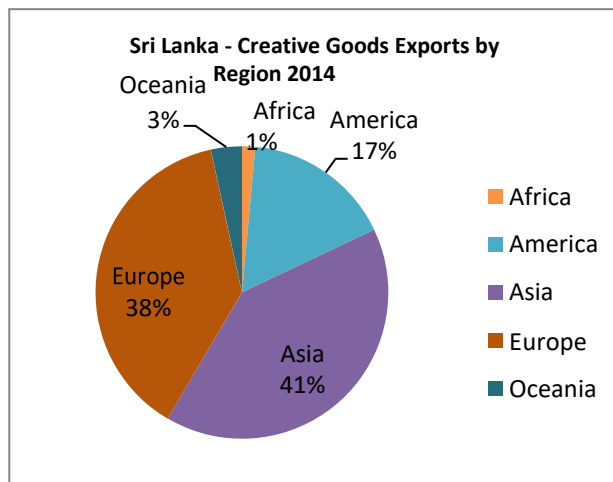
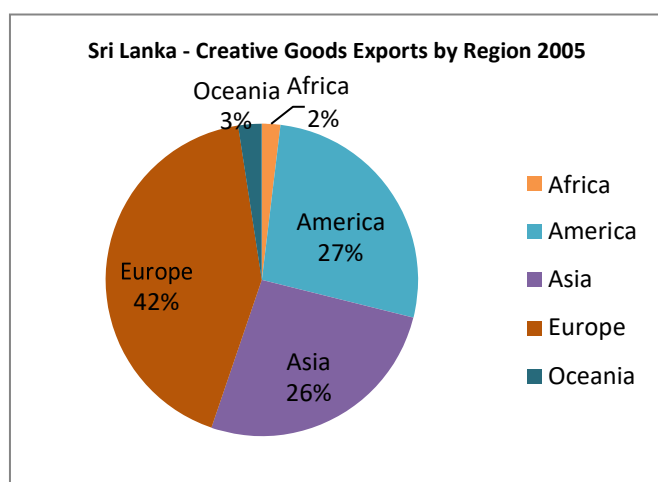
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Sri Lanka	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	159,97	169,08	159,37	177,25	143,21	168,62	193,16	191,76	215,88	217,51
Imports	322,76	338,70	349,22	421,07	364,83	380,95	522,48	502,23	453,08	523,32
Balance of Trade	-162,79	-169,62	-189,85	-243,82	-221,62	-212,33	-329,32	-310,47	-237,20	-305,81



Creative good exports increased from \$159.9 million in 2005 to \$217.5 million in 2014. Design goods (\$173 million) and art crafts (\$34 million) combined accounted for the largest share of creative goods exports. Creative goods imports stood at \$523.3 million in 2014 led by the imports of art crafts (\$232 million), design goods (\$185 million) and publishing (\$78 million). With the aid of technology and the skills of talented artisans and designers, the jewelry industry has risen to become one of the leading industries of the country.<sup>1</sup>

<sup>1</sup> [The Evolution of Sri Lanka's Jewelry Industry over the Ages](#), August 2017

# Sri Lanka



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Econom	Values in Million US \$				Values in Million US\$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	38,98	9,36	29,62	India	35,58	46,99	-11,41
2	Germany	20,37	7,57	12,80	Germany	34,29	6,64	27,65
3	United Kingdom	15,73	12,91	2,82	United States	29,63	8,06	21,57
4	India	8,07	17,60	-9,54	United Kingdom	15,44	6,24	9,20
5	Belgium	6,96	1,13	5,83	Japan	12,39	3,36	9,03
6	Italy	6,83	28,78	-21,95	France	8,58	3,57	5,01
7	Japan	5,11	3,91	1,20	China, Hong Kong SAR	7,17	76,24	-69,07
8	Singapore	4,91	11,79	-6,88	Australia	7,01	2,02	4,99
9	France	4,01	41,60	-37,59	United Arab Emirates	5,60	3,79	1,81
10	Hong Kong (China)	3,97	73,17	-69,20	Canada	4,13	5,98	-1,85

In 2014, the main exports markets were Asia (41%), Europe (38%) and the Americas (17%). The top export partners for creative goods were India, Germany and the United States. Sri Lanka had a large trade deficit with Hong Kong SAR and India. Creative services exports stood at \$627.9 million in 2014 mainly driven by computer services exports.

# Sri Lanka

## CREATIVE SERVICES

<b>SRI LANKA</b>					
Value in millions of \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	265,0	355,0	564,0	604,4	627,9
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	265,0	355,0	564,0	604,4	627,9
Computer services	265,0	355,0	564,0	604,4	627,9
<b>IMPORTS</b>			139,3	280,9	300,3
<b>Other business Services</b>					
<b>Telecommunications, computer, and information services</b>			139,3	280,9	300,3
Computer services			139,3	280,9	300,3

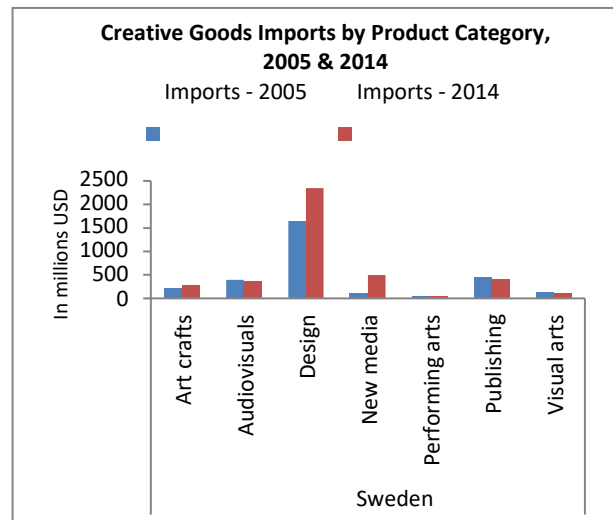
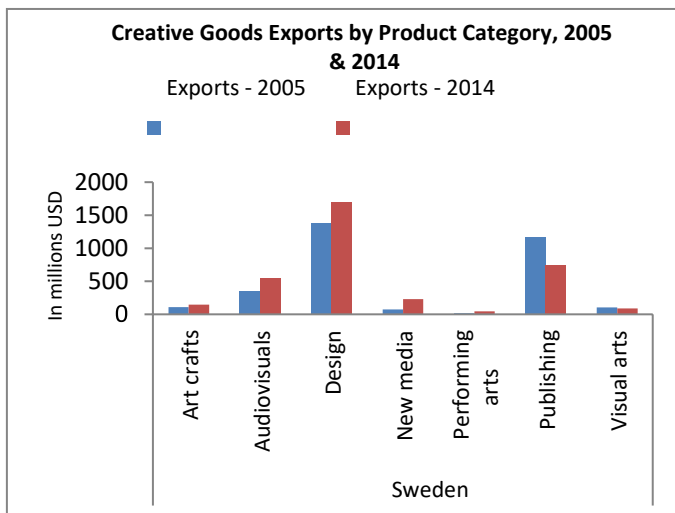
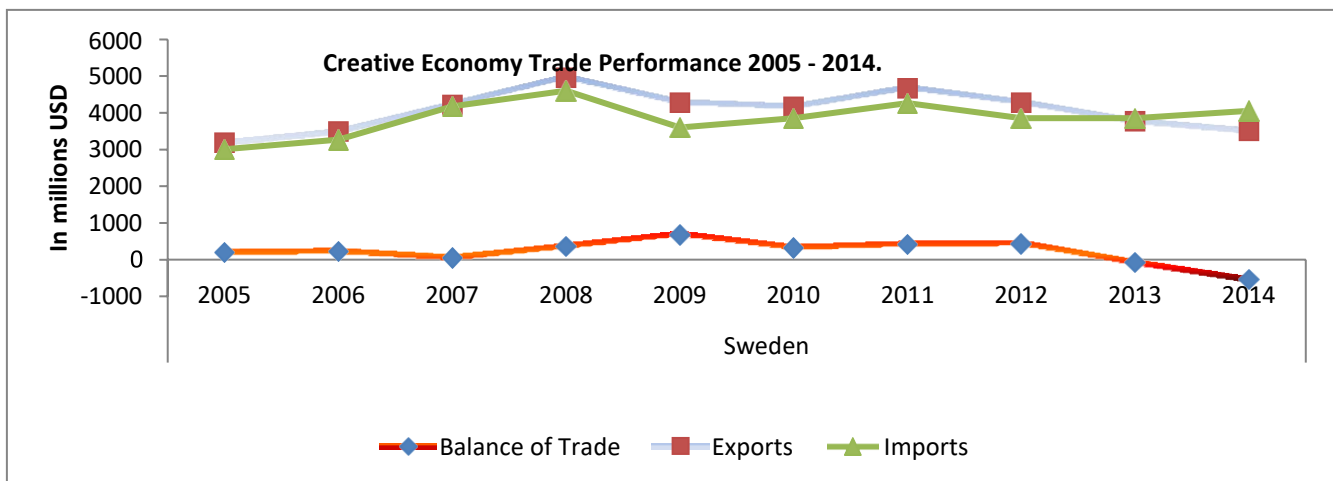
### Highlights:

- [Fashion is the emerging power-player of Sri Lanka's new creative economy](#). In the wake of the first discussions to form a national strategy for Sri Lanka's creative economy, fashion has come to have a deeper significance for the island. This is the evolved, creatively driven future of its most potent export industry—apparel manufacturing.

# Sweden

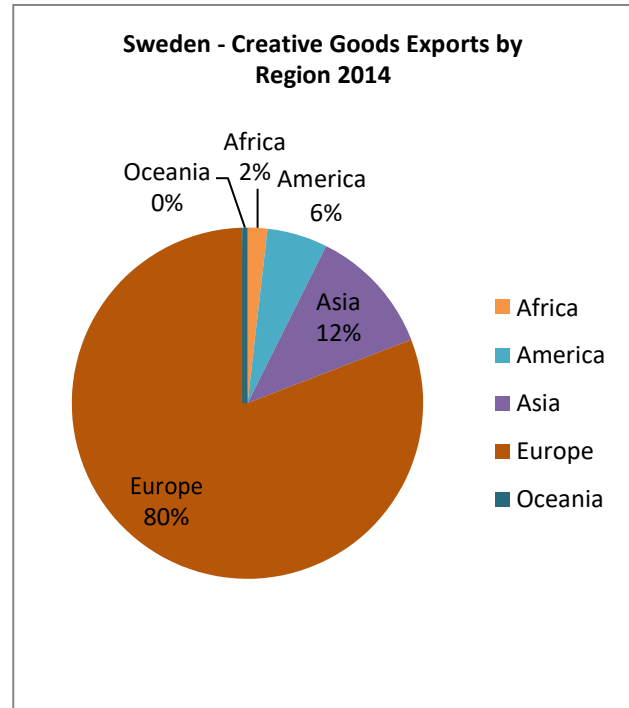
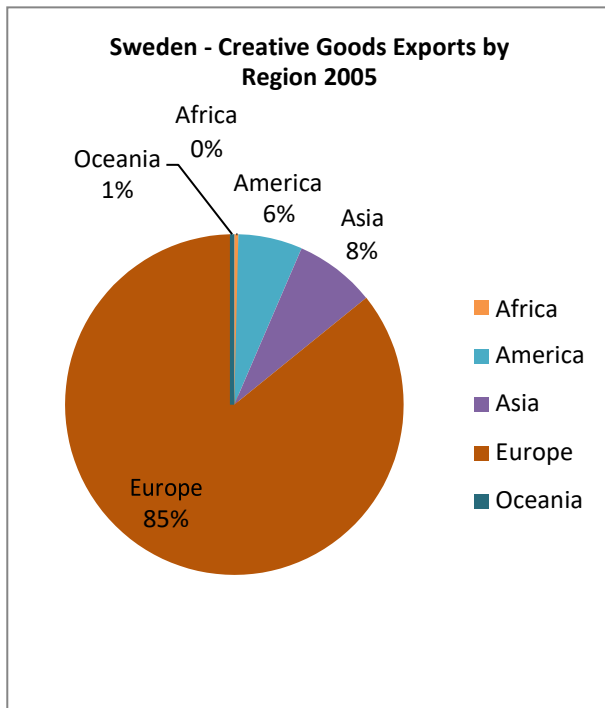
## COUNTRY PROFILE – Sweden

Creative Industries Trade Performance, 2005-2014					Value in Millions of \$					
Sweden	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.192,08	3.493,40	4.222,69	4.956,91	4.280,90	4.169,14	4.675,74	4.282,21	3.777,03	3.508,52
Imports	3.006,20	3.269,06	4.171,78	4.602,05	3.598,94	3.849,30	4.258,05	3.849,47	3.854,29	4.053,42
Balance of Trade	185,88	224,34	50,91	354,86	681,96	319,84	417,69	432,74	-77,26	-544,90



Creative goods exports stood at \$3.5 billion in 2014. Design goods exports, such as interior design were worth \$1.2 billion, followed by fashion and toys (\$411 million), newspapers and books (\$754 million), audiovisuals (\$546 million) and new media (\$231 million). The Swedish fashion industry grew by 15.3 percent and generated 305 billion sales in 2015, according to [Fashion Week Stockholm](#). Creative goods imports stood at \$4 billion, generating a trade deficit of \$544.9 million in 2014.

# Sweden



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
Economy	2005				2014			
	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Norway	743,69	184,01	559,68	Norway	953,54	155,40	798,13
2	Denmark	380,78	464,78	-84,00	Denmark	429,78	578,92	-149,14
3	Germany	339,97	277,97	62,01	Finland	348,30	107,60	240,70
4	United Kingdom	295,87	224,96	70,92	Germany	279,65	437,01	-157,36
5	Finland	242,13	135,98	106,15	United Kingdom	173,58	255,81	-82,22
6	United States	169,34	89,76	79,58	United States	143,78	101,01	42,77
7	Netherlands	135,29	133,80	1,49	Netherlands	135,36	209,27	-73,91
8	France	108,56	43,17	65,40	Poland	84,72	227,41	-142,69
9	Italy	85,98	112,08	-26,11	France	69,87	62,77	7,10
10	Spain	84,99	15,92	69,06	Saudi Arabia	65,20	0,13	65,07

In 2014, the main exports markets were Europe (80%), Asia (12%) and the Americas (6%). The top export partners were Norway, Denmark and Finland. Creative services exports stood at \$32.3 billion. Telecommunications, computer, and information services (\$15.4 billion), licenses for the use of outcomes of research and development (\$8.6 billion) and architectural, engineering, scientific, and other technical services (\$2.3 billion) accounted for the largest share of creative services exports.

## CREATIVE SERVICES

<b>SWEEDEN</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	19.583,6	25.232,4	24.931,7	30.533,7	32.300,6
<b>Charges for the use of intellectual property n.i.e</b>	5.557,5	6.312,4	7.230,2	7.358,6	8.649,6
Licences for the use of outcomes of research and development	5.557,5	6.312,4	7.230,2	7.358,6	8.649,6
<b>Other business Services</b>	6.173,1	7.235,6	6.424,3	9.470,3	7.860,6
Advertising, market research, and public opinion polling services	1.258,4	1.559,5	1.273,8	1.265,3	1.223,0
Architectural services	0,0	0,0	0,0	93,4	54,0
Architectural, engineering, scientific, and other technical services	2.254,7	2.829,7	2.604,4	3.238,0	2.300,2
R&D , sale of proprietary rights arising from R&D	0,0	0,0	0,0	86,6	12,6
R&D work undertaken on a systematic basis to increase the stock of knowledge	0,0	0,0	0,0	1.223,9	966,0
R&D, Provision of customized and non-customized R&D services	0,0	0,0	0,0	1.137,3	953,5
Research and development (R&D)	2.660,0	2.846,4	2.546,1	2.425,9	2.351,3
<b>Personal, cultural and recreational services</b>	287,4	453,7	434,2	408,7	380,2
Audiovisual and related services	181,4	230,4	265,3	268,7	276,2
Other personal, cultural, and recreational services, heritage and recreational services	106,0	223,3	168,9	140,0	104,0
<b>Telecommunications, computer, and information services</b>	7.565,6	11.230,6	10.842,9	13.296,1	15.410,3
Computer services	6.777,1	10.414,9	10.474,8	12.984,7	14.206,9
Information services	394,2	408,0	184,1	155,7	601,7
Information services, News agency	19,7	20,3	9,1	7,7	30,0
Information services, Other (other than news agency)	374,6	387,4	174,9	148,0	571,7
<b>IMPORTS</b>	12.351,8	13.853,7	14.672,1	26.072,2	32.358,6
<b>Charges for the use of intellectual property n.i.e</b>	1.422,1	1.807,1	2.340,9	2.658,9	3.774,3

Licences for the use of outcomes of research and development	1.422,1	1.807,1	2.340,9	2.658,9	3.774,3
<b>Other business Services</b>	7.717,5	8.014,3	7.741,7	18.040,3	22.343,8
Advertising, market research, and public opinion polling services	2.160,1	2.168,5	1.808,0	1.946,1	2.190,3
Architectural services	0,0	0,0	0,0	67,1	72,4
Architectural, engineering, scientific, and other technical services	827,2	918,2	798,5	671,1	804,7
&D , sale of proprietary rights arising from R&D	0,0	0,0	0,0	283,7	1.171,1
R&D work undertaken on a systematic basis to increase the stock of knowledge	0,0	0,0	0,0	4.934,2	6.256,4
R&D, Provision of customized and non-customized R&D services	0,0	0,0	0,0	4.650,4	5.085,3
Research and development (R&D)	4.730,3	4.927,7	5.135,2	5.487,8	6.763,6
<b>Personal, cultural and recreational services</b>	267,2	294,0	270,4	303,3	333,0
Audiovisual and related services	179,8	167,4	150,7	163,8	189,9
Other personal, cultural, and recreational services, heritage and recreational services	87,3	126,5	119,7	139,6	143,1
<b>Telecommunications, computer, and information services</b>	2.945,0	3.738,3	4.319,0	5.069,5	5.907,5
Computer services	2.302,4	3.051,5	3.768,3	4.479,0	5.157,7
Information services	321,3	343,5	275,4	295,2	374,9
Information services, News agency	9,5	10,3	8,2	8,9	11,3
Information services, Other (other than news agency)	311,8	333,0	267,1	286,3	363,6

#### Highlights

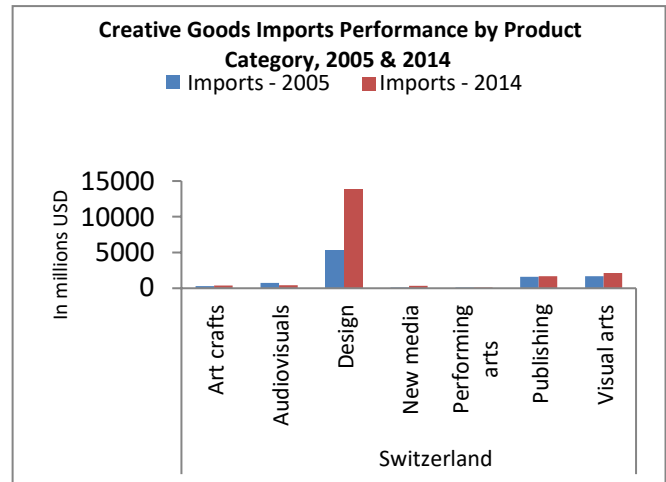
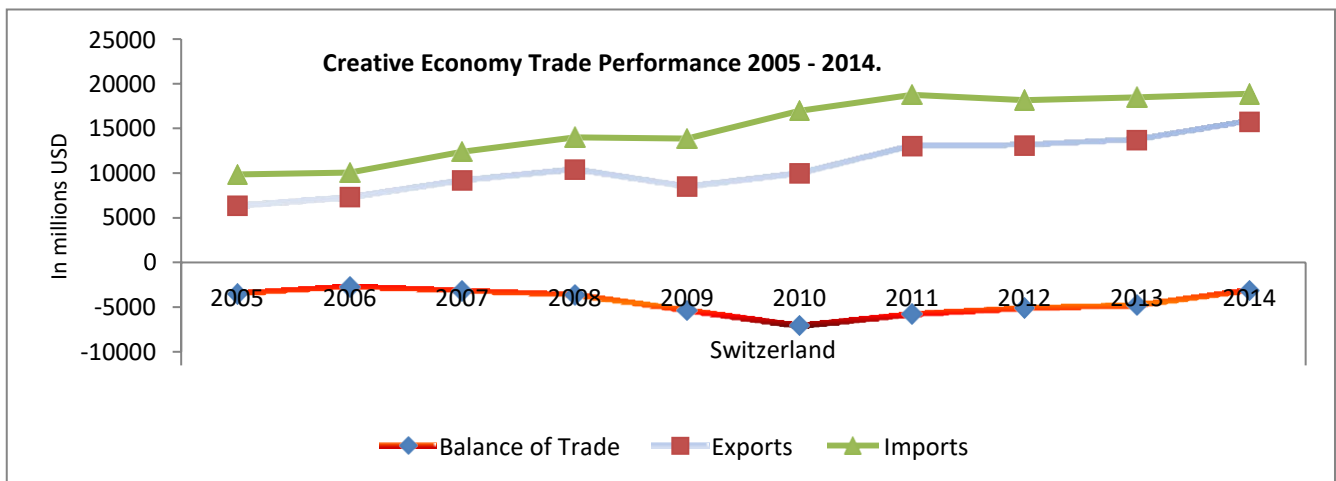
- From 2010 to 2013, Stockholm's gaming industry grew 300% according to [Invest Stockholm agency](#). [Sweden's video-game boom in the last half decade is one of the biggest success stories in the industry](#), fueled by a talented and creative workforce and the fruits of years of government support for education and technology.<sup>1</sup>

<sup>1</sup> Read more at: <https://phys.org/news/2017-05-sweden-booming-video-game-industry.html#jCp>

# Switzerland

## COUNTRY PROFILE- Switzerland

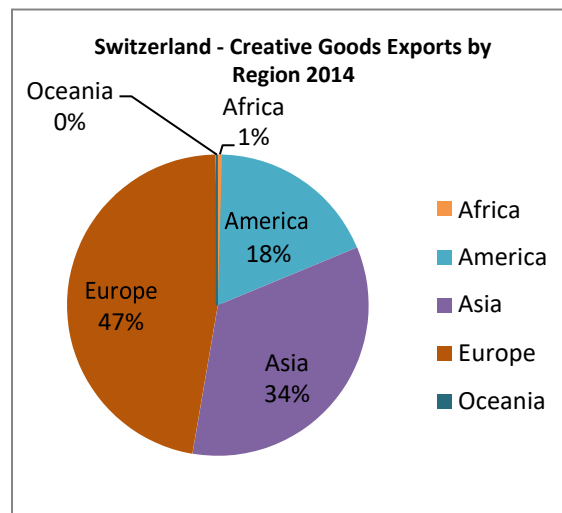
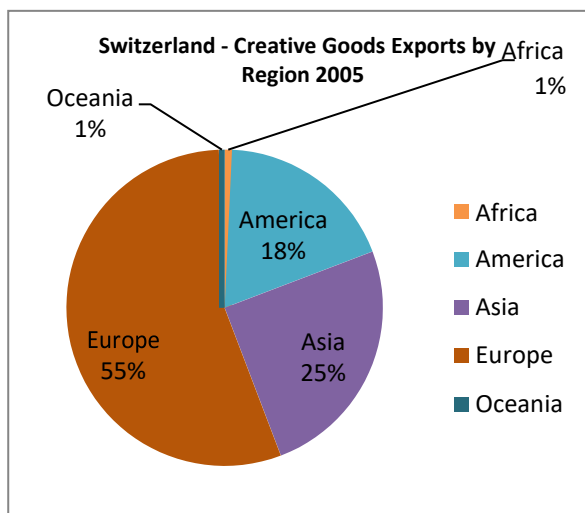
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Switzerland	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	6.365,28	7.326,75	9.184,85	10.386,48	8.511,22	9.952,62	13.016,74	13.071,17	13.697,26	15.733,96
Imports	9.867,81	10.076,53	12.408,00	14.031,10	13.871,42	16.997,31	18.773,90	18.182,22	18.476,44	18.886,23
Balance of Trade	-3.502,5	-2.749,78	-3.223,15	-3.644,62	-5.360,20	-7.044,69	-5.757,16	-5.111,05	-4.779,18	-3.152,27



Creative goods exports more than doubled from \$6.3 billion in 2005 to \$15.7 billion in 2014. Exports of design goods, such as jewelry (\$11 billion), fashion accessories and interior designed (\$906 million), accounted for the largest share of creative goods exports. The Swiss are very environmentally conscious, and discussions about the climate change have increased people's awareness.<sup>1</sup> As a result, the demand for natural fibres and products that are produced using environmentally-friendly methods is growing steadily. Visual arts were another dynamic creative sector with exports of paintings worth \$1.8 billion, antiques \$390 million, sculptures \$266 million and photography \$102 million. Creative goods imports stood at \$18.8 billion, generating a trade deficit of \$3.1 billion in 2014.

<sup>1</sup>[The Apparel Market in Switzerland, We Connect Fashion.](#)

# Switzerland



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US\$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	1.033,11	1.114,53	-81,42	France	2.904,27	3.732,84	-828,57
2	Germany	964,37	2.751,13	-1.786,76	United States	2.580,72	1.469,30	1.111,42
3	France	813,47	1.542,15	-728,68	China, Hong Kong SAR	1.980,48	1.171,41	809,07
4	United Kingdom	558,04	616,21	-58,18	United Kingdom	1.625,14	1.441,43	183,70
5	Italy	399,91	1.133,01	-733,10	Germany	1.009,68	3.003,81	-1.994,14
6	Japan	389,26	59,47	329,80	United Arab Emirates	885,58	448,82	436,75
7	Hong Kong (China)	328,28	182,56	145,72	Italy	881,66	2.396,73	-1.515,07
8	United Arab Emirates	230,48	125,87	104,61	Japan	440,67	636,57	-195,90
9	Austria	143,31	365,09	-221,78	Singapore	320,94	245,25	75,69
10	Spain	114,95	74,14	40,81	China	301,00	1.153,42	-852,42

In 2014, the main exports markets were Europe (47%), Asia (34%) and the Americas (18%). The top export partners were France, the United States and Hong Kong SAR. The Global Innovation Index<sup>2</sup> (GII) 2017 has ranked Switzerland the world's most innovative country for the seventh time in a row. Switzerland is leading in knowledge creation and in many other important indicators, including PCT (Patent Cooperation Treaty) patent applications and high-tech manufacturing.

<sup>2</sup> [The Global Innovation Index: Energizing the World with Innovation](#), 2018

# Switzerland

## CREATIVE SERVICES

<b>SWITZERLAND</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	1.760,3	2.521,5	3.546,7	3.236,7	3.934,4
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	1.760,3	2.521,5	3.546,7	3.236,7	3.934,4
Research and development (R&D)	1.760,3	2.521,5	3.546,7	3.236,7	3.934,4
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					
<b>IMPORTS</b>	5.815,2	6.943,1	8.091,1	7.715,7	10.103,8
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	5.815,2	6.943,1	8.091,1	7.715,7	10.103,8
Research and development (R&D)	5.815,2	6.943,1	8.091,1	7.715,7	10.103,8
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					

### Highlights:

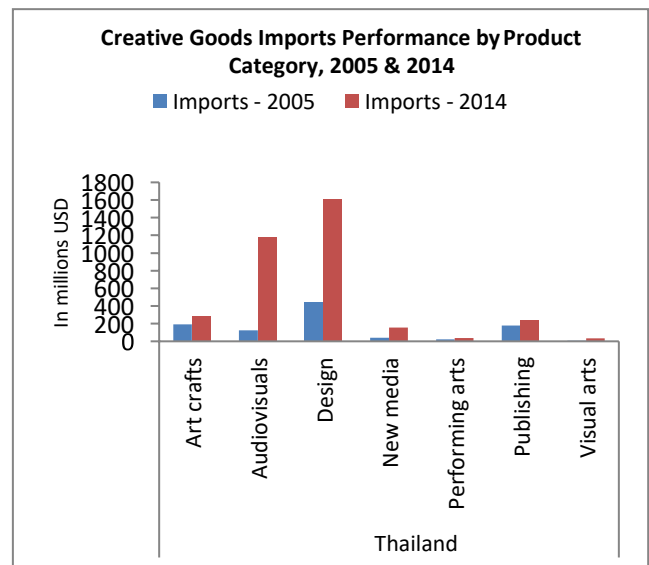
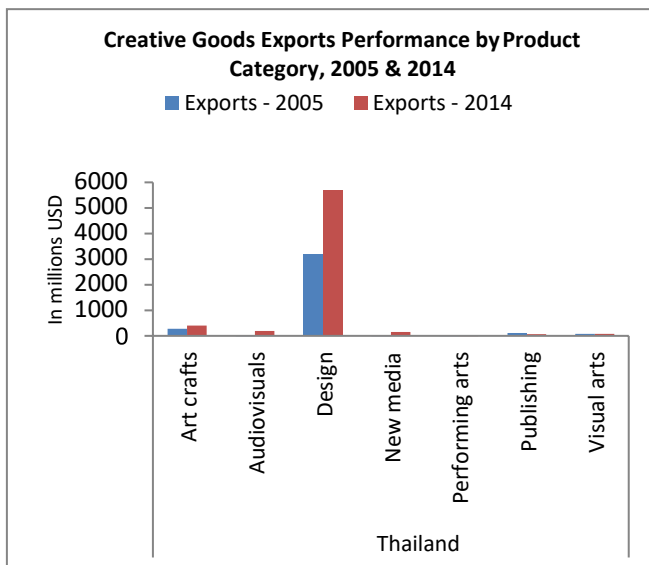
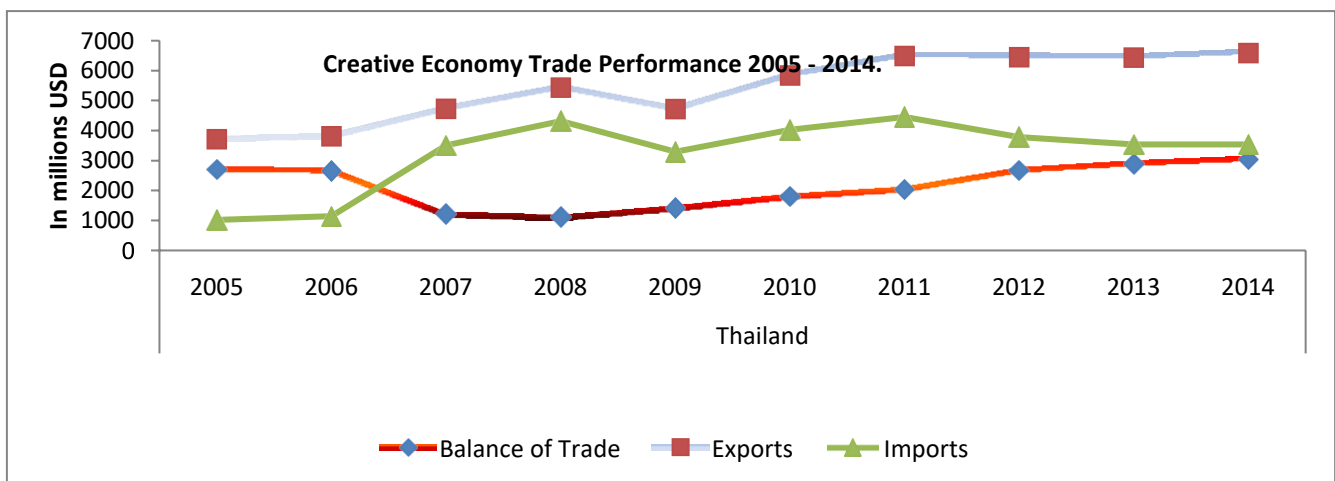
- In 2013, the creative industries in Switzerland employed roughly 275,000 people in around 71,000 businesses. This represented 11% of Swiss businesses and 6% of all employees. Employment was highest in architecture, the software and games industry, music and the press market. These four submarkets accounted for roughly half of all cultural and creative industry professionals. The Swiss cultural and creative industries generated an estimated Gross Added Value (GAV) of 22.3 billion Swiss Francs and an estimated turnover of 68.6 billion. This amounted to almost 4% of Switzerland's total GAV.<sup>3</sup>

<sup>3</sup>Switzerland's Creative Industries: Facts and Figures, Creative Economy Report 2016

# Thailand

## COUNTRY PROFILE- Thailand

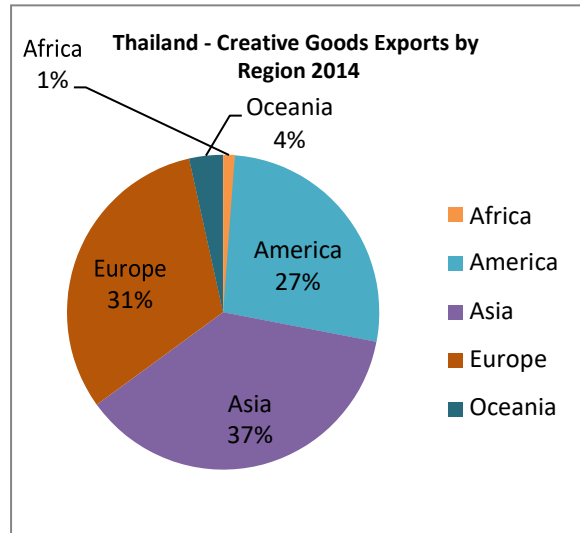
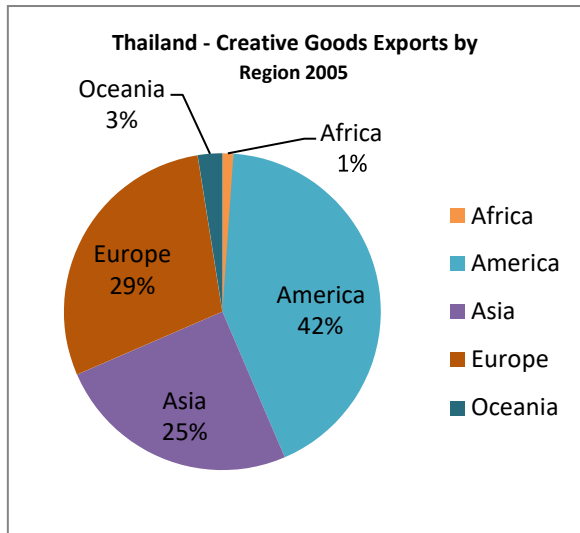
Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Thailand	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.725,61	3.815,76	4.733,99	5.436,45	4.724,90	5.848,26	6.496,45	6.453,84	6.443,25	6.595,37
Imports	1.020,93	1.146,33	3.510,35	4.321,63	3.296,86	4.034,04	4.456,64	3.782,48	3.544,57	3.544,98
Balance of Trade	2.704,68	2.669,43	1.223,64	1.114,82	1.428,04	1.814,22	2.039,81	2.671,36	2.898,68	3.050,39



Creative goods exports rose from \$3.7 billion in 2005 to \$6.5 billion in 2014. Design goods accounted for the largest share of exports. Jewelry exports stood at \$4.2 billion followed by interior design at \$847 million and fashion and toys combined at \$574 million. Thailand has strong traditions for high-quality fabrics such as Thai silk. Today, the industry has an important contributing role to the country's economy, accounting for approximately 17% of total GDP.<sup>1</sup> Creative goods imports at \$3.5 billion were half the value of exports, generating a positive trade balance of \$3 billion in 2014.

<sup>1</sup>[The fashion industry in Thailand](#), Bangkok Danish Trade Council

# Thailand



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	1.464,59	100,93	1.363,66	United States	1.612,08	156,83	1.455,25
2	Japan	371,15	96,52	274,64	Hong Kong (China)	717,52	98,32	619,20
3	United Kingdom	266,77	33,12	233,65	Germany	665,28	71,46	593,83
4	Germany	183,43	30,58	152,85	Japan	431,14	210,76	220,39
5	France	128,62	33,48	95,14	Switzerland	327,11	13,66	313,45
6	Hong Kong (China)	97,33	88,20	9,13	United Kingdom	312,37	47,56	264,80
7	Italy	86,46	47,40	39,06	United Arab Emirates	237,74	13,32	224,42
8	United Arab Emirates	78,68	6,91	71,77	Singapore	232,39	262,32	-29,93
9	Australia	78,02	5,44	72,58	Australia	214,05	12,59	201,46
10	Canada	61,07	7,53	53,54	France	141,66	106,83	34,84

In 2014, the main exports markets were Asia (37%), Europe (31%), the Americas (27%) and Oceania (4%). The top export partners were the United States, Hong Kong SAR and Germany. Thailand is the second-largest economy in ASEAN and a major player in the regional value chain for key manufacturing industries, including textiles. Young brands are appealing to the region.<sup>2</sup> Furthermore, over 2.6 million small and medium-size enterprises (SMEs) in Thailand account for 90 percent of all businesses in the country, providing ample opportunity for growth in creative industries sectors.

<sup>2</sup> [Thailand: Fashion Gateway of Asia](#), The Epoch Times

# Thailand

## CREATIVE SERVICES

<b>THAILAND</b>					
Values in Million US \$	2009	2010	2011	2012	2013
<b>EXPORTS</b>	19,8	14,7	48,6	20,4	37,4
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	19,8	14,7	48,6	20,4	37,4
<b>Computer services</b>	19,8	14,7	48,6	20,4	37,4
<b>IMPORTS</b>					
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>					

### Highlights:

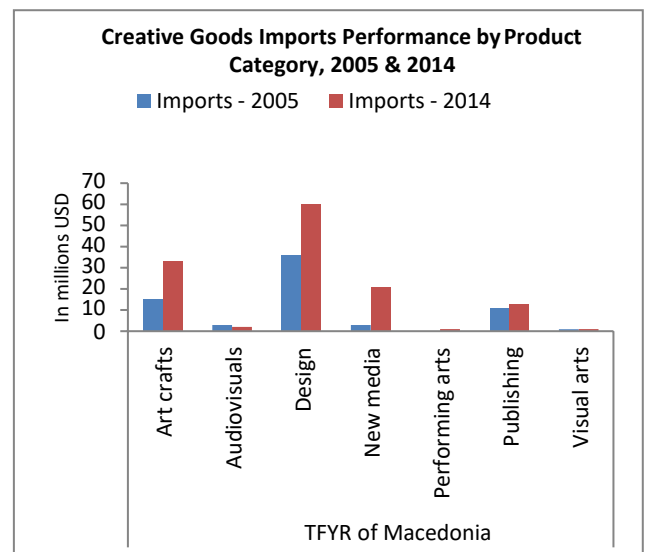
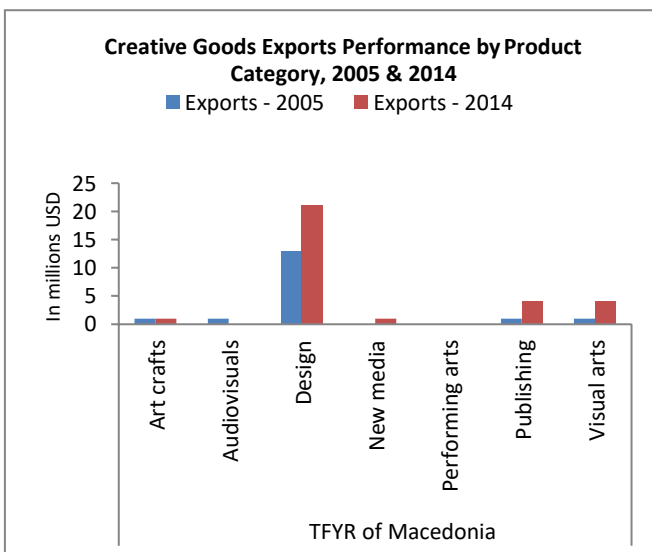
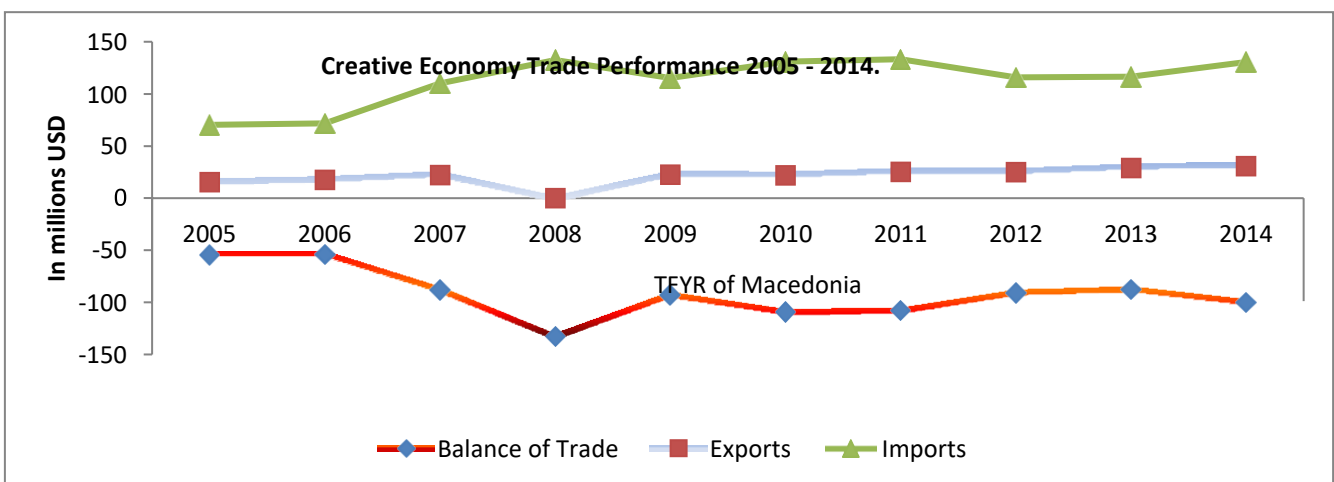
- The creative economy concept is now being showcased in Thailand after the launch of “Creative Thailand 2016: Think Big” Expo at the Bangkok International Trade and Exhibition Centre (BITEC).<sup>3</sup>
- “Creative Thailand: Building Thailand’s Economy with Creativity” is a campaign run by Thailand Creative & Design Center (TCDC), office of Knowledge Management and Development, with an aim to create public awareness toward the Creative Economy and promote the Creative Industry as a key component for the national economic development.<sup>4</sup>

<sup>3</sup> [Creative Thailand 2016 opens in Bangkok to showcase the creative economy](#), TAT News, October 2016

<sup>4</sup> [Creative Thailand: Building Thailand’s Economy with Creativity](#), Thailand Creative & Design Center (TCDC)

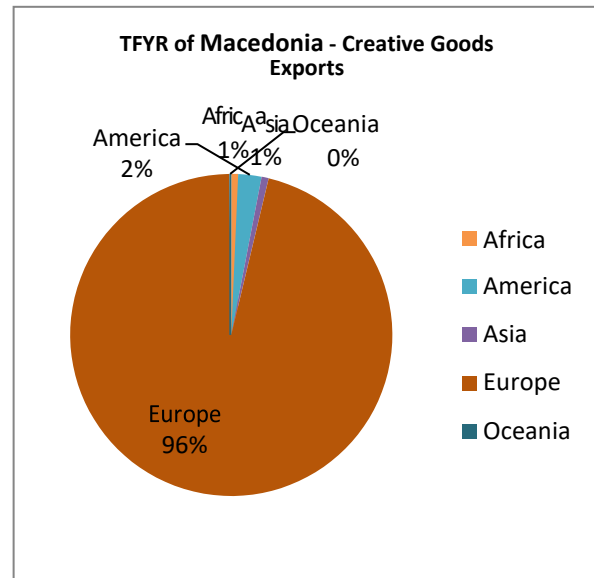
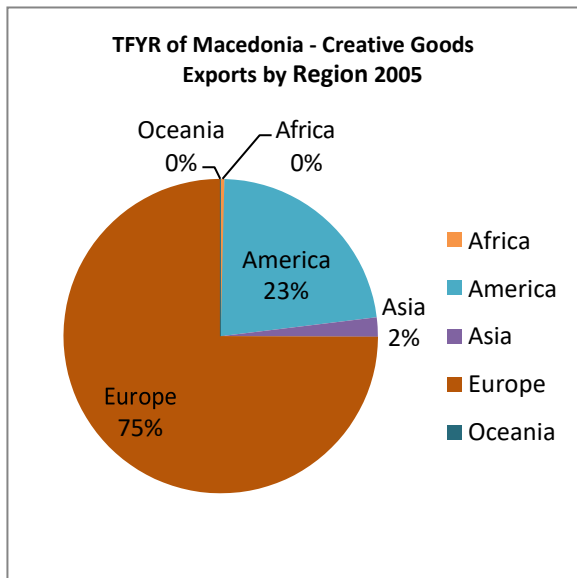
# The former Yugoslav Republic of Macedonia

COUNTRY PROFILE- The Former Yugoslav Republic of Macedonia										
Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
The Former Yugoslav Republic of Macedonia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	15,64	17,62	22,16	0,00	22,51	21,85	25,36	25,07	28,86	30,77
Imports	70,29	71,62	110,02	132,58	115,43	130,95	133,22	115,88	116,57	130,61
Balance of Trade	-54,65	-54,00	-87,86	-132,58	-92,92	-109,10	-107,86	-90,81	-87,71	-99,84



Creative goods exports doubled from \$15.6 million in 2005 to \$30.7 million in 2014. Design goods at \$21 million accounted for the largest share of exports, followed by visual arts and publishing, which stood at \$8 million combined in 2014. The Ministry of Culture of the Former Yugoslav Republic of Macedonia announced in 2016 that it would support 61 projects, mainly those that include digital ceramics, design products which feature the Cyrillic alphabet and fashion collection using 3D printing. Creative goods imports were four times higher the value of exports at \$130.6 million generating a trade deficit of \$99.84 million in 2014.

# The former Yugoslav Republic of Macedonia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	3,54	1,14	2,40	Serbia	9,98	7,93	2,05
2	Germany	3,19	11,38	-8,19	Germany	2,70	12,90	-10,20
3	Federal Republic of Yugoslavia	2,89	6,52	-3,63	Netherlands	2,09	2,14	-0,05
4	Greece	2,04	7,92	-5,87	United Kingdom	2,09	1,33	0,75
5	Croatia	1,00	1,46	-0,47	Croatia	2,06	2,35	-0,29
6	Switzerland	0,93	0,45	0,48	Italy	1,50	10,34	-8,84
7	Bosnia and Herzegovina	0,61	0,40	0,22	Greece	1,41	5,24	-3,83
8	Slovenia	0,36	4,19	-3,84	Slovenia	1,24	4,88	-3,64
9	United Arab Emirates	0,19	0,23	-0,05	Romania	1,22	0,71	0,51
10	Poland	0,16	0,88	-0,73	Austria	0,78	12,43	-11,65

In 2014, the main exports markets were Europe (96%) and the Americas (2%). The top export partner for creative goods was Serbia. The Former Yugoslav Republic of Macedonia maintained significant trade deficits with Austria, Germany and Italy. Creative services exports stood at \$95.1 million in 2014. Computer services at \$77.7 million accounted for the largest share of creative services exports. The ICT sector in the Former Yugoslav Republic of Macedonia benefits from a skilled workforce and several software development companies are creating applications for Western markets. These include banking, air traffic control, digital animation, and website development.

# The former Yugoslav Republic of Macedonia

## CREATIVE SERVICES

<b>The Former Yugoslav Republic of Macedonia</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	61,2	71,3	77,5	81,8	95,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	5,0	6,2	6,7	5,3	7,7
Research and development (R&D)	5,0	6,2	6,7	5,3	7,7
<b>Personal, cultural and recreational services</b>	6,7	8,5	5,4	7,0	7,3
Audiovisual and related services	6,7	8,5	5,4	7,0	7,3
<b>Telecommunications, computer, and information services</b>	49,5	56,6	65,5	69,5	80,0
Computer services	49,5	56,6	65,5	69,5	77,7
Information services					2,3
<b>IMPORTS</b>	75,8	74,1	69,6	68,5	70,6
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	8,6	6,6	5,9	6,5	6,7
Research and development (R&D)	8,6	6,6	5,9	6,5	6,7
<b>Personal, cultural and recreational services</b>	12,9	16,0	17,4	17,0	18,4
Audiovisual and related services	12,9	16,0	17,4	17,0	18,4
<b>Telecommunications, computer, and information services</b>	54,3	51,5	46,4	45,0	45,5
Computer services	54,3	51,5	46,4	45,0	42,2
Information services					3,3

### Highlights:

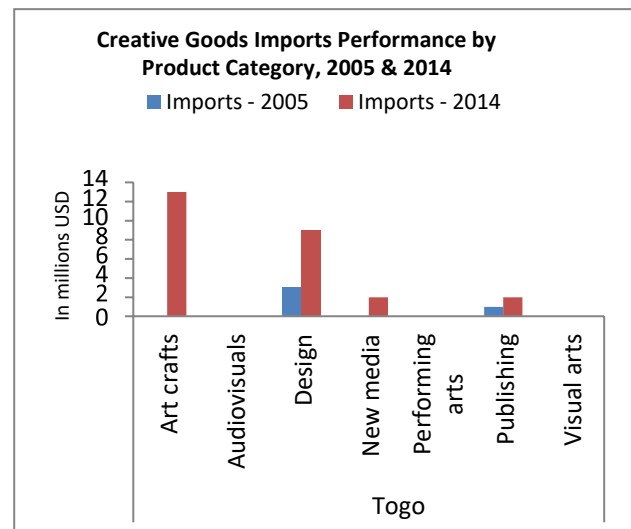
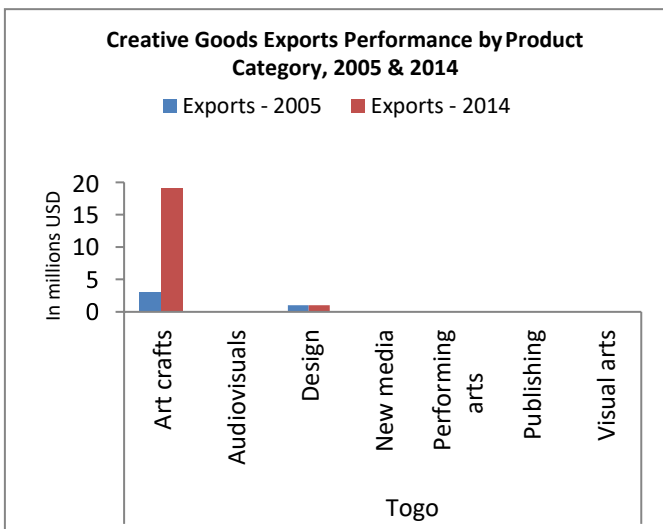
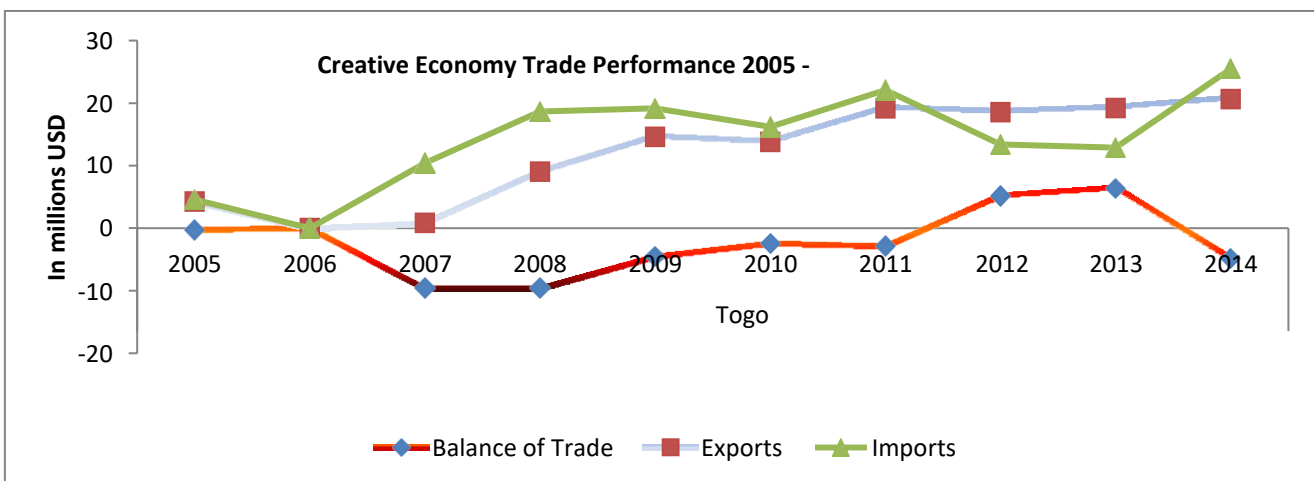
- With an annual growth rate between 2.3 and 7.7 percent over the last few years, the Information and Communication Technology (ICT) sector in Macedonia is a promising area for investment.<sup>1</sup>

<sup>1</sup> [Computers and Information Technology Equipment, Macedonia Country Commercial Guide, 2017](#)

# Togo

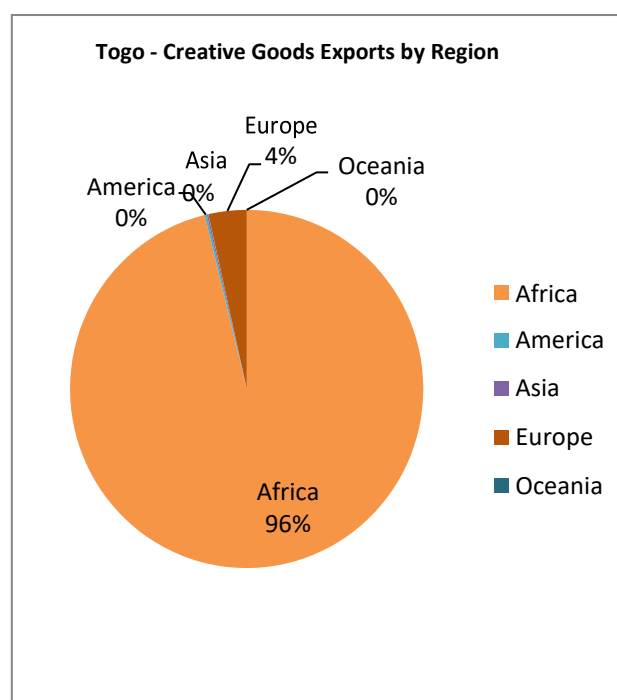
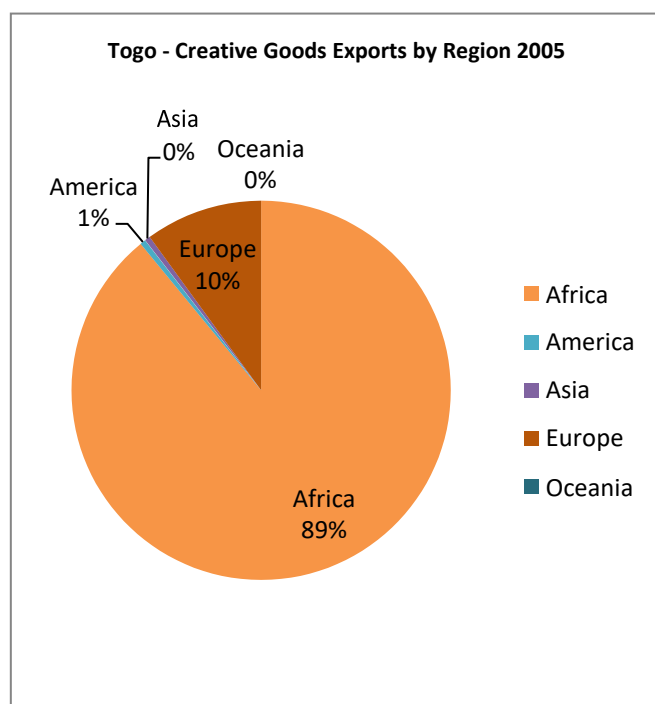
## COUNTRY PROFILE- Togo

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Togo	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	4,27	0,00	0,85	9,05	14,62	13,77	19,17	18,54	19,23	20,65
Imports	4,59	0,00	10,41	18,64	19,14	16,20	22,07	13,38	12,85	25,48
Balance of Trade	-0,32	0,00	-9,56	-9,59	-4,52	-2,43	-2,90	5,16	6,38	-4,83



Creative goods exports increased significantly from \$4.27 million in 2005 to \$20.6 million in 2014. Art crafts was the leading export sector. [Togo is also an important producer of Cotton.](#) Lome's "Grand Marche" is known for its entrepreneurial market women, who have a stronghold on many areas of trade, notably in African cloth. Creative goods imports stood at \$25.4 million in 2014, driven by imports of design and art crafts goods.

# Togo



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
Economy	2005				2014			
	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Nigeria	1,62	0,00	1,62	Nigeria	6,85	0,01	6,85
2	Niger	0,84	0,00	0,84	Niger	5,88	0,00	5,88
3	Benin	0,56	0,04	0,51	Burkina Faso	3,29	0,00	3,29
4	France	0,31	1,34	-1,03	Benin	2,02	0,05	1,97
5	Mali	0,24	0,00	0,24	Mali	0,77	0,00	0,77
6	Burkina Faso	0,23	0,01	0,22	France	0,40	2,56	-2,17
7	Senegal	0,12	0,05	0,07	Cameroon	0,26	0,00	0,26
8	Belgium	0,05	0,05	-0,01	Congo	0,22	0,00	0,22
9	South Africa	0,04	0,01	0,02	Belgium	0,18	0,16	0,02
10	Dem. Rep. of the Congo	0,03	0,00	0,03	Senegal	0,12	0,01	0,10

In 2014, Togo's main exports markets by region were Africa (96%) and Europe (4%). The top export partners were Nigeria, Niger and Burkina Faso. Togo exported very little by way of creative services: less than \$1 million in value. The main creative services imports, which stood at \$21 million, were computer services (£13.5 million) and Research and Development (\$5.9 million).

# Togo

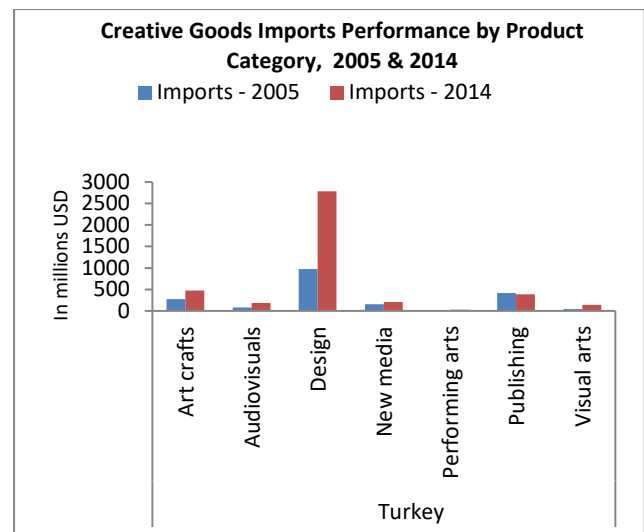
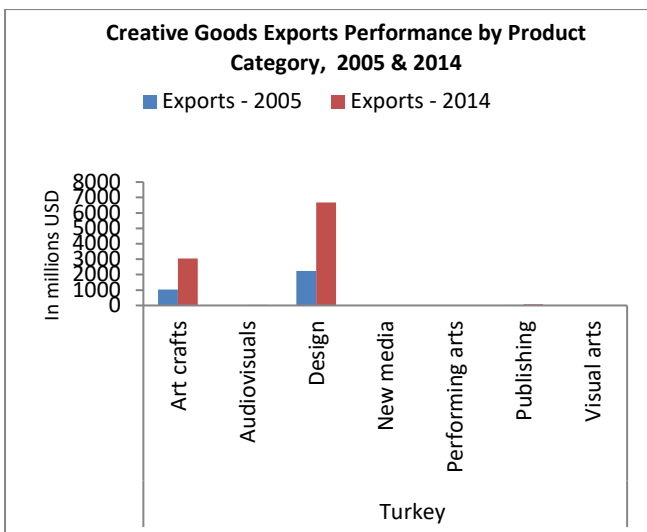
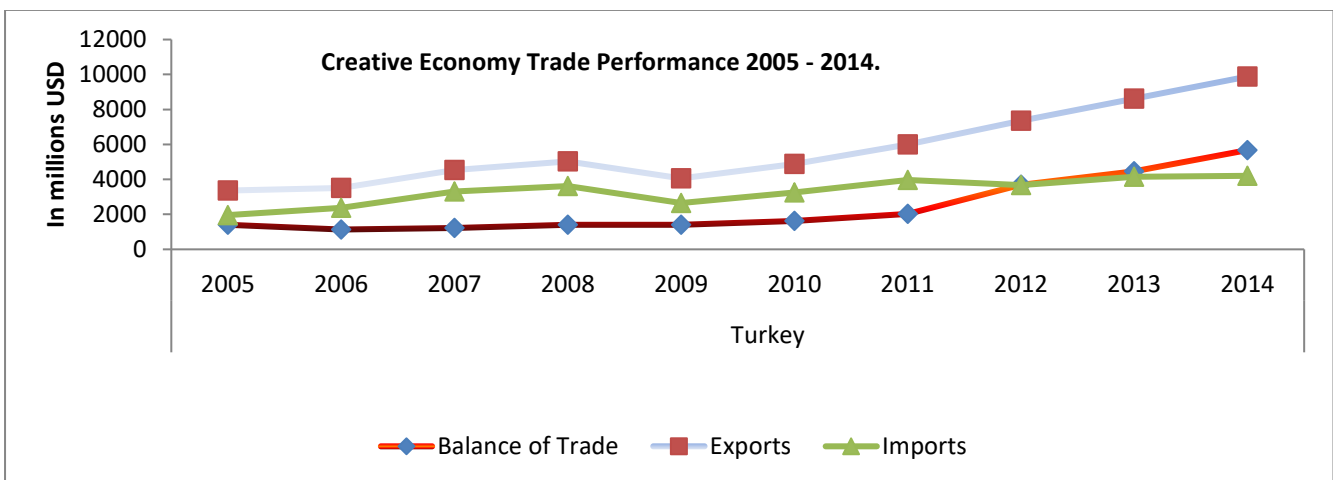
## CREATIVE SERVICES

<b>TOGO</b>					
Value in millions of \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	0,1	0,3	0,0	0,1	0,1
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	0,1			0,0	0,1
Research and development (R&D)	0,1			0,0	0,1
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>		0,3	0,0	0,1	0,1
Computer services		0,2		0,0	0,0
Information services		0,0	0,0	0,1	0,1
<b>IMPORTS</b>		9,5	12,6	14,5	21,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>		4,3	7,1	4,7	5,9
Research and development (R&D)		4,3	7,1	4,7	5,9
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>		5,2	5,5	9,8	15,1
Computer services		4,3	4,6	8,4	13,5
Information services		0,9	0,9	1,5	1,5

# Turkey

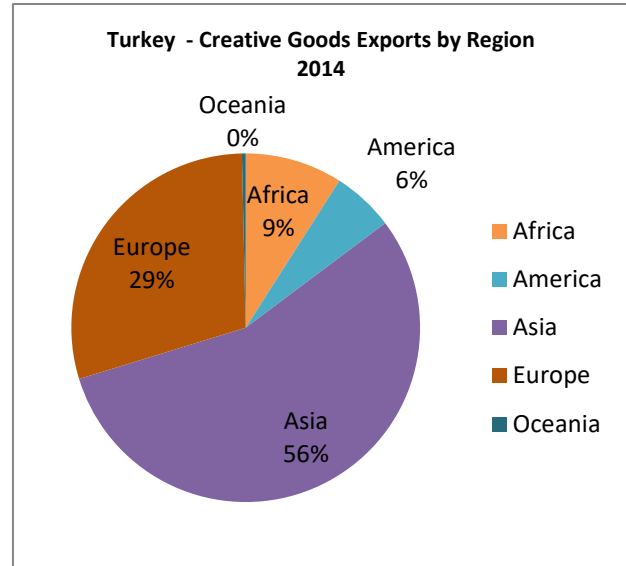
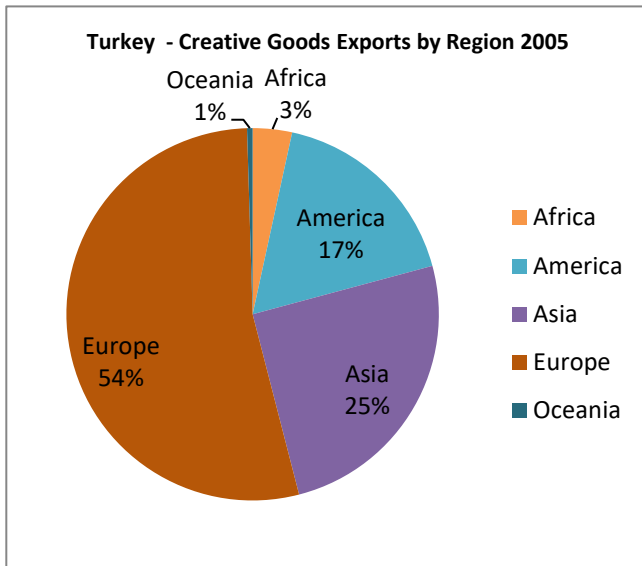
## COUNTRY PROFILE- Turkey

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Turkey	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	3.362,44	3.514,19	4.533,50	5.024,27	4.064,36	4.891,86	6.000,47	7.360,29	8.609,62	9.881,96
Imports	1.959,13	2.379,99	3.305,38	3.613,19	2.656,11	3.259,61	3.969,97	3.672,09	4.155,53	4.204,98
Balance of Trade	1.403,31	1.134,20	1.228,12	1.411,08	1.408,25	1.632,25	2.030,50	3.688,20	4.454,09	5.676,98



Turkish creative goods exports increased threefold, from \$3.3 billion to \$9.9 billion, between 2005 and 2014. Design goods and art crafts accounted for the largest share of exports. Exports of jewelry at \$4.3 billion, interior design at \$1.5 billion and fashion accessories at \$701 million led creative goods exports. Driven by imports of design, art crafts and publishing goods, creative goods imports stood at \$4.2 billion. Turkey had a positive trade balance in creative goods trade of \$5.6 billion in 2014. Other creative goods categories did not perform as well as the arts crafts and design sectors, with imports for audiovisuals, new media and publishing dominating.

# Turkey



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	527,13	69,07	458,06	United Arab Emirates	1.579,88	304,64	1.275,24
2	Germany	295,20	99,81	195,40	Iraq	1.032,51	1,58	1.030,93
3	Russian Federation	263,36	103,05	160,31	Iran (Islamic Republic of)	893,31	3,62	889,69
4	United Arab Emirates	223,74	34,17	189,57	Saudi Arabia	476,29	0,47	475,82
5	Italy	158,20	260,06	-101,87	Germany	463,77	133,11	330,66
6	France	122,12	57,77	64,35	United States	462,58	67,57	395,01
7	United Kingdom	107,51	73,51	34,00	Libya	407,48	0,11	407,36
8	Saudi Arabia	101,76	0,75	101,01	Russian Federation	390,10	103,34	286,76
9	Spain	96,82	27,92	68,91	Italy	339,84	493,37	-153,54
10	Romania	81,96	9,70	72,27	Azerbaijan	273,11	0,08	273,03

In 2014, the main destination markets for Turkish creative goods exports were Asia (56%), Europe (29%), Africa (9%) and the Americas (6%). This was a shift from the European market dominance seen in 2005. Turkey's neighbouring United Arab Emirates, Iraq, Iran and Saudi Arabia were the top trade partners in 2014 and was indicative of a regional shift. The United States dropped to sixth position after Germany. In 2014, Turkey maintained a creative goods trade deficit only with Italy. On the services side, Turkish creative services exports accounted for \$18 million, mainly driven by exports of telecommunications, computer, and information services.

# Turkey

## CREATIVE SERVICES

<b>TURKEY</b>					
Value in millions of \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	16,0	18,0	17,0	18,0	18,0
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	16,0	18,0	17,0	18,0	18,0
Information services	16,0	18,0	17,0	18,0	18,0
<b>IMPORTS</b>	13,0	11,0	15,0	24,0	39,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	13,0	11,0	15,0	24,0	39,0
Computer services					
Information services	13,0	11,0	15,0	24,0	39,0

### Highlights

- Today, the Turkish textiles and clothing industry is the most outward-oriented industry and can compete with the international market in terms of high quality and wide range of products.<sup>1</sup>
- Gastronomy tourism is an emerging market in Turkey, gaining popularity alongside an increase in the popularity of food-focused tours. The Turkish Restaurant and Entertainment Association (TURYİD) continues to organize Gastroeconomy Summits and is focused on promoting Istanbul as a major gastronomy site. Around 18.9% of Turkey's GDP comes from the food and beverage sector and is a high-potential growth sector for the country.<sup>2</sup>
- [Impact Hub Istanbul](#) is a key 'space' and tool for the creation and curation of content in a physical space for creative entrepreneurs.
- In 2018, UNCTAD organized various workshops in the City of Istanbul in collaboration with Istanbul Commerce University, Istanbul Chamber of Commerce and Istanbul Governorate. The aim was to map the creative industries potential in Istanbul and promote the dialogue among creative industries stakeholders.

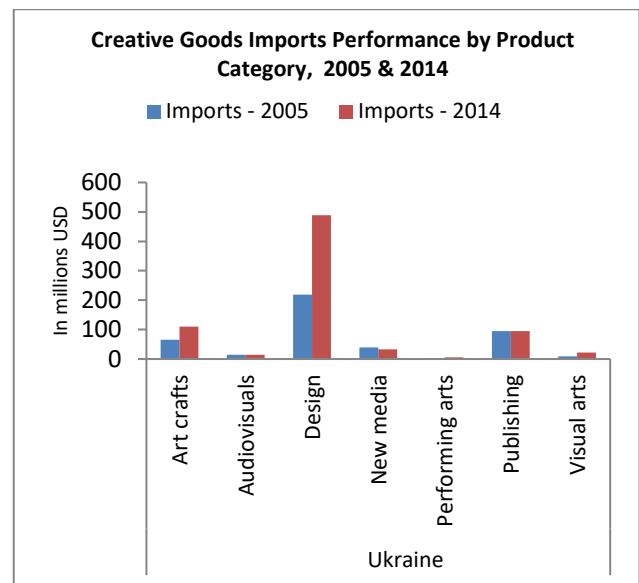
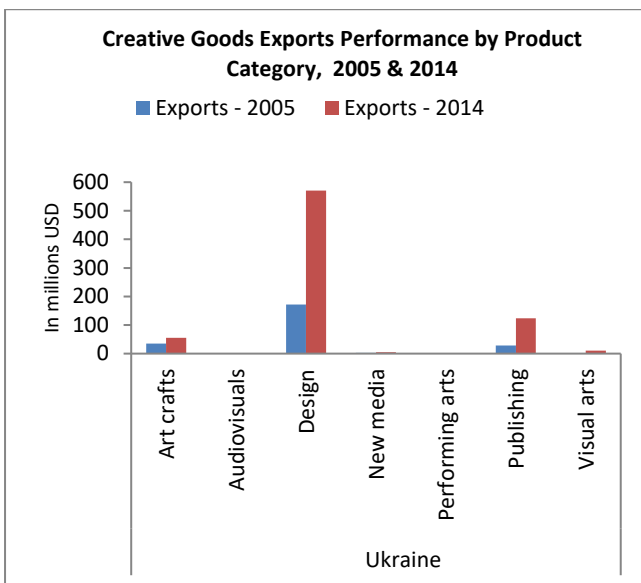
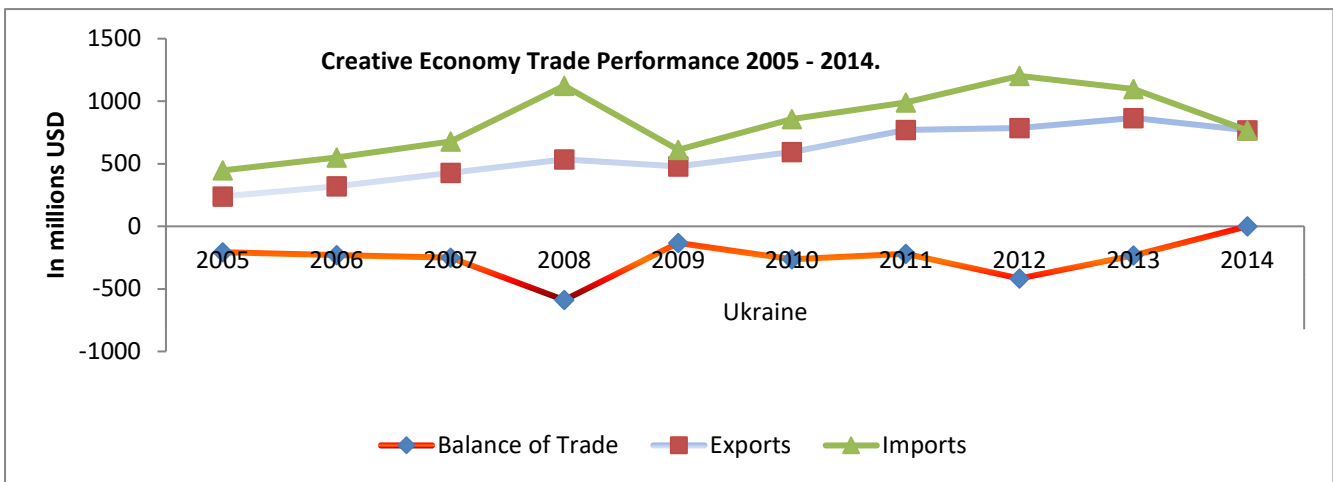
<sup>1</sup> [Textiles and clothing supplies](#), Ministry of Economy, Republic of Turkey, 2016

<sup>2</sup> [The Turkish food industry: trends, topics and market opportunities](#), ITEE Food & Drink, August 2016

# Ukraine

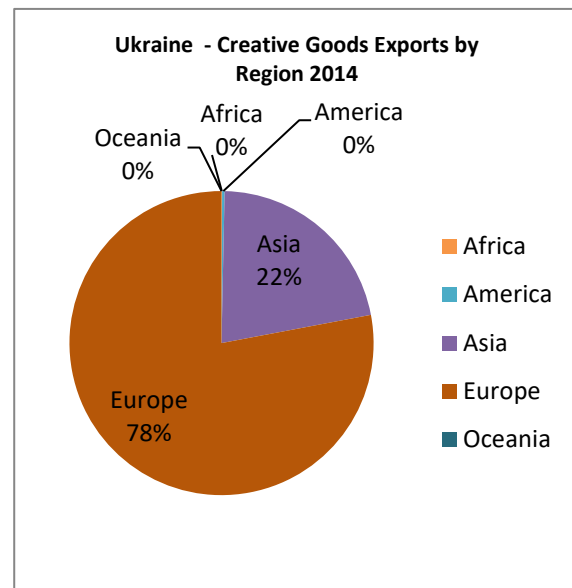
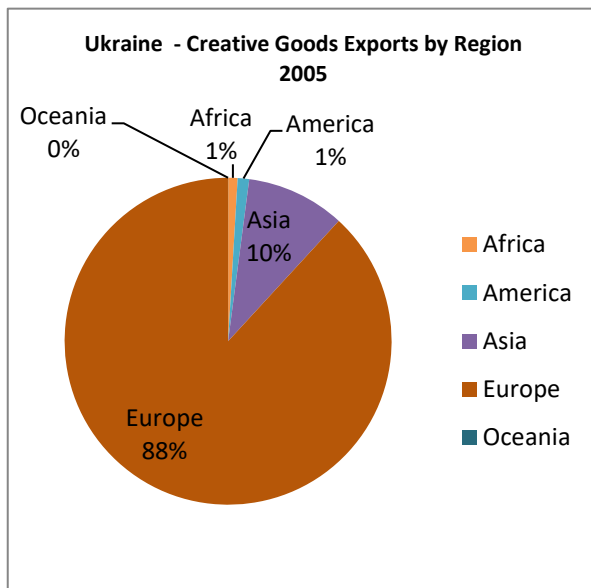
## COUNTRY PROFILE- Ukraine

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
Ukraine	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	238,73	319,20	428,57	534,32	477,67	592,93	770,17	786,95	866,18	768,27
Imports	446,98	549,86	677,80	1.123,74	611,10	856,60	990,10	1.202,48	1.098,92	768,69
Balance of Trade	-208,25	-230,66	-249,23	-589,42	-133,43	-263,67	-219,93	-415,53	-232,74	-0,42



Ukraine creative goods exports increased three-fold from \$239 million in 2005 to \$768 million in 2014, demonstrating the strong potential of the creative economy. Design goods (interior design, fashion goods and toys) accounted for the largest share of exports. Creative goods imports stood at \$769 million in 2014, resulting in a small trade deficit. Again, design imports were high. There is an evident need to diversify the creative goods export market. The [Ukrainian fashion industry](#) has been maturing and expanding for many years, although it previously did so off the international radar and with a largely domestic clientele in mind. There is scope for growth in fashion, as well as in arts craft and publishing.

# Ukraine



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Russian Federation	140,61	100,84	39,77	Russian Federation	448,39	63,69	384,70
2	Italy	12,66	31,01	-18,35	Kazakhstan	81,26	0,11	81,16
3	Kazakhstan	12,18	0,32	11,86	Belarus	38,73	11,23	27,50
4	Republic of Moldova	11,89	4,73	7,16	Denmark	20,12	6,43	13,69
5	Germany	10,91	27,34	-16,43	Azerbaijan	20,05	0,03	20,02
6	Belarus	5,34	11,40	-6,06	Germany	18,80	42,30	-23,50
7	France	4,96	6,17	-1,21	Republic of Moldova	17,16	1,75	15,41
8	Denmark	4,10	4,77	-0,67	Italy	17,16	42,53	-25,37
9	China	3,80	82,13	-78,33	Uzbekistan	13,12	0,05	13,07
10	Poland	3,06	28,48	-25,42	Georgia	12,66	0,00	12,66

The main destination markets for Ukraine's creative goods were Europe (78%) and Asia (22%). In 2014, the top ten export partners for creative goods were Ukraine's neighbours, including the Russian Federation, Kazakhstan, Belarus, Denmark, Azerbaijan, Germany, Republic of Moldova, Italy, Uzbekistan and Georgia. Ukraine had trade deficits with Italy and Germany. Creative services exports stood at \$2.069 billion in 2014. A combination of 'telecommunications, computer, and information services' at \$1,595 million and R&D at \$440 million, accounted for the largest share of creative services exports. The development of IT and creative services have recently become two of the seven priority areas in Ukraine's export strategy 2017-2021, [presented](#) by the Ministry of Economic Development and Trade in March 2017. Ukraine has 16.9 million economically active citizens, about 470,000 of whom work in the creative economy (roughly 2.8% of the working population).

# Ukraine

## CREATIVE SERVICES

<b>UKRAINE</b>					
Values in Million US \$	2010	2011	2012	2013	2014
<b>EXPORTS</b>	951,0	1.261,0	1.595,0	2.017,0	2.069,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	490,0	526,0	567,0	581,0	440,0
Research and development (R&D)	490,0	526,0	567,0	581,0	440,0
<b>Personal, cultural and recreational services</b>	32,0	37,0	36,0	42,0	31,0
Audiovisual and related services	32,0	37,0	36,0	42,0	31,0
<b>Telecommunications, computer, and information services</b>	429,0	698,0	992,0	1.394,0	1.598,0
Computer services	404,0	658,0	937,0	1.292,0	1.500,0
Information services	25,0	40,0	55,0	102,0	98,0
<b>IMPORTS</b>	566,0	640,0	687,0	856,0	547,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	167,0	172,0	166,0	149,0	89,0
Research and development (R&D)	167,0	172,0	166,0	149,0	89,0
<b>Personal, cultural and recreational services</b>	152,0	172,0	150,0	262,0	88,0
Audiovisual and related services	152,0	172,0	150,0	262,0	88,0
<b>Telecommunications, computer, and information services</b>	247,0	296,0	371,0	445,0	370,0
Computer services	210,0	255,0	334,0	398,0	337,0
Information services	37,0	41,0	37,0	47,0	33,0

### Highlights

- An application of the [UNESCO methodology](#) of culture for development indicators demonstrated that in 2014 CCIs contributed to 4.04% to the national GDP and that cultural employment corresponded to 3.17% of total employment in the Ukraine.<sup>1</sup>
- There is a dynamic start-up scene and highly skilled IT workforce in Ukraine, which is facilitating the development of the country's creative economy, a 2017 [report](#) by the EU-Eastern Partnership Culture and Creativity Programme revealed. The same report highlighted that there was an increasingly popular "Made in UA" movement alongside government focus on supporting "national cultural product" and the promotion of Ukrainian as official language. It also noted the development of CCIs is among the priority goals of the "Long-term National Culture Strategy 2025". The Ministry of Culture established the Department of Cultural and Creative Industries in 2016.<sup>2</sup>
- In addition, cinema development is one of the priorities within the framework of promotion of national cultural products.

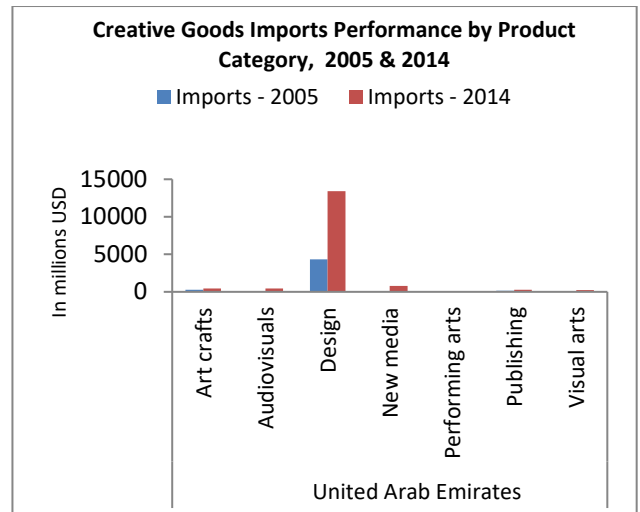
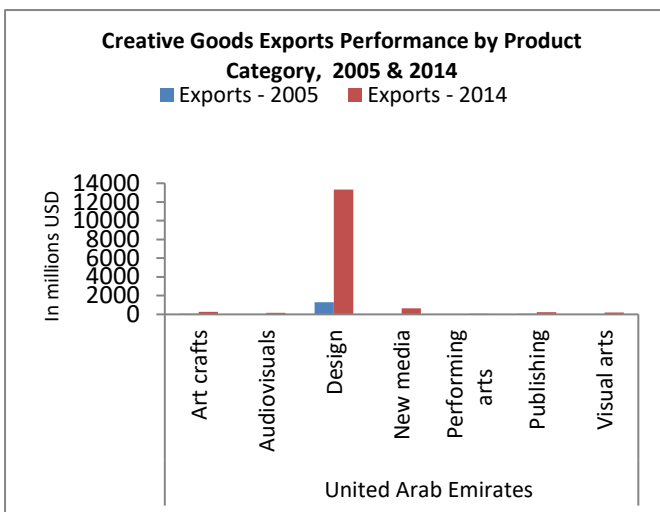
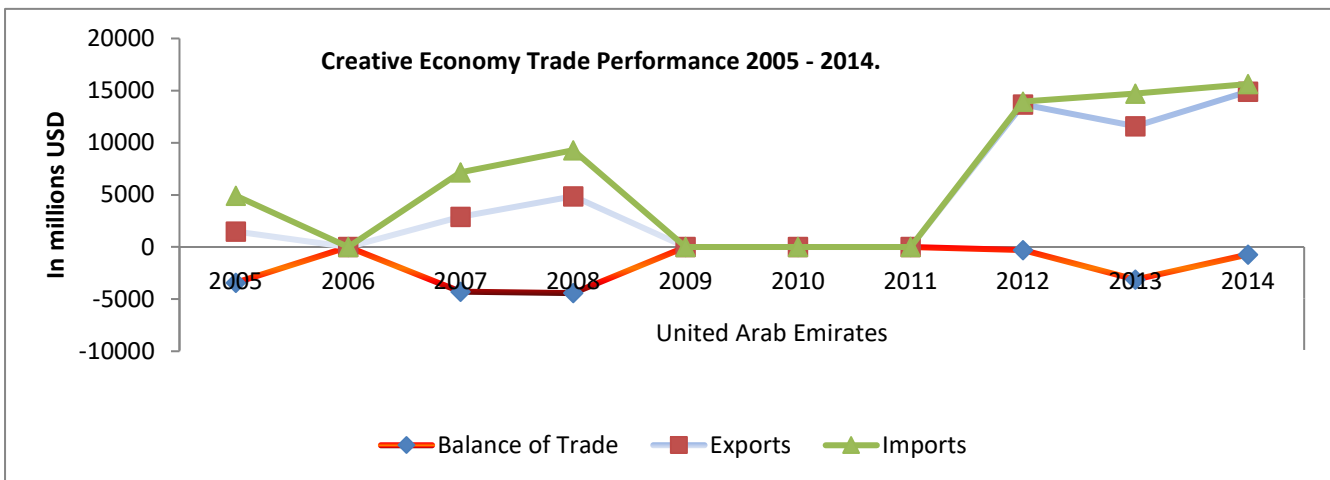
<sup>1</sup> [https://www.culturepartnership.eu/upload/editor/2017/2017/CDIS%20%20Analytical%20Brief%20%20ENG%20\(1\).pdf](https://www.culturepartnership.eu/upload/editor/2017/2017/CDIS%20%20Analytical%20Brief%20%20ENG%20(1).pdf)

<sup>2</sup> <https://www.culturepartnership.eu/upload/editor/2017/Research/171205%20Creative%20Industries%20Report%20for%20Ukraine.pdf>

# United Arab Emirates

## COUNTRY PROFILE- United Arab Emirates

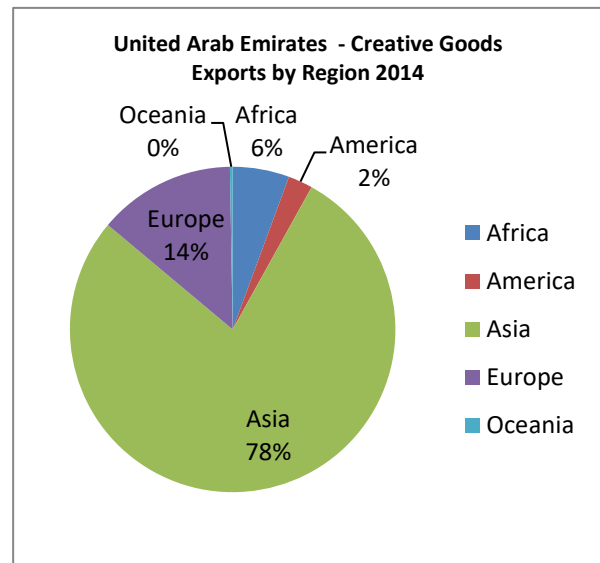
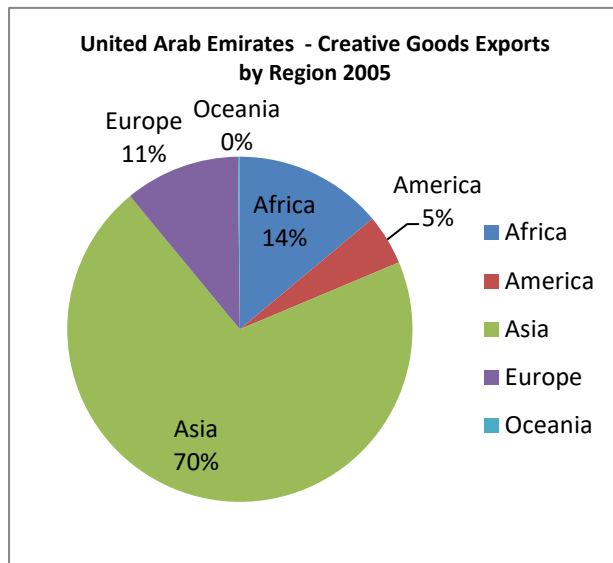
Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
United Arab Emirates	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1.501,77	0,00	2.892,75	4.858,63	0,00	0,00	0,00	13.664,89	11.598,15	14.905,62
Imports	4.914,16	0,00	7.165,91	9.281,41	0,00	0,00	0,00	13.960,14	14.718,00	15.626,41
Balance of Trade	-3.412,39	0,00	-4.273,16	-4.422,78	0,00	0,00	0,00	-295,25	-3.119,85	-720,79



The United Arab Emirates' creative goods exports increased nearly tenfold from \$1.5 billion in 2005 to \$14.9 billion in 2014. Of design goods, which accounted for \$13.3 billion, jewelry accounted for \$12.1 billion, followed by new media (recorded media and video games) worth of \$656 million. Over the same period, imports of jewelry, fashion and interior design nearly tripled. Rapid Growth in the fashion industry in the United Arab Emirates can be attributed to the presence of the Dubai Design District and the college of Fashion and Design (CFD).<sup>1</sup> Other sectors of the United Arab Emirates creative good exports could be developed to diversify the creative economy. The United Arab Emirates has a trade deficit of \$720 million.

<sup>1</sup> [United Arab Emirates fashion industry registering strong growth, The Gulf Today, November 2017](#)

# United Arab Emirates



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Kuwait	168,35	25,44	142,91	Iran (Islamic Republic of)	2.595,56	27,26	2.568,30
2	Saudi Arabia	144,60	159,55	-14,95	Iraq	1.932,76	9,43	1.923,33
3	Iran (Islamic Republic of)	139,22	21,57	117,64	India	1.227,44	2.989,03	-1.761,59
4	Bahrain	120,27	76,37	43,89	Switzerland	1.176,79	400,53	776,26
5	Qatar	90,69	2,57	88,12	Hong Kong (China)	1.023,54	760,26	263,28
6	Iraq	84,26	0,02	84,25	Saudi Arabia	895,73	205,07	690,66
7	United States	68,00	89,91	-21,91	Kuwait	614,34	205,19	409,15
8	India	42,52	942,23	-899,71	Turkey	493,92	370,44	123,48
9	United Kingdom	38,30	105,22	-66,92	Qatar	476,77	6,21	470,57
10	Hong Kong (China)	36,18	149,36	-113,19	United States	294,06	369,09	-75,02

The Asian region maintained its market dominance in terms of export partnership with the United Arab Emirates. In 2014, Iran was the United Arab Emirates' top trading partner, a position held by Kuwait in 2005. Other key markets were India, Switzerland and Hong Kong (China). Jewelry accounted for the largest share of exports to Iran, worth \$2.2 billion in 2014. India was the third largest export market, but the United Arab Emirates also maintained its largest trade deficit, worth \$1.7 billion, with India. Creative services exports stood at \$4.3 billion with computer services accounting for the largest share. According to data from Abu Dhabi's media free zone authority [twofour54](#), the gaming sector in the Middle East and North Africa (Mena) region is growing faster than the global average, outpacing Russia Federation, China and even the Republic of Korea and is set to triple in size to \$4.4 billion by 2022<sup>2</sup>.

<sup>2</sup> [UAE plays lead role in video gaming](#), The National Business, January 2016

# United Arab Emirates

## CREATIVE SERVICES

<b>UNITED ARAB EMIRATES</b>	
Value in millions of \$	2014
<b>EXPORTS</b>	4.302,2
<b>Charges for the use of intellectual property n.i.e</b>	
<b>Telecommunications, computer, and information services</b>	4.302,2
Computer services	4.247,8
Information services	54,5
<b>IMPORTS</b>	980,3
<b>Charges for the use of intellectual property n.i.e</b>	
<b>Telecommunications, computer, and information services</b>	980,3
Computer services	490,1
Information services	490,1

### Highlights:

- The United Arab Emirates has been growing and positioning the local creative industry, including arts, media and entertainment, luxury, design, and fashion sectors.
- His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, has directed the launch of the [United Arab Emirates Cultural Development Fund](#), which will be overseen by the Ministry of Culture and Knowledge Development.<sup>3</sup>
- Dubai has become one of the Middle East's key centres for print, broadcast and digital media. The emirate's media-focused free zone, [Dubai Media City](#), has attracted a range of global media brands.<sup>4</sup>
- Ranked 10th in the World Competitiveness Ranking of 63 countries by [IMD World Competitiveness Centre](#), the United Arab Emirates is the only Arab country to find a place among the super league of the global top 10 nations.<sup>5</sup>

<sup>3</sup> [Shaikh Mohammad launches 'UAE Cultural Development Fund'](#), 'Creative Industries Contributions Index', February 2018

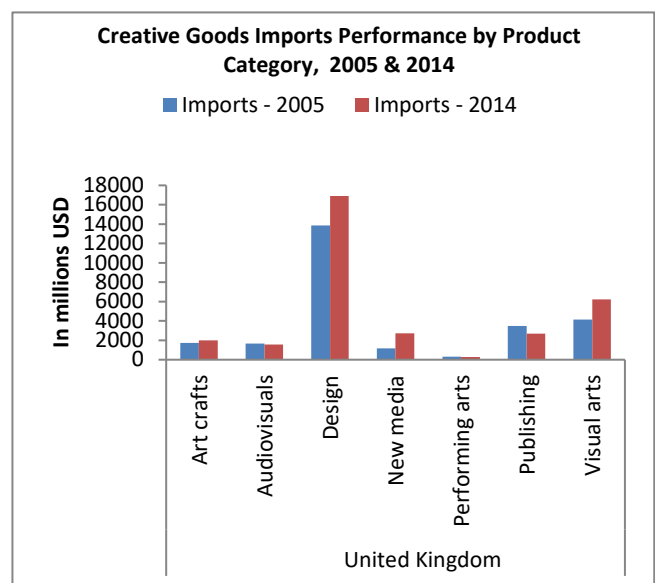
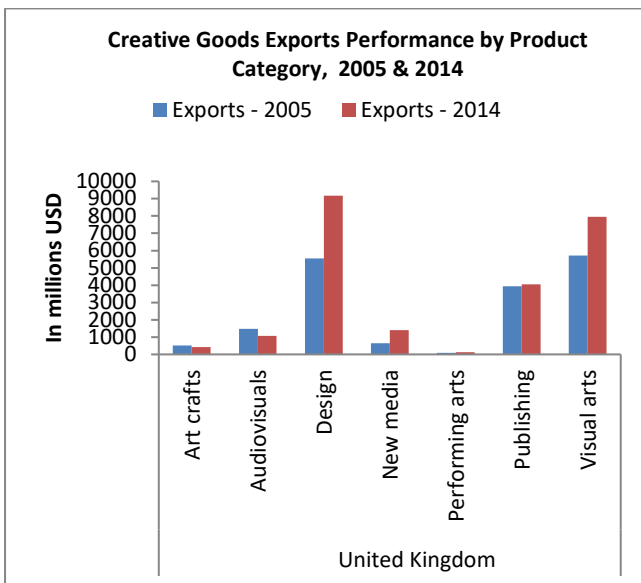
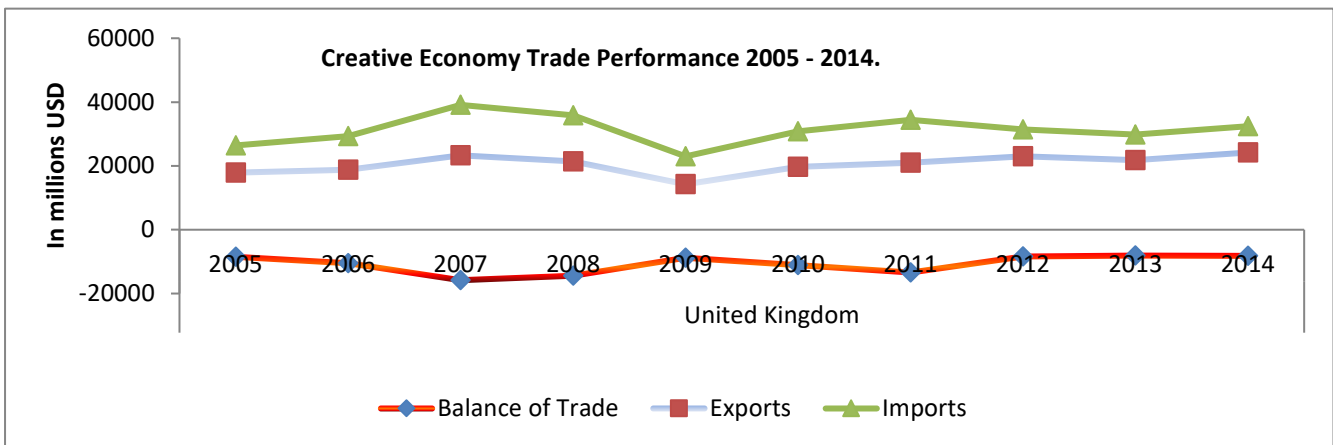
<sup>4</sup> [Dubai's media industry using technology to reach new markets](#), Oxford Business Group

<sup>5</sup> [UAE climbs global competitiveness ranking](#), Khaleej Times, May 2017

# United Kingdom

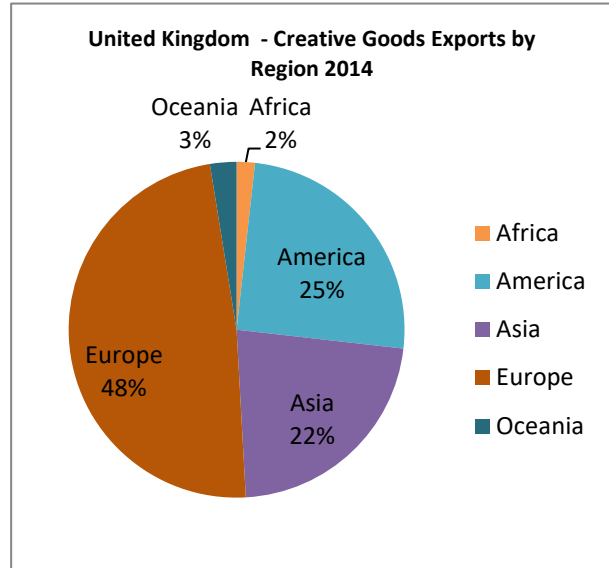
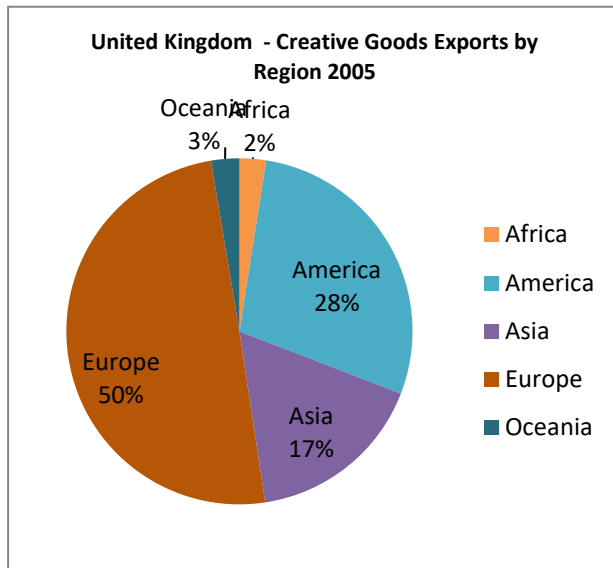
## COUNTRY PROFILE- United Kingdom

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
United Kingdom	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	17.912,28	18.806,19	23.297,47	21.397,60	14.228,29	19.721,41	21.035,22	22.998,05	21.762,34	24.187,25
Imports	26.405,98	29.282,78	39.117,08	35.827,34	22.981,80	30.842,25	34.452,03	31.437,29	29.865,04	32.407,11
Balance of Trade	-8.493,70	-10.476,59	-15.819,61	-14.429,74	-8.753,51	-11.120,84	-13.416,81	-8.439,24	-8.102,70	-8.219,86



The United Kingdom's creative goods exports increased from \$17.9 billion in 2005 to \$24.1 billion in 2014. Design goods accounted for the largest share of exports, almost doubling between 2005 and 2014. Jewelry, fashion goods and interior design were worth \$8.3 billion, followed by visual arts (paintings, antiques and sculpture) at \$7.9 billion, publishing (books and journals) at \$4 billion, new media at \$1.3 billion and audiovisuals at \$1 billion. However creative goods imports were high standing at \$32.4 billion in 2014, driven by design goods, visual arts, new media and publishing goods. The United Kingdom posted a trade deficit of \$8.2 billion in 2014.

# United Kingdom



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Values in Million US \$					Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	United States	4.770,38	2.715,82	2.054,57	United States	5.576,29	3.199,39	2.376,89
2	Ireland	1.791,20	685,44	1.105,76	Switzerland	3.346,15	1.697,22	1.648,94
3	Switzerland	1.770,34	1.095,74	674,60	China, Hong Kong SAR	1.748,14	941,19	806,95
4	France	997,59	959,15	38,45	France	1.505,05	2.899,65	-1.394,60
5	Germany	783,95	2.016,88	-1.232,93	Ireland	1.497,98	612,27	885,71
6	Hong Kong (China)	748,13	757,85	-9,72	Germany	1.363,72	2.071,13	-707,41
7	Netherlands	692,43	936,89	-244,46	Qatar	682,63	33,16	649,47
8	United Arab Emirates	565,68	75,79	489,89	Spain	639,61	637,51	2,10
9	Spain	503,54	339,38	164,16	Netherlands	571,94	1.333,10	-761,16
10	Italy	469,93	1.253,48	-783,56	United Arab Emirates	568,89	149,93	418,96

The United Kingdom's main trading partners remained stable between 2005 and 2014, the United States being its top trade partner. From a regional market perspective, the main markets for creative goods exports were Europe (48%), the Americas (25%), Asia (22%), Oceania (3%) and Africa (2%). The Asian market expanded, but only slightly. In 2014, the United Kingdom maintained a trade deficit with France, Germany and the Netherlands. The United Kingdom did not report creative services data, but the Creative Industries Council reported that in 2015, the value of services exported from the United Kingdom TV, film, radio and photography sector was £5.46 billion, up from £4.72 billion in 2014. It was the second-biggest exporting creative industry sector, after IT and computer services.<sup>1</sup>

<sup>1</sup> The Creative Industries Council

# United Kingdom

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## Highlights:

- In 2016, the creative industries accounted for 284,400 businesses, which represented about one in eight (11.8%) of all United Kingdom businesses. Almost 18% of the United Kingdom's creative industry businesses traded internationally compared to just 12.9 % across all United Kingdom business sectors.<sup>2</sup>
- In 2016, the creative industries contributed a record £91.8bn to the UK economy in 2016, [official statistics](#) show. The contribution of the UK creative industries - as measured by Gross Value Added (GVA) - rose by 7.6% in 2016, or more than twice as fast as the average 3.5 % growth rate for this measure across the UK economy as a whole. Between 2010 and 2016, the creative industries sub sectors - which include advertising, film and TV, architecture, publishing, music, design, games, museums and galleries, fashion, crafts, and the creative use of technology - grew their economic contribution by 44.8%, outpacing even the purely digital sector, which increased its GVA by 23.3% during this period. Much of the growth in the creative industries is thought to be coming from the field known as [createch](#), in which technology is used to enable creativity, and vice versa.<sup>3</sup>

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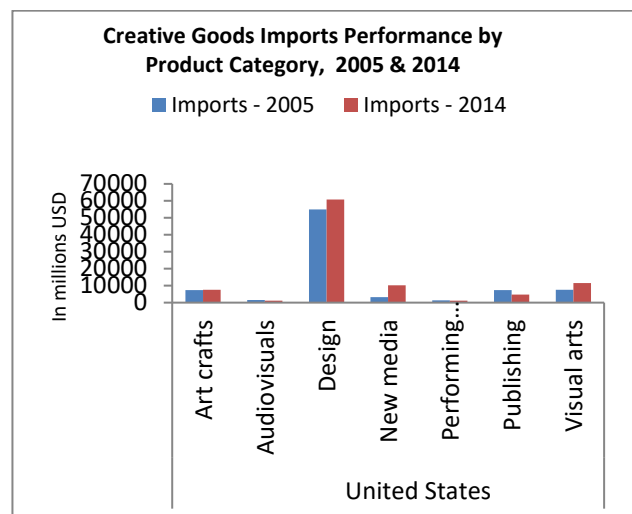
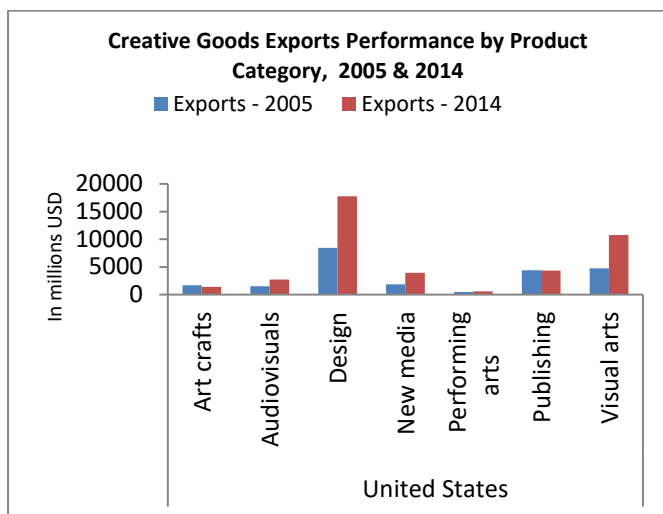
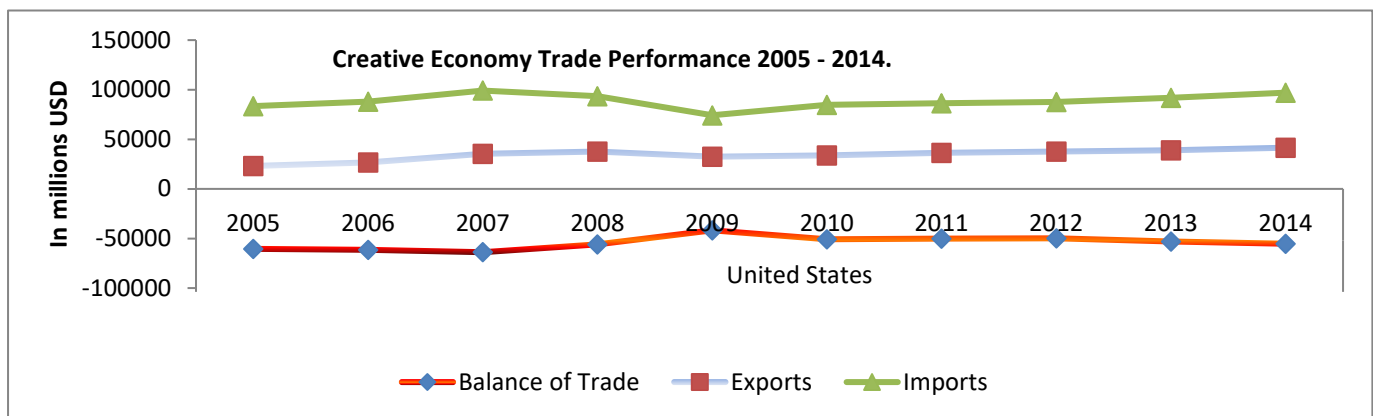
<sup>2</sup> [Department of Digital, Culture, Media & Sport, \(DCMS\)](#), The Creative Industries in the United Kingdom

<sup>3</sup> <http://www.thecreativeindustries.co.uk/uk-creative-overview/news-and-views/news-creative-industries-earn-uk-almost-%C2%A392bn>

# United States

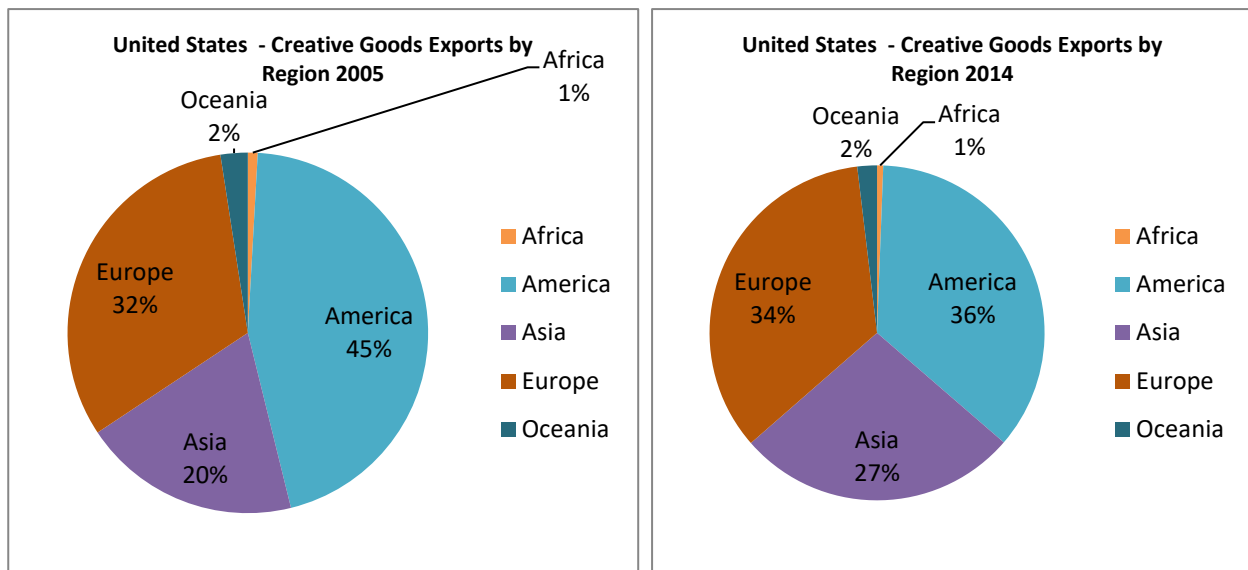
## COUNTRY PROFILE- United States of America

Creative Industries Trade Performance, 2005-2014					Values in Million US\$					
United States	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	23.110,31	26.783,90	35.278,23	37.546,00	32.451,16	33.902,08	36.224,96	37.790,74	38.994,82	41.521,87
Imports	83.507,41	88.071,85	99.122,44	93.417,21	74.247,83	84.611,81	86.418,85	87.573,63	91.919,09	96.937,23
Balance of Trade	-60.397,10	-61.287,95	-63.844,21	-55.871,21	-41.796,67	-50.709,73	-50.193,89	-49.782,89	-52.924,27	-55.415,36



Creative goods exports from the United States nearly doubled from \$23.1 billion in 2005 to \$41.5 billion in 2014. In 2014, design goods (\$17.7 billion), visual arts (\$10.7 billion), publishing (\$4.3 billion), new media (\$3.9 billion) and audiovisuals (\$2.7 billion) accounted for the largest share of creative goods exports. The United States was also a major importer of creative goods. Imports in 2014 stood at \$96.9 billion driven mainly by design goods, new media, visual arts and art crafts, resulting in a trade deficit in creative goods of \$55.4 billion. The main imports were design goods.

# United States



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Canada	6.161,48	7.806,39	-1.644,91	Canada	8.738,71	3.850,70	4.888,01
2	United Kingdom	2.507,32	2.431,36	75,96	Hong Kong (China)	4.717,48	647,13	4.070,35
3	Mexico	1.920,54	2.974,70	-1.054,16	United Kingdom	4.708,13	2.462,74	2.245,39
4	Switzerland	1.649,63	405,38	1.244,24	Switzerland	4.091,34	677,73	3.413,61
5	Japan	1.467,19	2.102,84	-635,65	Mexico	2.697,71	4.034,17	-1.336,46
6	Hong Kong (China)	911,76	1.354,51	-442,75	France	1.699,30	4.160,14	-2.460,84
7	France	810,32	2.594,44	-1.784,12	Japan	1.586,61	1.525,25	61,36
8	Germany	688,73	1.220,34	-531,62	China	1.120,56	51.401,60	-50.281,04
9	Australia	494,88	222,12	272,75	Germany	993,41	1.897,74	-904,33
10	Netherlands	484,95	273,22	211,73	Netherlands	715,87	403,96	311,91

The United States' trade with Asia grew by 7% between 2005 and 2014, while European trade remained stable and trade with the Americas shrank by almost 10%. In 2014, the main destination markets for creative goods were the Americas (36%), Europe (34%), Asia (27%), Oceania (2%) and Africa (1%). In 2014, the United States exported creative goods mainly to Canada, Hong Kong (China), the United Kingdom, Switzerland, and Mexico. It had trade deficits with China, France, Mexico and Germany. The United States' creative services exports stood at \$76.2 billion. Research and development (\$32.9 billion), computer services (\$14.1 billion) and architectural, engineering, scientific, and other technical services (\$12.1 billion) accounted for the largest share of creative services exports in 2014.

# United States

## CREATIVE SERVICES

UNITED STATES					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	49.888,0	60.141,0	67.276,0	70.494,0	76.201,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	35.760,0	43.394,0	48.515,0	50.546,0	54.893,0
Advertising, market research, and public opinion polling services	5.480,0	6.274,0	7.424,0	8.566,0	9.832,0
Architectural, engineering, scientific, and other technical services	7.834,0	11.359,0	13.411,0	12.744,0	12.115,0
Research and development (R&D)	22.446,0	25.761,0	27.680,0	29.236,0	32.946,0
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	14.128,0	16.747,0	18.761,0	19.948,0	21.308,0
Computer services	8.991,0	11.361,0	12.554,0	13.178,0	14.152,0
Information services	5.137,0	5.386,0	6.207,0	6.770,0	7.156,0
<b>IMPORTS</b>	48.390,0	59.754,0	62.255,0	66.489,0	69.746,0
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	27.361,0	34.036,0	36.646,0	38.796,0	40.192,0
Advertising, market research, and public opinion polling services	2.413,0	3.087,0	3.287,0	3.224,0	3.877,0
Architectural, engineering, scientific, and other technical services	2.778,0	4.391,0	4.807,0	5.097,0	5.413,0
Research and development (R&D)	22.170,0	26.558,0	28.552,0	30.475,0	30.902,0
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	21.029,0	25.718,0	25.609,0	27.693,0	29.554,0
Computer services	19.407,0	23.879,0	23.865,0	25.652,0	27.093,0
Information services	1.622,0	1.839,0	1.744,0	2.041,0	2.461,0

### Highlights:

- The creative industries in the United States were a major driver of economic growth, contributing \$698 billion to the nation's economy and 4.7 million jobs, according to a [2015 report](#) by the [Bureau of Economic Analysis](#) (BEA) and the [National Endowment for the Arts](#) (NEA).
- The California College of the Arts in San Francisco is commonly known as the "innovation corridor".<sup>1</sup>
- Audio-visuals services are still a [major contributor](#) to creative services. Hollywood is the oldest, and most profitable film industry and still dominates box offices across the world.<sup>2</sup>

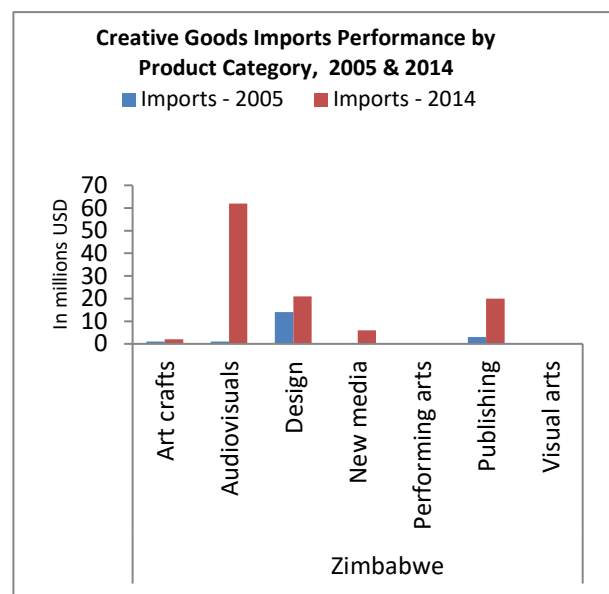
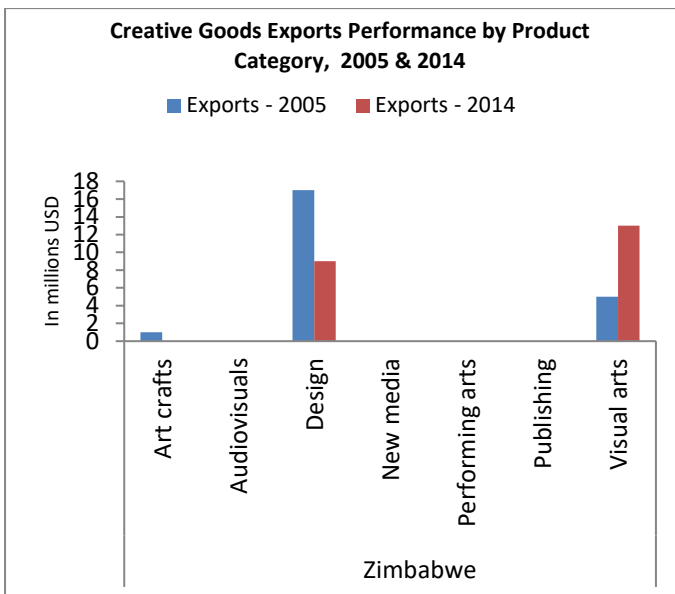
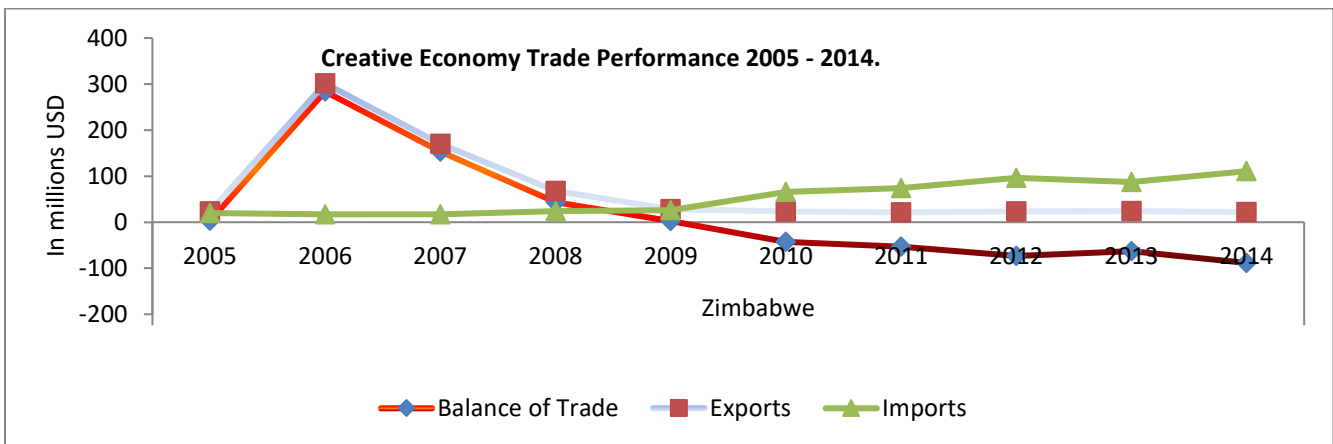
<sup>1</sup> [The 2017 Creative City Index](#), Visual Capitalist

<sup>2</sup> <https://www.worldatlas.com/articles/largest-film-industries-in-the-world.html>

# Zimbabwe

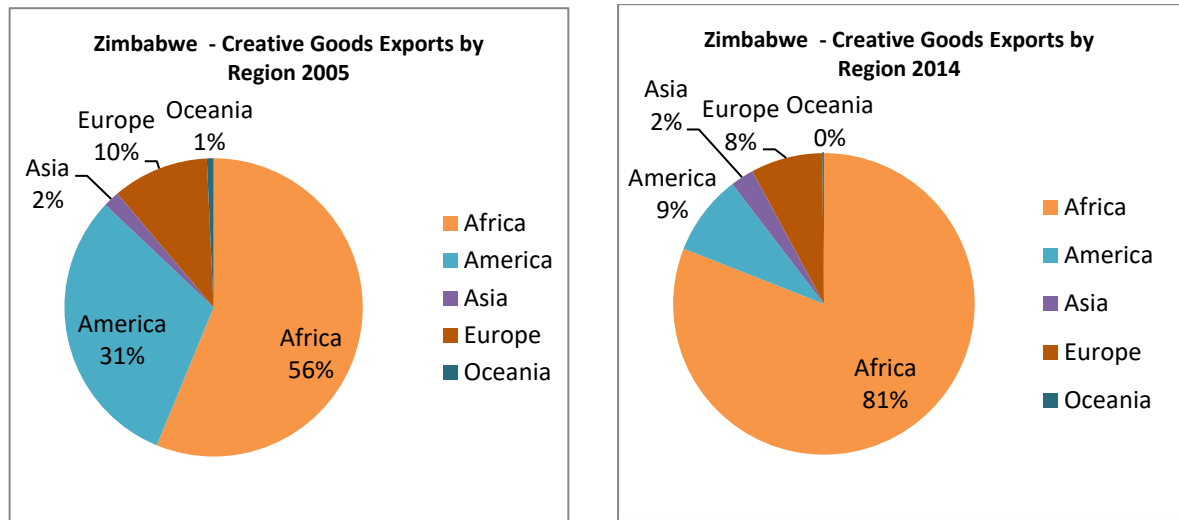
## COUNTRY PROFILE- Zimbabwe

Creative Industries Trade Performance, 2005-2014						Value in Million US\$				
Zimbabwe	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	23,37	301,11	170,35	67,68	28,25	23,03	21,34	23,35	24,13	22,23
Imports	19,91	17,30	17,13	23,95	25,93	65,91	74,14	96,62	87,31	110,77
Balance of Trade	3,46	283,81	153,22	43,73	2,32	-42,88	-52,80	-73,27	-63,18	-88,54



Creative goods exports stood at \$22.2 million in 2014 and the key export sector was visual arts, which had suffered for over a decade due to the decrease in tourist arrivals and low demand from Europe. Zimbabwe stone sculpture tradition is well known around the world. Imports were led by audiovisual sectors (CDs, DVDs) followed by the publishing sector (books, journals and newspapers). Creative goods imports stood at \$110.7 million in 2014 led by the demand in audiovisuals (CDs, DVDs and tapes) at \$62 million followed by design goods (interior design and fashion) at \$21 million, publishing (books and journals) at \$20 million and new media at \$6 million. Zimbabwe maintained a trade deficit of \$88.5 million in 2014.

# Zimbabwe



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	South Africa	10,86	13,87	-3,01	South Africa	13,00	31,09	-18,09
2	United States	6,96	0,88	6,08	Zambia	3,24	0,11	3,14
3	Zambia	1,08	0,04	1,04	United States	1,80	1,59	0,22
4	United Kingdom	0,64	1,11	-0,47	Namibia	0,86	0,04	0,82
5	Morocco	0,37	0,00	0,37	United Kingdom	0,82	2,45	-1,64
6	France	0,26	0,05	0,21	China	0,47	7,46	-6,99
7	Netherlands	0,26	0,01	0,24	Botswana	0,44	0,33	0,10
8	Germany	0,24	0,16	0,08	Mozambique	0,36	0,07	0,28
9	Mozambique	0,23	0,01	0,22	Germany	0,21	0,27	-0,06
10	Malawi	0,20	0,00	0,20	Spain	0,11	0,12	-0,01

The main destination market for creative goods exports was Africa (81%), the Americas (9%), Europe (8%) and Asia (2%). The top ten export partners for creative goods were South Africa, Zambia, United States, Namibia, United Kingdom, China, Botswana, Mozambique, Germany and Spain. In 2014, Zimbabwe had trade deficits with South Africa, China and United Kingdom. There is ample business opportunity for those who want to buy and sell into the Zimbabwean arts and craft sector. For this reason, South Africa, Singapore, United States, China and Canada have been especially active in trade with Zimbabwe.<sup>1</sup>

#### Highlights:

- Arterial Network Zimbabwe (ANZ) facilitated a Creative Industries Roundtable Seminar at Cresta Oasis Harare from the 15th -16th of December 2015 with the aim of discussing strategies towards removing the fragmentation that lay within the Creative Industries and helping the nation understand that creative industries have an impact in the economic development of the country.<sup>2</sup>

<sup>1</sup> [Arts and Crafts in Zimbabwe](#), ZimTrade

<sup>2</sup> ARTERIAL NETWORK ZIMBABWE HOSTS CREATIVE INDUSTRIES ROUNDTABLE, Arterial Network UNCTAD Creative Economy Outlook / Country Profiles

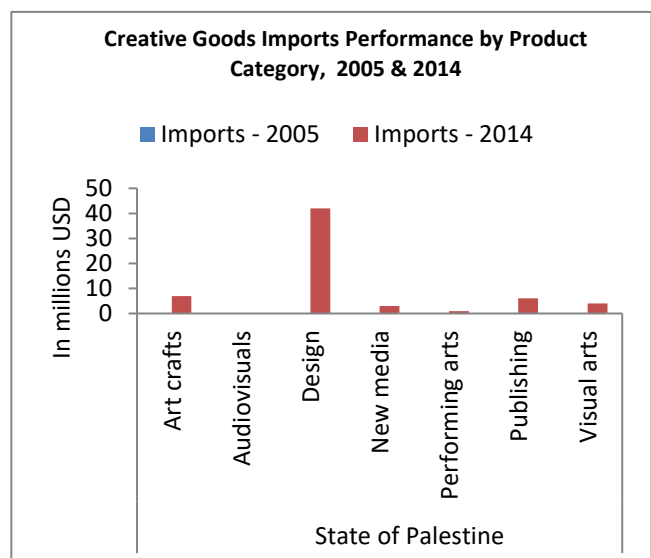
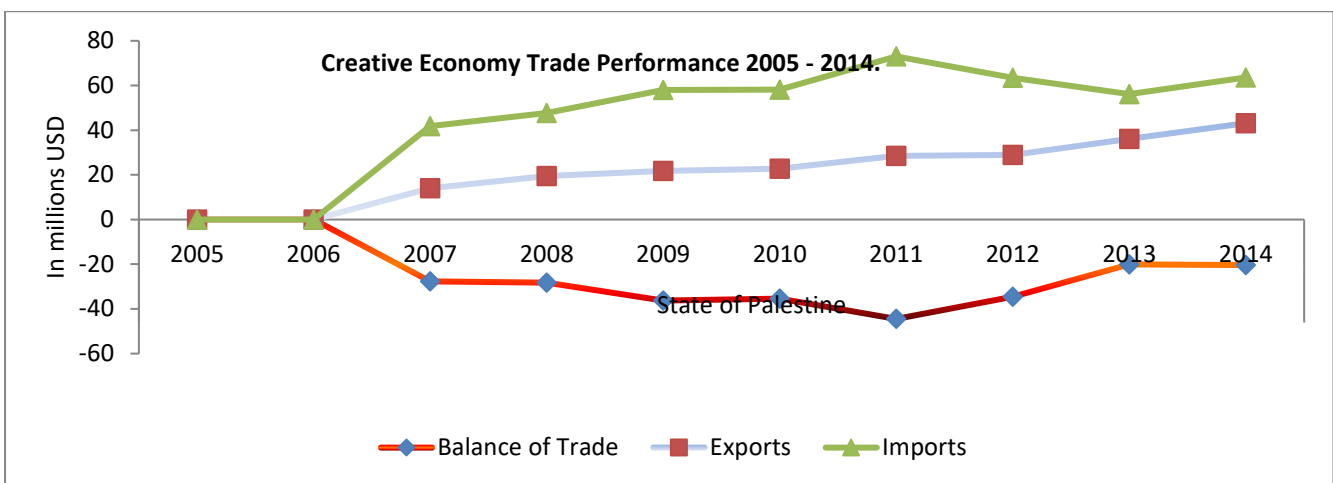
# Zimbabwe

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# State of Palestine

## COUNTRY PROFILE- State of Palestine

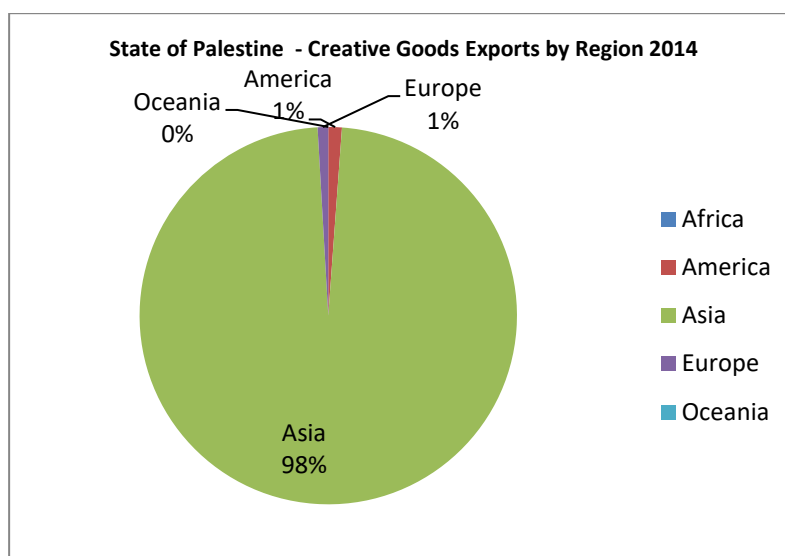
Creative Industries Trade Performance, 2007-2014					Value in Million US\$			
State of Palestine	2007	2008	2009	2010	2011	2012	2013	2014
Exports	14,07	19,45	21,72	22,82	28,52	28,91	36,11	43,13
Imports	41,76	47,72	57,97	58,19	73,01	63,43	56,16	63,55
Balance of Trade	-27,69	-28,27	-36,25	-35,37	-44,49	-34,52	-20,05	-20,42



Creative goods exports stood at \$43.1 million in 2014. Design goods, art crafts and visual arts accounted for the largest share of creative goods exports. A large number of civil society actors work to promote Palestinian identity, cultural heritage and the preservation of culture. Like the rest of the industries in the country, CCIs in the State of Palestine have suffered from mobility restrictions and export limitations, which affect their overall competitiveness.<sup>1</sup> At \$63.5 million, the value of creative goods imports nearly doubled that of exports, generating a trade deficit of \$20.4 million in 2014.

<sup>1</sup> [Palestine Cultural and Creative Industries](#), Med Culture Creative Economy Outlook / Profiles

# State of Palestine



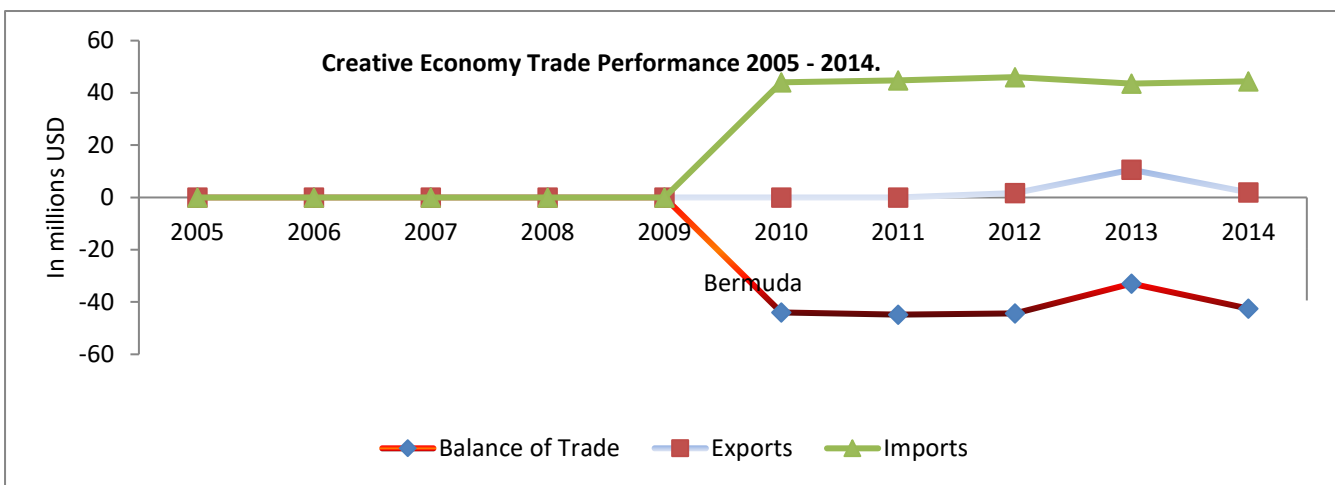
TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
2005					2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1					Israel	42,12	16,20	25,92
2					United States	0,39	0,70	-0,31
3					Germany	0,26	0,36	-0,09
4					Venezuela (Bolivarian Rep. of)	0,11	0,00	0,11
5					Jordan	0,07	1,04	-0,98
6					Italy	0,05	1,10	-1,05
7					United Kingdom	0,03	1,03	-0,99
8					United Arab Emirates	0,03	0,28	-0,25
9					France	0,01	0,60	-0,59
10					Qatar	0,01	0,00	0,01

Since no data was available for 2005, the profile of the State of Palestine was prepared with data from 2007 onwards. In 2014, the main export partner for creative goods was Israel. The State of Palestine is a physical and symbolic space of great importance to three major monotheistic religions: Judaism, Christianity, and Islam. The land of many narratives stands in the midst of dynamic interactions that impact many aspects of people's lives. Protecting, conserving, and promoting heritage and history for dialogue and development are essential responsibilities.<sup>2</sup> No data was available on creative services.

<sup>2</sup> [Cultural Heritage in Palestine: Current Challenges and Future Horizons](#), This Week in Palestine Creative Economy Outlook / Profiles

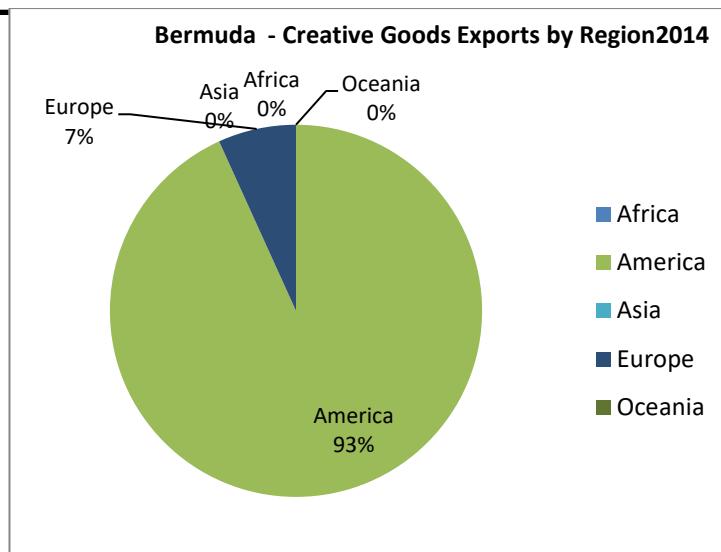
# Bermuda

COUNTRY PROFILE - Bermuda										
Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
Bermuda	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	0,00	0,00	0,00	0,00	0,00	0,00	0,00	1,67	10,61	1,92
Imports	0,00	0,00	0,00	0,00	0,00	44,03	44,81	46,04	43,55	44,46
Balance of Trade	0,00	0,00	0,00	0,00	0,00	-44,03	-44,81	-44,37	-32,94	-42,54



Creative goods exports stood at \$ 1.6 million in 2012 and increased to \$1.9 million in 2014. Visual arts was the main creative goods export of Bermuda with a value of \$1 million dollars. Imports stood at \$44.4 million and were mainly driven by design goods, which stood at \$30 million, followed by publishing at \$5 million, visual arts at \$5 million and art crafts at \$3 million. Bermuda reported a trade deficit of \$42,5 million in 2014.

# Bermuda



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
	2005				2014			
Economy	Values in Million US \$				Values in Million US \$			
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1					United States	0,53	35,47	-34,94
2					United Kingdom	0,04	2,10	-2,06
3					Canada	0,02	3,62	-3,61
4					China	0,00	0,70	-0,70
5					Spain	0,00	0,06	-0,06
6					India	0,00	0,05	-0,05
7					Italy	0,00	0,47	-0,47
8					Micronesia (Federated States of)	0,00	0,00	0,00
9					Sudan	0,00	0,00	0,00
10					Portugal	0,00	0,00	-0,00

In 2014, the main destination market of Bermuda's creative goods exports was the Americas with a significant 93%. The top export partners were the United States, the United Kingdom and Canada. Creative services exports stood at \$38.2 million in 2014 and computer services accounted for the largest share of its exports with a value of \$31.8 million.

# Bermuda

## CREATIVE SERVICES

BERMUDA					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	43,9	47,5	48,2	49,6	38,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	5,7	7,6	7,4	6,5	6,4
Research and development (R&D)	5,7	7,6	7,4	6,5	6,4
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	38,2	39,9	40,8	43,1	31,9
Computer services	38,2	36,9	40,8	43,1	31,8
Information services	0,0	3,0			0,0
<b>IMPORTS</b>	66,8	64,1	61,3	57,3	59,7
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>	0,5	0,2	0,3	0,5	1,3
Research and development (R&D)	0,5	0,2	0,3	0,5	1,3
<b>Personal, cultural and recreational services</b>					
<b>Telecommunications, computer, and information services</b>	66,3	63,9	60,9	56,8	58,4
Computer services	61,9	59,1	56,7	52,6	52,9

### Highlights

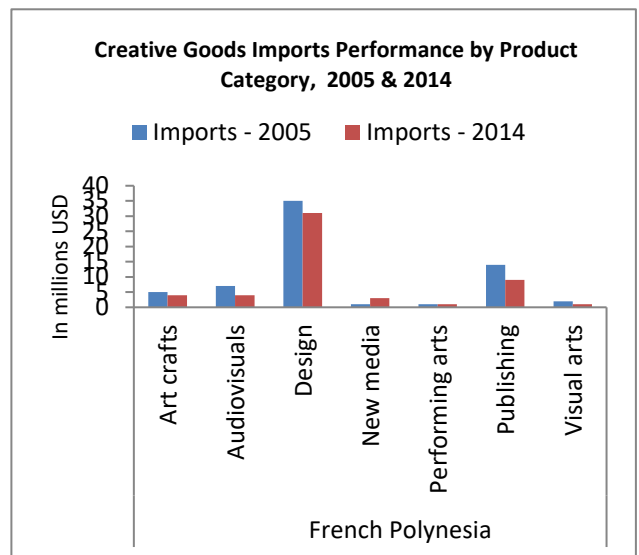
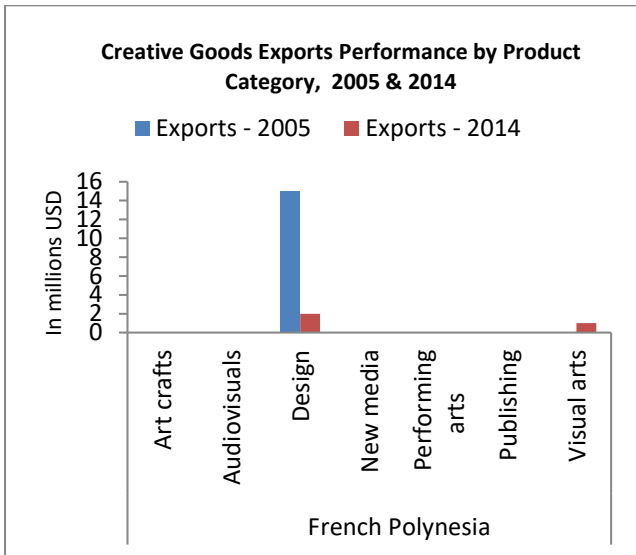
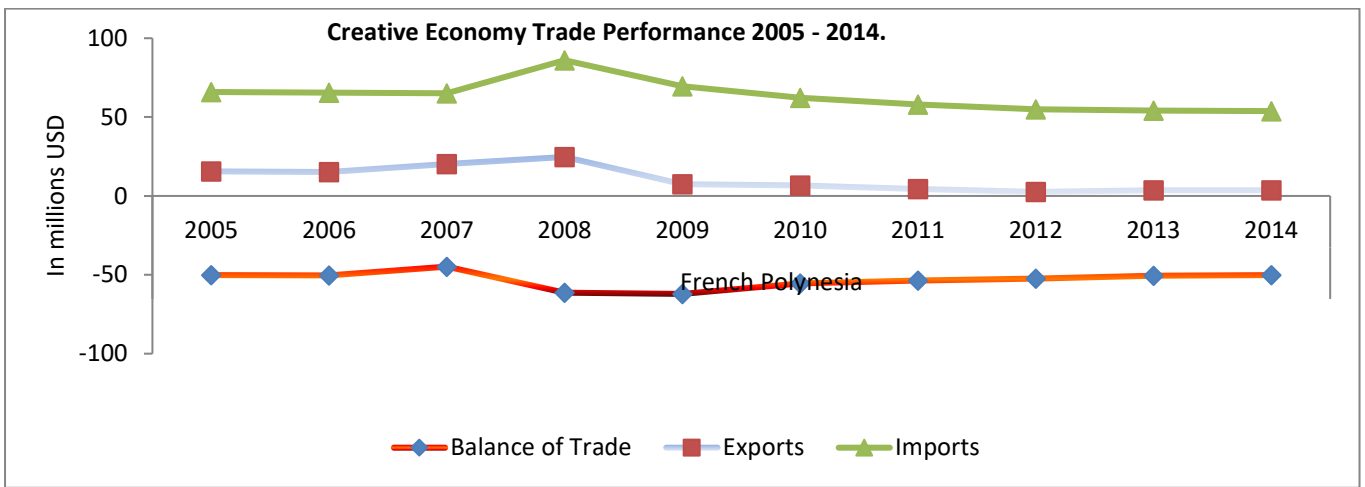
- Eco-tourism is growing. In addition to the numerous nature parks and reserves, Bermuda is home to several organizations dedicated to the study and preservation of its ecosystem.<sup>1</sup>
- Bermuda has many musical and performing arts traditions. Each fall, the island hosts the *Bermuda Music Festival*, which draws top performers and comedians including Smokey Robinson, Earth, Wind & Fire, and Steve Dunn.<sup>2</sup>

<sup>1</sup> [Bermuda Eco Tourism Initiatives](#)

<sup>2</sup> [Bermuda Music and performing arts](#)

# French Polynesia

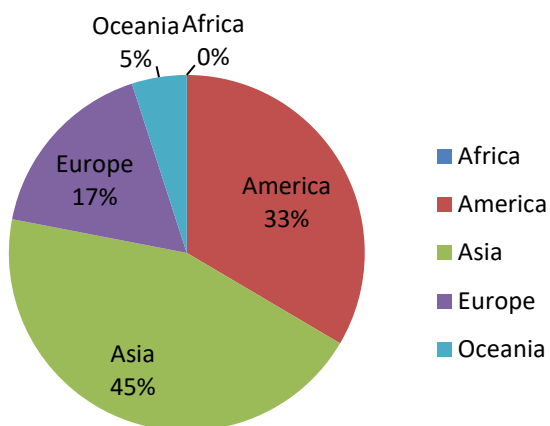
COUNTRY PROFILE - French Polynesia										
Creative Industries Trade Performance, 2005 - 2014						Value in Million US\$				
French Polynesia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	15.62	15.19	20.31	24.71	7.41	6.72	4.40	2.57	3.55	3.56
Imports	65.82	65.57	65.14	86.05	69.53	62.21	58.03	55.00	54.09	53.80
Balance of Trade	-50.20	-50.38	-44.83	-61.34	-62.12	-55.49	-53.63	-52.43	-50.54	-50.24



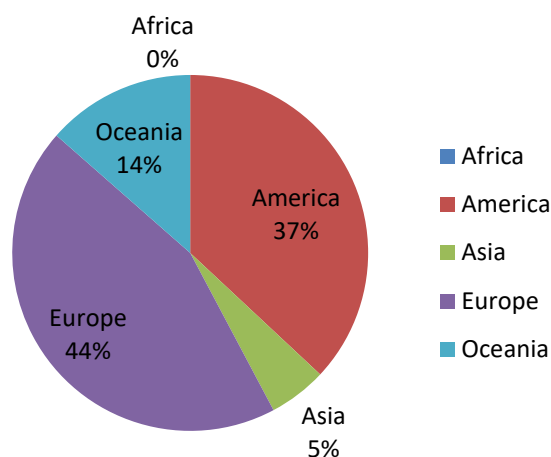
The value of creative goods exports declined significantly \$15.6 million in 2005 to \$3.5 million in 2014. Design goods, such as printed cloth, and sandals together with traditional handicrafts accounted for the largest share of creative goods exports in 2014. Design goods exports stood at \$2 million and black cultured pearls, principally from the Tuamotu and Gambier islands groups, accounted for 52% of total exports. Imports stood at \$53.8 million, generating a trade deficit of \$50.2 million in the same period.

# French Polynesia

French Polynesia - Creative Goods Exports  
by Region 2005



French Polynesia - Creative Goods Exports  
by Region 2014



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014							
	2005			2014			
	Values in Million US \$			Values in Million US \$			
Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
United States	4.92	3.11	1.80	France	1.17	14.49	-13.32
Hong Kong (China)	4.80	1.81	2.99	United States	1.07	3.66	-2.59
Japan	1.63	2.73	-1.10	New Caledonia	0.19	0.01	0.18
France	1.30	27.73	-26.43	Wallis and Futuna Islands	0.12	0.00	0.12
China	0.49	11.27	-10.78	Israel	0.09	0.07	0.02
Spain	0.44	0.90	-0.47	Denmark	0.07	0.09	-0.03
Italy	0.32	3.18	-2.86	Australia	0.05	0.44	-0.39
New Caledonia	0.30	0.06	0.24	China	0.05	19.06	-19.02
Canada	0.26	0.22	0.04	Luxembourg	0.03	0.00	0.03
Switzerland	0.24	0.23	0.01	New Zealand	0.03	1.82	-1.79

In 2014, the main destination markets for creative goods exports were Europe (44%), America (37%), Oceania (14%) and Asia (5%). The top 10 trading partners for creative goods exports were well diversified. The largest supplier of creative goods to the Island is France, which explains the large trade deficit with that country at \$13.3 million, followed by China, with a trade deficit of \$19 million in 2014. Telecommunications, computer and information services accounted for the largest share of creative goods imports, which totaled \$2.8 million in 2014.

# French Polynesia

## Creative services

	2010	2011	2012	2013	2014
<b>French Polynesia</b>					
EXPORTS (in millions of \$)					
<b>Personal, cultural and recreational services</b>	1.08	0.16	0.33	0.51	0.18
Audiovisual and related services	1.08	0.16	0.33	0.51	0.18
<b>Telecommunications, computer, and information services</b>	0.05		0.06	0.12	0.13
Computer services	0.05		0.06	0.12	0.13
IMPORTS					
<b>Personal, cultural and recreational services</b>	1.60	0.56	0.37	0.16	0.70
Audiovisual and related services	1.60	0.56	0.37	0.16	0.70
<b>Telecommunications, computer, and information services</b>	0.32	1.37	2.16	3.35	2.84
Computer services	0.32	1.37	2.16	3.35	2.84

## Highlights

Tourism is the main industry. *Tahiti Tourisme* wants to promote the diversity of French Polynesia, moving away from simply pointing out the idyllic landscapes and exotic beauties the islands offer, and highlight the archipelago's cultural assets. "Manna" (a word that in Tahitian mean "spirit", "energy" and "power").

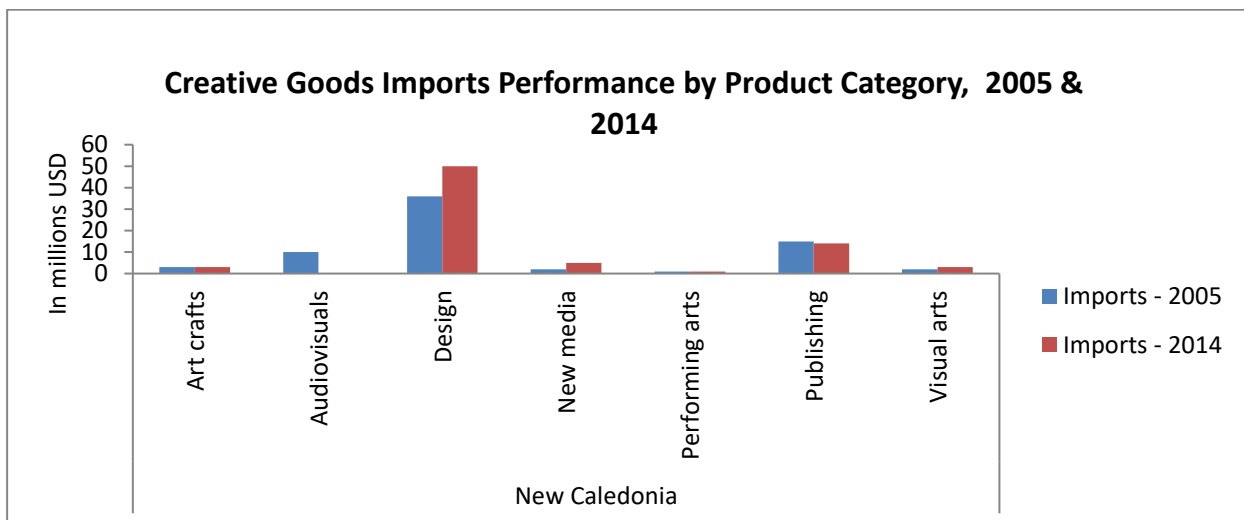
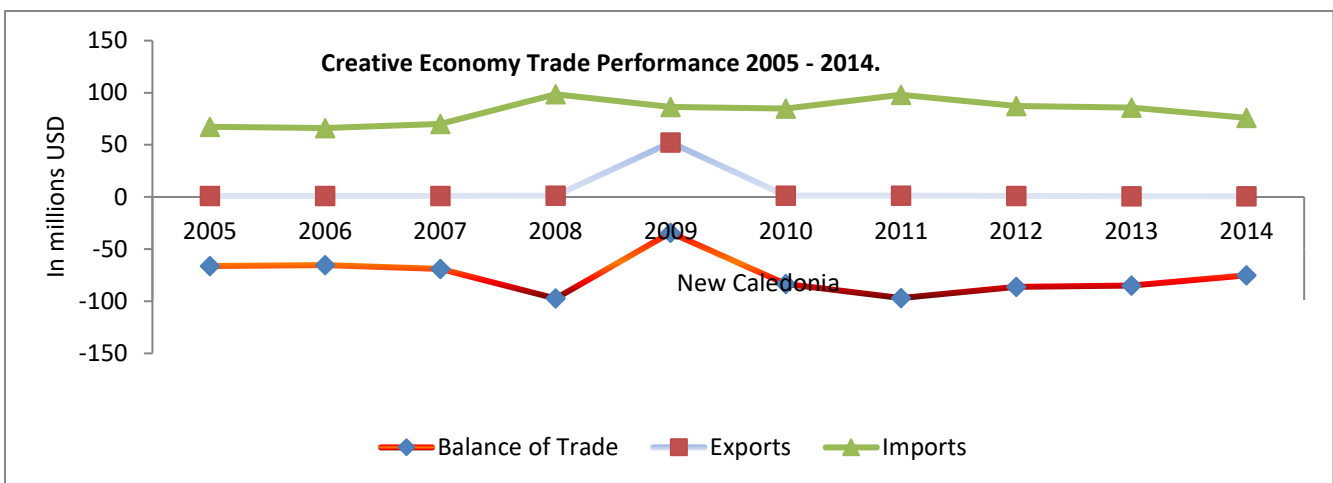
## Sources:

[Tourism in French Polynesia launching a new campaign](#), Tourism Review News, 2016

# New Caledonia

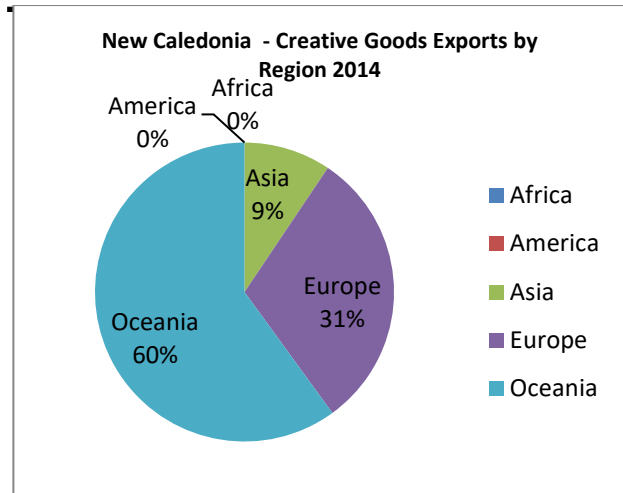
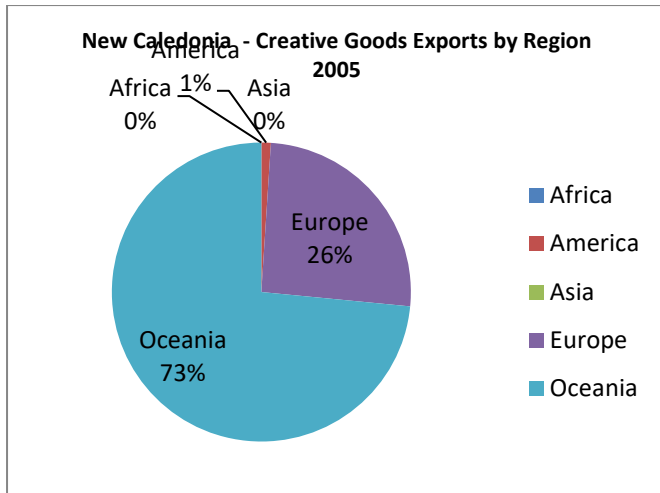
## COUNTRY PROFILE- New Caledonia

Creative Industries Trade Performance, 2005-2014					Value in Million US\$					
New Caledonia	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Exports	1,00	0,96	1,08	1,20	52,27	1,45	1,20	0,89	0,76	0,86
Imports	67,22	66,16	70,06	98,55	86,49	84,82	98,13	87,17	85,82	75,98
Balance of Trade	-66,22	-65,20	-68,98	-97,35	-34,22	-83,37	-96,93	-86,28	-85,06	-75,12



In 2014, the value of creative goods exports was less than \$1 million while imports stood at \$75.9 million. The largest sector was design goods worth \$50 million, up from \$36 million in 2005. Imports of books and journals stood at \$14 million followed by audiovisuals at \$10 million. New Caledonia posted a trade deficit of \$75.1 million in 2014.

# New Caledonia



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2005 AND 2014								
		2005			2014			
Economy	Values in Million US \$			Values in Million US \$				
Ranking	Partner	Exports	Imports	Balance	Partner	Exports	Imports	Balance
1	Wallis and Futuna Islands	0,59	0,00	0,59	Wallis and Futuna Islands	0,32	0,00	0,32
2	France	0,25	30,65	-30,40	France	0,24	25,47	-25,24
3	French Polynesia	0,06	0,31	-0,25	Vanuatu	0,08	0,56	-0,47
4	Vanuatu	0,05	0,06	-0,02	China	0,06	24,55	-24,49
5	Australia	0,02	2,81	-2,79	French Polynesia	0,03	0,13	-0,10
6	United States	0,01	1,66	-1,65	New Zealand	0,03	2,91	-2,88
7	New Zealand	0,01	3,06	-3,05	Australia	0,03	2,84	-2,81
8	Canada	0,00	0,62	-0,62	Hong Kong (China)	0,02	0,70	-0,68
9	Papua New Guinea	0,00	0,06	-0,06	Netherlands	0,02	0,18	-0,16
10	Hong Kong (China)	0,00	1,04	-1,04	Austria	0,01	0,16	-0,16

In 2014, the main destination market for creative goods was Oceania with 60% market share, followed by Europe with 31% and Asia with a 9% in 2014. The top trading partners were in French Polynesia and China. Exports of creative services stood at \$2.2 million. Computer services accounted for the largest share of creative services exports with a value of \$2.2 million in 2014.

# New Caledonia

## CREATIVE SERVICES

NEW CALEDONIA					
	2010	2011	2012	2013	2014
<b>EXPORTS</b>	1,6	1,2	1,9	1,6	2,2
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	0,3	0,4	0,1	0,1	0,1
Audiovisual and related services	0,3	0,4	0,1	0,1	0,1
<b>Telecommunications, computer, and information services</b>	1,3	0,7	1,7	1,5	2,2
Computer services	1,3	0,7	1,7	1,5	2,2
<b>IMPORTS</b>	14,9	20,2	17,5	18,5	17,3
<b>Charges for the use of intellectual property n.i.e</b>					
<b>Other business Services</b>					
<b>Personal, cultural and recreational services</b>	3,5	4,2	6,3	7,4	8,7
Audiovisual and related services	3,5	4,2	6,3	7,4	8,7
<b>Telecommunications, computer, and information services</b>	11,5	16,0	11,3	11,1	8,6
Computer services	11,5	16,0	11,3	11,1	8,6

### Highlights:

- [The Tjibaou Cultural](#) Centre is a major cultural center in New Caledonia. The Center pays tribute to a pro-independence Kanak leader, Jean-Marie Tjibaou, who was assassinated in 1989. It sits in a peaceful woodland and mangrove setting on Tina Peninsula. Displays include sculpture, paintings and photographs representing Kanak culture, as well as other cultures from around the Pacific.

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