



CREATIVE ECONOMY OUTLOOK AND COUNTRY PROFILES:

**Trends in international trade in
creative industries**



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Foreword

Creative economy leverages creativity, technology, culture and innovation in fostering inclusive and sustained economic growth and development. Creative economy sectors include arts and craft, books, films, paintings, festivals, songs, designs, digital animation and video games. They generate income through trade (exports) and intellectual property rights, and create new jobs in higher occupational skills, particularly for small and medium sized enterprises. With advancement in technology especially the digital revolution, education and innovation, creative and knowledge-based industries have emerged as among the dynamics sectors of the global economy.

Creative economy's contribution to inclusive development is gaining recognition and support at the national and global levels. In 2010, the United Nations General Assembly adopted a resolution on culture and development (A/65/438). In 2015, the United Nations General Assembly adopted an action plan on "Transforming our world: The 2030 Agenda for Sustainable Development" and in it, underlined appreciation for cultural diversity and cultures contribution, specifically in preambular paragraphs 8 and 36, and in sustainable development goals and targets 4.7, 8.7, 11.4 and 12.b.

This report presents the trends and highlights in international trade in creative goods and services globally, and in 71 countries. It looks at the trade performance of developing and developed countries in key creative industries sectors such as design, music, film, TV, broadcasting, books, arts crafts and new media. This highlights potential opportunities for countries, especially developing countries, to increase their production, exports and share in creative industries markets.

The creative economy is an important part of global trade. The global market for traded creative goods and services totaled \$547 billion in 2012. Cross border trade of creative goods has shown sustained growth in the last decade. Growth rates stood at 8.6 per cent annually from 2003 to 2012, showing the strength and resilience of the sector despite the economic deceleration of the world economy. Exports from developing countries, in particular in Asia, are growing faster than in the developed world.

We hope that this report will encourage national and city governments to increase their investment into the production of, and trade in, creative and knowledge-based sectors in support of inclusive and sustained development.

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List of Countries

Algeria	Nicaragua
Argentina	Niger
Austria	Nigeria
Bahamas	Norway
Bahrain	Paraguay
Belgium	Peru
Plurinational State of Bolivia	Poland
Brazil	Portugal
Bulgaria	Republic of Korea
Canada	Romania
Chile	Saudi Arabia
China	Senegal
Colombia	Singapore
Costa Rica	Slovakia
Cyprus	Slovenia
Denmark	South Africa
The Dominican Republic	Spain
Ecuador	Sweden
El Salvador	Switzerland
Ethiopia	Taiwan, Province of China
Estonia	Thailand
Fiji	The Netherlands
Finland	The United Republic of Tanzania
France	Turkey
Germany	Uganda
Guatemala	United Kingdom
Honduras	United States of America
Hong Kong, China	Uruguay
Hungary	
Iceland	
India	
Indonesia	
Ireland	
Jamaica	
Japan	
Jordan	
Latvia	
Lebanon	
Lithuania	
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Executive Summary

International trade in creative industries showed sustained growth in the last decade. The global market for traded creative goods and services totaled a record \$547 billion in 2012, as compared to \$302 billion in 2003. Exports from developing countries, led by Asian countries, were growing faster than exports from developed countries.

Among developed country regions, Europe is the largest exporter of creative goods. In 2012, the top 5 creative goods exporters included Germany, France, Switzerland, the Netherlands and Belgium.

Exports of creative goods from *developed economies* grew during the period 2003 to 2012, with export earnings rising from \$134 billion to \$197 billion.

Among developing countries, China is the largest exporter of creative goods. In 2012, the top 5 exporters were China, Hong Kong, China, India, Turkey and South Korea.

Exports of creative goods from *developing economies* grew during the period 2003 to 2012, with export earnings rising from \$87 billion to \$272 billion. Developing countries are playing an increasingly important role in international trade in creative industries.

Creative industries are vibrant sectors of the global economy. Increasing demographics, better access to ICTs and dynamic shifts to new lifestyles associated with creative products and services, makes trade in these sectors a promising avenue for future growth.

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