



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



MUSIC INDUSTRY'S CONTRIBUTION TOWARDS INCLUSIVE AND SUSTAINABLE DEVELOPMENT

The Case of Cuba «the Music Island»



STRENGTHENING THE COMPETITIVENESS, ORGANIZATIONAL PERFORMANCE AND EXPORT CAPACITY OF THE CUBAN MUSIC INDUSTRY

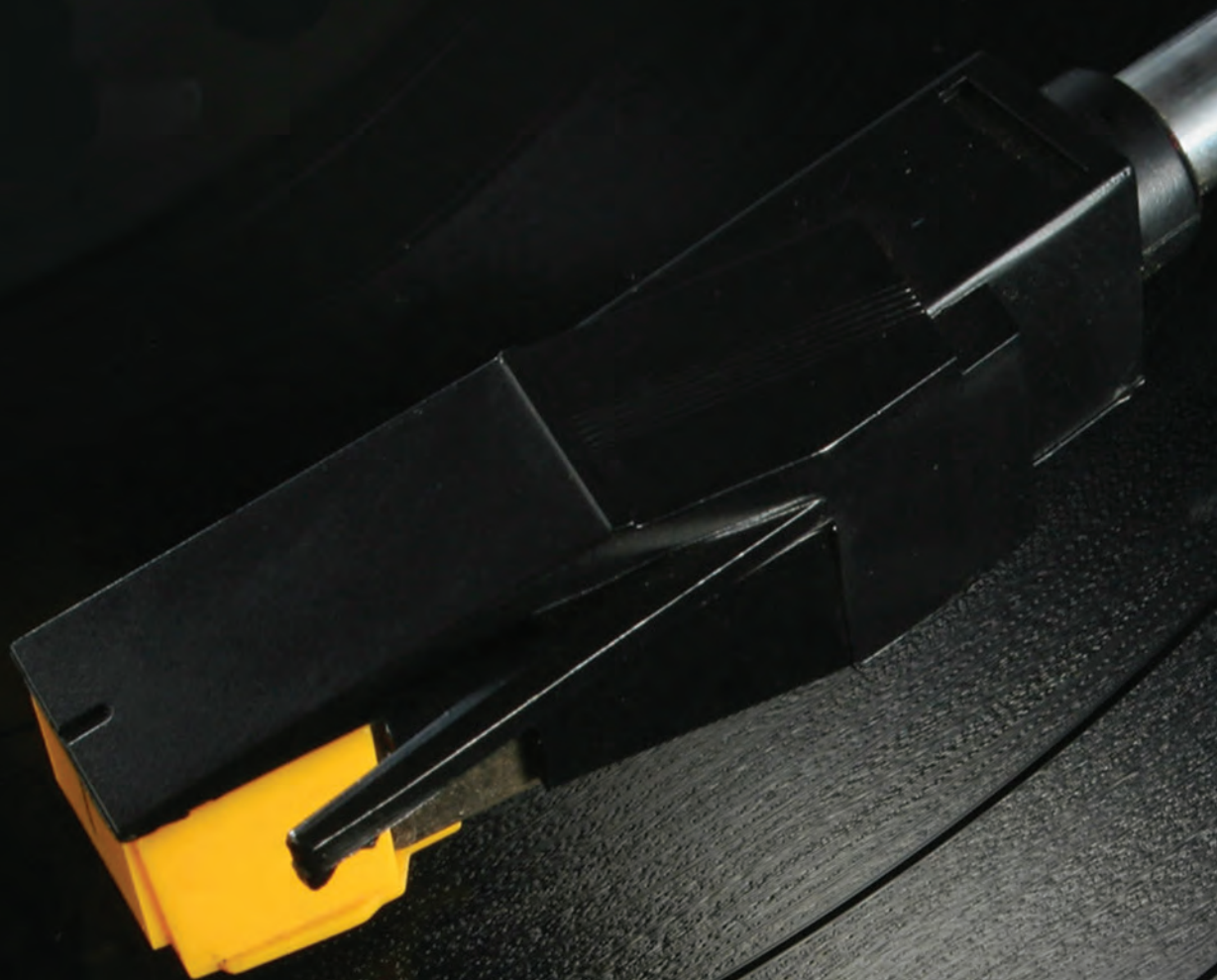


MUSIC INDUSTRY'S CONTRIBUTION TOWARDS INCLUSIVE AND SUSTAINABLE DEVELOPMENT

The case of Cuba, the music island



SEPTEMBER 2017



The undertaking of this study counted on the participation of researchers, specialists and management officials of the system of institutions of the Ministry of Culture of Cuba (ICM, CIDMUC, CENDA, ACDAM, CUBARTE), its record labels (EGREM, Bis Music, Abdala, Colibrí), the United Nations Industrial Development Organization and international consultancy Sound Diplomacy. With the information collected, this document was drafted by the following persons:

Center for research and development of the Cuban music

Laura Vilar Álvarez, Tania García Lorenzo, Gloria Ochoa de Zabalegui Aguilera, Jolettne Rego González, Ailer Pérez Gómez

Cuban Institute of Music

Marta Bonet de la Cruz, Mabel Castillo Mompié

United Nations Industrial Development Organization

Alejandro Rivera Rojas, Rebeca Gallardo Gómez, Mónica Mireles Torres

National project steering committee

Mario Escalona Serrano, Yolaida Duharte López

Edition

Yansert Fraga León

Translation

Isabel Colomer la Rosa

DESIGN

Geordany G. O'connor

© UNIDO, MINCULT, All rights reserved.

© On the present edition: Project UNIDO-MINCULT-KOICA (150354) «Strengthening of competitiveness, organizational performance and export capacity of the Cuban music industry», 2017.

ISBN 978-959-7216-67-4

This document has been produced without formal United Nations edition. The designations employed and the presentation of the material in this documents does not imply the expressions of any opinion whatsoever on the part of the Secretariat of the United Nation Industrial Development Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designation such as «developed» «industrialized», or «developing» are intended for statistical convenience and do not necessary expresses judgement about the stage, reached by a particular country or area in the development process. Mention of firm means or commercial products does not constitute an endorsement by UNIDO.

The proposal of development strategy for the Cuban music industry presented in this document is in process of validation by the Ministry of Culture and its system of institutions. Data and statistical analysis indicate estimates and constitute a first approach in dealing with the Project and therefore will be submitted to revision and systematic update by the relevant actors that conform it.

Publication is available in English and Spanish languages.

PRESENTATION 5

CULTURAL AND CREATIVE INDUSTRIES FOR AN INCLUSIVE AND SUSTAINABLE DEVELOPMENT 7

Cultural and creative industries
at global level and in Latin America
and the Caribbean 9

The music industry
within the creative universe 12

UNIDO's approach
for creative industries 16

Cuba, the music island.
Opportunities for developing
its music industry 18

CURRENT CONTEXT OF THE MUSIC INDUSTRY IN CUBA 37

Potential of the music
industry in Cuba 39

Main challenges 44

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_23184

