



PROJECT NOTIFICATION

Reference No.: 174

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| Date of Issue | 6 October 2023 |
| Project Code | 23-CL-09-GE-WSP-A |
| Title | Workshop on the Future of the Creative Economy |
| Timing | 22 November 2023–24 November 2023 |
| Hosting Country(ies) | Indonesia |
| Venue City(ies) | Not Applicable |
| Modality | Online |
| Implementing Organization(s) | Ministry of Manpower of the Republic of Indonesia and APO Secretariat |
| Participating Country(ies) | All Member Countries |
| Overseas Participants | 38 |
| Local Participants | 12 |
| Closing Date | 6 November 2023 |
| Remarks | Not Applicable |

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| Objectives | Deepen understanding of the role of creative industries in economic growth; study the transformative effects of Industry 4.0 technologies on the creative industry landscape; and bolster knowledge of policies and industrial support mechanisms to accelerate the development of creative industries in APO member economies. |
| Rationale | Creative industries contribute to economic growth while accommodating SMEs and the youth. These industries include visual arts, music, design, fashion, architecture, advertising, literature, gaming, etc. supported by digital transformation. In line with the APO goal of promoting inclusive productivity, this workshop will explore creative economy options focusing on SMEs and youth. |
| Background | <p>UNCTAD defines creative industries as cycles of creating, producing, and distributing goods and services that use creativity and intellectual capital as primary inputs focused on but not limited to culture and heritage, generating revenue from trade and intellectual property rights. Such knowledge-based activities produce tangible goods and intangible intellectual or artistic services with economic value. They are at the crossroads of artisanal, service, and industrial sectors. Integrating creative industries with Industry 4.0 can overcome market size constraints and significantly boost growth. A 2021 Deloitte report predicted that the creative sector would outpace overall economic growth in the postpandemic era.</p> <p>This workshop will identify challenges, potentials, and directions of the creative economy among APO members and explore ways to enhance creative industries through Industry 4.0 integration and growth-oriented policies.</p> |
| Topics | Overview of the creative economy including major creative industries with best cases; Policy recommendations for thriving creative industries; Leveraging Industry 4.0 technology in creative industries for leapfrogging development; and The future of the creative industry. |
| Outcome | Enhanced understanding of the creative industry ecosystem; effective strategies for developing creative industries including the integration of Industry 4.0 technologies are identified; and best practices in APO members are disseminated. |
| Qualifications | Government officials, representatives of industrial associations and enterprises, and entrepreneurs responsible for enhancing productivity and quality in creative industries. |

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General