



**ASEF Experts' Meeting & Public Forum**  
**Creative Economy in Asia and Europe: Emerging Pillar of Economic Growth & Development**

**4-5 December 2013**

**Hanoi, Vietnam**

**CONCEPT NOTE**

**Rationale**

Creative and cultural industries are now widely acknowledged as dynamic sectors of the world economy offering high growth opportunities.<sup>1</sup> Based on the premise that culture can be a driver of economic growth, governments in Asia and Europe, in consultation with the arts sector and international institutions, are directing investment towards these sectors and developing tailor-made national and local policies. Further, there are growing debates around the development dimension of the creative economy.

These ongoing discussions call for a deeper analysis of existing policies shaping the creative economy and their particular potential for innovatively addressing development challenges.

In this context, the Asia-Europe Foundation (ASEF) is co-organising the ASEF Experts' Meeting & Public Forum on *Creative Economy in Asia and Europe: Emerging Pillar of Economic Growth & Development*, which will address these very issues and encourage the sharing of experiences and good practices from both regions.

**Context**

This meeting is organised as part of the *ASEF Cultural Policy Dialogue Series* and complements ASEF's support to the [WorldCP-International Database of Cultural Policies](#). The *WorldCP* initiative is led by the International Federation of Arts Councils and Culture Agencies (IFACCA) and counts the Ministry of Culture, Sports and Tourism, Vietnam among its key regional partners in Asia.

Creative industries was identified as an important area of mutual interest and common relevance for Asia-Europe dialogue at the *Experts' Meeting on Cultural Policy* (October 2011, Australia) organised in the framework of *WorldCP-Asia*. This topic is also high on the political agenda of Ministers of Culture in Asia and Europe, who meet biennially in the framework of the Asia-Europe Meeting (ASEM)<sup>2</sup>. The 6<sup>th</sup> ASEM Culture Ministers' Meeting (2014, The Netherlands) will specifically focus on the topic of the creative industries.

**Agenda & Format**

The Experts' Meeting will commence with **Panel 1**, which will set out the international policy debates surrounding the creative economy and raise important questions on issues and challenges to be tackled going forward, with specific focus on Asia and Europe.

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<sup>1</sup> As outlined in UNCTAD's Creative Economy Report 2010.

<sup>2</sup> The Asia-Europe Meeting (ASEM) is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. ASEM brings together 49 member states (29 European and 20 Asian countries), the European Commission and the ASEAN Secretariat. [www.aseminboard.org](http://www.aseminboard.org)

The topic of creative industries was first introduced into the international economic and development agenda at the eleventh United Nations Conference on Trade and Development (UNCTAD XI) in 2004. Two UNCTAD Creative Economy Reports have followed in 2008 and 2010. Most recently, the Hangzhou Declaration 2013<sup>3</sup> called for the full potential of creative industries to be harnessed for innovation and creativity, thus leveraging culture for inclusive economic development. The creative economy has, thus, become well-inserted into the international development agenda over the last decade and now calls for new insights and policy responses. In this context, Panel 1 will address the following questions:

#### Programme Highlights

*Panel 1:* Issues, trends and challenges in the development of the creative economy  
*Panel 2:* Policy strategies for the creative economy: Innovative approaches from Asia and Europe  
*Panel 3:* Role of the creative economy in development: Good practices from Asia & Europe  
*Public Forum:* Vietnam's creative industries strategy: Next steps & challenges  
*Closing Session:* Summary and conclusions

- What are the major global issues, trends and challenges in the development of the creative economy? What are specific concerns for Asia and Europe?
- What are areas of common interest and mutual relevance in the creative economy for Asia and Europe?
- What opportunities exist for innovative Asia-Europe co-operation in this field?

**Panel 2** will throw light on existing policy strategies for developing and/or strengthening the creative economy in Asian and European countries.

Increasingly, governments in both regions are formulating specific policies and strategic actions at the local, national and regional levels, while also exploring possibilities for international co-operation and strategic alliances. In line with the multi-dimensional nature of the creative economy, such policies regularly embrace aspects of economic and social policy, while also including linkages to tourism, urban development (particularly the notion of the 'creative city'), cultural diversity, education, training and intellectual property rights. In this context, Panel 2 will address the following questions:

- What are some of the national/local approaches and models being explored in Asia and Europe?
- Are there any innovative policy measures therein that could serve as inspiration, particularly in addressing urgent development challenges?
- How are the gaps between policy making and policy implementation being addressed?

**Panel 3** will attempt to re-think the role of the creative economy in addressing development challenges.

The creative economy is now an integral part of the international development agenda. It is widely recognised that the creative and cultural industries can foster income generation, job creation and export earnings, while also promoting social inclusion, cultural diversity and human development. In this context, Panel 3 will address the following questions:

- How can we re-read notions of the creative and cultural industries and link them to innovative development thinking?
- Are there good practices in Asia and Europe that could serve as inspiration in this regard?

The **Public Forum** will take a closer look at Vietnam's national strategy for the creative industries and the path to its successful implementation.

The **Closing Session** will summarise the discussions of the meeting.

#### Who will attend?

Around 20 experts from over 12 ASEM member countries will participate as panellists and speakers. Participants will include representatives of civil society organisations as well as public officials

<sup>3</sup> Released at the International Congress on "Culture: Key to Sustainable Development" (May 2013, Hangzhou, China) organised by UNESCO. <http://www.unesco.org/new/en/culture/themes/culture-and-development/hangzhou-congress/>

(representing both ASEM governments and international organisations). The meeting will be kept open to a limited number of public officials and relevant professionals.

### Expected Outputs

A Summary Report will be distributed to all participants, to relevant stakeholders in 49 countries in Asia and Europe.

### Organised by:

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The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, sustainable development, economy, governance and public health.

ASEF is a not-for-profit, intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures. [www.asef.org](http://www.asef.org)

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### In partnership with:

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The **International Federation of Arts Councils and Culture Agencies (IFACCA)** is the worldwide network of national arts funding agencies. IFACCA is dedicated to improving good practice in arts and cultural policy development, arts funding, audience development and public access to the arts.

Inaugurated in December 2000, it aims to improve the capacity and effectiveness of government arts funding agencies to benefit society through networking, advocacy and research. <http://www.ifacca.org>

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Ministry of Culture, Sports and Tourism,  
Socialist Republic of Vietnam

The **Ministry of Culture, Sports and Tourism, Vietnam** is the government organisation responsible for state management in the fields of culture, family, sports and tourism, and for the state management of public services in the fields of culture, family, sports and tourism, based on the provisions of Vietnamese law.

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### In the framework of:



### And with the support of:

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The **British Council** is the United Kingdom's international organisation for cultural relations and educational opportunities. <http://www.britishcouncil.vn/en>

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Ministry of Education, Culture and  
Science

The **Ministry of Education, Culture and Science of the Netherlands** works to create a smart, skilled and creative environment in the country. Its mission is to ensure that everyone gets a good education and is prepared for responsibility and independence. The Ministry also wants people to enjoy the arts, and aims to create the right conditions for teachers, artists and researchers to do their work. <http://www.government.nl/ministries/ocw>

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