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New Agendas for Companies and Policy Makers
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The Creative Economy: Growth, Trade, Innovation And Business Opportunities

Edna dos Santos-Duisenberg

*Policy Advisor, United Nations Institute for Training and Research - UNITAR
Founder, Former Chief, Creative Economy Programme - UNCTAD
International Expert, Creative Economy and Development*

Despite the turmoil of the global economy, the creative economy became one of the most dynamic sectors and world demand for creative products continues to grow. Global trade of creative goods and services more than doubled in a decade, with an annual growth of nearly 10% in the period 2002-2012. The lifestyle of the contemporary society is increasingly associated with creativity, innovation, connectivity, as well as with cultural and social experiences embedded around the creative economy. Collaboration, co-creations, social networks are guiding our daily attitudes. Diversity, flexibility, autonomy, differentiation became pre-requisites for jobs in a more creative and competitive world. The youth should be able to transform ideas into marketable creative products and seize the new opportunities of the knowledge-based era. The strength of the new generation will be measured by its ability to think, create, act and innovate.

TCI 2015 Secretariat

Tel: +82-53-746-9963 | Fax: +82-53-742-9007 | E-mail: info.tci2015@gmail.com