



**ASEAN - ADBI Webinar on
Creative Economy for Sustainable Development:
Potential, Challenges and Ways Forward
20 April 2021, Zoom Platform
15:00 – 16:30 JST / 13:00 – 14:30 PM JKT**

Background

The creative sector is expected to benefit from the Fourth Industrial Revolution (4IR). The disruptions created by the 4IR challenge not just our understanding of work but the future of work itself. One common fear expressed is that the digitalization of many jobs will replace human labor. However, work requiring human creativity cannot be replaced by algorithms and that the various disruptions caused by the 4IR can provide creative and cultural entrepreneurs access not only to resources, but also to a potentially global audience.

The 4IR presents a shift from an industrial to a knowledge economy where creativity and innovation become critical capital for sustained growth. Representing both commercial and cultural value, creative industries are becoming a key force in entrepreneurship and innovation by providing new economic opportunities, and by generating income through trade and intellectual property rights. It can also empower local communities and foster ownership as the creative industries are supported by a dynamic value chain.

Worldwide, export growth rates of creative goods have increased very swiftly by 7% over a period of 13 years while the value of creative services is also steadily growing as most businesses shift operations to the digital space. While recent data show that creative startups in the ASEAN region are booming, this is still comparatively slower than the rest of the world. A combination of factors can hinder the growth of the creative sector, such as financing and financial sustainability, the nature of creative work, and valuation of creativity, among others.

While an increase in the digital adoption in many sectors has created new forms of social and economic opportunities, especially for small and medium-sized creative enterprises, the COVID-19 Pandemic has resulted to loss of income and livelihoods for several key industries within the creative economy. Against this backdrop, this webinar will serve as a platform to review the potential and challenges of the creative industries, especially during the time of the pandemic. The webinar will also facilitate a discussion for better technology transfer and more evidence-based policymaking through enhanced networks among policymakers, experts and creative entrepreneurs. This will provide an opportunity for government officials from Asia and the Pacific to examine ways forward to support and foster the growth of creative industries and identify possible approaches to contribute to sustainable development.

Objectives

The webinar aims to:

1. To provide a platform of discussion on the growth and potential of creative industries in Asia and the Pacific region by using ASEAN as case studies and tackle the challenges that confront them, especially during the COVID-19 pandemic



2. To provide policy recommendations for developing countries to support and foster the growth of creative industries
3. To facilitate better technology transfer and more evidence-based policymaking through enhanced networks among field experts, policymakers and creative entrepreneurs
4. To identify possible approaches for creative and cultural industries to contribute to sustainable development

Program
15:00 – 16:30 JST / 13:00 – 14:30 JKT

Time	Duration	Agenda
15:00 – 15:10 JST 13:00 – 13:10 JKT	10 mins	Opening Remarks H.E. Kung Phoak Deputy Secretary General, ASEAN Socio-Cultural Community, ASEAN Secretariat Dr. Seungju Baek Deputy Dean, Asian Development Bank Institute (ADBI)
15:10 – 15:20 JST 13:10 – 13:20 JKT	10 mins	Presentation on Creative Industries in ASEAN and potential for sustainable development Dr. Seio Nakajima Professor, Graduate School of Asia-Pacific Studies (GSAPS), Waseda University
15:20 – 15:50 JST 13:20 – 13:50 JKT	7-8 mins	Challenges faced by Creative Industries in ASEAN Dr. Erica Paula Sioson Senior Officer, Culture and Information Division, Sustainable Development Directorate, ASEAN Secretariat Dr. Upalat Korwatanasakul Research Fellow, United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS)
	7-8 mins	Case Study 1: Philippines Mr. Paolo Mercado Founder/President, Creative Economy Council of the Philippines
	7-8 mins	Case Study 2: Singapore Mr. Mark Wee Executive Director, Design Singapore
	7-8 mins	Case Study 3: Thailand Dr. Grisana Punpeng



		Faculty of Communication Arts, Chulalongkorn University
15:50 – 16:20 JST 13:50 – 14:20 JKT	30 mins	Panel Discussion & Open Forum
16:20 – 16:30 JST 14:20 – 14:30 JKT	10 mins	Recommendations and Ways Forward Mr. Jonathan Tan Ghee Tiong Head, Culture and Information Division, Sustainable Development Directorate, ASEAN Secretariat Dr. Pitchaya Sirivunnabood Capacity Building and Training Economist, ADBI