



CREATIVE ECONOMY OUTLOOK

Trends in international
trade in creative industries

2002–2015

COUNTRY PROFILES

2005–2014



©2018, United Nations

The work is available open access by complying with the Creative Commons license created for intergovernmental organizations, available at <http://creativecommons.org/licenses/by/3.0/igo/>.

The designation employed and the presentation of material on any map in this work do not imply the expression of any opinion whatsoever on the part of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Photocopies and reproductions of excerpts are allowed with proper credits. This publication has not been formally edited.

United Nations publication issued by the United Nations Conference on Trade and Development.

UNCTAD/DITC/TED/2018/3

FOREWORD

The creative economy is recognized as a significant sector and a meaningful contributor to national gross domestic product. It has spurred innovation and knowledge transfer across all sectors of the economy and is a critical sector to foster inclusive development.

The creative economy has both commercial and cultural value. Acknowledgement of this dual worth has led governments worldwide to expand and develop their creative economies as part of economic diversification strategies and efforts to stimulate economic growth, prosperity and well-being.

Within it, the creative industries generate income through trade and intellectual property rights, and create new opportunities, particularly for small and medium-sized enterprises.

Creative work promotes fundamental rights, such as respect for human dignity, equality and democracy, all of which are essential for humans to live together in peace. Its potential to make a significant contribution to the achievement of the sustainable development goals continues to gain international recognition and support.

Whether it be arts and crafts, books, films, paintings, festivals, songs, designs, digital animation or video games, the creative industries are more than just sectors with good economic growth performance and potential. They are expressions of the human imagination spreading important social and cultural values.

This report outlines trends in the world trade of creative goods and, for the first time, services by country for the period 2005 to 2014, and provides an outlook on the global creative economy for the period 2002 to 2015.

The report includes country profiles for 130 economies and highlights potential opportunities for developing countries to increase their production, exports and share in creative industries markets. The report makes the point for increased public and private sector investment in creative industries.

I warmly commend this report which shows how developing countries are harnessing creativity to transform and diversify their economies.



Mukhisa Kituyi
Secretary-General of UNCTAD

ACKNOWLEDGMENTS

This publication was written by Paul Kuku, Carolina Quintana, Amy Shelver and Marisa Henderson, of the UNCTAD Creative Economy Programme. It was prepared under the supervision of Lucas Assunção, Chief, Trade, Environment, Climate Change and Sustainable Development Branch, Division of International Trade and Commodities.

The UNCTADstat team played a central role in compiling and analysing the trade statistics. We wish to gratefully acknowledge Steve Mac Feely, Head, Development Statistics and Information Branch, Division for Globalization and Development Strategies; and the core statistics team made up of Fernando Cantu-Bazaldua, Onno Hoffmeister and Sanja Blazevic.

We wish to acknowledge the contribution of Bonapas Onguglo, Chief, Trade Analysis Branch, Division of International Trade and Commodities.

At various stages of preparation, the team received comments and inputs from Cheng Chang Li (Leo), Bohao Li (Richard), Ernesto Piedras, Rodrigo Saavedra, David Vivas Eugui, Torbjörn Fredriksson, William Taborda, Lorenzo Formetti and Rafe Dent.

Magali Studer from UNCTAD designed the cover page of the publication. Rafe Dent formatted the publication.



Ms. Pamela Coke Hamilton,
Director,
Division of International Trade and Commodities
UNCTAD

CONTENTS

FOREWORD	3
ACKNOWLEDGMENTS	4
LIST OF countries, observers, territories and non-State entities	6
LIST OF CHARTS AND TABLES	8
Charts	8
Tables	8
EXECUTIVE SUMMARY	9
Trade in Creative Goods	9
Creative industries performance	9
Trade in Creative Services	10
The China Case	10
Remarks	11
ConclusionS	11
HOW TO READ THIS REPORT	12
Time periods	12
Country profiles	12
Creative goods	13
Creative services	13
Measuring creative services: Toward a methodology	14
Creative Economy: New Horizons	15
Ideas, creativity and trade	15
The digital disposition	15
Influential meta-trends	16
Equally important evolutions	18
ConclusionS	19
GLOBAL TRENDS IN WORLD TRADE OF CREATIVE GOODS	20
Key players in the global market for creative goods exports	21
Global trends in world imports	22
Trade balance in creative goods	23
Regional economic groups in world markets	25
South-South trade in creative goods	25
Sectoral: art crafts, architecture, design, fashion, media, performing arts, tourism, related sectors	26
GLOBAL TRENDS IN WORLD TRADE OF CREATIVE SERVICES	29
Creative Services	29
Creative Services Snapshots	30
Conclusions	32
COUNTRY PROFILES	33
REFERENCES	444

LIST OF COUNTRIES, OBSERVERS, TERRITORIES AND NON-STATE ENTITIES

Afghanistan
Albania
Algeria
Andorra
Antigua and Barbuda
Argentina
Armenia
Australia
Austria
Azerbaijan
Bahamas
Bahrain
Barbados
Belarus
Belgium
Belize
Benin
Bolivia (Plurinational State of)
Bosnia & Herzegovina
Botswana
Brazil
Brunei Darussalam Bulgaria
Burkina Faso
Burundi
Cabo Verde
Cambodia
Cameroon
Canada
Chile
China

 Hong Kong SAR
 Macao SAR
 Taiwan Province of China
Colombia
Congo
Costa Rica
Croatia
Cuba
Cyprus
Czechia
Denmark
Dominican Republic
Ecuador
Egypt
El Salvador
Estonia
Ethiopia
Fiji
Finland
France
Gabon
Gambia

Georgia
Germany
Ghana
Greece
Grenada
Guatemala
Guinea
Guyana
Honduras
Hungary
Iceland
India
Indonesia
Iran
Ireland
Israel
Italy
Jamaica
Japan
Jordan
Kazakhstan
Kenya
Kuwait
Kyrgyzstan
Latvia
Lebanon
Lithuania
Luxembourg
Madagascar
Malawi
Malaysia
Malta
Mauritius
Mexico
Mozambique
Namibia
Netherlands
New Zealand
Nicaragua
Niger
Nigeria
Norway
Oman
Pakistan
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Republic of Korea
Republic of Moldova
Romania
Russian Federation
Rwanda
Saint Lucia
Saudi Arabia
Senegal
Singapore

Slovenia
South Africa
Spain
Sri Lanka
Sweden
Switzerland
Thailand
The former Yugoslav Republic of Macedonia
Togo
Turkey
Ukraine
United Arab Emirates
United Kingdom of Great Britain and Northern
Ireland
United States of America
Zimbabwe

State of Palestine
French Polynesia
New Caledonia

LIST OF CHARTS AND TABLES

CHARTS

Chart 1. World exports of creative goods, 2002-2015

Chart 2. Exports of creative goods by economic groups, 2002-2015

Chart 3. Creative goods: exports from all developed economies, 2013, 2014, 2015

Chart 4. Creative goods: exports from all developing economies, 2013, 2014 and 2015

Chart 5. Creative goods: Top 10 exporters worldwide, 2015

Chart 6. Creative goods: World exports of creative goods by product groups, 2002-2015

Chart 7. Creative goods: World imports of creative goods, 2002-2015

Chart 8. Creative goods: Top 10 importers worldwide, 2015

Chart 9: Imports of creative goods, by group, 2002

Chart 10. Imports of creative goods, by group, 2015

Chart 11. Creative goods: Global creative goods trade balance, 2002-2015

Chart 12. Creative goods: Top 10 surplus and deficit countries, 2002

Chart 13. Creative goods: Top 10 trade surplus and Deficit countries, 2015

Chart 14. Creative goods: Developing economies exports to the world, 2002-2015

Table III. Developing countries: Top 10 creative goods exporters, 2015

Table IV. Transition Economies: Top 10 creative goods exporters, 2015

Table V. Creative goods: exports by regional economic group, 2002 and 2015

Table VI. Art crafts: Top 10 exporters worldwide, 2015

Table VII. Art crafts: Top 10 exporters among developing economies, 2015

Table VIII. Art crafts: Top 10 exporters among developed economies, 2015

Table IX. Visual arts: Top 10 exporters worldwide, 2015

Table X. Visual arts: Top 10 exporters among developed countries, 2015

Table XI. Visual arts: Top 10 exporters among developing economies, 2015

Table XII. Design: Top 10 exporters among developed economies, 2015

Table XIII. Design: Top 10 exporters among developing economies, 2015

Table XIV. Publishing and printed media: Top 10 exporters among developing economies, 2015

Table XV. Publishing and printed media: Top 10 exporters among developed economies, 2015

Table XVI. Exports of creative services as a share of total exports of services, developed economies, 2011 – 2015.

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_8966

