



Hybrid Regional Expert Talk on Promoting Resilient Creative Economy through Cross-sectoral and Regional Collaboration

April 3, 2023

9.00 am – 12.00 pm (GMT+7)

Ad Lib Hotel, Khon Kaen, Thailand
and Zoom Meeting

Introduction

The Creative Economy (CE) has become a new source of economic growth in many parts of the world. Since the industrial revolution 4.0 emphasizes creativity and innovation, it is paving the way for the creative economy to thrive. Today, the creative industries are one of the most dynamic sectors of the global economy, providing new opportunities for developing countries to leapfrog into high-growth areas. It makes a significant contribution to the gross domestic product (GDP) and the development of many countries and helps to foster inclusive participation.

The prolonged Covid-19 pandemic has impacted every aspect of life and posed challenges to countries all over the world, especially the creative industries where more than 30 million people have been adversely affected by the recession. In 2020, estimates said the cancellation of public performances alone has cost authors roughly 30% of global royalties, while the global film industry has lost \$7 billion in revenues. The world is attempting to recover from a pandemic and its unprecedented effects, the path of economic growth is uncertain. Fostering creative industries strategically for an inclusive and sustainable recovery will have long-term benefits, including, but not limited to, an increase in quality of life, the stimulation of innovation and thus, a more resilient economy with an improved ability to adapt in the face of challenges.

Mekong Institute (MI), from the early onset of the pandemic, has been facilitating a platform to share good practices and lesson-learned on socio-economic recovery plans and measures among government officials and development practitioners. MI recognizes the promising role that creative industries could play in inclusive and sustainable COVID-19 recovery. Given the conducive environments where cultural products, arts, creativity and digital technologies could thrive together, the industry could provide value-added employment opportunities to local communities in developing countries.

In this regard, MI is proposing a hybrid regional expert talk on “Promoting Resilient Creative Economy through Cross-sectoral and Regional Collaboration”, this event will be organized in conjunction with the Isan Creative Festival 2023 which is hosted by the Creative Economy Agency (CEA). Each session will highlight how creative workers from different creative industries could survive in times of crisis and discuss their possible futures. The emphasis will be paid to the mobilization of a collaborative strategy for leveraging creative networks among the Greater Mekong Subregion (GMS) countries.

Objectives

- **Expert knowledge sharing** of best practices and experiences to build resilience in each creative industry, anticipating future threats, and preparing for the change and transition with recession-proof skills.
- **Partnership building** towards a cross-sectoral approach, utilizing collaborative strategy on the wide range of creative initiatives and projects across the GMS countries and making efforts to connect them and establish a common direction.

Target Participants

This hybrid event will bring together creative workers and entrepreneurs, government officials, policymakers, international development organizations, non-governmental organizations, and experts in the areas of the creative industry.

Tentative Agenda

| Time | Event |
|---------------|---|
| 08:30 – 09:00 | Registration |
| 09:00 – 09:10 | Welcome Remarks Mr. Suriyan Vichitlekarn, Executive Director, Mekong Institute (MI) |
| 09:10 – 09:20 | Opening Remarks Representative of the Creative Economy Agency (CEA) |
| 09:20 – 09:40 | Keynote Speech on Creative Economy Outlook and Synergies Ms. Katalin Bokor, Economic Affairs Officer, Trade and Creative Economy, UNCTAD |
| 09:40 – 11:10 | Panel Discussion on the Creative Economy Promotion and Partnership <ul style="list-style-type: none">- Share knowledge and experience on how each creative industry builds the resilience- Explore the collaborative opportunities for a more inclusive and sustainable creative economy development through multi-sectoral and cross-countries partnerships <p>Moderator: Mr. Suriyan Vichitlekarn</p> <p>09:40 – 10:00 Creative District to Creative City Representative of the Creative Economy Agency (CEA)</p> <p>10:00 – 10:20 People-to-People Exchange: Visual Arts and Crafts Industry Mr. Benjamin Milton Hampe, Project Director of KONNECT ASEAN, ASEAN Foundation</p> <p>10:20 – 10:40 Gastronomy Network and Food Tourism TBC</p> |

10:40 – 11:00 Creative Industry 4.0 and Regional Platform

Ms. Katalin Bokor, Economic Affairs Officer, Trade and Creative Economy, UNCTAD

11:00 – 11:40 Wrap-up and Q&A

11:40 – 11:50 Way Forward and Closing Remarks

Mr. Suriyan Vichitlekarn

12:00 – 13:00 Lunch

13:00 – 15:00 Isan Creative Festival 2023 Tours (Optional)

Facilitated by the MI team

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