



## PROJECT NOTIFICATION

Reference No.: 385

<b>Date of Issue</b>	26 April 2024
<b>Project Code</b>	24-IP-15-GE-TRC-A
<b>Title</b>	Training Course on Nurturing Creative Industries
<b>Timing</b>	4 June 2024–7 June 2024
<b>Hosting Country(ies)</b>	Vietnam
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Online
<b>Implementing Organization(s)</b>	Directorate for Standards, Metrology and Quality, Vietnam and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Closing Date</b>	24 May 2024
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Build foundational knowledge of the varieties, natures, and trends of creative industries; and learn about national policies and strategies to nurture and unlock the potential and value of creative industries for economic progress in more inclusive, sustainable ways.
<b>Rationale</b>	Creative industries have been playing an increasingly pivotal role in APO economies. This training course will examine the potential of these industries while enhancing the establishment of a fair environment for workers and protecting creative content to ensure the equitable distribution of gains.
<b>Background</b>	<p>Creative and cultural industries contribute to the global economy, accounting for 3.1% of worldwide GDP and supporting 6.2% of all employment (UNESCO, 2022). These industries span diverse sectors such as advertising, arts, crafts, design, fashion, performing arts, publishing, R&amp;D, software, and toys and games, collectively generating nearly 50 million jobs globally.</p> <p>Despite their economic importance and potential for socioeconomic development, these industries face challenges such as the high level of informality within these sectors, calling for robust legal frameworks to protect both labor and creative content, gender equality, and weak ecosystems to support SMEs.</p> <p>This training course is a continuation of the workshop on the Future of the Creative Economy in 2023. It will equip participants to strengthen creative economies in APO members by learning about policies, ecosystems, and strategies to maximize their potential and address inherent issues for the sustainable, inclusive growth of the creative sector.</p>
<b>Topics</b>	Overview of the creative economy including major industries; Policies and ecosystems to support creative industries; Tools and techniques for strengthening creativity; Management of intellectual property in creative industries; and Strategies and policy recommendations for nurturing creative industries.
<b>Outcome</b>	Enhanced understanding of creative industries, including their benefits and challenges, and knowledge of national policies and practical strategies to nurture creative industries.
<b>Qualifications</b>	Government officials, consultants, trainers from NPOs, business leaders, and representatives of industrial associations or enterprises in creative industries.

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General