



Marrakesh, 12-14 December 2023

مراكش، 12-14 كانون الأول/ديسمبر

Concept Note | Empowering Creative Industries Track

13 December 2023

11.30-13.30 | Roseraie Hall

Introduction

Empowering the creative industries in the Arab region has become a priority for many countries as they recognize the potential of these industries to drive economic growth, cultural development, social inclusion and innovation. Nevertheless, these businesses remain poorly supported overall and face common challenges related to their business & financial skills, sustainable revenue model, intellectual property protection, marketing & branding, evolving industry trends, as well as access to funding, to name a few.

This track delves into the critical issues and solutions associated with empowering the creative industries in the Arab region. Through expert insights, practical strategies, and collaborative discussions, this track seeks to equip stakeholders with the knowledge and tools necessary to support and nurture the growth of the creative sector in the Arab region.



Panel Discussions

Day 2: December 13, 2023

Time	Setup	Description
11.30-12.45	Presentations + Discussion	<p>Building Competitiveness in the Creative Industries</p> <p><u>Objective:</u></p> <ul style="list-style-type: none">• Exploring the dynamic landscape of SMEs in creative industries and uncovering the latest trends & data shaping the creative economy.• Delving into the tools, materials, and programs that contribute to the development and growth of this sector. <p><u>Speakers:</u></p> <ul style="list-style-type: none">- Katalin Bokor, Economic Affairs Officer, Trade and Creative Economy, UNCTAD- Mariana Velasco, IP and Innovation Ecosystems Sector, IP for Business Division, WIPO- Elvira El-Hojeiri, Associate Programme Officer, ecomConnect, ITC- Aida Kandil, CEO, MyTindy <p><u>Moderator:</u></p> <p>Joelle Yazbeck, Regional Coordinator, ICC-ESCWA Centre of Entrepreneurship</p>
12.45-13.30	Interactive Discussion	<p>Unveiling the Arab Creative Market, a digital platform advancing creative business growth.</p> <ul style="list-style-type: none">- Shereen Al Jarrah, Coordinator of the Arab Creative Market Platform, ESCWA Technology Centre- Mariana Velasco, IP and Innovation Ecosystems Sector, IP for Business Division, WIPO

		<p>- Katalin Bokor, Economic Affairs Officer, Trade and Creative Economy, UNCTAD</p> <p>- Elvira El-Hejeiri, Associate Programme Officer, ecomConnect, ITC</p> <p>- Aida Kandil, CEO, MyTindy</p> <p><u>Moderator:</u></p> <p>Joelle Yazbeck, Regional Coordinator, ICC-ESCWA Centre of Entrepreneurship</p>
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Partners (in alphabetical order)

 <p>Creative Industries Platform Promoting Arab Culture</p> <p>منصة الصناعات الإبداعية تعزيز الثقافة العربية</p>	<p>The Arab Creative Market Platform has been established by ESCWA as a core working group, engaging several regional and national stakeholders, and aiming at building synergies to further empower and advance creative industries MSMEs in the Arab region. A digital platform is currently under-development specifically for creative industries.</p>
 <p>International Trade Centre</p>	<p>ITC focuses on equipping micro, small and medium-sized enterprises (MSMEs) to become more competitive in global markets. In this context, ITC translates the business implications of multilateral trade agreements for businesses, so they can understand, shape and benefit from trade rules. ITC thereby helps to build vibrant, sustainable export sectors that provide entrepreneurial opportunities, particularly for women, youth and vulnerable communities.</p>



Established in 1964 as a permanent intergovernmental body, the United Nations Conference on Trade and Development (UNCTAD) is the main authority of the General Assembly in the sphere of trade and development. Its purpose is promotion of trade and development, particularly in developing countries. The main goals of UNCTAD are to expand the capabilities of developing countries in the sphere of trade, investment and development, to assist them in overcoming the difficulties arisen as a result of globalization and to integrate on an equal footing into the world economy. UNCTAD achieves these goals by conducting research and policy analyses, intergovernmental debates, with the help of technical cooperation, cooperation with civil society and the business world.



WIPO is an intergovernmental organization and specialized agency of the United Nations with its headquarters located in Geneva, Switzerland, whose mission is to lead the development of a balanced and effective global intellectual property ecosystem to promote innovation and creativity for a better and more sustainable future.

