

Speech for the Expert Conference BerlinCCi, 23 September 2016

Current Trends in International Research on the Culture and Creative Industries

Salutation

I have pleasure in welcoming our international speakers. I am very happy that they have all arrived safely.

- *Miss Nichols of the National Endowment for the Arts, Washington*
- *Miss Cologer of the US Ministry for Trade, also from Washington*
- *Monsieur Oron, Secretary General of the global apex body of collecting societies for authors and musical authors, from Paris*
- *Professor Handke from Erasmus University, Rotterdam*
- *Dr Wunsch-Vincent from the World Intellectual Property Organisation WIPO will join us by video conference a bit later*

Dear colleagues,

we are very happy and honored to welcome you to this international conference for the culture and creative industries here in Berlin.

A cordial welcome also to the German researchers who made themselves available for the various panels.

What is today's topic all about?

All those dealing with the culture and creative industries know that its concepts keep changing, because we are dealing with a very dynamic economic branch.

Today we will discuss international concepts of culture and creative industries. We want to look beyond our own noses and look at recent developments in the discussions among experts.

Why is this an important topic?

There is a plethora of scientific studies and political analyses on culture and creative industries on the international level.

They have a great number of things in common, but there are also differing perspectives and angles. Knowing these is an important prerequisite for mutual understanding and development.

What do we want to achieve?

We want to strengthen the exchange among the German and the international expert community.

We want to establish new contacts among experts and find new allies in the field of culture and creative industries.

We want to develop our expert positions.

And with this I come to the two important topics of today's conference.

Topic I: International perception of the culture and creative industries

We will hear two presentations, starting with the position of the US Department of Commerce

- *Elisabeth Cologer is an expert at the Bureau of Economic Analysis (BEA) of the US Department of Commerce*
- *Bonnie Nichols is an expert at the Office of Research & Analysis of the National Endowment for the Arts.*

The American colleagues have developed a new approach towards the economic impact of the arts and culture sectors in the USA.

In my view, three points deserve special attention:

- *This study presents, for the first time, the official position of the US American federal government on the culture and creative industries*
- *The most important result is that it perceives the arts and cultural sector as a long-term investment and not as an unproductive branch without any importance for value added.*
- *I am also proud to announce that this is the first time Elisabeth Cologer and Bonnie Nichols present their findings in front of a European audience.*

*The **second presentation** will focus on an update on the global situation of the culture and creative industries. Gadi Oron is the Secretary General of the global apex body CISAC, whose members in Germany include the collecting societies GEMA and VG BildKunst. I would like to make three remarks on his presentation:*

- *I found the fact surprising and thought-provoking that meanwhile Asia has become the economically strongest region in the global culture and creative industries. This has quite unsettled my euro-centrist perspective.*
- *CISAC is advocating the individual artists and creative workers that are at the beginning of any value added chain in the culture and creative industries.*
- *In order to strengthen its role, CISAC sets new accents for the political discussion in the culture and creative industries.*

The second topic of today tackles the question of innovation in the culture and creative industries

For many years the World Intellectual Property Organization, in short WIPO, has been one of the most important international organizations dealing with copyright industries and creative economy. Our third presentation today, by Sacha Wunsch-Vincent, will present the Global Innovation Index. Let me make two remarks:

- *This innovation study by WIPO is one of the very few international studies including creativity as an innovation factor. The innovation experts will know that this is not a matter of course.*

- *The Global Innovation Index presented to you today is brand-new. It was only published in August 2016, one month ago. This is why Sacha Wunsch-Vincent, as one of the publishers, is currently traveling the world and will present his input on a video screen.*

For me this is a new mode of expert presentation – I trust that technology will not let us down.

Another presentation on innovation, our forth input for today, is dealing with the innovation debate in Germany.

The innovation debate in Germany is largely spearheaded by the most important national body, the expert commission on research and innovation, in short called EFI.

It is very much appreciated that EFI's annual report 2015 has included creativity in innovation processes for the first time.

Today we have the pleasure to welcome one of the authors of this EFI study. Christian Handke is an internationally renowned expert on innovation and creative industries. He has done a great number of studies for government and patent offices in this context.

In his abstract Christian Handke used a wonderfully handy formulation: Innovation exists if a product is novel and contains value.

The criterion of novelty is hardly a challenge for the culture and creative industries if you consider the number of new movies, books, music etc. that enter the market every year. According to this, the culture and creative industries would be innovative branches par excellence.

The second definition is more difficult to grasp:

Traditional economists consider a product to contain value if it is commercially viable. Christian Handke's definition, however, includes much more than commercial viability. We are very much looking forward to his explanations.

Ladies and Gentlemen, let me say finally that today's conference may be exciting, may be political, may even be demanding from time to time, but it will never be boring.

Thank you very much!