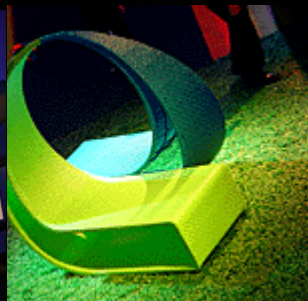


THE CREATIVE INDUSTRY: MOVING THE AGENDA FORWARD

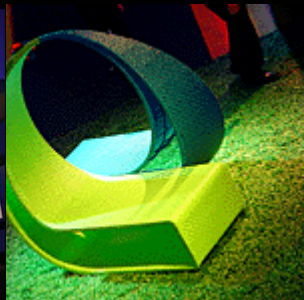
STATE OF PHILIPPINE COMPETITIVENESS 2006

19 July 2006, Sofitel Philippine Plaza



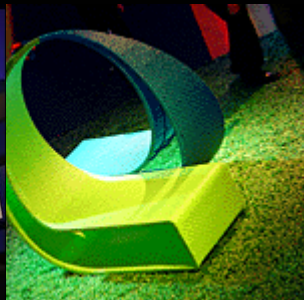
DEFINITION: CREATIVE INDUSTRY

In the book “The Rise of the Creative Class,” Richard Florida presented creativity as “*the most highly prized commodity in the economy.*” But, he is also quick to add that creativity is not the exclusive quality of artists, novelists, and inventors. It is “*multidimensional*” and can be economic, technological, and organizational as well as cultural and artistic. And because creativity is essential to the success of any endeavor, people with exceptional creativity become the key asset not only to an organization, but, indeed, of the entire country.



THE CREATIVE INDUSTRY INITIATIVE

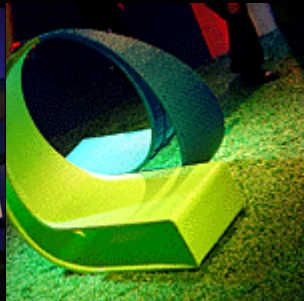
The Creative Industry Action Plan 2005-2007 aims to nurture our Creative Industry and establish it as a national key competitive advantage.



STRATEGIES

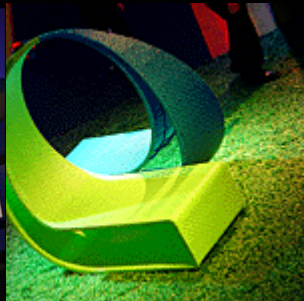
Driven by this goal, the DTI has laid down key support strategies to develop the Philippine Creative Industry, namely:

- Assess the Creative Industry supply chain
- Develop linkages with the stakeholders of the Creative Industry both locally and internationally
- Complement current programs in support of the Creative Industry
- Promote investment in the Creative Industry; and
- Undertake advocacy campaign



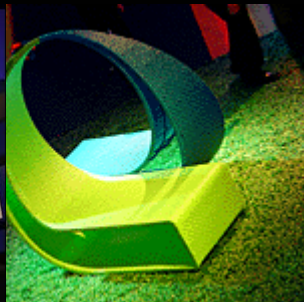
ACTIVITIES AND INTERVENTIONS

- Integrating the creative industries exhibit in trade shows, like Manila FAME International
- Tapping the support of leading local designers like Cesar Gaupo, Bea Valdes, and Yvonne Quisumbing-Romulo to help in product development
- Launching the Philippine Ethnic Patterns Design Sourcebook
- Developing the Province of Angono into a Visual Arts Hub



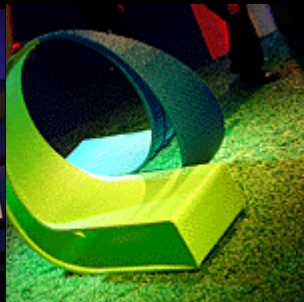
ACTIVITIES AND INTERVENTIONS

- Assisting the local animation industry through local and international trade shows
- Promoting Philippine creative wireless applications
- Collaborating with different government agencies
- Bringing the Nurturing Creativity Regional Fora to various regions in the country like Cebu and Cagayan de Oro



CONCLUSION

The Creative Industry Mapping Project is an important tool in providing our policy makers a clearer idea of the impact of the sector and how we can create a more conducive environment that will allow our creative industries to flourish.



THANK YOU

