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CREATIVE ECONOMY OUTLOOK AND COUNTRY PROFILES:

Trends in international trade in creative industries



UNITED NATIONS

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Foreword

Creative economy leverages creativity, technology, culture and innovation in fostering inclusive and sustained economic growth and development. Creative economy sectors include arts and craft, books, films, paintings, festivals, songs, designs, digital animation and video games. They generate income through trade (exports) and intellectual property rights, and create new jobs in higher occupational skills, particularly for small and medium sized enterprises. With advancement in technology especially the digital revolution, education and innovation, creative and knowledge-based industries have emerged as among the dynamics sectors of the global economy.

Creative economy's contribution to inclusive development is gaining recognition and support at the national and global levels. In 2010, the United Nations General Assembly adopted a resolution on culture and development (A/65/438). In 2015, the United Nations General Assembly adopted an action plan on "Transforming our world: The 2030 Agenda for Sustainable Development" and in it, underlined appreciation for cultural diversity and cultures contribution, specifically in preambular paragraphs 8 and 36, and in sustainable development goals and targets 4.7, 8.7, 11.4 and 12.b.

This report presents the trends and highlights in international trade in creative goods and services globally, and in 71 countries. It looks at the trade performance of developing and developed countries in key creative industries sectors such as design, music, film, TV, broadcasting, books, arts crafts and new media. This highlights potential opportunities for countries, especially developing countries, to increase their production, exports and share in creative industries markets.

The creative economy is an important part of global trade. The global market for traded creative goods and services totaled \$547 billion in 2012. Cross border trade of creative goods has shown sustained growth in the last decade. Growth rates stood at 8.6 per cent annually from 2003 to 2012, showing the strength and resilience of the sector despite the economic deceleration of the world economy. Exports from developing countries, in particular in Asia, are growing faster than in the developed world.

We hope that this report will encourage national and city governments to increase their investment into the production of, and trade in, creative and knowledge-based sectors in support of inclusive and sustained development.

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The Dominican Republic
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Estonia
Fiji
Finland
France
Germany
Guatemala
Honduras
Hong Kong, China
Hungary
Iceland
India
Indonesia
Ireland
Jamaica
Japan
Jordan
Latvia
Lebanon
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Luxembourg
Madagascar
Malaysia
Malta
Mauritius
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Mozambique
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Executive Summary

International trade in creative industries showed sustained growth in the last decade. The global market for traded creative goods and services totaled a record \$547 billion in 2012, as compared to \$302 billion in 2003. Exports from developing countries, led by Asian countries, were growing faster than exports from developed countries.

Among developed country regions, Europe is the largest exporter of creative goods. In 2012, the top 5 creative goods exporters included Germany, France, Switzerland, the Netherlands and Belgium.

Exports of creative goods from *developed economies* grew during the period 2003 to 2012, with export earnings rising from \$134 billion to \$197 billion.

Among developing countries, China is the largest exporter of creative goods. In 2012, the top 5 exporters were China, Hong Kong, China, India, Turkey and South Korea.

Exports of creative goods from *developing economies* grew during the period 2003 to 2012, with export earnings rising from \$87 billion to \$272 billion. Developing countries are playing an increasingly important role in international trade in creative industries.

Creative industries are vibrant sectors of the global economy. Increasing demographics, better access to ICTs and dynamic shifts to new lifestyles associated with creative products and services, makes trade in these sectors a promising avenue for future growth.

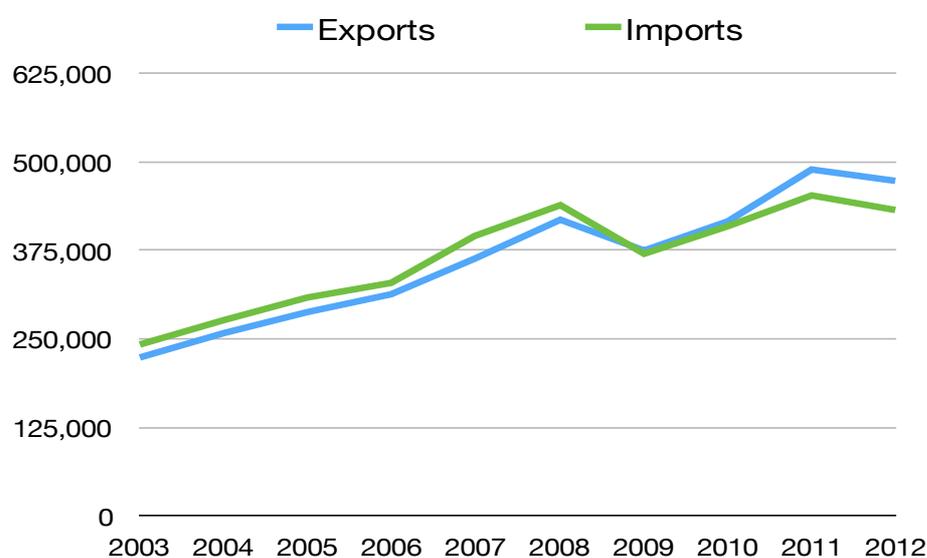
Chapter I. Global trends in world trade of creative goods and services

1.1 Global trends in world exports

International trade in creative industries showed sustained growth in the last decade

The international trade of creative goods has seen sustained growth and expanded strongly in the last decade (see Chart 1). The total exports of creative goods rose in value terms by 47 per cent to \$473,791 million in 2012. In terms of imports, the value expanded by 56 per cent for the same period.

Chart 1. Exports and Imports of Creative Goods Worldwide, 2012



*value in million US\$

Source: UNCTAD Global database on creative economy

The global market for traded creative goods and services totaled a record of \$547,513 millions of dollars in 2012, as compared to \$302,058 billion in 2003. It is important to note that several countries reported a decline between year 2011-2012 data. This is due to changes in methodologies related to the transition to the HS 2012 version in which many countries did not report data at the time (it was recently launched). This will be corrected with an update of the UNCTAD database.

Exports from developing countries are growing faster than in the developed world

As shown in Chart 2, developing countries' share of creative goods exports are growing faster than developed countries, reaching a total share of 57 per cent of world exports of creative goods in 2012 compared to a 42 per cent for developed countries. However, in terms of imports, developed countries are more important with a 69 per cent share of the world market of creative goods imports in 2012 (see Chart 3 below).

Chart 2. Creative Industries: Exports of creative goods, by economic group, 2012

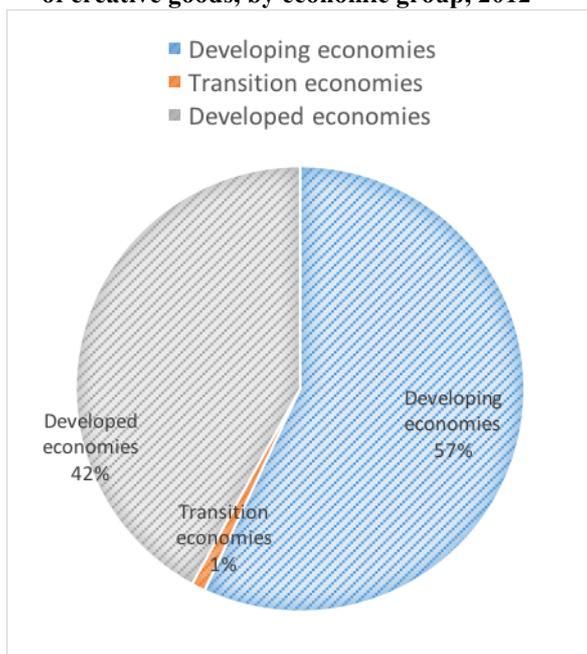
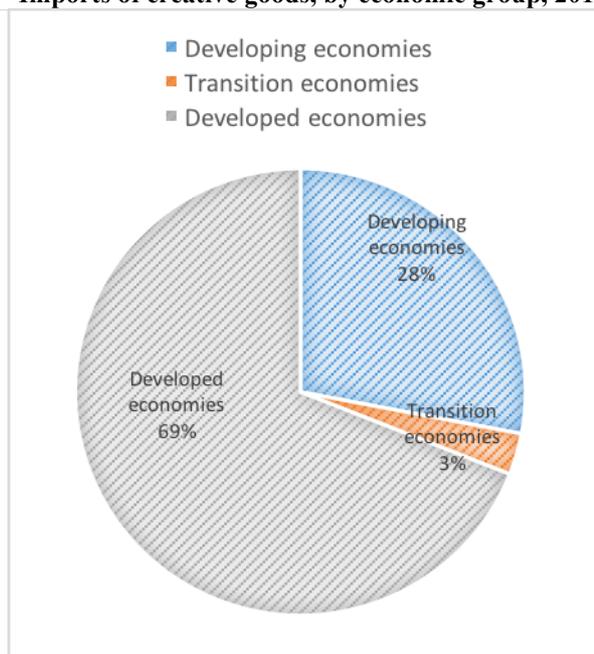


Chart 3. Creative Industries: Imports of creative goods, by economic group, 2012



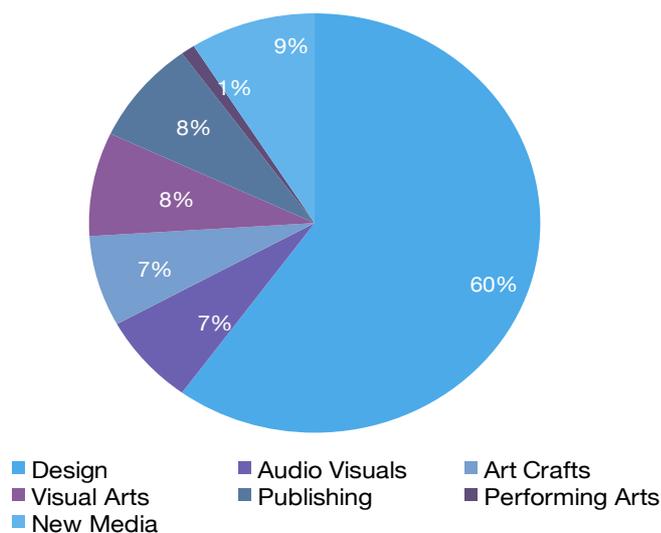
Source: UNCTAD Global database on creative economy

As mentioned in previous UNCTAD reports, export earnings from creative industries cover the value of exports of all creative-industry products, comprising tangible goods and intangible services in each creative sector¹.

From developing countries' perspective, China and Eastern and South-Eastern Asia account for the largest share of exports from developing countries, which is about 47.9 per cent.

In terms of sectorial exports of goods from creative industries (see chart 4 below), in 2012 about 69 per cent was accounted for by design and new media, and the remaining 31 per cent by publishing, visual arts, art crafts, audiovisual and performing arts.

Chart 4. Exports of creative goods, by group, 2012



Source: UNCTAD Global database on creative economy

¹ It should be noted that, owing to the gaps in the availability of data for creative services, figures for exports of creative goods were higher than those for creative services.

Developed economies: Europe is the largest exporter of creative goods

In 2012, Europe ranked as the largest exporter of creative goods among developed countries, with a 30 per cent share of the global market (see Table 1).

Table 1. Creative goods: Exports, by economic group and region, 2003 and 2012			
Economic group and region	(Value in millions of \$)		Change (%)
	2003	2012	
World	223'795	473'791	53
Developed economies	134'640	197'264	32
Europe	101'797	143'230	29
United States of America	17'887	37'844	53
Japan	3'823	7'721	50
Canada	9'515	6'254	-52
Developing economies	87'826	272'763	68
China	38'180	151'182	75
Eastern and South-Eastern Asia	34'427	76'099	55
Western Asia	2'859	7'657	63
Latin America and Caribbean	5'048	7'095	29
Africa	778	1'908	59
LDCs	159	227	30
Transition economies	1'329	3'769	65

*value in million US\$

Source: UNCTAD Global database on creative economy

Table 2 below shows the top 10 developed countries in terms of exports of creative goods in 2012. The United States ranked first due to its competitive position in design, which saw exports increased from \$6.2 billion in 2003 to \$15.3 billion in 2012. This included exports of jewelry, interior and fashion design. Demand for gold jewellery added \$70 billion to the global economy in 2012, and accounted for nearly one half of global demand for gold. China, India, and the United States are the three largest markets for gold jewellery.

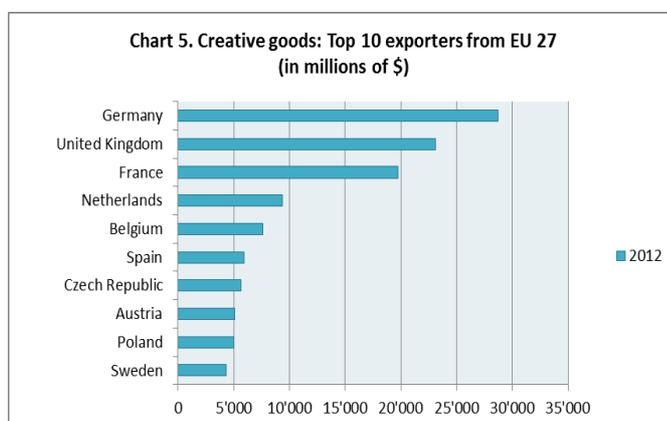
Table 2. Creative goods: Top 10 exporters among developed economies, 2012				
Rank	Exporter	Value (in millions of \$) 2012	Market share	Growth rate (%)
1	United States	37'844	7.9	8.5
2	Germany	28'719	6.1	7.0
3	United Kingdom	23'083	4.9	3.6
4	France	19'774	4.2	7.4
5	Switzerland	13'073	2.8	10.5
6	Netherlands	9'395	2.0	8.7
7	Japan	7'721	1.6	9.9
8	Belgium	7'611	1.6	1.6
9	Canada	6'254	1.3	-5.6
10	Spain	5'922	1.2	2.4

*value in million US\$

Source: UNCTAD Global database on creative economy

Interior design, which includes furniture (living room, bedroom, kitchen, and bathroom) according to UNCTAD classification, is the second most dynamic sector in terms of exports².

Among the EU, most of the top 10 exporters in 2003 remained top exporters in 2012 (see Chart 5 below).



*value in million US\$

Source: UNCTAD Global database on creative economy

1.2 Key players in the global market for creative goods

China is by far the world's leader on creative goods exports). Among the world's 20 leading exporters of creative goods in 2003 and 2012 is presented in table 3 below, China ranks first.

Ranking	Exporter	Value (in millions of \$)		Rank 2003	Market share (%)		Growth rate % 2003-2012
		2012	2003		2012	2003	
1	China	151'182	38'180	1	31.91	15	
2	United States	37'844	17'887	3	7.99	8	
3	Hong Kong, China	34'197	23'637	2	7.22	4	
4	Germany	28'719	16'519	4	6.06	7	
5	India	25'846	4'349	12	5.46	20	
6	United Kingdom	23'083	14'520	5	4.87	4	
7	France	19'774	10'137	6	4.17	7	
8	Switzerland	13'073	5'135	9	2.76	11	
9	Singapore	11'344	1'866	18	2.39	26	
10	Netherlands	9'395	4'750	10	1.98	9	
11	Taiwan, China	9'380	NA		1.98	18	
12	Japan	7'721	3'823	14	1.63	10	
13	Belgium	7'611	6'469	8	1.61	2	
14	Turkey	7'361	2'303	16	1.55	12	
15	Thailand	6'460	2'928	15	1.36	10	
16	Canada	6'254	9'515	7	1.32	-6	
17	Spain	5'922	4'616	11	1.25	2	
18	Malaysia	5'810	1'951	17	1.23	14	

² It is important to stress that statistical data does not allow differentiating between mass-produced products and creative products as is the case in the furniture industry.

19	Korea, Republic of	5'763	3'967	13	1.22	6
20	Czech Republic	5'614	1'793	19	1.18	15

*value in million US\$

Source: UNCTAD Global database on creative economy

China headed the exporters list while the United States, Hong Kong, China, Germany, India, United Kingdom, France, Switzerland and Singapore showed the greatest growth in exports of creative goods during the period 2003 to 2012.

As reported in “The Statistics of Chinese Cultural Industry 2012³” by China’s National Bureau of Statistics on 26 August, 2013, the production of the Chinese cultural industry has grown by 60 times in just 10 years, from 30 billion RMB in 2003 to 1,807 billion RMB in 2012, accounting for 3.84 per cent of GDP. Furthermore, cultural consumption in China is about 7 per cent of family expenditures compared with that in the United States and Western Europe of nearly 30 per cent.

The United States' exports of creative goods stood at \$37,844 million in 2012. There is no data available for creative services exports in UNCTAD database for 2012. The United States' share of world intellectual property⁴ revenue stood at 39 percent for 2013.

At \$329 billion, royalties, license fees, and audiovisual services account for about 1.5 percent of the WTO’s \$22.2 trillion in total flows for 2013. This is about the same as the level of trade in financial services or clothes⁵.

Developed economies:

Top 10 exporters

Exports of creative goods from the developed countries grew during the period 2003 to 2012, with export earnings rising from \$134,640 million to \$197,262 million.

Table 4. Creative goods: Top 10 exporters among developed economies, 2012				
Rank	Exporter	Value (in millions of \$)	Market Share %	Growth rates
		2012	2012	2003-2012
1	United States	37'844	8.0	8.5
2	Germany	28'719	6.1	7.0
3	United Kingdom	23'083	4.9	3.6
4	France	19'774	4.2	7.4
5	Switzerland	13'073	2.8	10.5
6	Singapore	11'344	2.4	26.1
7	Netherlands	9'395	2.0	8.7
8	Japan	7'721	1.6	9.9
9	Belgium	7'611	1.6	1.6
10	Canada	6'254	1.3	-5.6

*value in million US\$

Source: UNCTAD Global database on creative economy

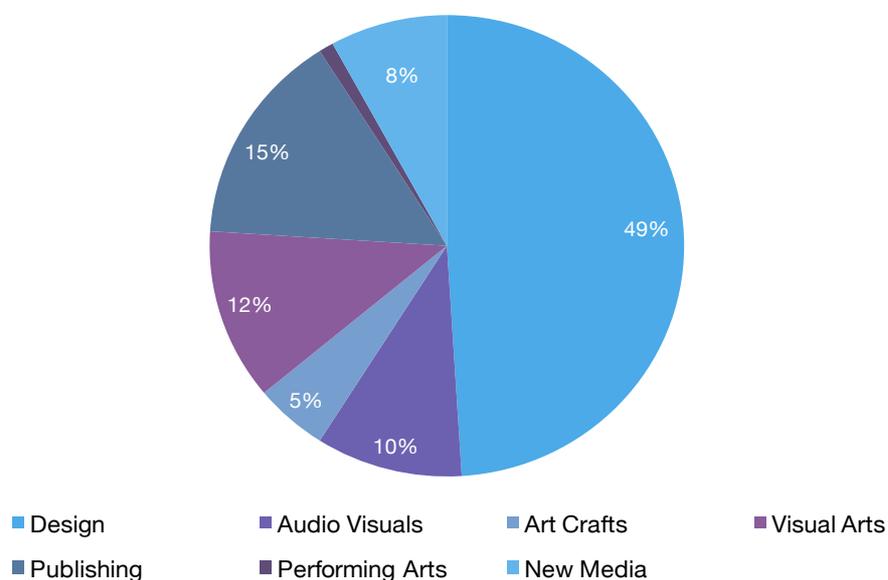
³ Yong Hardy and Walker Patricia, Report on Chinese Creative Industries 2012-2013- China , Publishing and Media Journal.

⁴ This includes “royalties and license fees” with those for “audiovisual services.”

⁵ http://www.progressive-economy.org/trade_facts/u-s-share-of-world-intellectual-property-revenue-39-percent/

It is noteworthy that many of the countries that make the top list of exporters from developed countries in 2012 are almost the same as in 2003. Design accounts for 49 per cent of total exports from developed countries. With the exception of visual arts, most of the sectors suffered a decline from the period 2008 to 2012 (see Chart 6 below).

Chart 6. Creative goods exports, Developed country by group, 2012



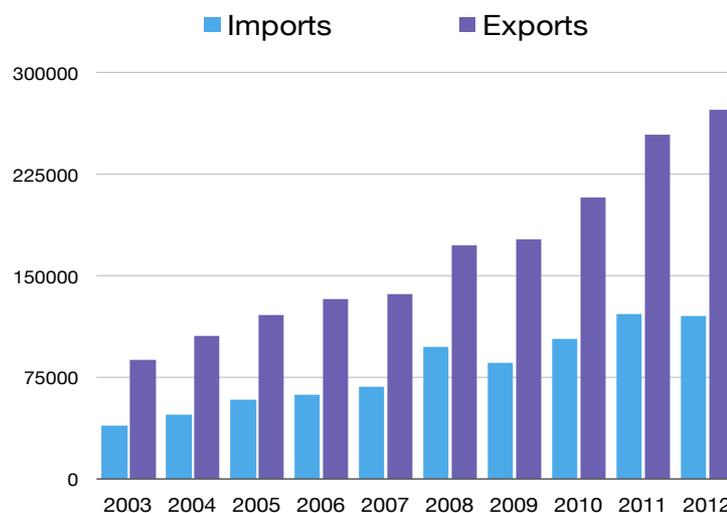
Source: UNCTAD Global database on creative economy

Chapter II. Creative economy and creative goods in developing countries

2.1 Creative goods, major exporters and importers of creative goods

The exports and imports of creative goods from developing countries suffered a slight decline in 2012.

Chart 7. Developing countries exports and imports (in millions of \$)



*value in million US\$

Source: UNCTAD Global database on creative economy

Table 5 and 6 show the leading exporters and importers of creative goods in developing countries. In 2003, the top 5 exporters were Hong Kong (China), India, South Korea and Turkey. Asian countries remained in the leading position among developing countries in 2012; the top 5 exporters were Hong Kong (China), India, India, Turkey and South Korea.

Table 5. Major exporters of all creative goods, developing countries, 2003 and 2012 (in million US\$)					
Rank 2003	Country	Value	Rank in 2012	Country	Value
1	China	38'180	1	China	151'182
2	Hong Kong, China	23'637	2	Hong Kong, China	34'197
3	India	4'349	3	India	25'846
4	Korea, Republic of	3'967	4	Turkey	7'361
5	Turkey	2'300	5	Korea, Republic of	5'763

* value in million US\$

Source: UNCTAD Global database on creative economy

Table 6. Major importers of all creative goods, developing countries, 2003 and 2012 (in million US\$)					
Rank 2003	Country	Value	Ranking 2012	Country	Value
1	Hong Kong, China	17'452	1	Hong Kong, China	37'699
2	Mexico	3'577	2	China	14'197
3	China	2'991	3	India	8'917
4	Korea, Republic of	2'188	4	Korea, Republic of	6'018
5	Turkey	1'050	5	Mexico	5'815

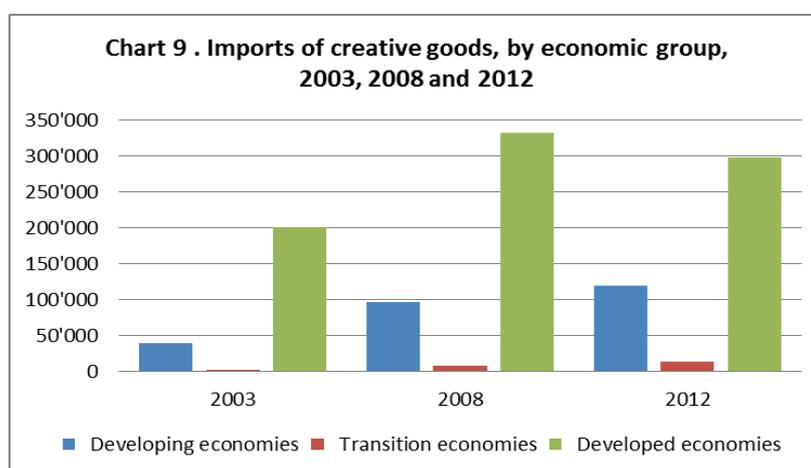
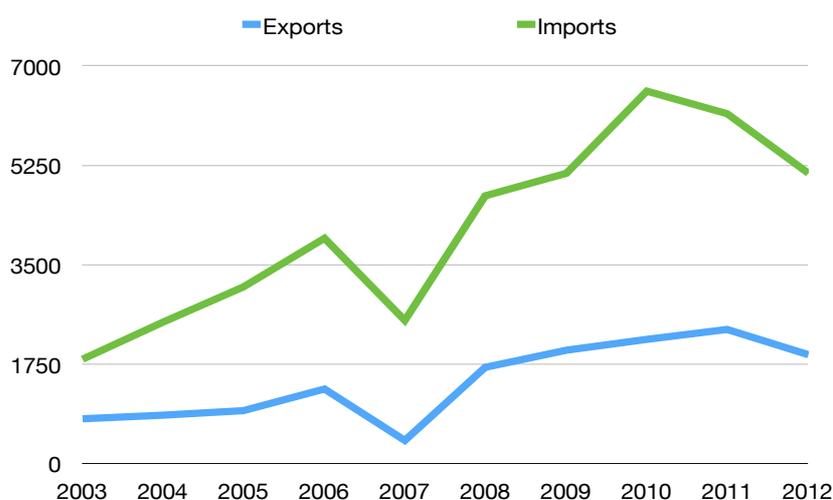
* value in million US\$

Source: UNCTAD Global database on creative economy

Africa and Least Developed Countries

African exports of creative goods reached \$1,900 million in 2012 compared to only \$778 million in 2003. Africa remains a net importer of creative goods (chart 8) with imports standing at \$5,100 million in 2012.

Chart 8. African Exports and Imports of Creative Goods (in millions of \$)



*value in million US\$

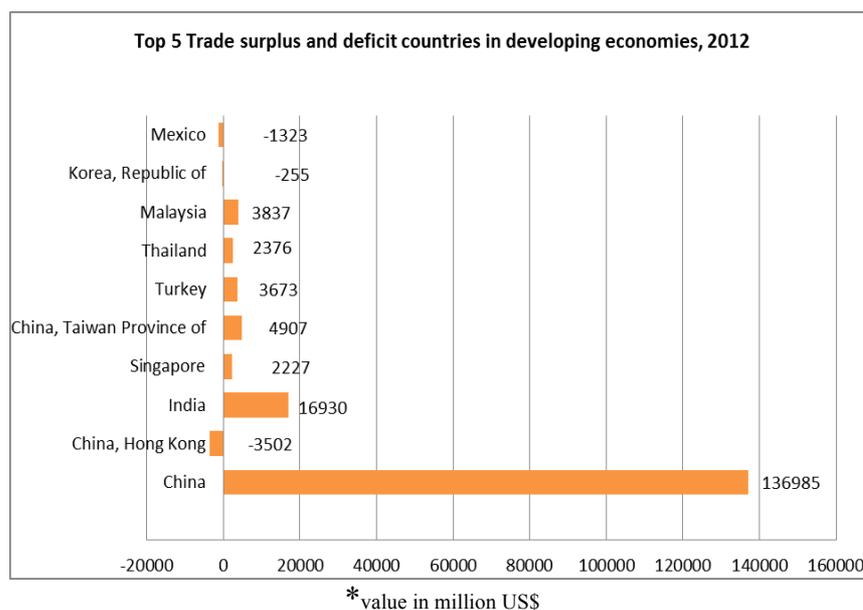
Source: UNCTAD Global database on creative economy

The importers of African creative goods from developed economies are Europe, United States, Japan and Canada; and among developing economies it is Eastern and South-Eastern Asia, China, Western Asia and Latin America.

2.2 Trade balance in creative goods among developing economies

For creative goods, China posted the largest trade surplus, which increased from \$35 billion in 2003 to \$136 billion in 2012 due to a dramatic surge in exports. By 2012, among developing countries, all top 5 surplus countries were mostly Asian exporters, and other developing countries in Latin America or Africa, have been consuming more and more imported creative products (see Table 5).

Creative goods, trade balance of developing countries, 2002 and 2012



Source: UNCTAD Global database on creative economy

2.3 South-South trade of creative goods, 2003 and 2012

Countries in the South play an increasingly important role in the trade of creative products. South-South trade constitutes a vibrant avenue for future trade growth. South-South trade of creative goods increased from \$22 billion in 2003 to \$111 billion in 2012, indicating that South-South trade of creative goods grew five times in 10 years. Among developing economies, Asia leads the growth of creative industry products, and dominating South-South exports of creative goods in 2012. Both Latin America and Africa had a very small share in South-South trade of creative goods.

PARTNER	Total developing economies		Africa		America		Asia	
	2003	2012	2003	2012	2003	2012	2003	2012
Total developing economies	22,110	132,889	1,383	8,443	2,473	12,326	18,121	111,861
Africa	196	1,098	152	571	6	20	37	507
America	9,49	2,332	22	97	883	2,092	43	142
Asia	20,962	129,451	1,209	7,775	1,583	10,214	1,803	11,121

*value in million US\$

Source: UNCTAD database on creative economy

Chapter III. Creative Services

3.1 Creative services: total exports by sectors

Creative services sectors have shown stronger growth potential during this decade and as the knowledge-based economy expands around the globe, creative services will continue to grow. However, the total exports value of creative services (as opposed to creative goods) dropped to \$74 billion in 2012, from \$276 billion in 2008. This figure has to be taken with caution for two reasons: a) due to changes in methodologies related to the transition to the HS 2012 version in which many countries did not report data at the time. This will be corrected with the update of the UNCTAD database; and b) the number of countries reporting data from year to year varied significantly, for example, in 2012 the number of countries reporting data on creative services was 75 compared with 109 countries reporting in 2011. Personal, cultural and recreational services had the largest shares of trade of creative services, reached \$31 billion in 2012 and accounted for nearly 42 per cent of total services exports. Advertising, architectural and research and development, services, including audio-visuals services, were other core activities in creative services.

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Growth rate 2002 - 2012
Total Creative Economy	270,574	302,068	344,503	383,081	439,170	526,934	589,408	518,452	568,125	631,245	547,513	NA
Creative goods	198,240	226,002	261,729	290,472	316,456	370,631	408,936	350,798	391,760	454,019	473,791	8.68
Creative services	72,334	76,066	82,774	92,609	122,714	156,303	180,472	167,654	176,365	177,226	73,722	NA

*value in million US\$

Source: UNCTAD Global database on creative economy

3.2 Creative services: Personal, cultural and recreational services, major exporters and importers in developed and developing countries, 2003 and 2012.

Table 13 and 14 show the leading exporters and importers of personal, cultural and recreational services in developing countries. In 2003, Asia and Latin America were the major contributor among developing countries. The top 5 exporters were Malaysia, Turkey, Mexico, Hong Kong, China and Argentina. In 2012, the leading exporters are mainly Asian countries, with South Korea and Qatar entering the list of top 5 countries exporting personal, cultural and recreational services. The major importers of creative services among developing economies were mainly from Asia; in 2003, the top 5 importers of personal, cultural and recreational services were Malaysia, Brazil, South Korea, Mexico, and Taiwan, Province of China; and in 2012, the leading importers were Qatar, South Korea, Brazil, Malaysia and China.

Developing countries					
Rank in 2003	Country	Value	Rank in 2012	Country	Value
1	Malaysia	1835	1	Korea, Republic of	1253
2	Turkey	781	2	Turkey	1220
3	Mexico	293	3	India	770
4	Hong Kong, China	137	4	Argentina	335

5	Argentina	122	5	Qatar	296
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Developing countries					
Table 10. Creative services, major importers of personal, cultural and recreational services, 2003 and 2012					
Rank in 2003	Country	Value	Rank in 2012	Country	Value
1	Malaysia	2922	1	Qatar	1398
2	Brazil	337	2	Korea, Republic of	1167
3	Korea, Republic of	261	3	Brazil	1034
	Mexico	220	4	Malaysia	599
5	Taiwan (China)	206	5	China	564

Source: UNCTAD database on creative economy

Chapter IV. Intellectual property rights and the creative economy

Royalties and license fees based on intellectual property rights have outpaced global economic growth in recent years to generate an estimated \$180 billion in revenue a year, according to a United Nations report which says growing demand for such rights is stimulating innovation at businesses worldwide. Table 11 below illustrates the list of countries with the largest share of intellectual property revenues.

Table 11. Intellectual property Rights revenue

<i>World</i>	\$329 <i>billion</i>
U.S.	\$128
European Union*	\$22
Japan	\$32
Switzerland	\$21
Canada	\$6
South Korea	\$5
Singapore	\$2
Taiwan, China	\$1
China	\$1
Israel	\$1
All other	\$11

Source: Progressive economy, trade facts 2013

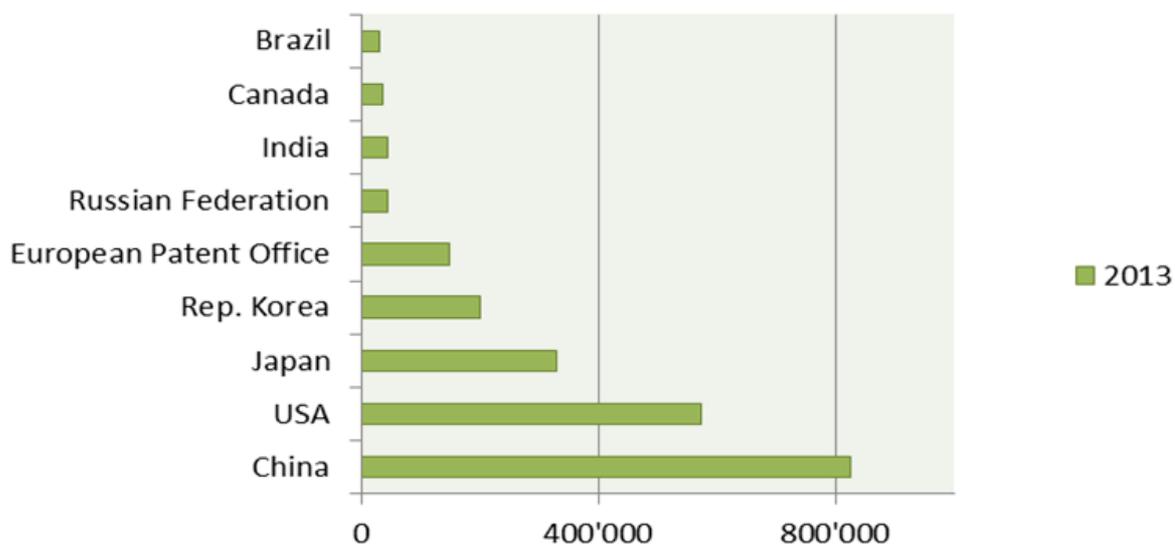
4.1 Global Intellectual Property Applications Overview from WIPO Report 20136

Global filing activity for patents and trademarks grew in 2013. The estimated 2.6 million patent applications filed worldwide in 2013 represented a growth of 9 per cent on 2012. Rising much faster, utility model (UM) applications increased by about 18 per cent due to sharp growth in China. Trademark filing activity rose by around 6 per cent—similar to the level witnessed in the previous year. And industrial design filing activity grew by only 2.5 per cent in 2013, considerably less than the 16 per cent recorded in 2012. This lower growth mainly resulted from a slowdown in the number of industrial design applications filed in China (see Chart below).

⁶ WIPO IP facts and Figures, 2014

Patent applications in top 10 offices

Table 12. Patent application for the top 10 offices



Source: WIPO statistics database, October 2014

Intellectual property offices in Asia received the highest numbers of applications for patents, utility models, trademarks and industrial designs. Specifically, Asian offices received a combined share of more than half (58.4%) of all patent applications worldwide. This is in contrast to the shares received by offices in North America (23.6%) and in Europe (13.5%).

Almost 3 million industrial design registrations were in force, of which 1.2 million were in China alone.

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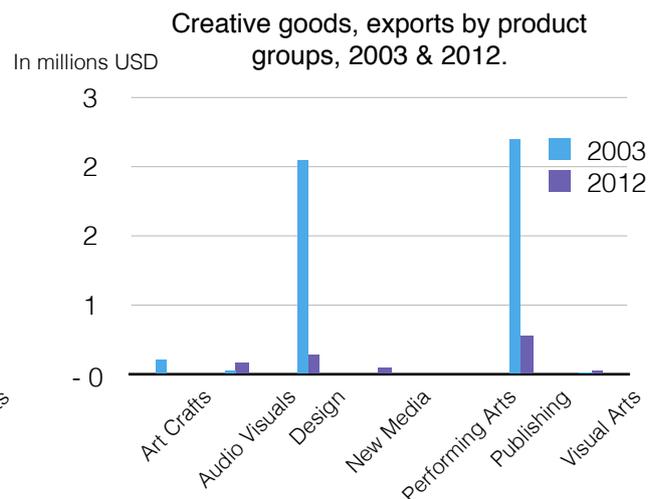
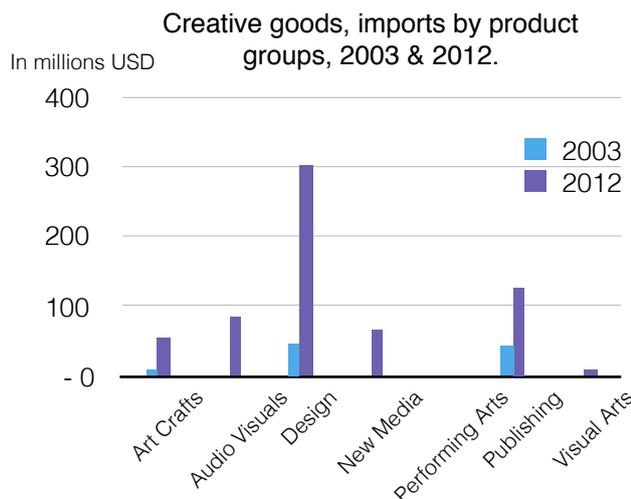
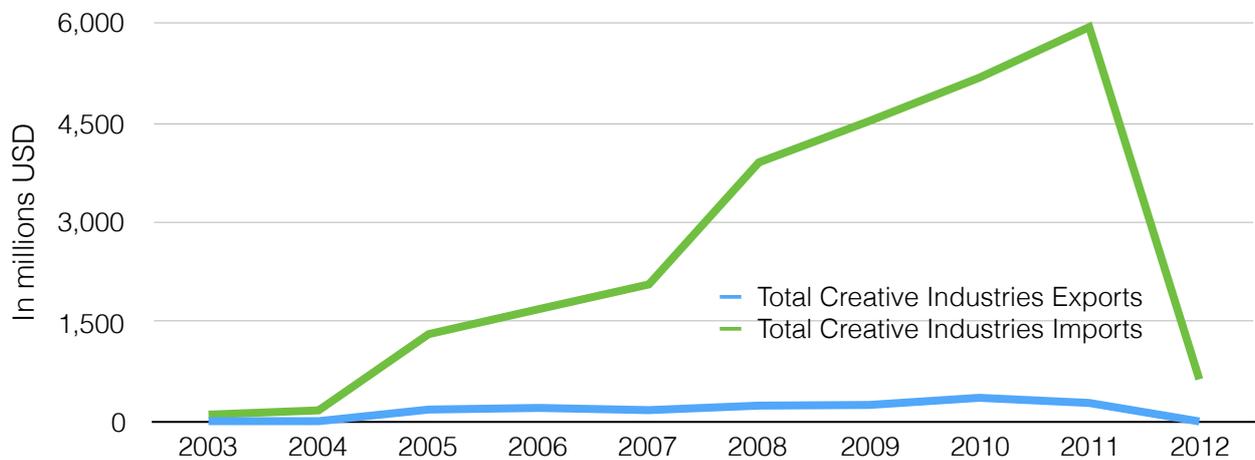
Country Profiles

Creative Economy Trade Performance

Algeria

COUNTRY PROFILE - Algeria						
Creative Industries Trade Performance, 2003 and 2012						
Algeria	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	5	103	98	1	636	635
All Creative Goods	5	103	98	1	636	635
All Creatives Services	-00	-00	-00	-00	-00	-00

Algeria: Creative Industry Trade Performance, 2003-2012.

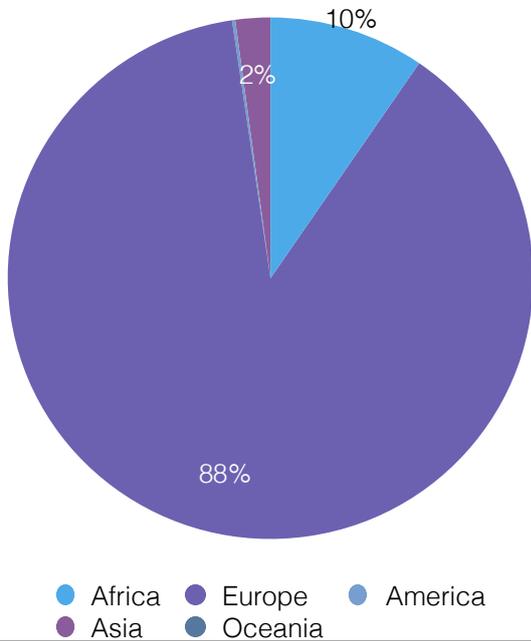


Exports of creative goods went from \$5 million in 2003 to nearly \$1 million in 2012 due to a sharp decline in 2011. Audiovisuals, design and publishing are the main accounted for the largest shares of exports.

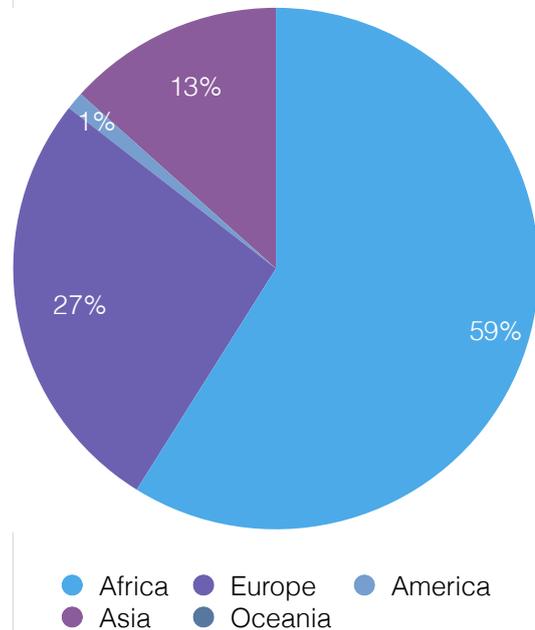
Creative goods exports are mainly exported to Africa (59 per cent), Europe (27 per cent) and Asia (13 per cent).

Algeria

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

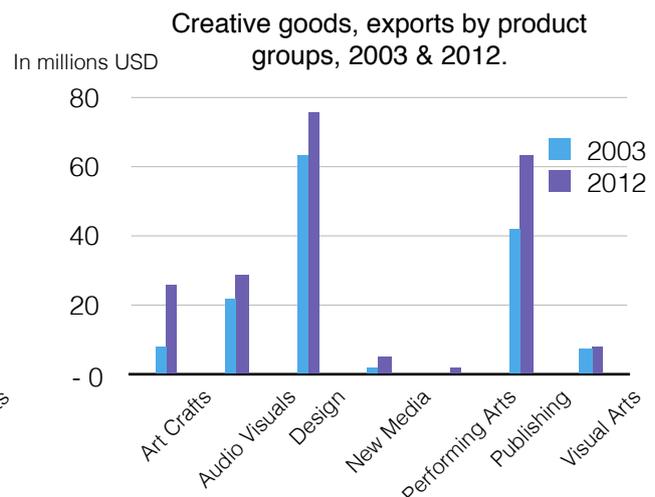
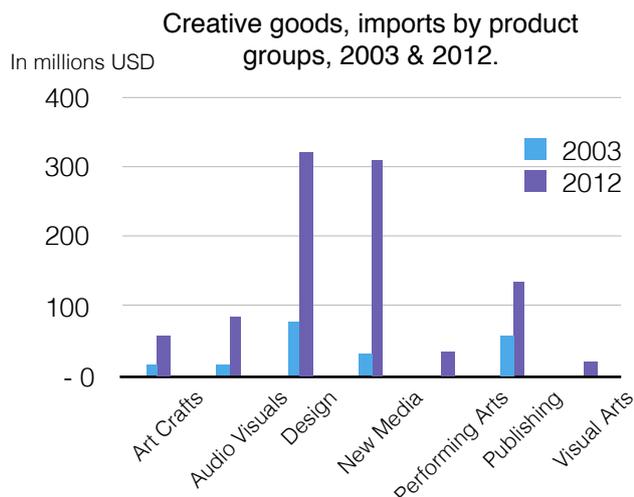
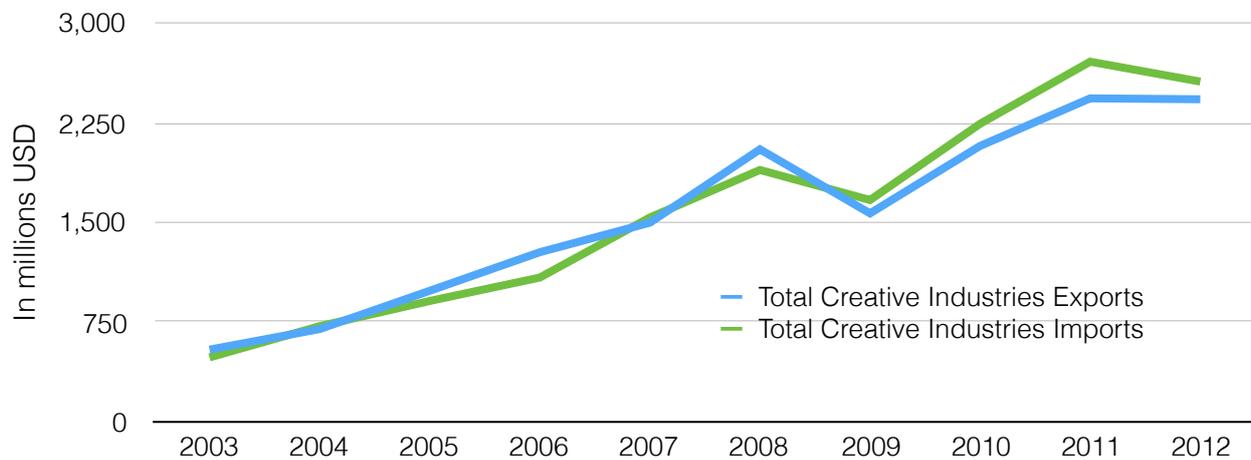
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	2.80	21.33	18.53	Tunisia	0.15	5.96	5.81
2	Switzerland	0.95	0.38	0.57	France	0.13	86.39	86.26
3	Spain	0.58	4.60	4.02	Congo	0.12	-00	0.12
4	Libya	0.26	-00	0.26	United Kingdom	0.09	9.37	9.29
5	Tunisia	0.13	0.31	0.18	Morocco	0.09	2.86	2.78
6	China, Hong Kong & Macao	0.08	1.50	1.42	PR of Korea	0.06	0.65	0.60
7	Poland	0.06	0.01	0.05	Egypt	0.06	11.52	11.47
8	Cape Verde	0.05	-00	0.05	Burkina Faso	0.05	0.01	0.04
9	United Kingdom	0.05	1.56	1.51	Mauritania	0.04	-00	0.04
10	Belgium	0.04	0.76	0.72	United Arab Emirates	0.04	21.24	21.20

Main destinations markets for Algeria's creative goods are Tunisia, France, Congo, United Kingdom and Morocco. Algeria has a high Trade Deficit with France from which it imports a large share of creative goods. Algeria has allocated one of the most important budgets for culture in the continent with \$561 million in 2012. Source: Journées d'étude "Entrepreneurs culturelles et industries culturelles au Maghreb."

Argentina

COUNTRY PROFILE - Argentina						
Creative Industries Trade Performance, 2003 and 2012						
Argentina	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	541.23	482.55	58.68	2,426.97	2,560.13	133.16
All Creative Goods	145.79	202.46	56.67	209.31	954.46	745.15
All Creatives Services	395.44	280.09	115.35	2,217.67	1,605.67	612.00

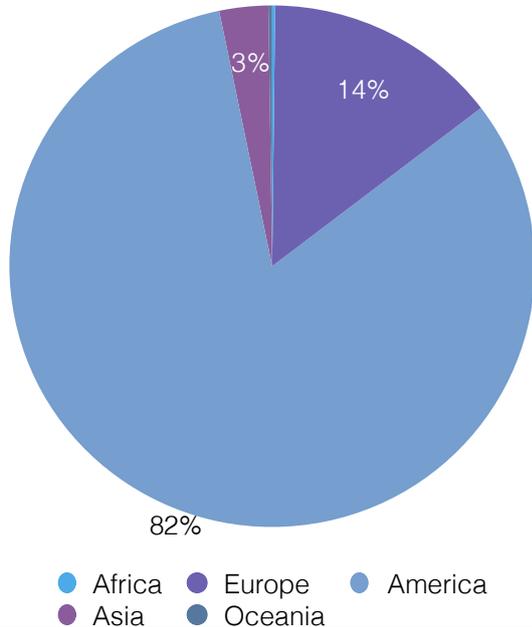
Argentina: Creative Industry Trade Performance, 2003-2012.



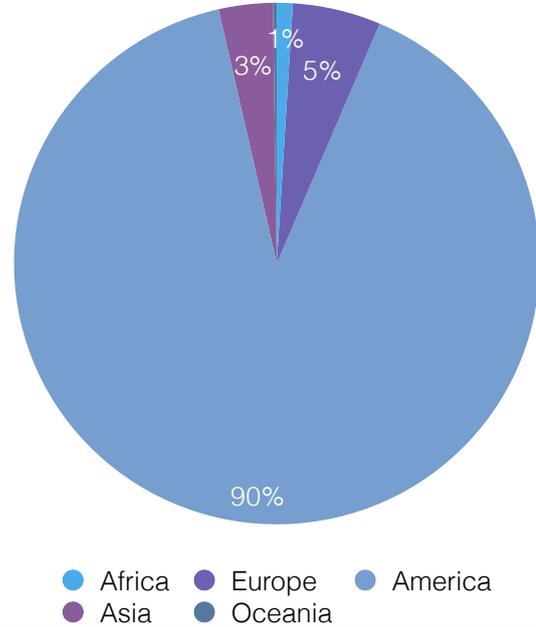
Argentina has increased significantly its market share in creative industries. Creative Industries exports grew from \$541 million in 2003 to \$2,426 million in 2012 due to a significant surge of creative services exports including advertising, architecture and research and development. Total exports for Creative Services reached \$ 2,217 million in 2012. Source: Buenos Aires is a UNESCO City of Design.

Argentina

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

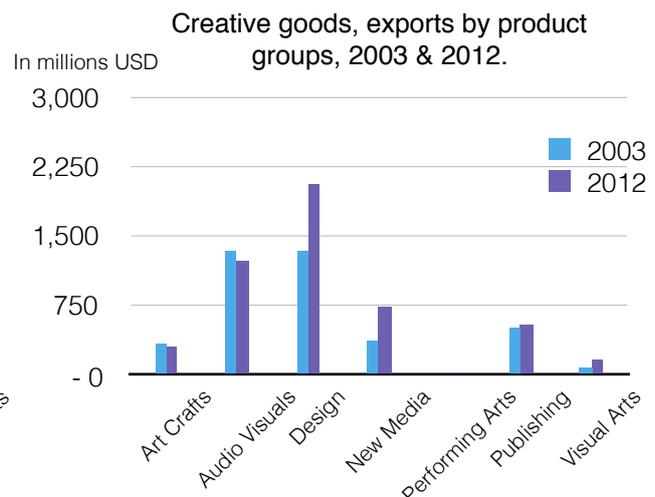
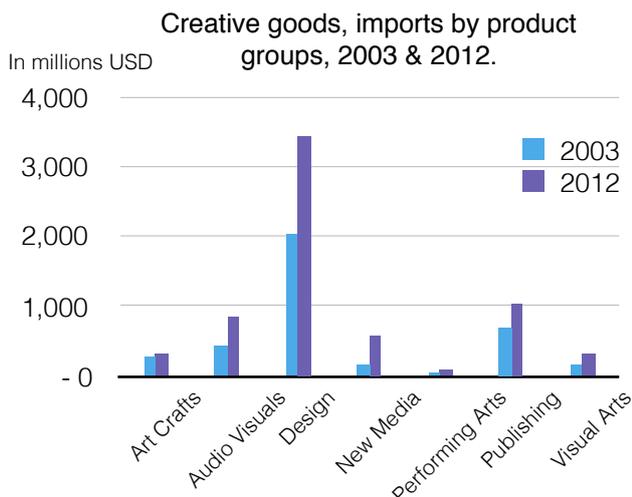
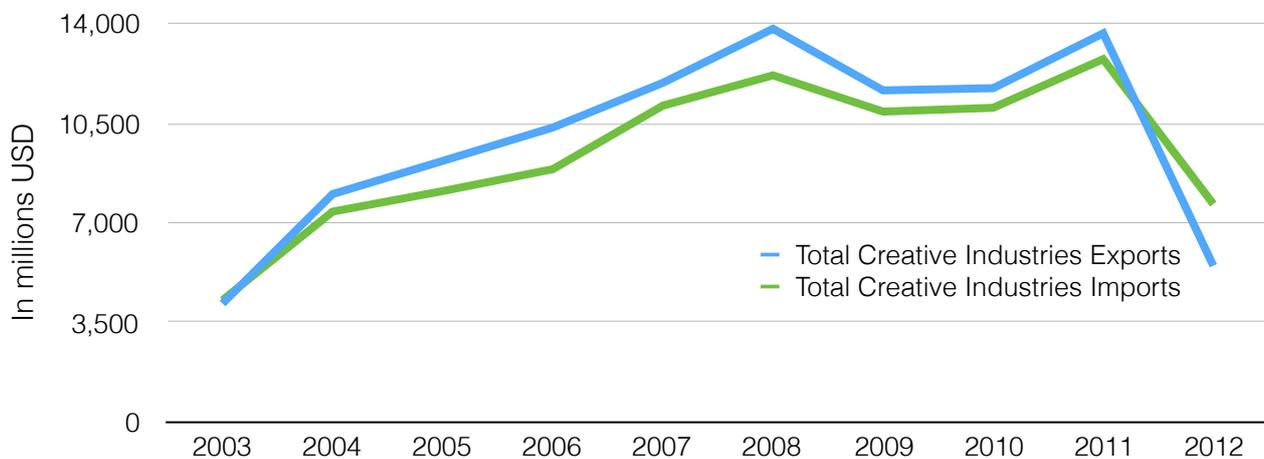
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	32.28	32.86	0.58	Chile	35.76	28.17	7.59
2	Chile	20.70	12.23	8.48	Uruguay	33.81	6.86	26.95
3	Mexico	17.03	3.33	13.69	Brazil	22.66	76.60	53.93
4	Brazil	12.63	27.55	14.92	United States	20.44	162.26	141.83
5	Spain	11.95	18.37	6.42	Paraguay	15.76	0.35	15.41
6	Uruguay	9.58	1.12	8.47	Peru	12.78	1.73	11.05
7	Colombia	5.17	3.75	1.42	Colombia	8.60	5.75	2.85
8	Peru	4.18	0.45	3.73	Bolivia (Plurinational)	7.50	0.15	7.35
9	Paraguay	2.95	0.08	2.87	Mexico	7.16	11.29	4.13
10	Ecuador	2.88	1.44	1.45	Venezuela (Bolivaria)	6.09	0.00	6.09

Design, publishing and audiovisuals were the best performing sectors with fashion and architecture, industrial, interior and urban design are thriving industries. According to the Creative Industries Observatory of the city of Buenos Aires, advertising, film, television production, animation and video games industries that make up the audiovisual sector account for almost 20 per cent of jobs in the city's creative industries. Creative Industries account for 8.6 per cent of the city's GDP and employs over 9 per cent of the city's workforce <http://www.turismo.buenosaires.gob.ar/en/article/creative-industries>. Main destination markets for Argentina's creative goods exports are Chile, Uruguay, Brazil, United States and Paraguay.

Austria

COUNTRY PROFILE - Austria						
Creative Industries Trade Performance, 2003 and 2012						
Austria	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	4,159.60	4,274.58	114.97	5,486.32	7,655.39	2169.07
All Creative Goods	3,983.43	3,809.71	173.72	5,078.83	6,614.17	1535.34
All Creatives Services	176.17	464.86	288.69	407.49	1,041.22	633.73

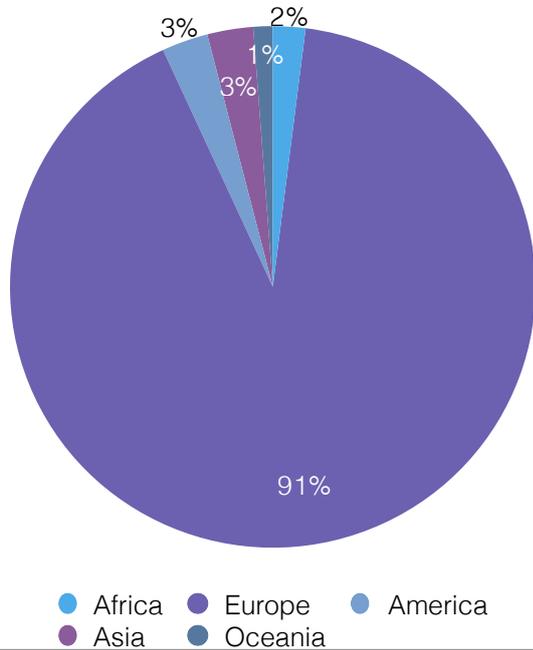
Austria: Creative Industry Trade Performance, 2003-2012.



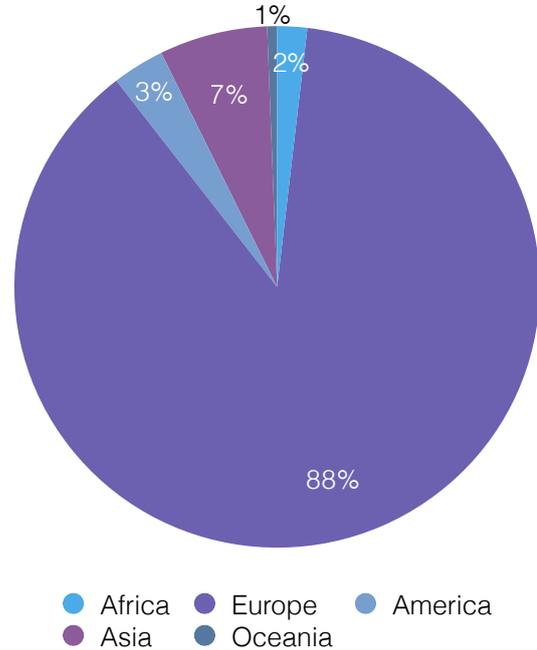
Creative industries are a particularly dynamic sector in Austria. Creative industries exports which include goods and services were strong with \$5,486 million in 2012. Imports exceed exports reaching \$7,633 million, generating a trade deficit of \$2,169 million. In terms of exports, design is a growing sector with total exports reaching \$2,056 million for 2012 compared to \$1,334 million in 2003. Design includes interior design, jewellery, and fashion and glassware goods. The famous Austrian jewellery maker Swarovski is an example of the creative design and craftsmanship in Austria. Audiovisual, publishing and new media are growing sectors. Austria is among the leading book countries together with Germany, Switzerland and Sweden. Software and games were among the largest sectors with an extensive network of organisations and associations supporting next generation game developers. According to the Austrian Federal Minister of Economy, Family and Youth, creative industries account for 4 per cent of total GDP in Austria in 2008.

Austria

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

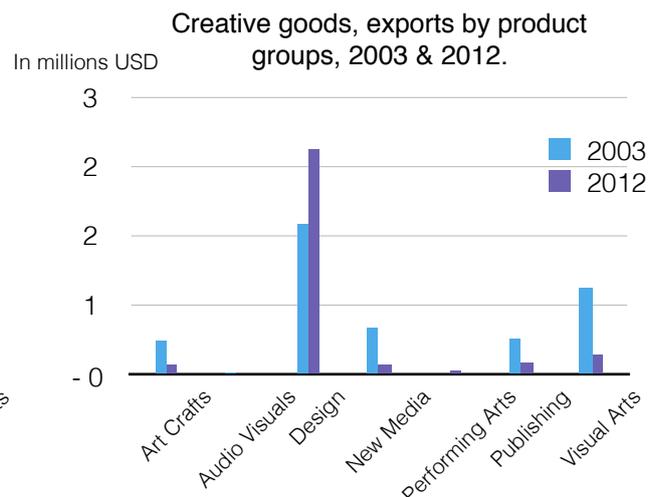
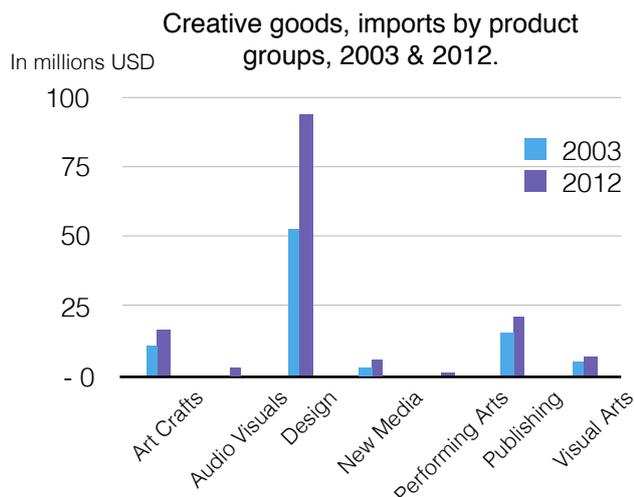
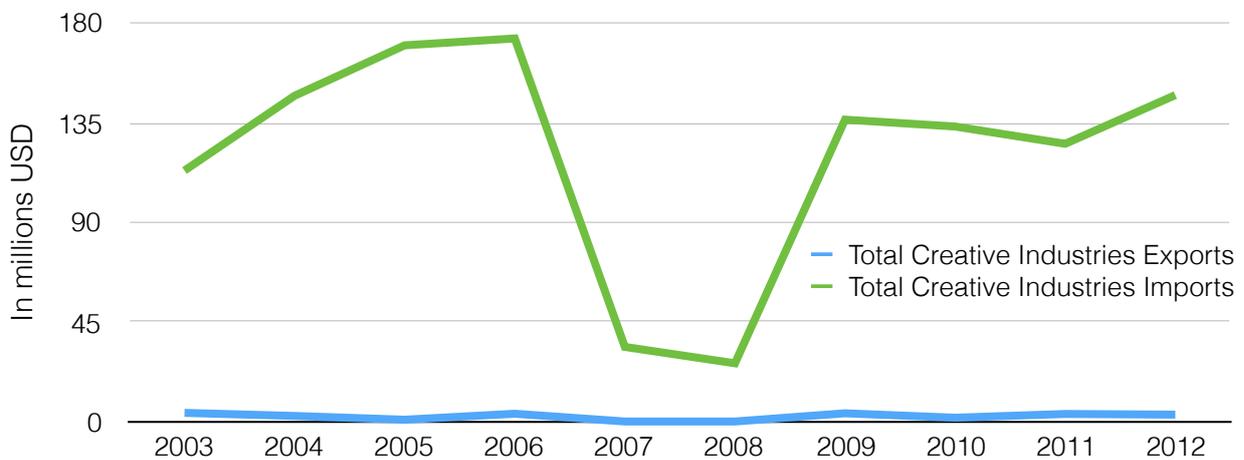
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	1,159.04	2,062.49	903.45	Germany	1,671.05	3,278.83	1607.78
2	United Kingdom	472.97	66.07	406.90	Switzerland	440.66	130.87	309.79
3	Switzerland	323.55	84.77	238.78	United Kingdom	382.60	92.02	290.58
4	Italy	302.17	270.27	31.91	Italy	330.89	387.91	57.02
5	France	287.70	68.10	219.60	Czech Republic	279.63	337.36	57.73
6	Netherlands	160.81	94.43	66.38	France	271.18	141.86	129.32
7	Russia	141.72	2.69	139.03	Spain	122.30	39.40	82.91
8	Czech Republic	137.19	98.67	38.52	Netherlands	111.54	103.22	8.32
9	Spain	108.69	37.13	71.56	Hungary	98.73	70.15	28.58
10	Hungary	101.34	38.38	62.96	Slovakia	92.73	43.49	49.23

Austria's main destination markets for creative goods exports are Europe (91 per cent), followed by Asia (3 per cent), America (3 per cent), Africa (2 per cent) and Oceania (1 per cent). Germany, Switzerland, United Kingdom, Italy and Czech Republic are the top five destination markets. Imports of creative goods into Austria have also increased in all sectors. Austria is among the leading European exporter of creative industries.

The Bahamas

COUNTRY PROFILE - The Bahamas						
Creative Industries Trade Performance, 2003 and 2012						
The Bahamas	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	3.91	113.43	109.52	3.12	147.48	144.36
All Creative Goods	3.91	86.95	83.04	3.12	147.48	144.36
All Creatives Services	-00	26.48	26.48	-00	-00	0.00

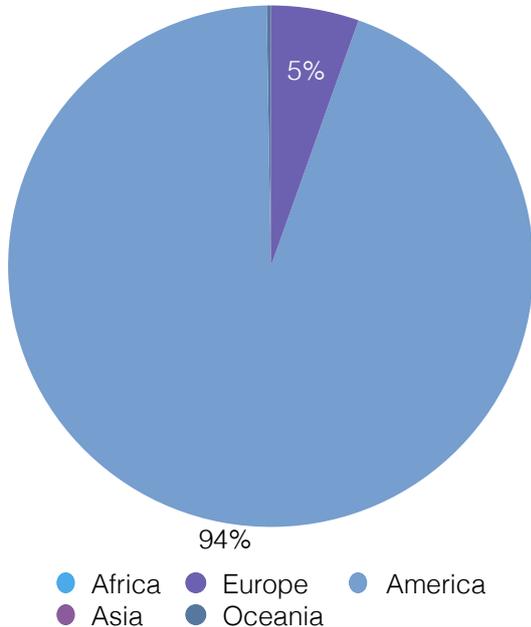
The Bahamas: Creative Industry Trade Performance, 2003-2012.



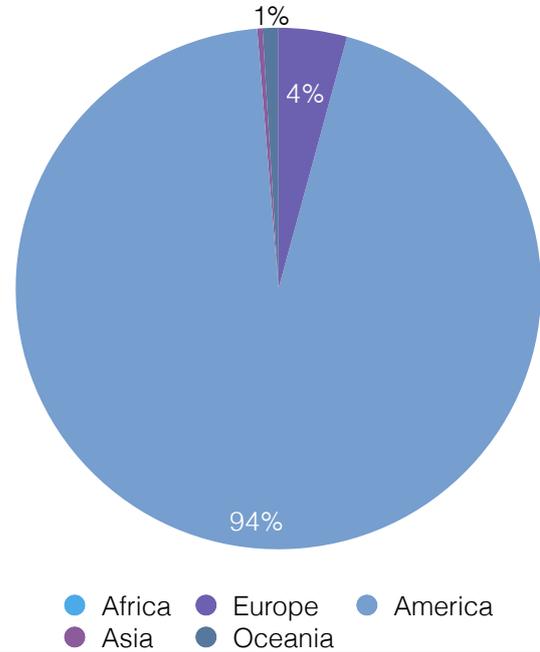
Creative industries exports reached \$3.1 million in 2012 compared to the high levels of imports of \$147 million generating a trade deficit of \$ 144 million. Export growth has remained flat since 2003. Imports suffered a significant drop in 2008 due to the international financial crisis. Audiovisuals, performing arts and design are the major creative sectors in the Bahamas. The Bahamas provides a suitable location for shooting many important films produced in the last century.

The Bahamas

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

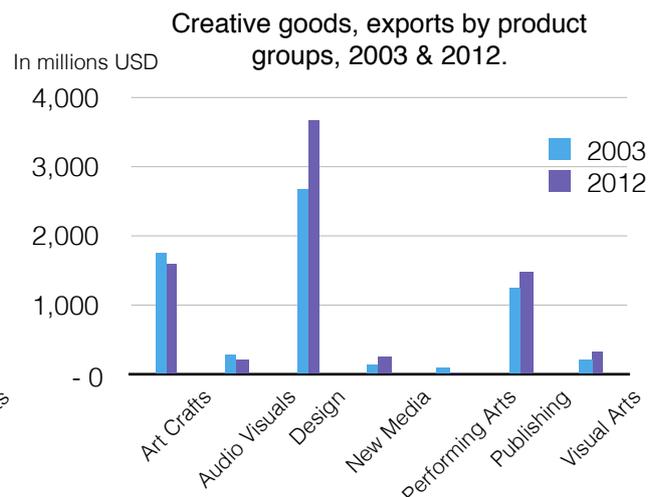
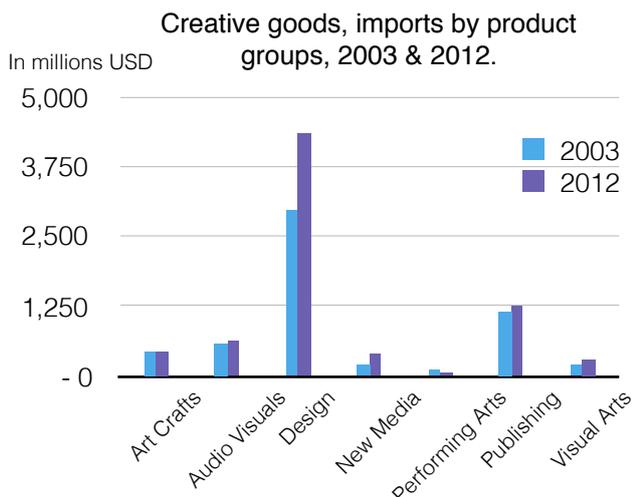
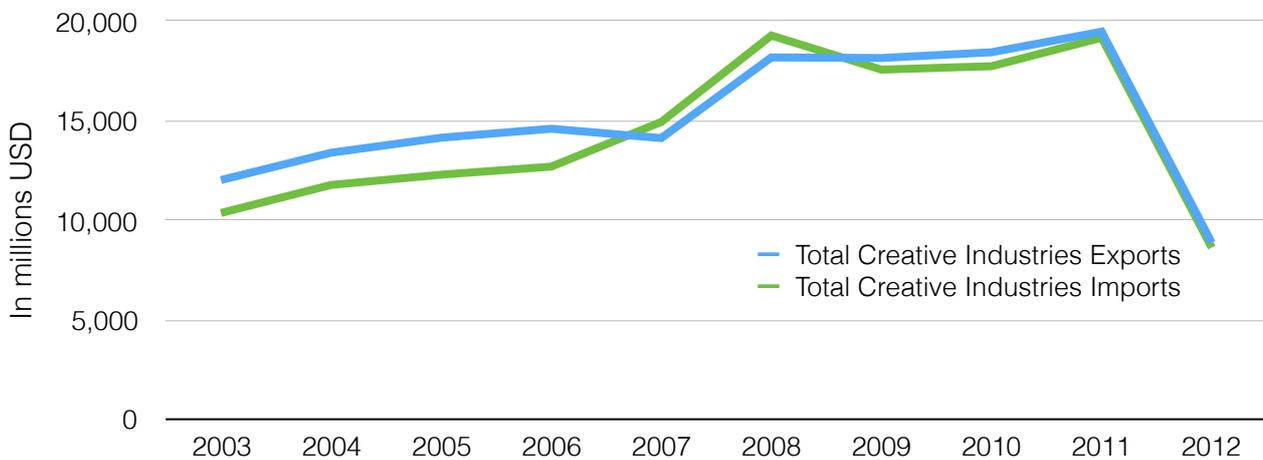
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	2.65	78.13	75.48	United States	2.78	134.33	131.55
2	British Virgin Islands	0.67	-00	0.67	United Kingdom	0.06	1.66	1.59
3	United Kingdom	0.13	1.78	1.65	France	0.06	0.09	0.04
4	Canada	0.11	1.61	1.50	Australia	0.03	0.00	0.03
5	Dominican Republic	0.03	0.00	0.03	Jamaica	0.03	0.06	0.03
6	Antigua and Barbuda	0.03	0.00	0.03	Panama	0.03	0.57	0.54
7	Mexico	0.03	0.11	0.09	Canada	0.02	0.46	0.44
8	Denmark	0.03	0.00	0.02	Brazil	0.02	0.24	0.22
9	Netherlands Antilles	0.02	0.01	0.01	Argentina	0.01	0.00	0.00
10	Switzerland	0.02	0.24	0.22	China, Hong Kong S	0.00	0.61	0.61

In terms of export markets, nearly 95 per cent of creative industries exports goes to American (North and South). The top 5 export destination markets are the United States, United Kingdom, France, Australia and Jamaica. According to Prime Minister of the Bahamas, the Rt. Hon. Perry Christie, Bahamas is looking to invest more in the creative industries that can feed into the main economic pillars and develop sustainable linkages across sectors of the economy.

Belgium

COUNTRY PROFILE - Belgium						
Creative Industries Trade Performance, 2003 and 2012						
Belgium	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	12,037.74	10,383.59	1654.15	8,885.73	8,647.04	238.69
All Creative Goods	6,469.11	5,553.07	916.04	7,610.82	7,389.75	221.07
All Creatives Services	5,568.63	4,830.52	738.12	1,274.91	1,257.29	17.62

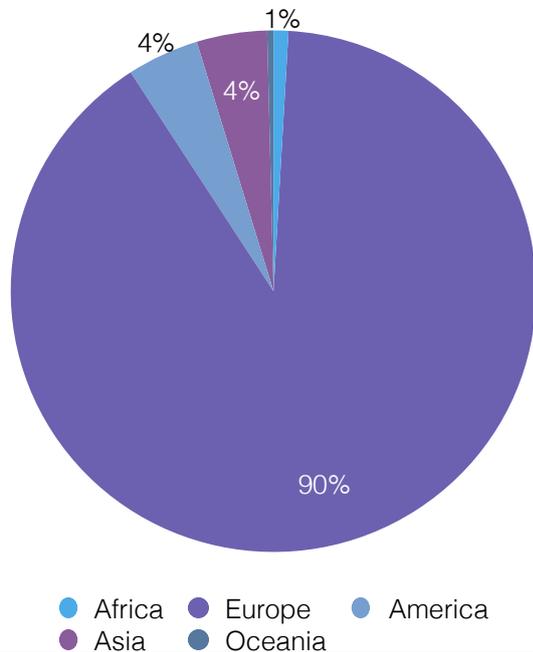
Belgium: Creative Industry Trade Performance, 2003-2012.



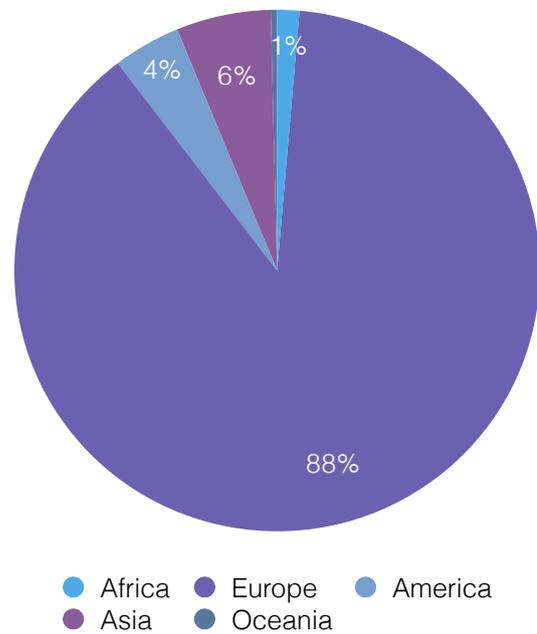
Creative industries exports which include goods and services reached \$8,885 million in 2012. Imports accounted for \$8,647 million, generating a positive trade balance of \$238 million. It is estimated that Creative Industries account for 2.6 per cent of GDP in Belgium. Design, arts crafts and Publishing are the best performing industries in terms of exports, accounting for \$3,666 million driven by mainly fashion and interior design; art crafts (carpets, yarn) accounts for \$1,591 million and newspapers, books and other printed media accounts for \$1,478 million in 2012.

Belgium

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

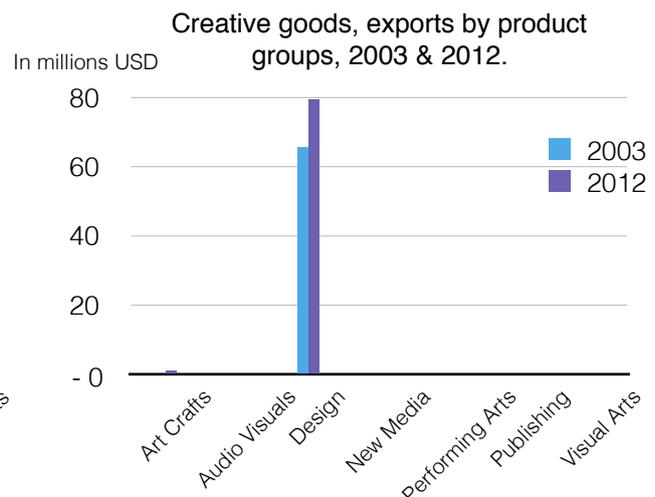
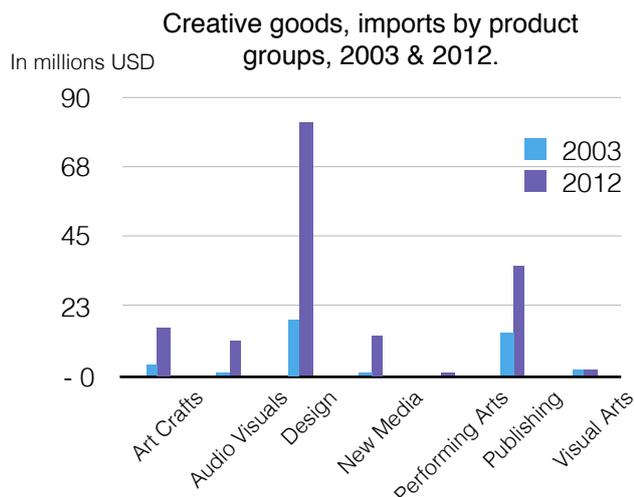
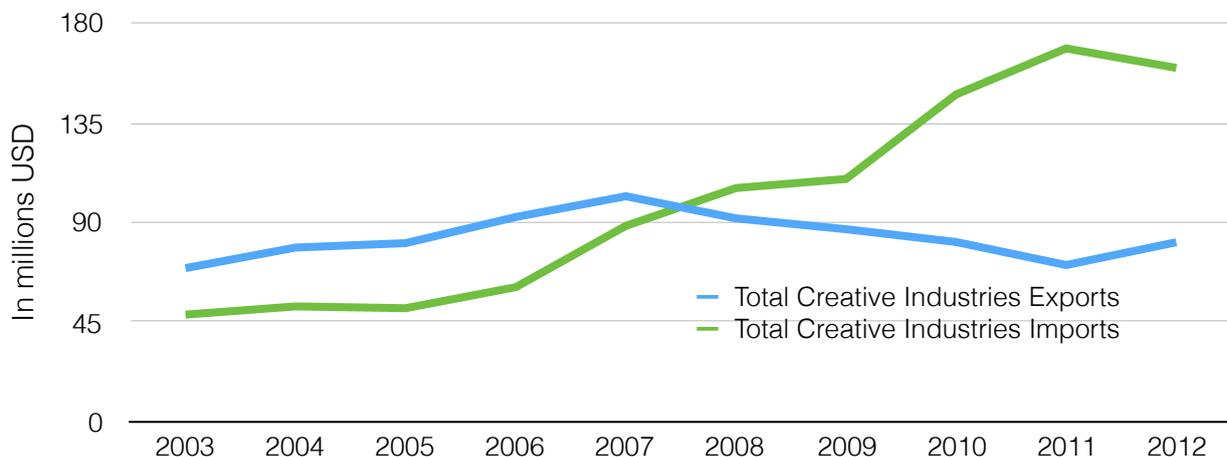
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	1,943.42	1,037.08	906.34	France	2,678.85	1,032.72	1646.12
2	Netherlands	1,177.94	1,115.49	62.46	Netherlands	1,181.37	1,422.37	240.99
3	United Kingdom	851.42	216.89	634.53	Germany	746.98	972.74	225.76
4	Germany	700.54	614.75	85.80	United Kingdom	639.72	198.33	441.39
5	United States	233.46	92.86	140.60	United States	240.94	133.19	107.75
6	Spain	174.45	97.54	76.90	Italy	231.15	296.73	65.58
7	Italy	164.58	276.46	111.89	Spain	170.54	82.51	88.03
8	Luxembourg	130.91	30.62	100.30	Switzerland	150.59	89.25	61.34
9	Switzerland	98.76	43.93	54.82	Russian Federation	135.38	0.97	134.41
10	Japan	61.37	53.41	7.96	Luxembourg	122.13	26.49	95.65

Services exports in 2012 show a decline compared to 2003 however, it is important to take into account that creative services data for 2012 was incomplete. Data for advertising, Marketing and Research for Architectural and Engineering series was not reported. Therefore, the total exports of services only researched \$1,274 million which is likely to underestimate the real value of exports in creative services. Belgium's main destination markets for creative goods exports are Europe (88 per cent), followed by Asia (6 per cent); America (4 per cent). The major export destination markets include France, The Netherlands, Germany, United Kingdom and United States.

Bolivia(Plurinational State of)

COUNTRY PROFILE - Bolivia						
Creative Industries Trade Performance, 2003 and 2012						
Bolivia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	69.30	48.30	20.99	81.00	159.83	78.83
All Creative Goods	66.92	39.40	27.52	81.00	159.83	78.83
All Creatives Services	2.38	8.90	6.52	-00	-00	0.00

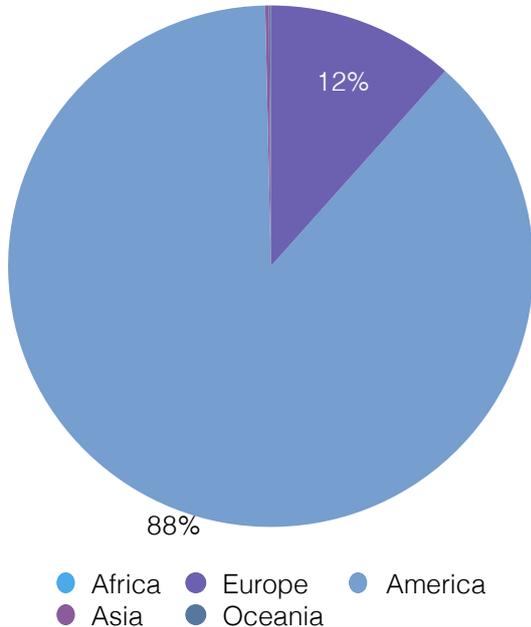
Bolivia: Creative Industry Trade Performance, 2003-2012.



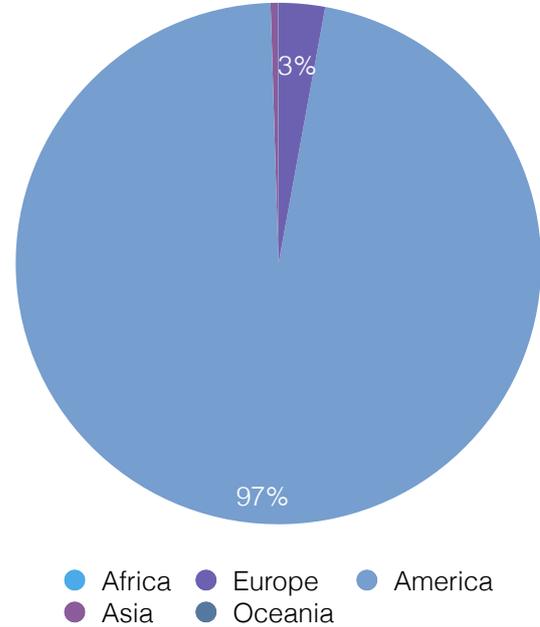
Creative industries exports in 2012 grew from \$69.3 million in 2003 to \$81 million in 2012. Imports are growing faster than exports with \$159.8 million in 2012. Main exports include Design related-textiles, Jewellery and Art Crafts. The Creative industries exports linked to the local textiles and wood markets can help the Plurinational State of Bolivia to diversify away from the mining industry.

Bolivia(Plurinational State of)

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

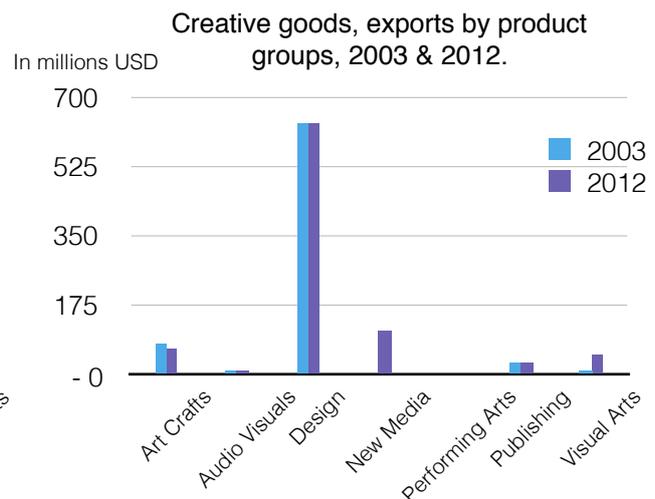
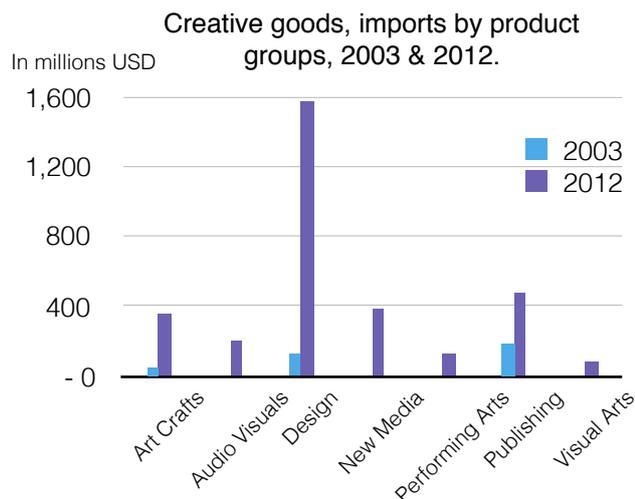
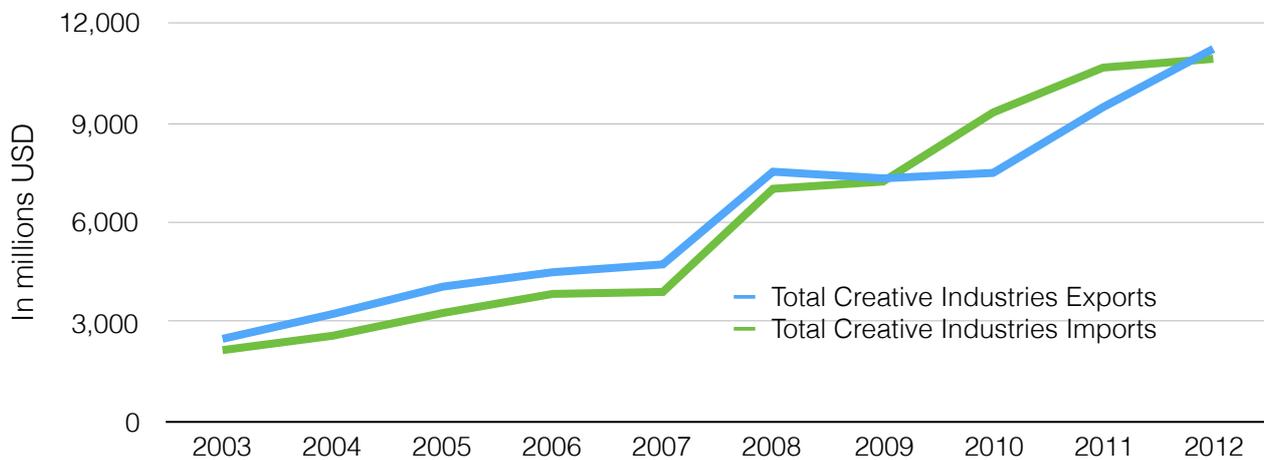
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	58.10	4.94	53.16	United States	73.15	8.56	64.60
2	United Kingdom	6.00	0.13	5.88	Venezuela (Bolivia)	2.28	0.05	2.23
3	France	0.74	0.24	0.50	Canada	1.01	0.69	0.32
4	Spain	0.38	2.92	2.54	United Kingdom	0.99	0.16	0.83
5	Switzerland	0.17	0.07	0.10	Chile	0.79	10.56	9.78
6	Venezuela (Bolivia)	0.16	0.08	0.07	Panama	0.46	0.91	0.45
7	Chile	0.15	6.41	6.26	Spain	0.30	4.03	3.73
8	Peru	0.14	3.20	3.06	United Arab Emirate	0.27	0.00	0.27
9	Germany	0.13	0.58	0.44	France	0.24	0.49	0.25
10	Ireland	0.11	0.00	0.11	Argentina	0.23	8.39	8.16

The top five export destination markets for the Plurinational State of Bolivia are the United States, Venezuela, Canada, United Kingdom and Chile. Bolivia has long cultural inheritance since pre-Hispanic times when Inca culture dominated the continent. This offers a fertile ground for the development of small-scale creative industries in Bolivia.

Brazil

COUNTRY PROFILE - Brazil						
Creative Industries Trade Performance, 2003 and 2012						
Brazil	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	2,489.66	2,149.57	340.09	11,226.12	10,927.09	299.03
All Creative Goods	772.22	377.56	394.65	917.40	3,192.59	2275.19
All Creatives Services	1,717.44	1,772.00	54.56	10,308.72	7,734.51	2574.21

Brazil: Creative Industry Trade Performance, 2003-2012.

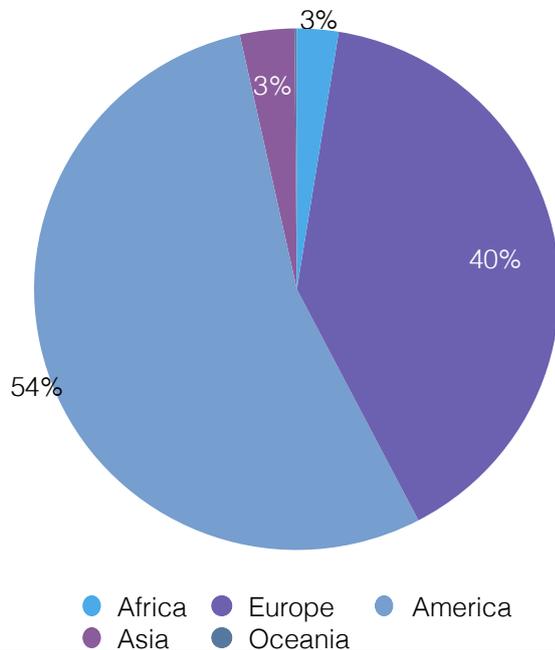


Brazil is one of the leading exporters of creative industries in Latin America. Exports reached \$11,226 million in 2012 with a positive trade balance of \$299 million. This significant growth of exports is mainly due to the fast growth of creative services which amounted to \$10,308 million in the 2012.

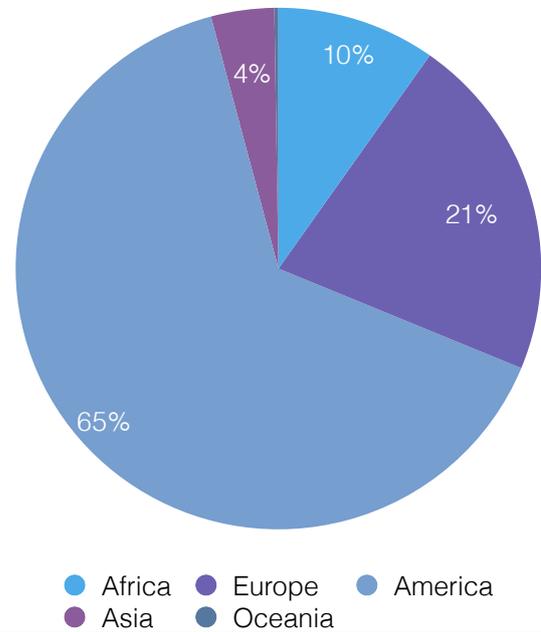
Design (interior, jewellery and fashion), account for \$636 million followed by new media, which stood at \$111 million. Advertising and Architecture were the fastest growing creative services.

Brazil

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

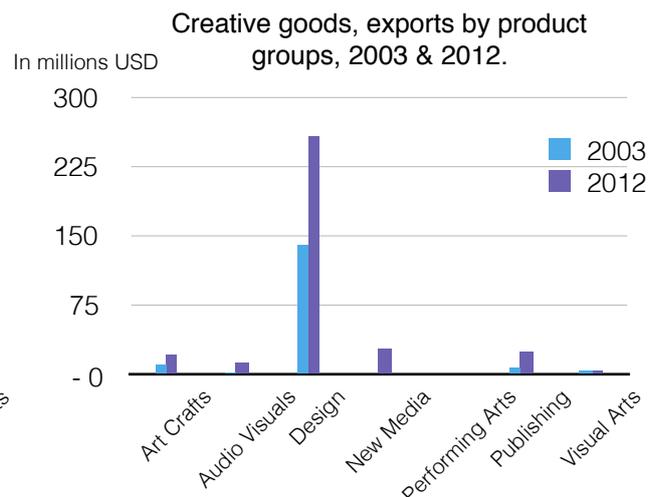
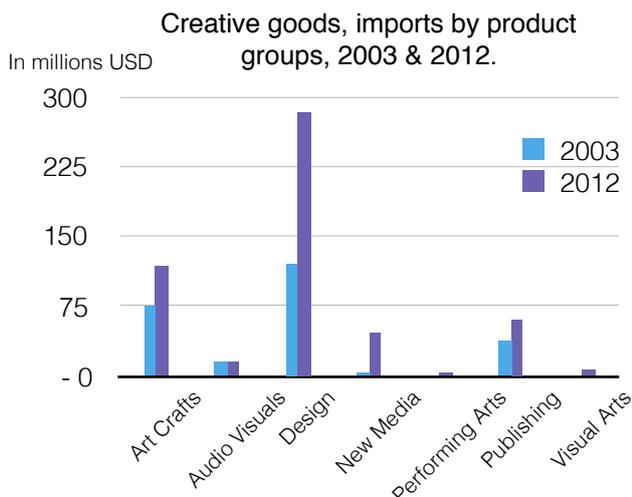
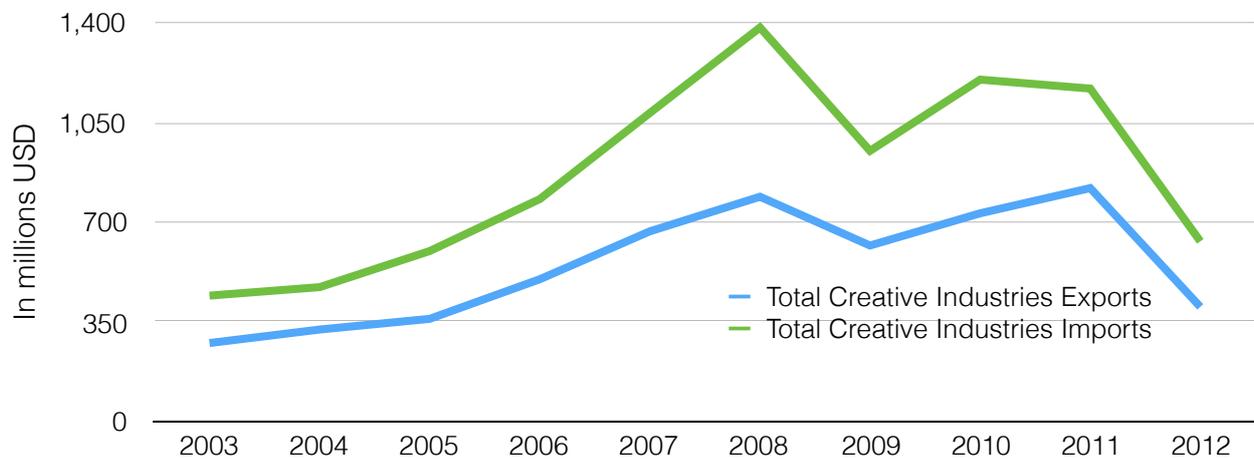
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	289.61	48.04	241.57	United States	162.36	180.16	17.80
2	France	91.08	20.32	70.76	United Kingdom	83.95	42.36	41.58
3	United Kingdom	60.31	16.93	43.38	Argentina	76.07	21.84	54.24
4	Germany	37.22	11.51	25.71	Angola	55.57	-00	55.57
5	Netherlands	35.19	4.24	30.95	Chile	47.12	5.07	42.05
6	Argentina	26.27	11.98	14.29	Peru	44.40	2.15	42.26
7	Portugal	24.14	3.13	21.01	Uruguay	36.27	5.38	30.89
8	Spain	21.80	11.18	10.62	Paraguay	35.51	11.93	23.58
9	Chile	16.76	4.97	11.79	Mexico	35.37	10.33	25.04
10	Ireland	12.60	0.05	12.54	France	32.12	56.38	24.26

Brazil's export market is divided between the Americas (65 per cent), Europe (21 per cent), Africa (10 per cent) and Asia (4 per cent). The top five destination markets are the United States, United Kingdom, Argentina, Angola and Chile. Creative industries employs \$892 million professionals and it is estimated that the sector accounts for \$126 billion, or 2.6 per cent of the total GDP of Brazil in 2013 (Mapeamento da Industria Creative no Brasil, 2014).

Bulgaria

COUNTRY PROFILE - Bulgaria						
Creative Industries Trade Performance, 2003 and 2012						
Bulgaria	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	274.67	441.42	166.75	401.79	632.06	230.27
All Creative Goods	171.46	252.07	80.61	358.80	531.64	172.85
All Creatives Services	103.22	189.35	86.14	43.00	100.41	57.42

Bulgaria: Creative Industry Trade Performance, 2003-2012.

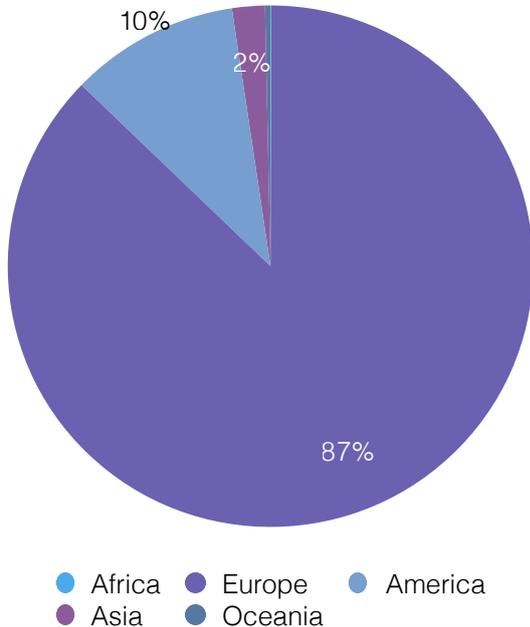


Creative industries exports of goods and services reached \$401 million in 2012. Imports exceed exports reaching \$632 million, generating a trade deficit of \$230 million. The design industry, particularly, interior and fashion design have been showing positive growth and has been receiving international recognition in design competitions. Further, the Bulgarian fashion industry is also a leading sector of creative industries.

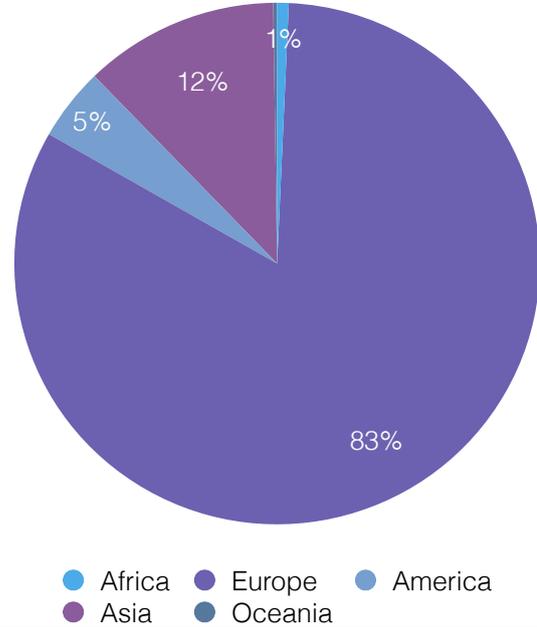
According to the Observatory of Economy of Culture, Bulgaria's movie industry is among the highest growing sector in Europe.

Bulgaria

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

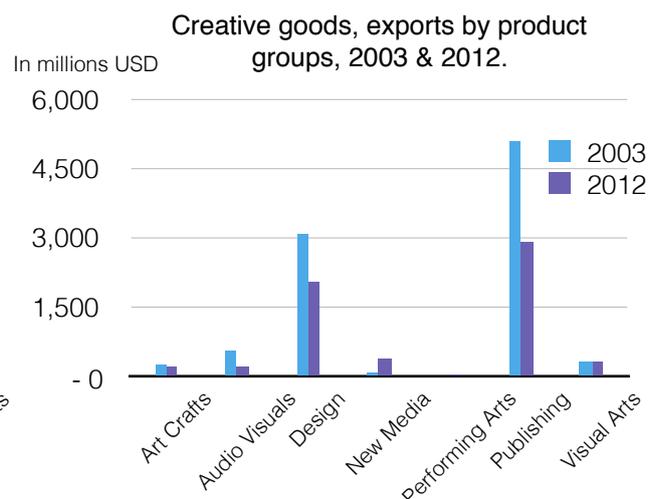
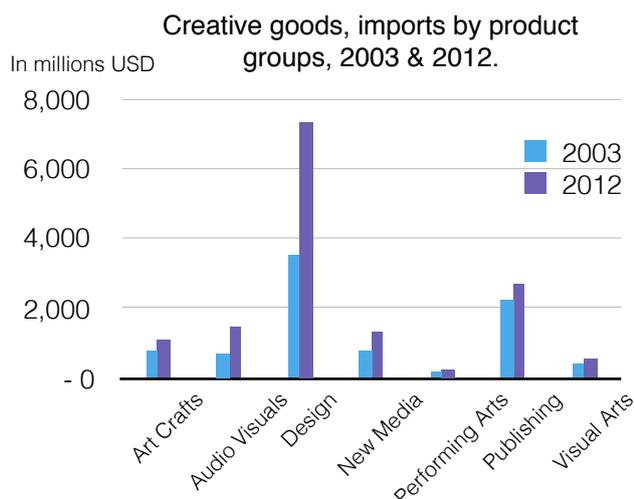
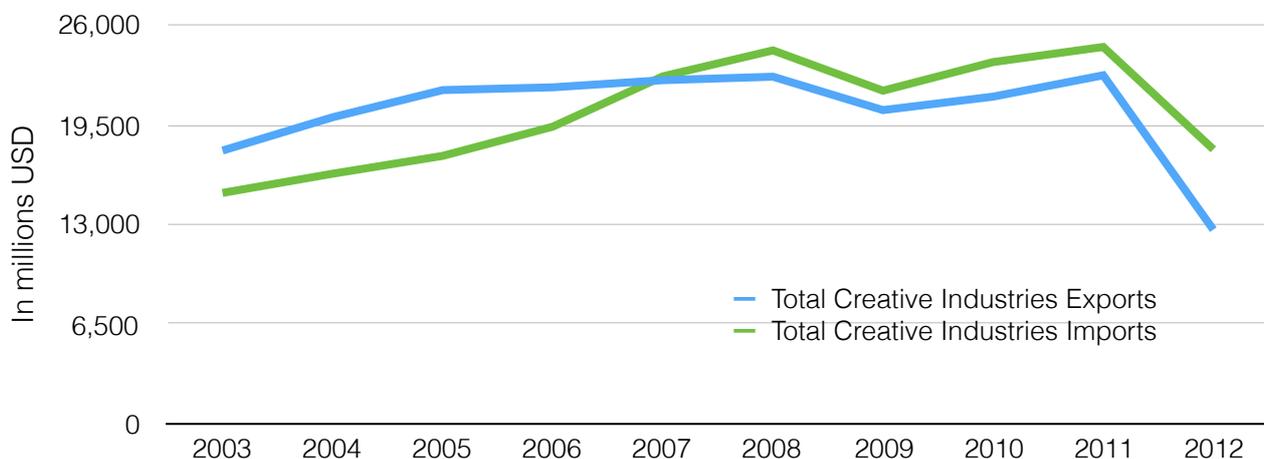
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Italy	33.96	48.17	14.21	Italy	53.67	95.72	42.05
2	Germany	26.76	34.36	7.59	France	40.77	24.28	16.48
3	Belgium	15.61	5.23	10.38	Germany	33.78	48.86	15.08
4	United Kingdom	15.41	13.35	2.06	Romania	25.36	19.61	5.74
5	United States	15.40	3.35	12.06	Turkey	24.29	35.87	11.58
6	France	11.97	21.83	9.86	Greece	23.08	46.97	23.9
7	Greece	10.01	29.33	19.32	United Kingdom	17.54	15.45	2.10
8	Netherlands	6.37	3.10	3.27	Belgium	16.32	7.93	8.38
9	Poland	3.77	9.04	5.27	Netherlands	14.39	4.44	9.96
10	Cyprus	3.52	0.03	3.49	United States	10.64	2.99	7.65

Bulgaria's main destination markets for creative goods exports are Europe (83 per cent), followed by Asia (12 per cent), America (5 per cent) and Oceania (1 per cent). Major export destination markets include Italy, France, Germany, Romania and Turkey. From the top five destination markets, it is noticeable the trade deficits with Italy, Germany and Turkey.

Canada

COUNTRY PROFILE - Canada						
Creative Industries Trade Performance, 2003 and 2012						
Canada	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	17,816.93	15,052.07	2764.86	12,652.35	17,895.45	5243.10
All Creative Goods	9,515.43	8,583.32	932.11	6,253.87	14,636.86	8382.99
All Creatives Services	8,301.50	6,468.74	1832.75	6,398.47	3,258.59	3139.89

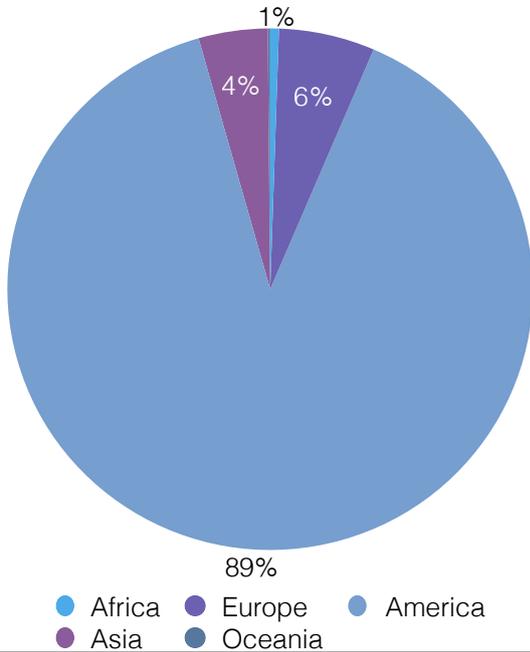
Canada: Creative Industry Trade Performance, 2003-2012.



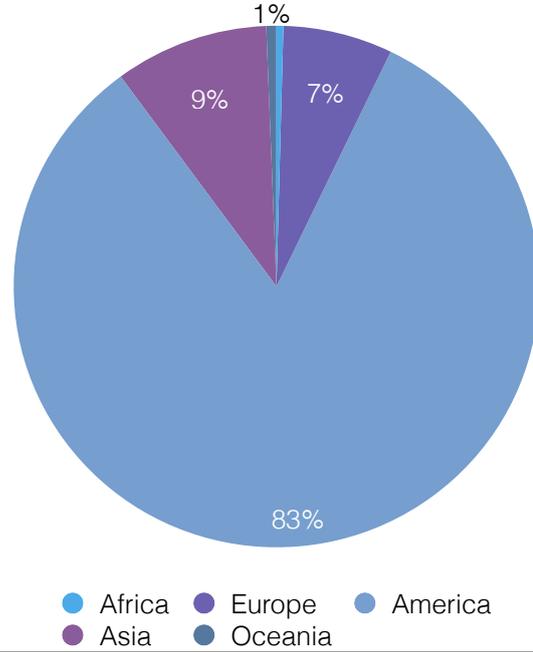
Canada has a highly performing creative industries sectors, with total exports reaching \$ 12,652 million in 2012. Design (interior design and fashion), audiovisuals and publishing (newspaper and books) account for the largest share of exports. Canadian video game developers and video animators populate Hollywood's leading animation studios, and Canadian architectural firms create some of the world's highest-profile projects (E. Cowan).

Canada

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

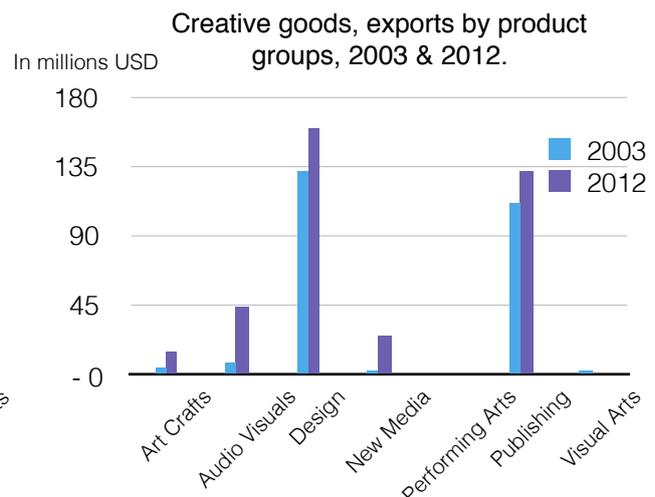
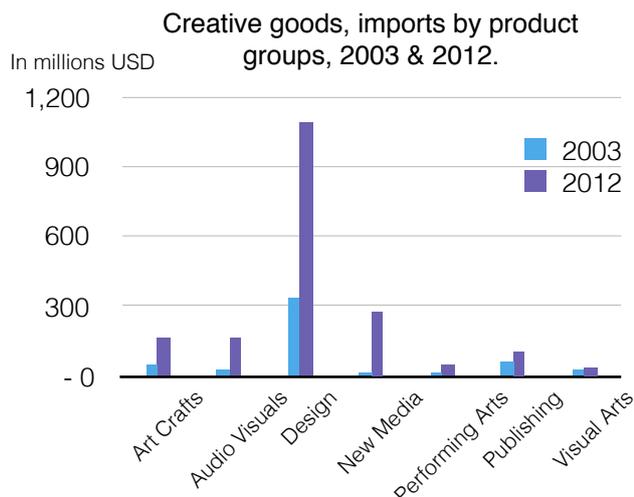
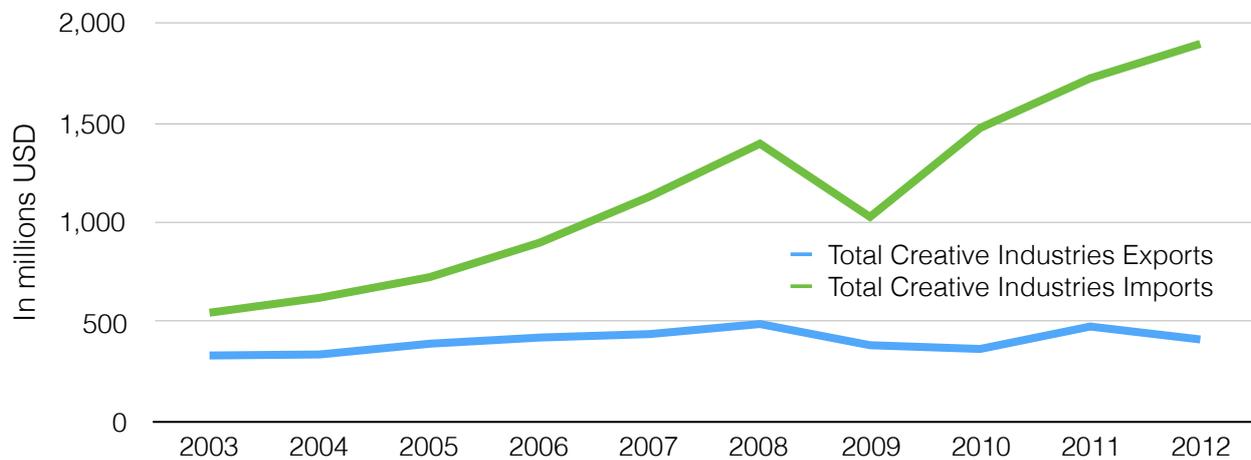
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	8,209.22	4,112.54	4096.68	United States	4,645.09	5,796.24	1,151.15
2	United Kingdom	208.15	192.74	15.40	Brazil	209.74	16.87	192.86
3	India	111.24	87.07	24.17	India	189.15	262.98	73.83
4	Japan	107.06	187.91	80.85	United Kingdom	131.86	189.61	57.75
5	France	91.67	181.07	89.40	China, Hong Kong S	67.15	63.52	3.62
6	Brazil	76.03	10.39	65.64	Germany	66.68	126.71	60.03
7	Germany	63.49	69.98	6.49	China	65.67	5,328.56	5,262.89
8	China, Taiwan Provin	40.76	96.10	55.34	Venezuela (Bolivaria	64.78	0.08	64.69
9	China, Hong Kong S	39.39	72.20	32.81	Turkey	60.30	56.52	3.79
10	Netherlands	38.34	12.39	25.95	Colombia	54.53	2.78	51.75

Canada's export destinations are the Americas (83 per cent), Asia (9 per cent), Europe (7 per cent) and Oceania (1 per cent). According to the Conference Board of Canada, the annual contribution of Canadian arts and culture industry is 7.4 per cent of real GDP (as of 2007), accounting for 1.1 million jobs. As a gross total, that contribution is more than mining, forestry and fisheries sectors, plus the Canadian Forces, combined.

Chile

COUNTRY PROFILE - Chile						
Creative Industries Trade Performance, 2003 and 2012						
Chile	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	331.44	546.21	214.77	411.86	1,896.36	1484.50
All Creative Goods	263.84	499.01	235.16	380.81	1,869.87	1489.06
All Creatives Services	67.60	47.20	20.40	31.05	26.49	4.56

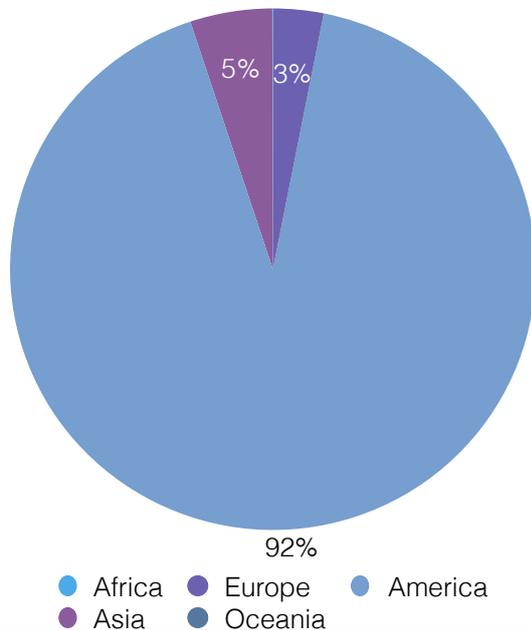
Chile: Creative Industry Trade Performance, 2003-2012.



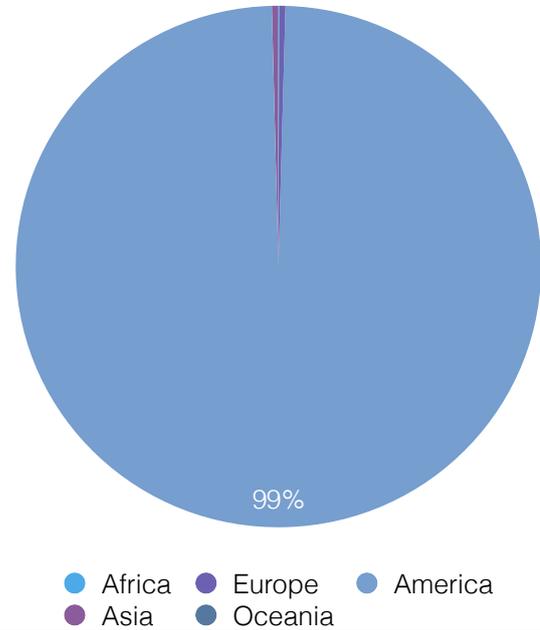
Chile's creative industries exports reached \$ 411 million while imports grew significantly to \$1,896 million generating a trade deficit of \$1,484 million in 2012. Design (fashion, interior design and toys), publishing (books, newspapers and magazines) and audiovisuals (films and music in CD, DVD and tapes format) are leading exports. Chile recently launched its National Plan to promote the Creative Economy and Industries.

Chile

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

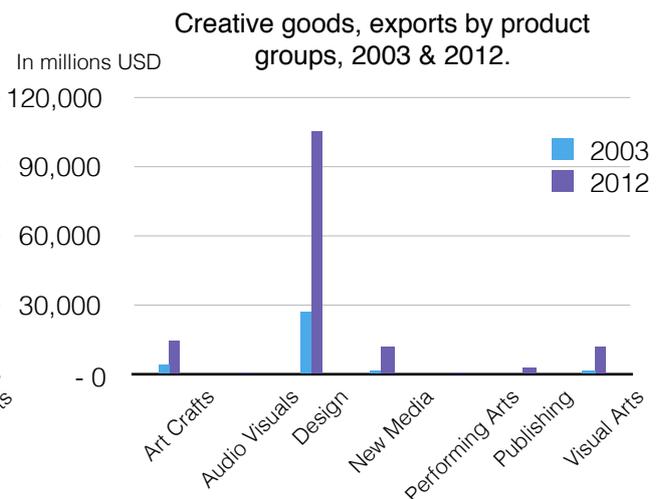
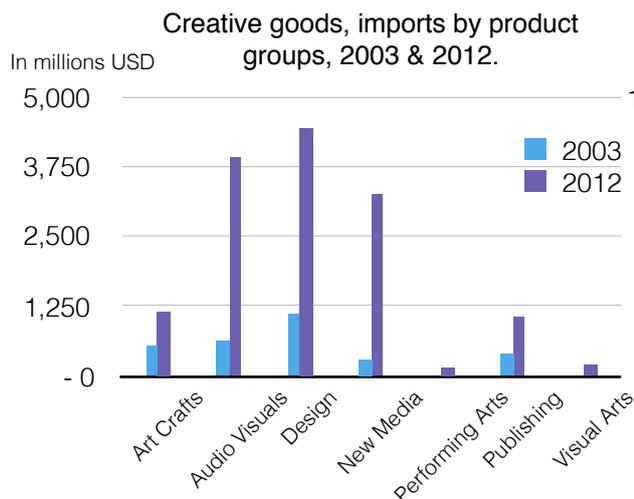
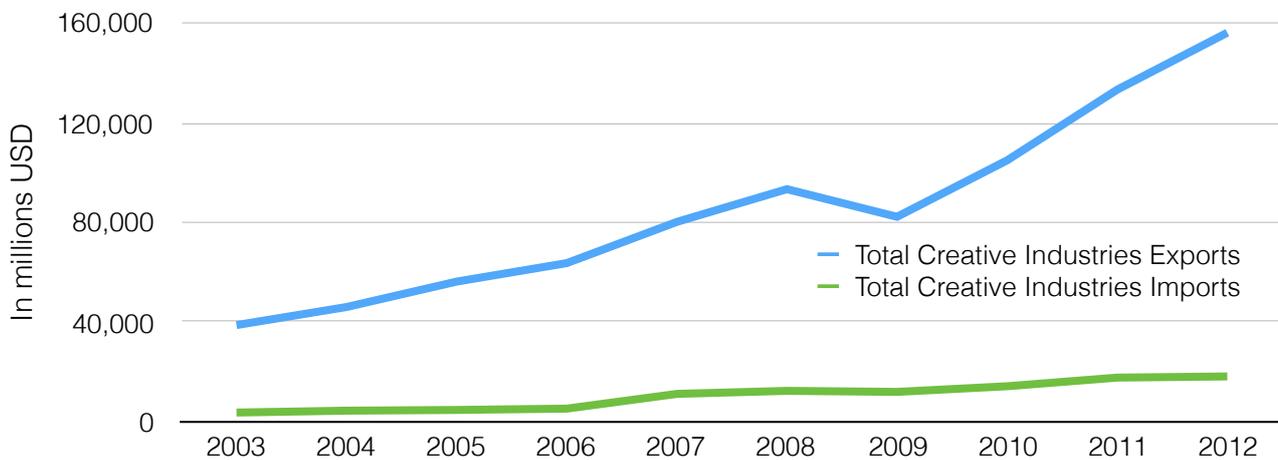
2003					2012			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Peru	59.75	10.98	48.77	Peru	160.58	15.34	145.24
2	Bolivia (Plurinational State of)	49.88	0.41	49.47	Bolivia (Plurinational State of)	92.05	0.39	91.66
3	United States	41.04	51.64	10.60	Argentina	27.10	36.89	9.79
4	Paraguay	19.10	0.17	18.93	Paraguay	21.27	0.15	21.12
5	Argentina	16.93	23.73	6.81	Ecuador	16.74	1.37	15.37
6	Ecuador	12.34	0.38	11.96	United States	14.94	186.90	171.97
7	China	9.18	224.95	215.77	Colombia	14.28	11.78	2.50
8	Mexico	8.99	15.06	6.06	Dominican Republic	7.67	0.05	7.62
9	Colombia	8.51	8.67	0.16	Brazil	5.84	51.65	45.81
10	Brazil	7.32	20.08	12.77	Mexico	4.63	32.77	28.14

Chile's main export destination is the Americas, which includes North and Central America, the Caribbean, and South America. The top 5 export destination markets are Peru, the Plurinational State of Bolivia, Argentina, Paraguay and Ecuador. Creative industries account for 1.6 per cent of the Gross National Product according to Corporation of Productive Development (CORFO).

China

COUNTRY PROFILE - China						
Creative Industries Trade Performance, 2003 and 2012						
China	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	38,732.99	3,587.69	35,145.30	156,183.76	18,099.12	138,084.64
All Creative Goods	38,179.84	2,990.74	35,189.11	151,181.70	14,196.74	136,984.96
All Creatives Services	553.15	596.95	-43.80	5,002.06	3,902.39	1,099.67

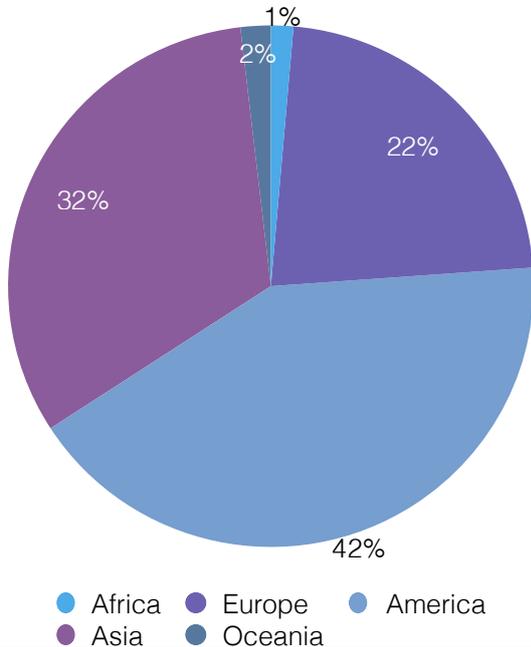
China: Creative Industry Trade Performance, 2003-2012.



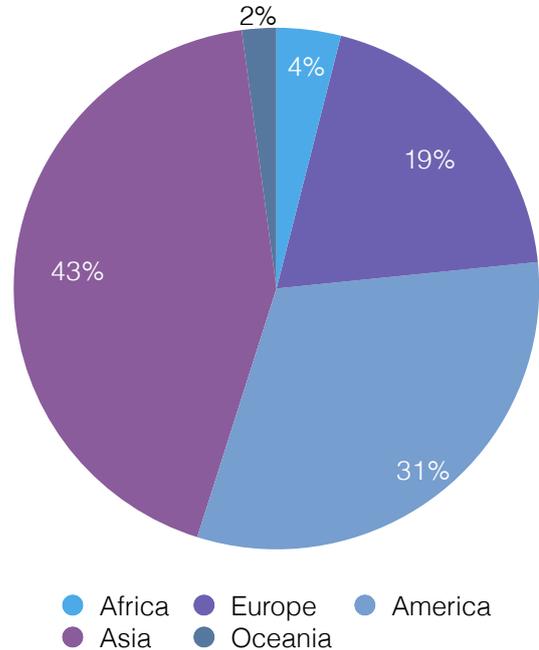
China showed substantial growth in terms of creative industries exports, which grew from \$38,732 million in 2003 to \$156,183 million in 2012 with a positive trade balance of \$138,084 million. Design, art crafts, new media and publishing are growing sectors with key cities in China promoting design as a strategy for economic growth such as Beijing, Shanghai and Shenzhen. Shanghai, Beijing and Shenzhen have been designated as UNESCO Cities of Design.

China

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

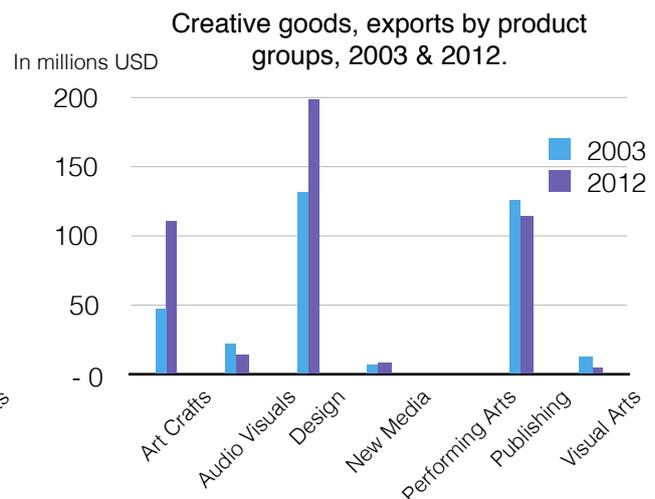
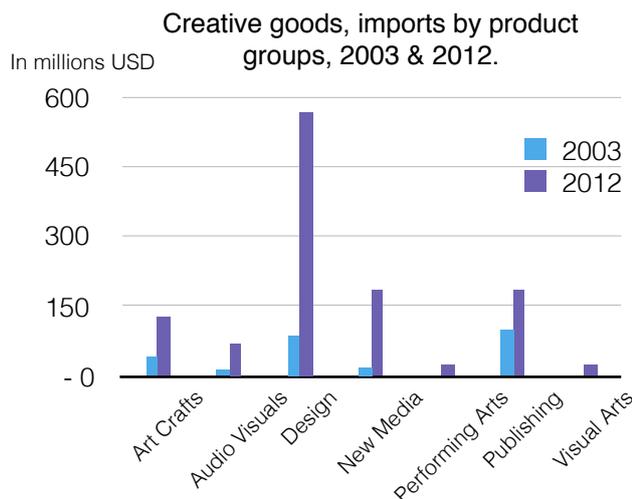
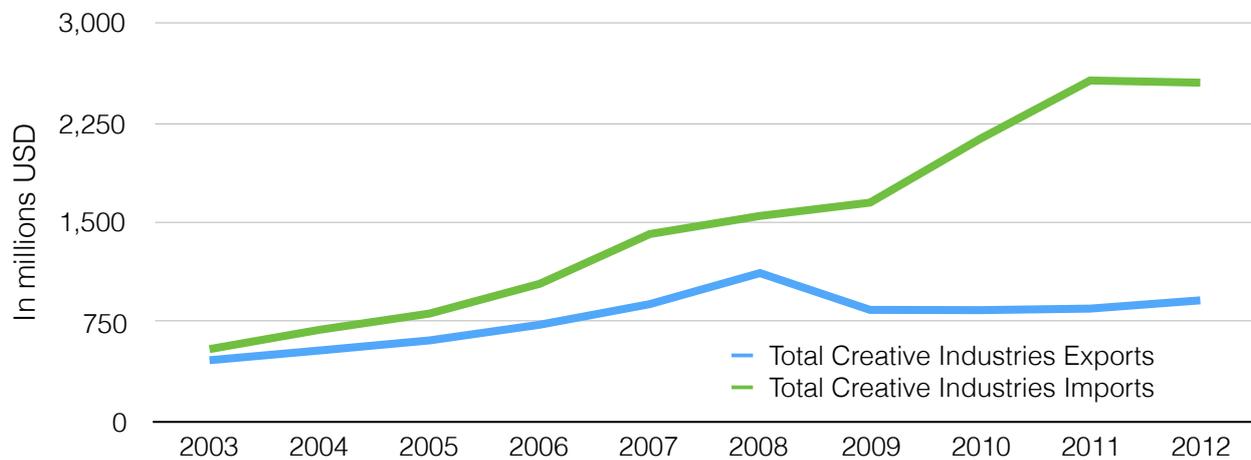
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	13665.41	306.76	13358.64	United States	34790.52	1443.01	33347.52
2	China, Hong Kong SAR	5752.04	310.63	5441.42	China, Hong Kong SAR	29900.33	422.78	29477.55
3	Japan	3245.12	544.25	2700.87	Japan	9056.10	1183.29	7872.81
4	United Kingdom	1675.25	44.69	1630.56	Germany	5945.96	457.02	5488.94
5	Germany	1556.29	136.80	1419.49	United Kingdom	5776.25	369.48	5406.78
6	Russian Federation	1517.22	85.39	1431.83	Russian Federation	3942.60	22.84	3919.76
7	Netherlands	1475.33	10.10	1465.23	Netherlands	3565.45	77.90	3487.55
8	Canada	838.02	9.09	828.93	Malaysia	2866.07	102.78	2763.29
9	Italy	785.83	64.42	721.41	Australia	2750.12	36.24	2713.88
10	France	675.21	46.70	628.51	France	2729.74	716.70	2013.04

China's creative industries exports markets are distributed as follows: Asia (43 per cent), American (31 per cent), Europe (19 per cent), Africa (4 per cent) and Oceania (2 per cent). The top 5 export destination markets are United States, Hon Kong (China), Japan, Germany and the United Kingdom. The rapid development of cultural and creative industries reflects the major cultural, economic and technological changes that China is experiencing (Professor Yong Xiang, China Cultural and Creative Reports, 2013).

Colombia

COUNTRY PROFILE - Colombia						
Creative Industries Trade Performance, 2003 and 2012						
Colombia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	461.31	544.99	83.68	912.35	2,551.94	1639.59
All Creative Goods	347.38	263.07	84.31	452.12	1,172.90	720.78
All Creatives Services	113.94	281.92	167.98	460.23	1,379.04	918.80

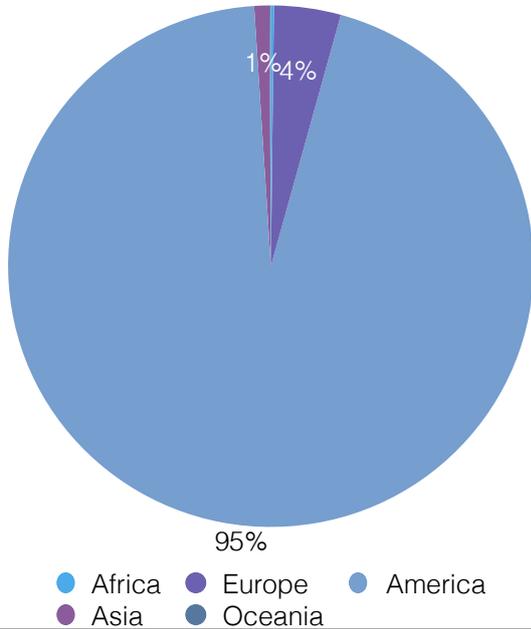
Colombia: Creative Industry Trade Performance, 2003-2012.



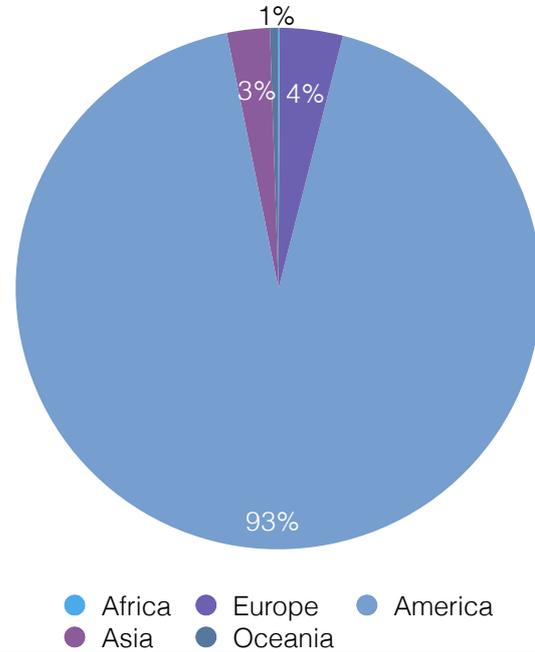
Colombia's creative industries exports grew from \$461 million in 2003 to \$912 million in 2012. Design, Art crafts and publishing are the best performing sectors. Colombian art crafts is a growing sector (9.7 per cent) in 2012 with a total of \$111 million of exports in 2012. New media exports are growing at a rate of 7.29 per cent. Colombia is supporting a platform for the circulation and exchange of creative products and services in 6 key sectors: design, performing arts, audiovisuals, music, publishing and videos games.

Colombia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

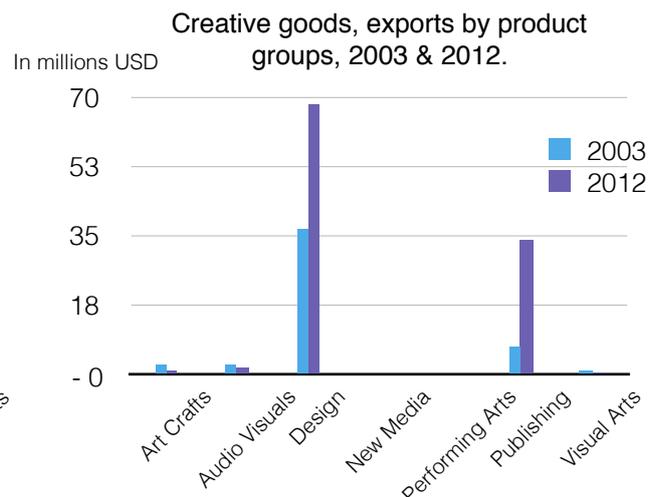
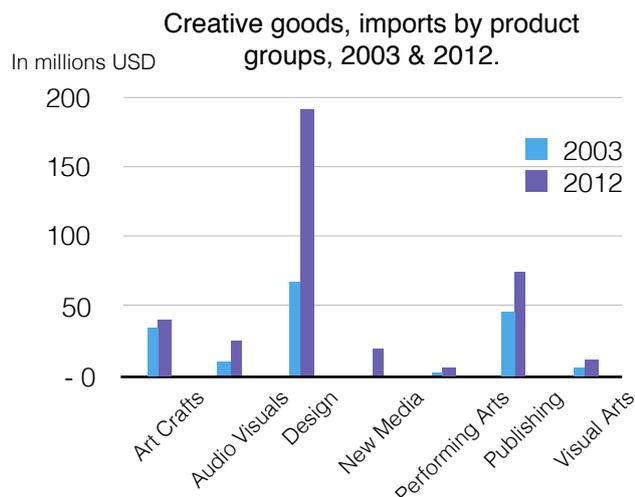
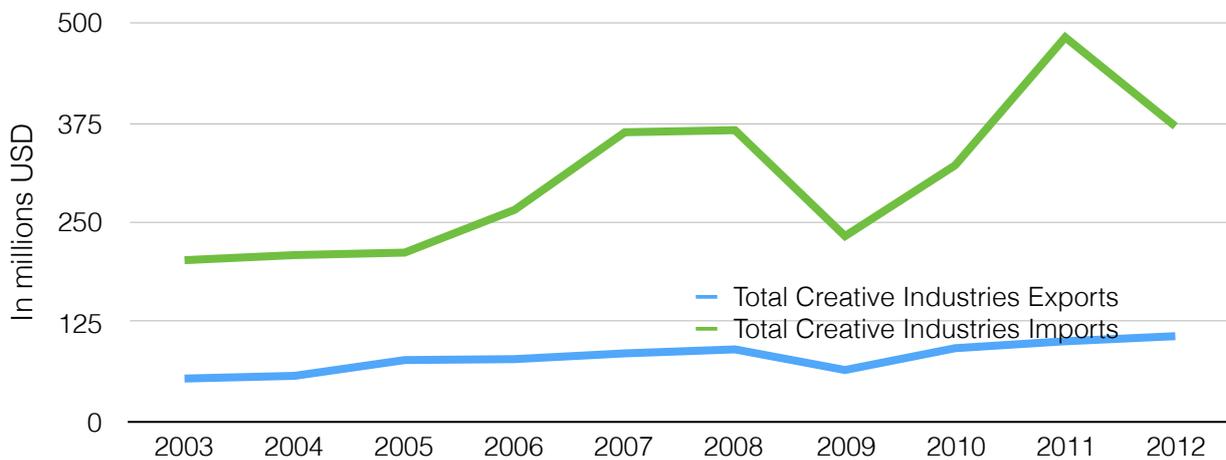
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	131.97	48.41	83.56	United States	82.43	123.39	40.97
2	Mexico	52.80	9.63	43.17	Venezuela (Bolivia)	75.58	0.31	75.27
3	Ecuador	31.06	0.70	30.36	Ecuador	73.88	4.55	69.34
4	Venezuela (Bolivia)	23.71	1.82	21.89	Mexico	42.40	49.34	6.94
5	Panama	16.62	0.97	15.65	Peru	35.78	38.16	2.38
6	Peru	15.32	12.96	2.36	Panama	32.26	4.46	27.80
7	Costa Rica	8.18	2.79	5.39	Chile	10.20	14.65	4.44
8	Chile	7.95	7.19	0.76	Costa Rica	10.02	1.04	8.97
9	Guatemala	6.33	0.03	6.31	Guatemala	8.62	0.11	8.52
10	United Kingdom	5.12	2.47	2.66	Brazil	7.48	29.00	21.52

Most of the Colombian exports of creative goods goes to the American continent. The government is investing in opening up new markets outside the region. The top five export markets of Colombia are United States, Venezuela, Ecuador, Mexico and Peru. Colombia will host the 2016 Market for Cultural Industries in the South (MICSUR) a South American platform for the circulation and exchange of cultural and creative industries goods and services.

Costa Rica

COUNTRY PROFILE - Costa Rica						
Creative Industries Trade Performance, 2003 and 2012						
Costa Rica	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	53.89	202.50	148.61	107.06	370.56	263.50
All Creative Goods	51.26	166.07	114.81	106.58	367.88	261.30
All Creatives Services	2.63	36.43	33.80	0.49	2.68	2.20

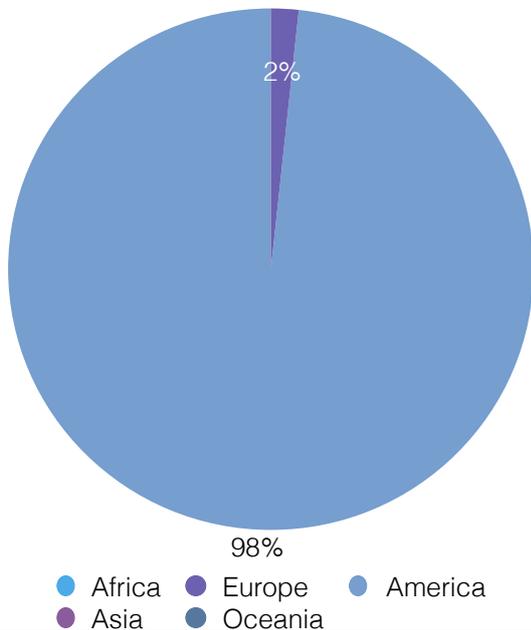
Costa Rica: Creative Industry Trade Performance, 2003-2012.



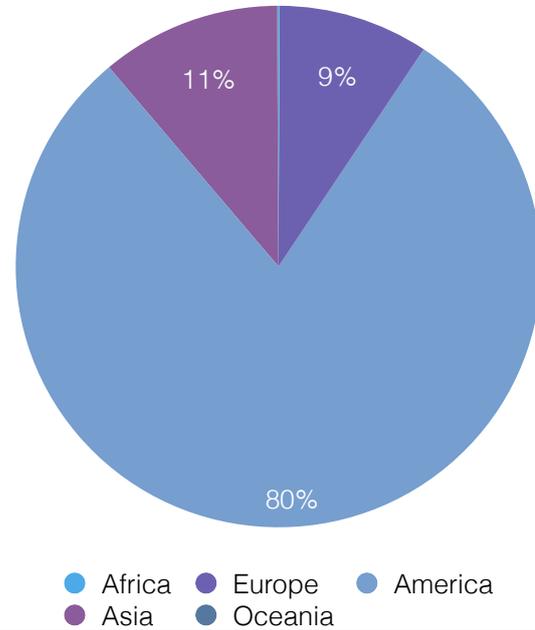
Costa Rica's creative industries exports increased from \$ 53.9 million in 2003 to \$107 million in 2012. Imports nearly tripled, generating a negative trade balance of \$263 million in 2012. Design (jewellery, fashion and interior design) accounted for \$68 million in 2012. Another leading sector is publishing which stood at \$34 million of exports.

Costa Rica

Creative goods imports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	32.55	66.45	33.90	United States	54.73	118.30	63.57
2	El Salvador	3.16	0.86	2.30	Netherlands	7.11	0.52	6.59
3	Colombia	2.68	7.99	5.31	Panama	6.96	13.65	6.69
4	Panama	2.44	5.36	2.92	Nicaragua	4.79	0.48	4.31
5	Nicaragua	2.00	0.26	1.74	China	4.16	106.07	101.92
6	Honduras	1.84	0.50	1.34	Dominican Republic	3.72	1.11	2.61
7	Guatemala	1.54	1.99	0.45	Guatemala	3.36	4.79	1.43
8	Jamaica	1.48	0.01	1.47	Malaysia	3.13	1.17	1.95
9	Mexico	1.09	13.40	12.31	China, Hong Kong S	2.93	4.73	1.80
10	Dominican Republic	0.86	0.05	0.81	Honduras	2.45	9.05	6.60

Costa Rica's main export markets are the Americas (80 per cent), Asia (11 per cent), and Europe (9 per cent). Costa Rica's top five export partners for 2012 are the United States, the Netherlands, Panama, Nicaragua and China.

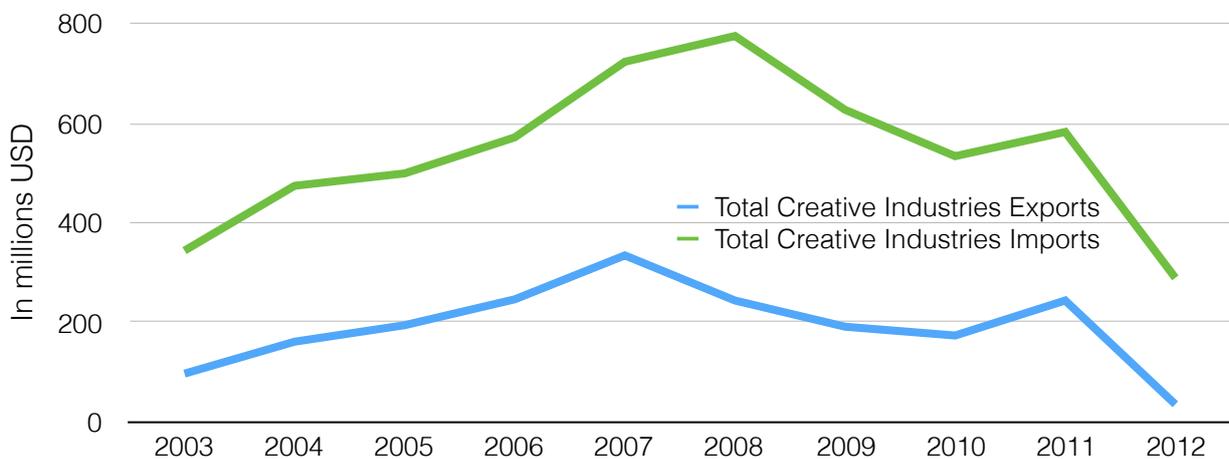
Cyprus

COUNTRY PROFILE - Cyprus

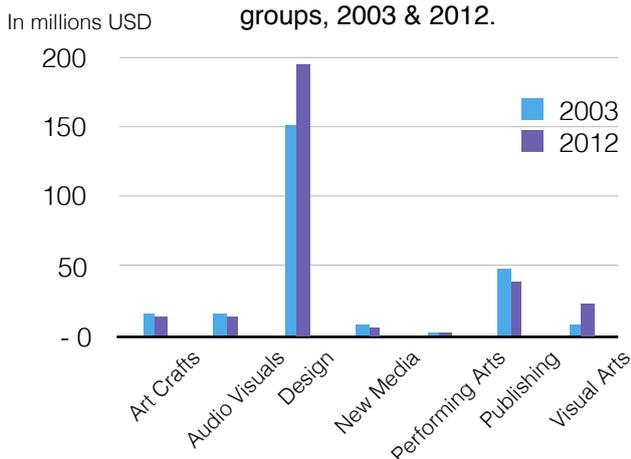
Creative Industries Trade Performance, 2003 and 2012

Cyprus	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	96.85	343.88	247.04	35.20	289.22	254.02
All Creative Goods	30.10	246.60	216.50	35.20	289.22	254.02
All Creatives Services	66.75	97.29	30.53	-00	-00	0.00

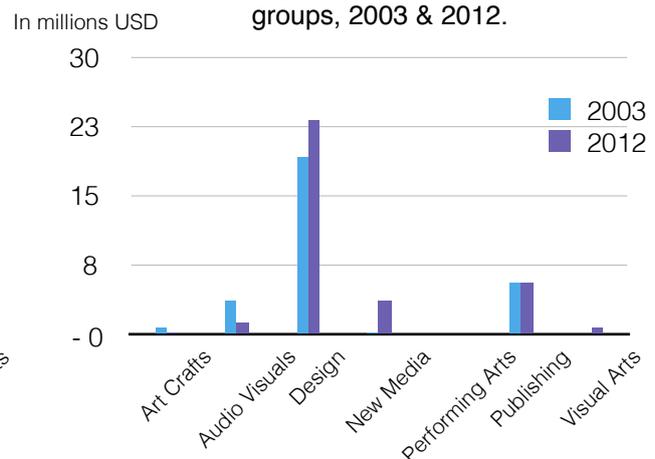
Cyprus: Creative Industry Trade Performance, 2003-2012.



Creative goods, imports by product groups, 2003 & 2012.



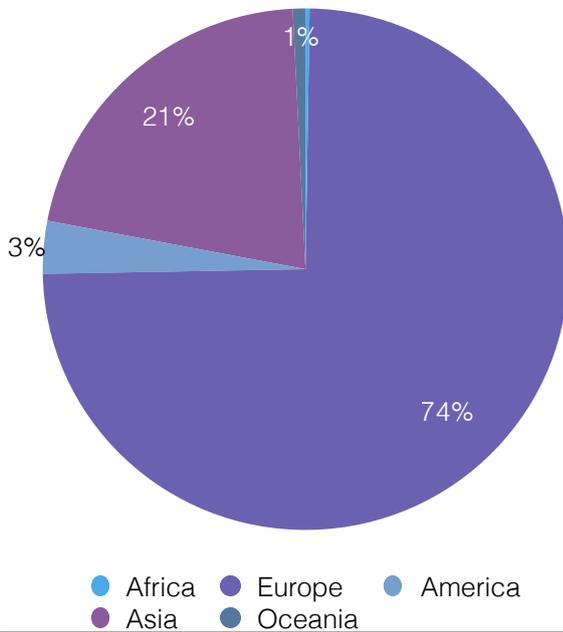
Creative goods, exports by product groups, 2003 & 2012.



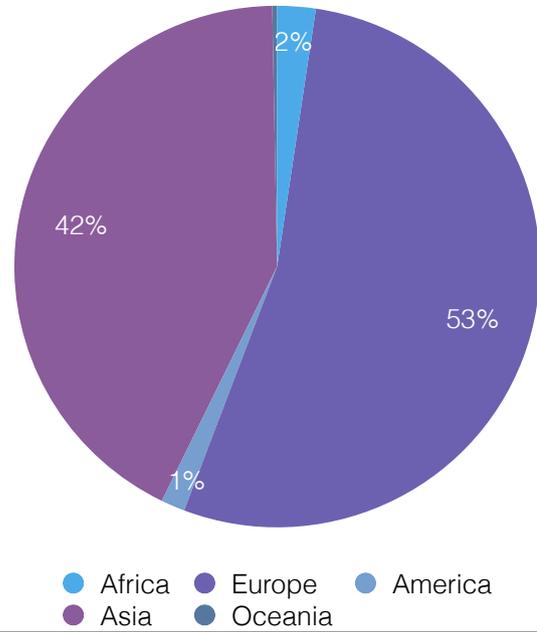
Despite the lack of an integrated policy for the development of the cultural and creative industries, different initiatives are being implemented supported by the Ministry of Education and Culture in collaboration with the Cyprus Youth Board to stimulate cultural activities and artistic creations. Creative industries goods and services exports reached \$35 million in 2012 showing a decrease compared to the \$96 million reported in 2003. The first downturn happened in 2008 probably due to the global financial crisis which hit hard Cyprus. Imports amounted to \$289 million in 2012, almost eight times higher than total exports generating a trade deficit of \$254 million.

Cyprus

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

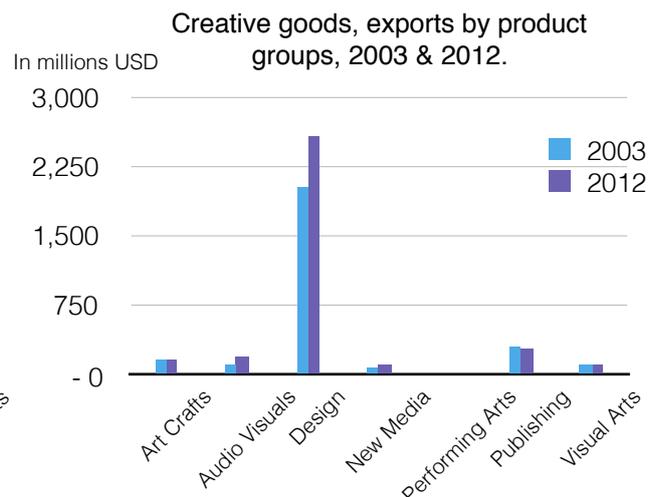
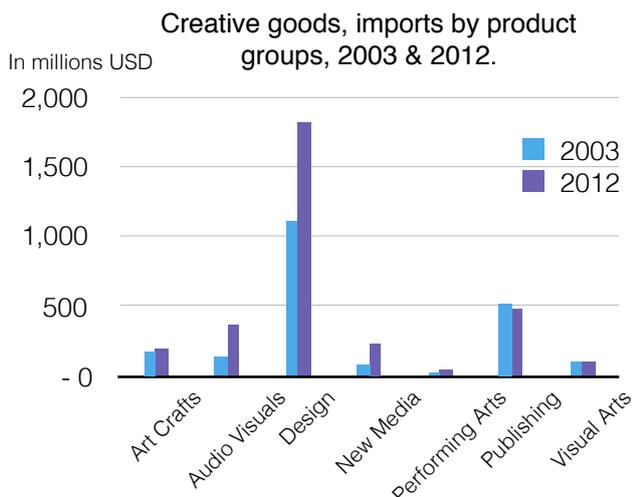
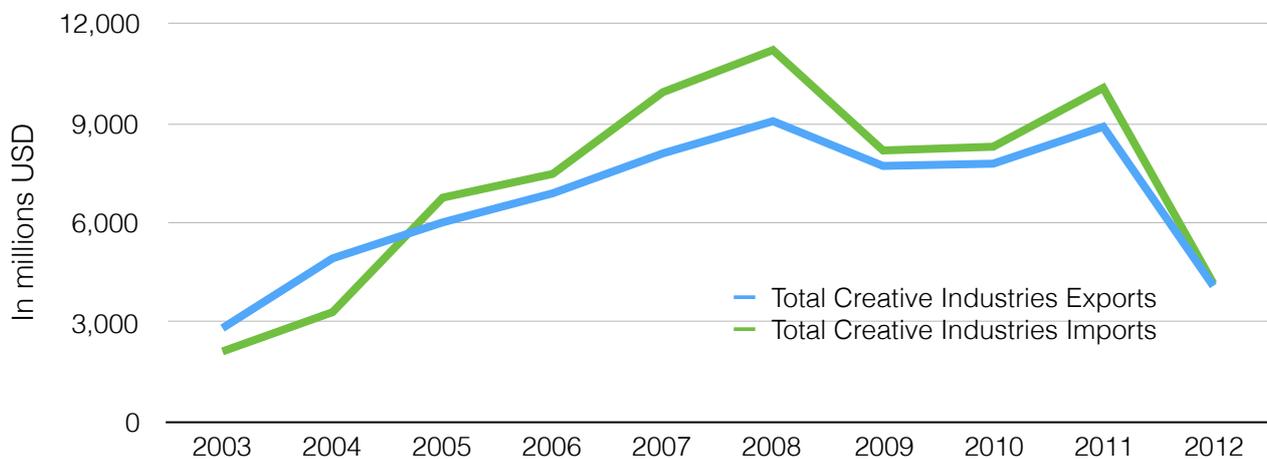
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Greece	11.47	57.54	46.07	Greece	12.36	73.69	61.33
2	United Kingdom	6.63	24.91	18.28	United Arab Emirate	5.82	0.32	5.50
3	Russian Federation	1.53	0.58	0.95	Saudi Arabia	3.20	0.00	3.20
4	Jordan	1.08	0.10	0.98	Qatar	2.90	0.00	2.90
5	Saudi Arabia	0.93	0.04	0.89	Switzerland	1.87	2.15	0.28
6	United States	0.80	6.08	5.28	United Kingdom	1.20	26.98	25.78
7	India	0.73	3.46	2.73	Italy	0.81	59.24	58.43
8	United Arab Emirate	0.68	0.75	0.08	Lebanon	0.70	0.76	0.06
9	Lebanon	0.64	1.24	0.61	Russian Federation	0.68	0.21	0.47
10	Spain	0.56	8.28	7.72	Czech Republic	0.55	0.45	0.09

Cyprus's main destination markets for creative goods exports are Europe (53 per cent), followed by Asia (42 per cent) and Africa (2 per cent). Major export destination markets include Greece, United Arab Emirates, Saudi Arabia, Qatar, Switzerland and the United Kingdom.

Denmark

COUNTRY PROFILE - Denmark						
Creative Industries Trade Performance, 2003 and 2012						
Denmark	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	2,823.61	2,120.93	702.68	4,094.58	4,171.13	76.55
All Creative Goods	2,823.61	2,120.93	702.68	3,506.01	3,209.25	296.76
All Creatives Services	-00	-00	0.00	588.57	961.88	373.31

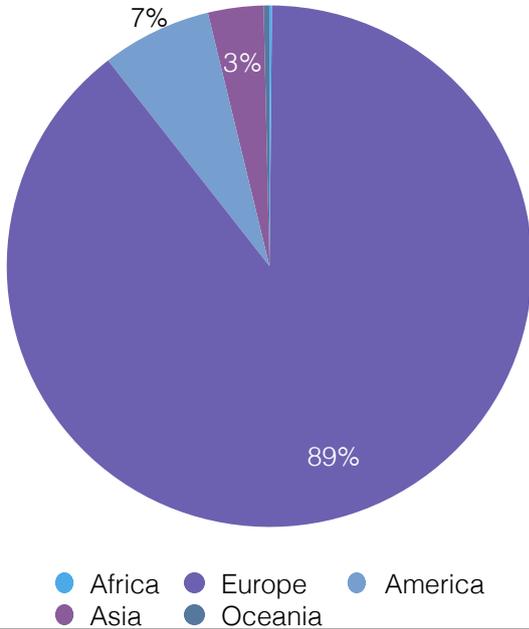
Denmark: Creative Industry Trade Performance, 2003-2012.



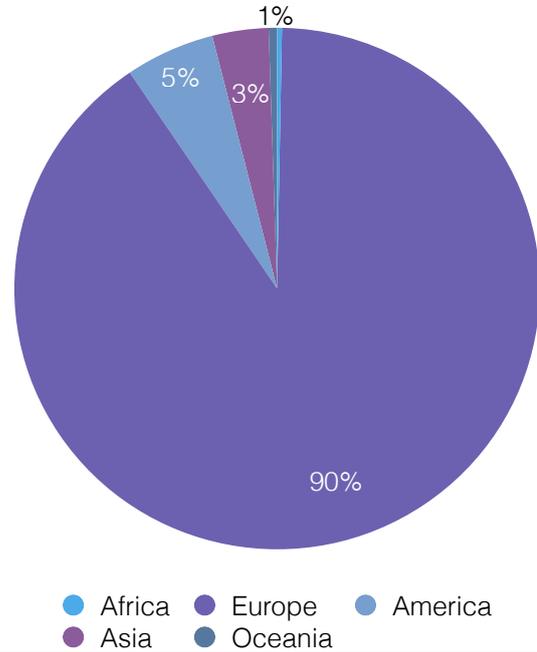
Creative industries goods and services reached \$4, 094 million in 2012. Imports amounted to \$4,171 million, generating a trade deficit of \$76 million. Design is by far the largest exporting sector within the creative industries, with exports worth \$2, 565 million, accounted mainly by Interior design (furniture and industrial design), representing for more than half of creative industries total exports. Audiovisual sectors, particularly cinema saw a recent revival. According to the Danish Film Institute, 28 Danish fiction feature films and 9 documentaries came out in 2012. Denmark produces on average 25 to 30 films a year.

Denmark

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

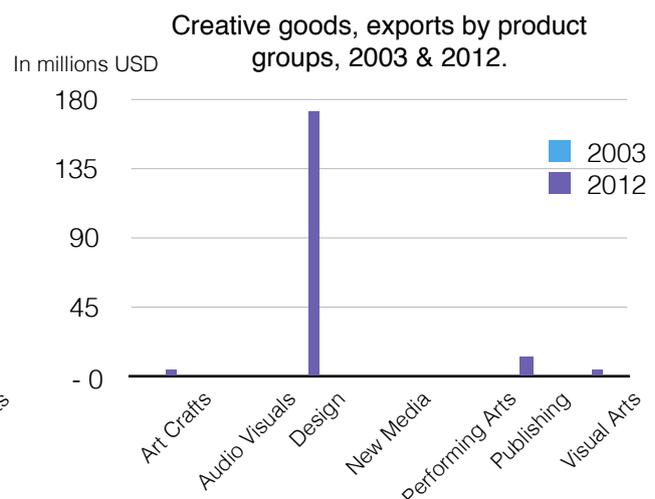
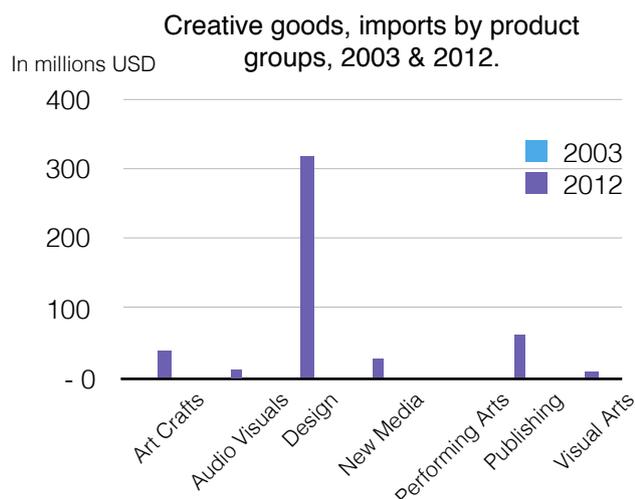
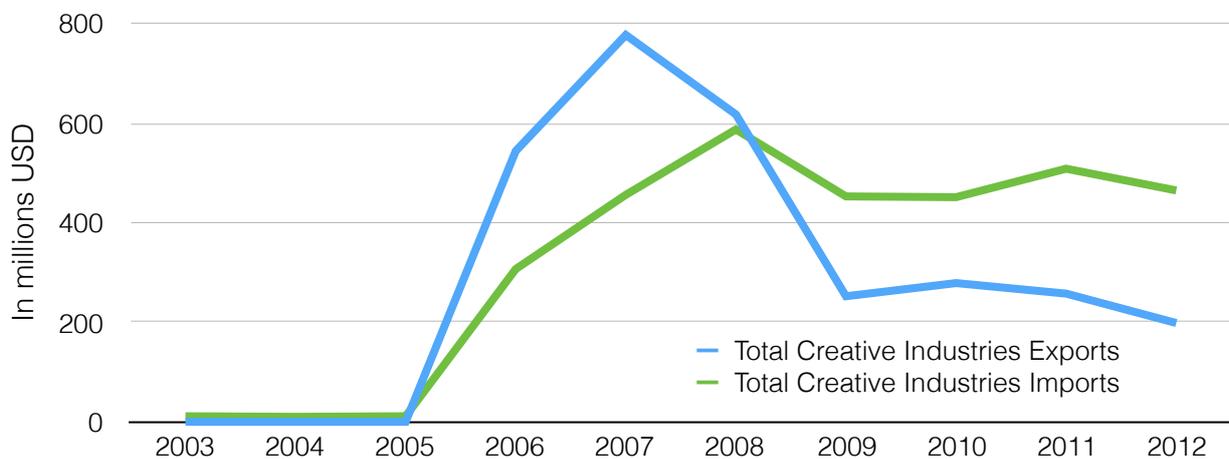
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	686.33	346.53	339.80	Norway	620.53	58.90	561.62
2	Sweden	513.74	381.23	132.51	Sweden	583.67	531.38	52.29
3	United Kingdom	368.16	128.78	239.38	Germany	491.33	434.75	56.58
4	Norway	290.01	61.86	228.15	United Kingdom	220.70	200.67	20.03
5	United States	147.37	31.42	115.95	France	151.11	71.07	80.04
6	France	128.14	55.45	72.69	United States	106.07	41.94	64.13
7	Netherlands	93.98	123.99	30.01	Finland	104.62	32.51	72.11
8	Finland	60.88	66.35	5.47	Netherlands	104.17	211.39	107.22
9	Spain	49.78	18.54	31.25	Poland	49.64	59.73	10.09
10	Austria	41.35	26.88	14.46	Switzerland	49.08	21.65	27.43

Denmark's main destination markets for creative goods exports are Europe (90 per cent), followed by America (5 per cent) and Asia (3 per cent). Major export destination markets include Norway, Sweden, Germany, United Kingdom and France.

The Dominican Republic

COUNTRY PROFILE - The Dominican Republic						
Creative Industries Trade Performance, 2003 and 2012						
Dominican Republic	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	-00	11.20	11.20	198.37	464.73	266.36
All Creative Goods	-00	-00	0.00	198.37	464.73	266.36
All Creatives Services	-00	11.20	11.20	-00	-00	0.00

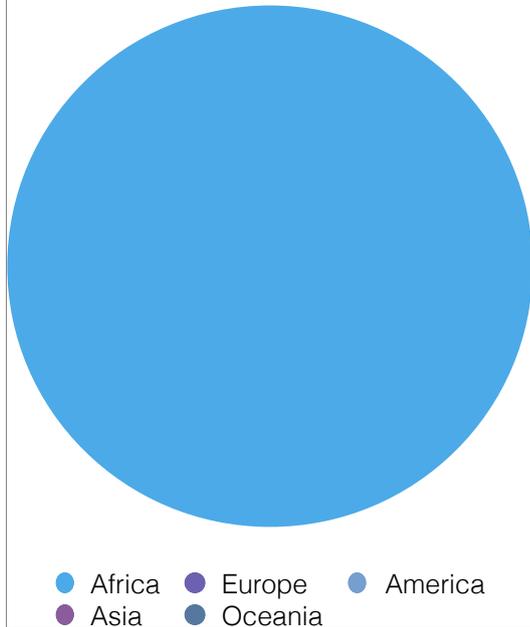
The Dominican Republic: Creative Industry Trade Performance, 2003-2012.



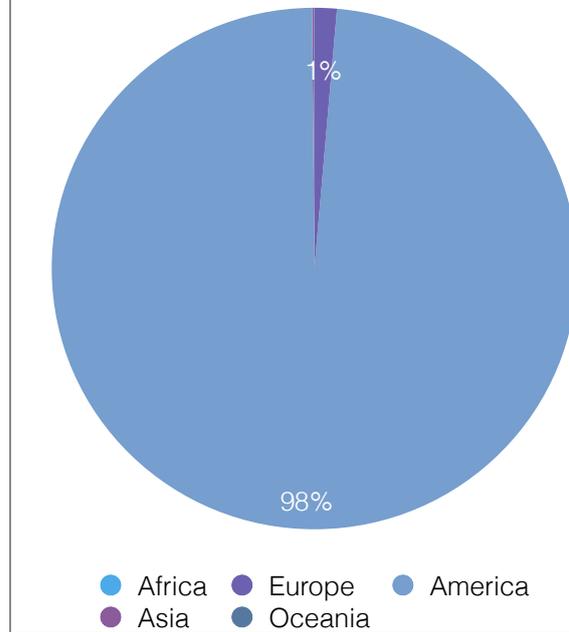
Creative Industries exports reached \$198 million in 2012. The Dominican Republic has been successful in exporting its music and in integrating it into the global music markets with famous artists. Exports of art crafts reached \$6 million in 2012. However the leading sector was design goods driven mainly fashion and jewellery which combined, reached \$172 million in 2012.

The Dominican Republic

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

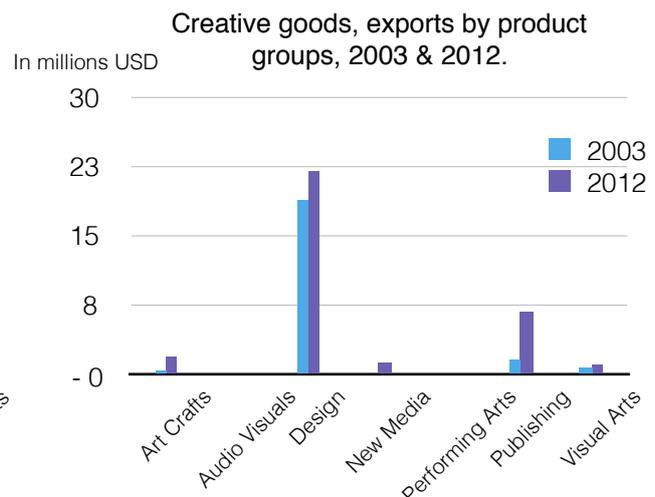
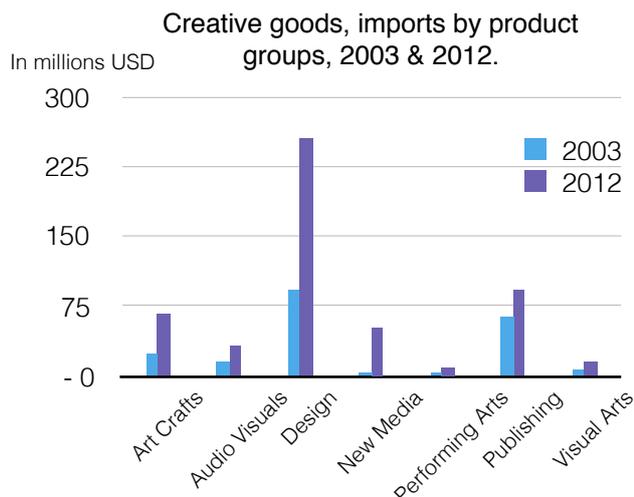
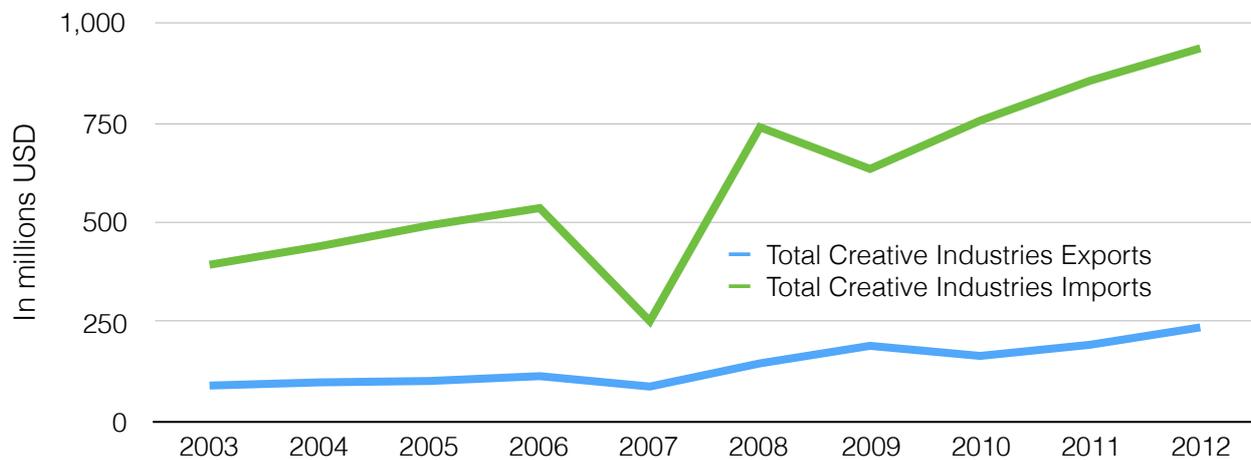
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1					United States	174.79	239.43	64.65
2					Haiti	7.38	0.02	7.36
3					Honduras	3.77	1.78	2.00
4					Costa Rica	0.92	4.08	3.16
5					Spain	0.82	20.09	19.27
6					Panama	0.75	2.72	1.97
7					Switzerland	0.75	0.59	0.16
8					Italy	0.43	8.22	7.79
9					Nicaragua	0.41	0.03	0.39
10					Venezuela (Bolivia)	0.36	0.08	0.28

The Dominican Republic's main destination market of exports is the United States which absorbed for more than 90 per cent of exports in 2012, followed by Haiti, Honduras, Costa Rica and Spain. No data was available for 2003.

Ecuador

COUNTRY PROFILE - Ecuador						
Creative Industries Trade Performance, 2003 and 2012						
Ecuador	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	90.25	393.52	303.28	236.18	937.11	700.93
All Creative Goods	22.50	209.64	187.14	33.62	517.20	483.58
All Creatives Services	67.75	183.88	116.13	202.56	419.91	217.35

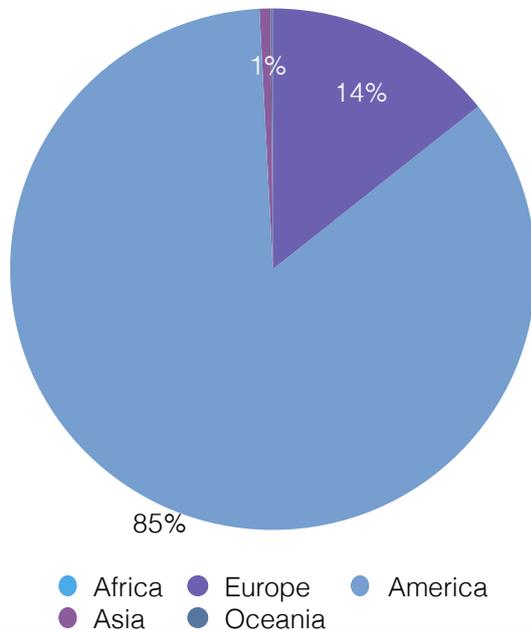
Ecuador: Creative Industry Trade Performance, 2003-2012.



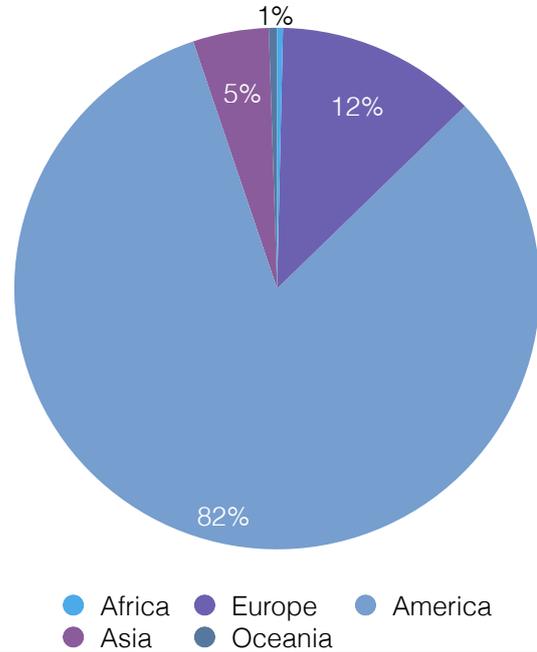
Creative industries continue to grow, with exports at \$90 million in 2003 rising to \$236 million in 2012. Design goods including fashion, interior design, toys and jewellery are leading exports with a total of \$22 million in 2012, followed by the publishing sector, specially books and other printed materials, reaching \$7 million. Similarly, the publishing sectors are among the leading industries in terms of revenue generation; that accounts for the largest share of employment (65 per cent) of total creative industries, followed by audiovisual (19.5 per cent) and phonographic (9.7 per cent), according to INEC.

Ecuador

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

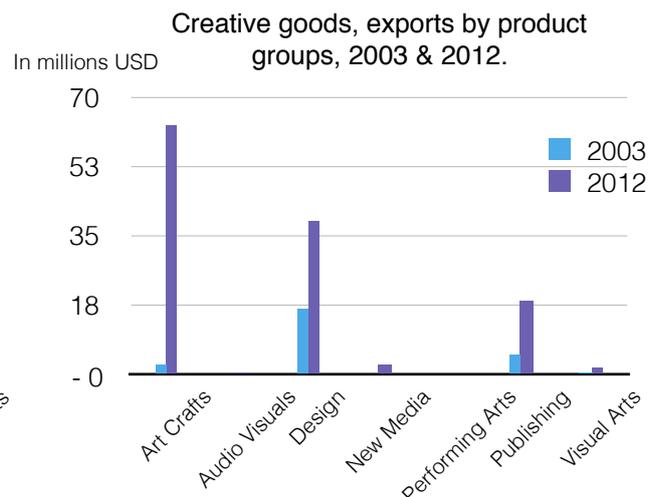
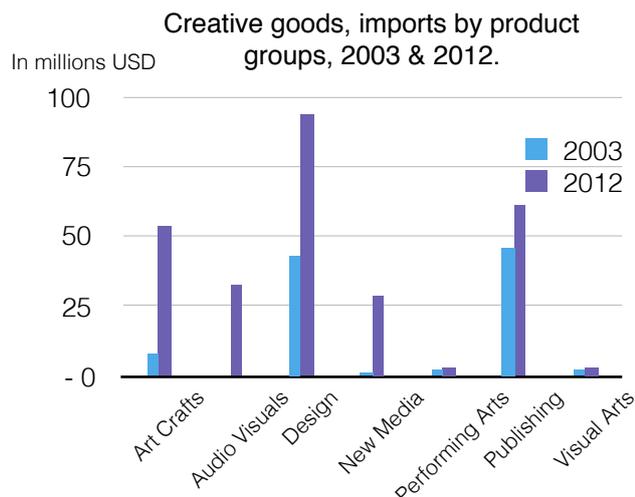
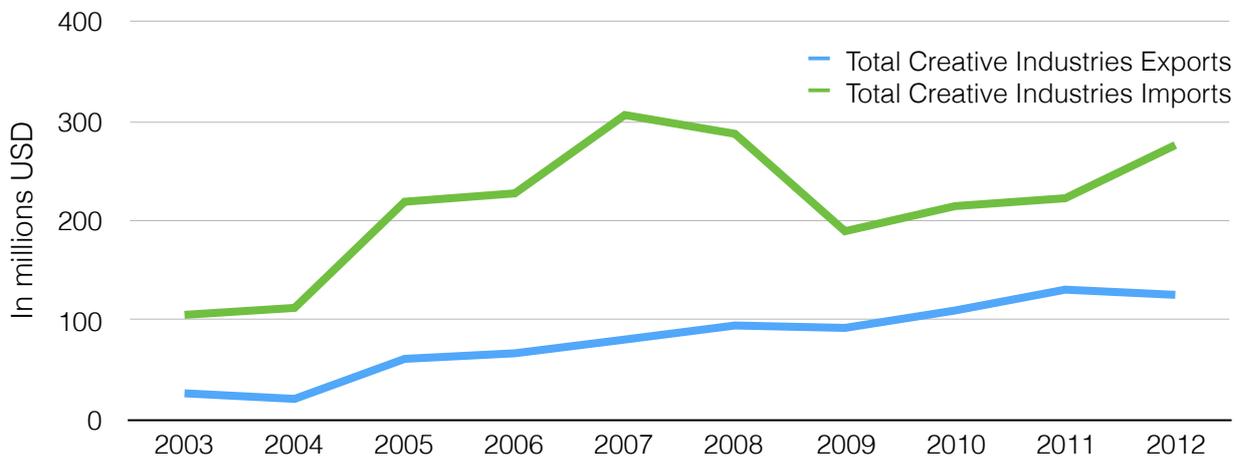
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	15.01	26.02	11.01	United States	7.56	73.49	65.93
2	Spain	1.30	14.84	13.54	Colombia	5.32	78.88	73.55
3	Colombia	1.06	30.59	29.53	Panama	2.50	34.29	31.79
4	Mexico	0.69	5.61	4.92	Peru	2.39	25.64	23.25
5	France	0.50	1.12	0.62	Venezuela (Bolivaria	1.98	0.24	1.74
6	Chile	0.48	64.38	63.90	Mexico	1.91	20.06	18.15
7	Italy	0.35	2.87	2.52	Chile	1.78	19.24	17.46
8	Panama	0.28	1.12	0.84	France	1.65	1.59	0.06
9	Peru	0.26	8.04	7.78	Guatemala	1.20	0.12	1.08
10	Netherlands	0.25	5.45	5.20	El Salvador	0.92	0.02	0.90

Ecuador's creative industries exports to the Americas account for 82 per cent of total exports, distributed among the following countries, The United States, Colombia, Panama, Peru and Venezuela.

El Salvador

COUNTRY PROFILE - El Salvador						
Creative Industries Trade Performance, 2003 and 2012						
El Salvador	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	26.61	105.39	78.78	125.48	275.91	150.44
All Creative Goods	25.61	101.39	75.78	125.48	275.33	149.85
All Creatives Services	1.00	4.00	3.00	-00	0.58	0.58

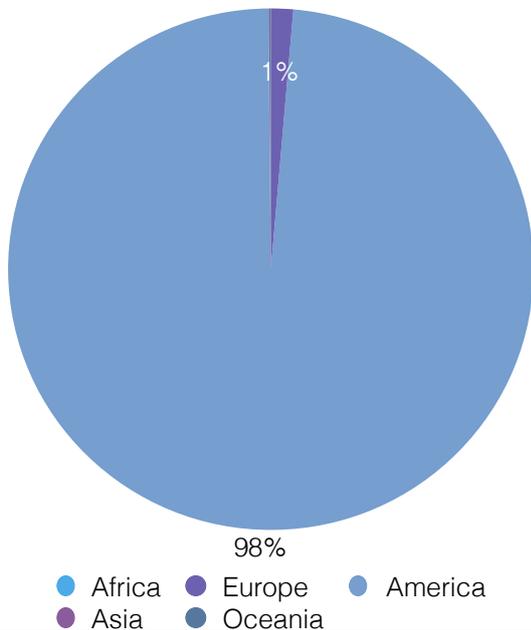
El Salvador: Creative Industry Trade Performance, 2003-2012.



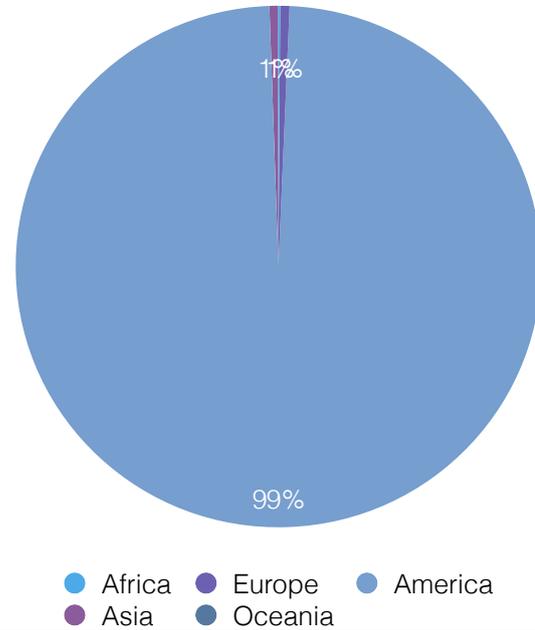
Creative industries exports increased from \$26 million to \$125 million in 2012. Design (fashion, interior design and toys) are leading exports which is not a surprise since the textile and confection industry are among the most important economic and social sectors in the country. Publishing (books) is the second best performing sector with exports of \$7 million dollars in 2012.

El Salvador

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

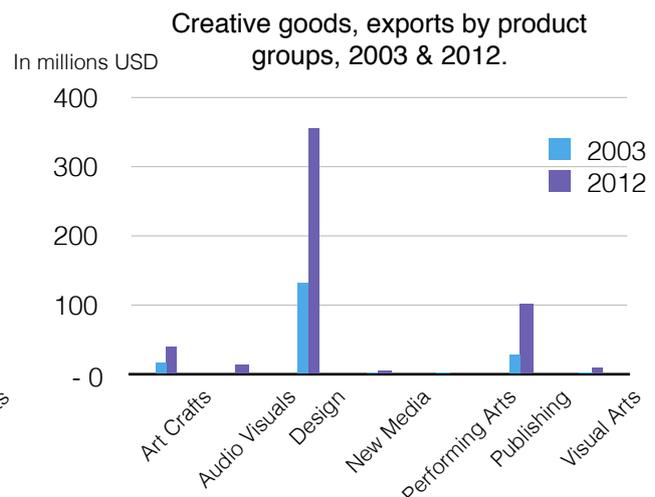
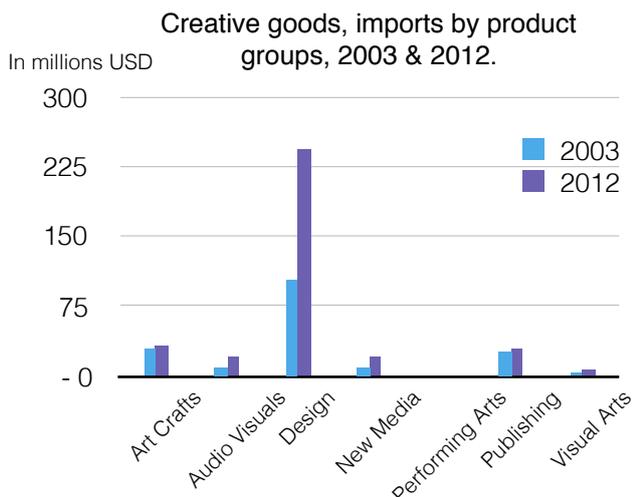
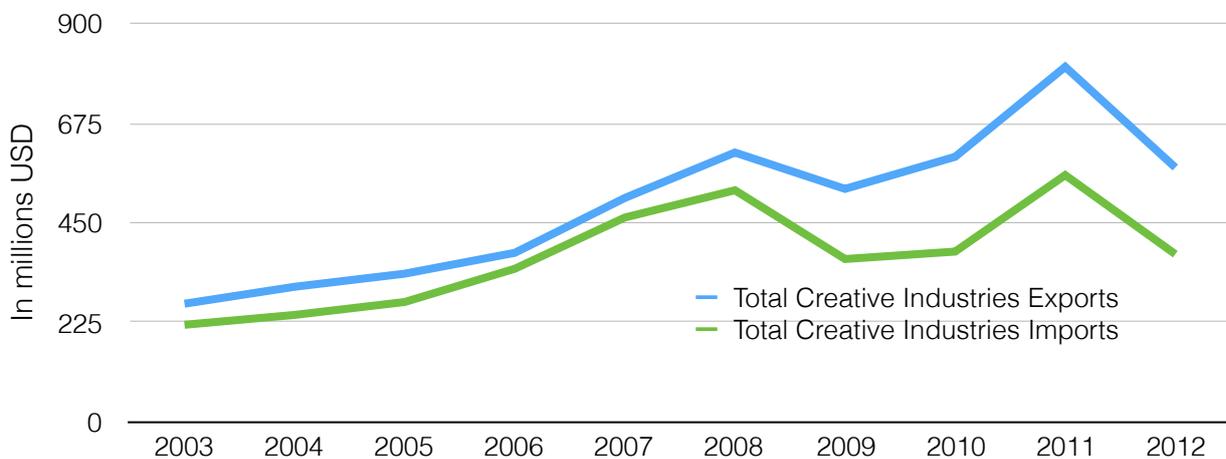
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Costa Rica	10.14	2.06	8.08	Honduras	51.46	12.78	38.68
2	Guatemala	4.41	6.67	2.25	United States	34.10	93.69	59.59
3	Honduras	4.35	0.68	3.67	Guatemala	13.69	17.62	3.93
4	Nicaragua	2.33	0.08	2.24	Nicaragua	10.77	0.42	10.35
5	United States	2.05	30.42	28.37	Mexico	4.65	27.19	22.54
6	Mexico	1.12	8.65	7.53	Costa Rica	4.35	2.90	1.45
7	Panama	0.31	6.28	5.97	Panama	1.97	6.19	4.22
8	Dominican Republic	0.27	0.46	0.20	Dominican Republic	1.05	0.39	0.67
9	Italy	0.17	0.92	0.76	Colombia	0.39	4.50	4.11
10	Belize	0.09	0.00	0.09	China, Hong Kong S	0.35	7.99	7.64

Nearly 99 per cent of creative goods exports of El Salvador go to Central and North America. The main destinations are Honduras, The United States, Guatemala, Nicaragua and Mexico.

Estonia

COUNTRY PROFILE - Estonia						
Creative Industries Trade Performance, 2003 and 2012						
Estonia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	266.87	219.29	47.58	574.75	378.95	195.80
All Creative Goods	198.30	177.09	21.21	535.41	352.99	182.42
All Creatives Services	68.57	42.21	26.36	39.34	25.96	13.38

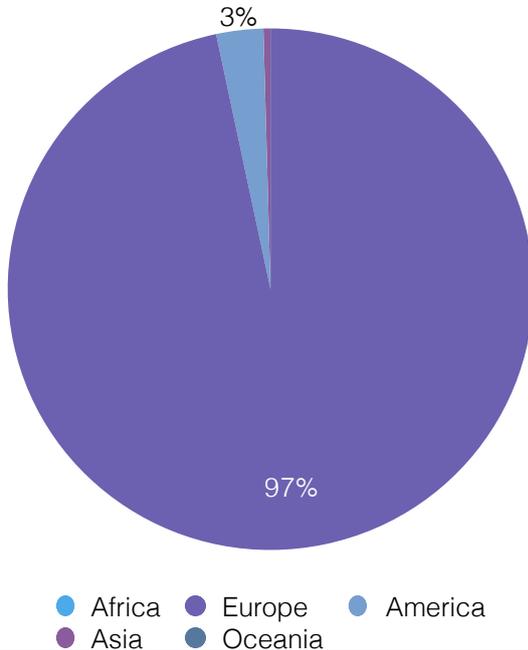
Estonia: Creative Industry Trade Performance, 2003-2012.



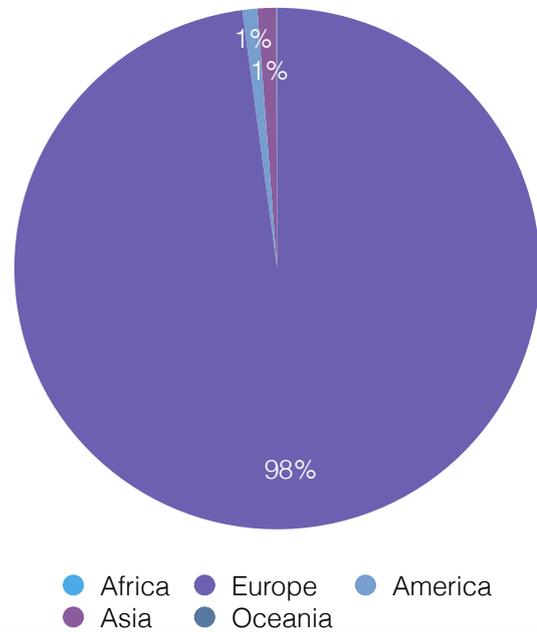
Creative industries exports increased from \$266 million in 2003 to \$574 million in 2012. Interior design, fashion, jewellery and toys are leading exports with a combined total of \$356 million in 2012. Publishing is also a growing sector: Total exports rose from \$29 million in 2003 to \$105 million in 2012. There are more than 2,500 designers with a higher education and the number of designers entrepreneurs is growing according to the Estonian Association of designers.

Estonia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

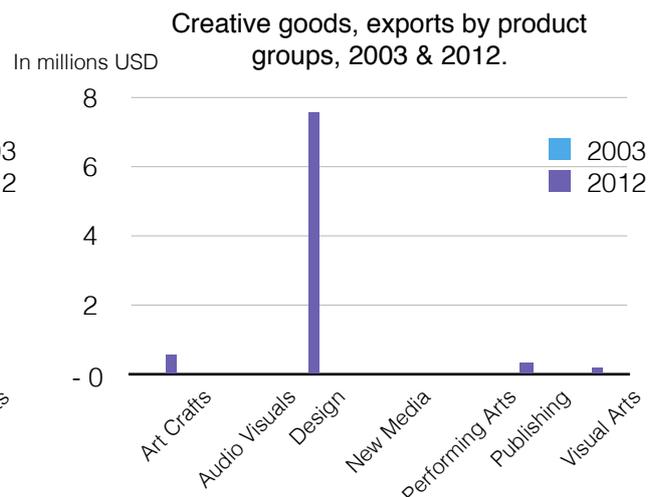
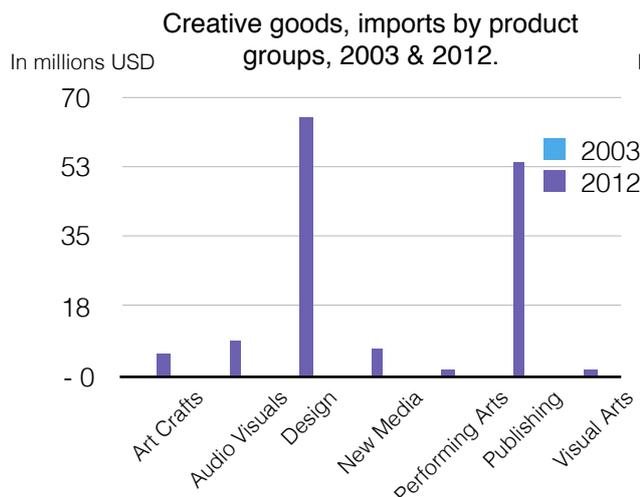
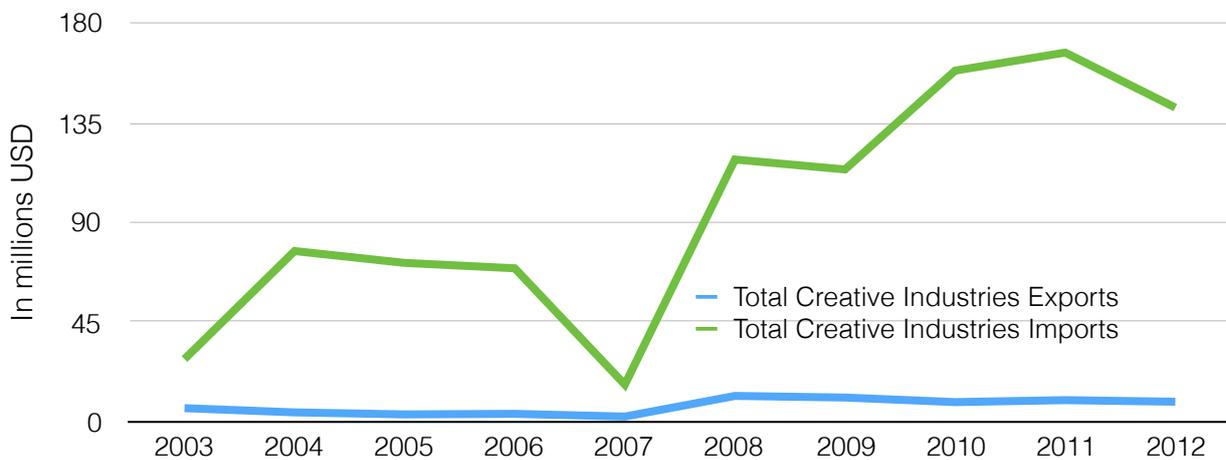
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Finland	43.86	12.91	30.94	Russian Federation	181.40	9.47	171.93
2	Germany	31.60	9.68	21.92	Finland	92.29	20.21	72.07
3	Sweden	25.93	3.68	22.26	Sweden	52.98	13.37	39.61
4	Russian Federation	14.38	6.93	7.45	Norway	41.55	4.37	37.17
5	Ukraine	12.79	0.42	12.36	Denmark	29.93	4.01	25.92
6	United Kingdom	10.78	3.45	7.33	Latvia	26.56	22.78	3.78
7	Norway	10.62	0.75	9.88	Germany	23.35	15.79	7.56
8	Latvia	9.80	2.90	6.90	Lithuania	13.10	7.40	5.70
9	Denmark	8.59	2.84	5.75	Netherlands	10.74	6.88	3.86
10	Netherlands	5.23	3.56	1.66	France	9.39	5.77	3.62

The main destination market for Estonia's creative goods exports are Northern and Scandinavian countries. The main spent market in 2012 are the Russian Federation, Finland, Sweden, Norway and Denmark.

Ethiopia

COUNTRY PROFILE - Ethiopia						
Creative Industries Trade Performance, 2003 and 2012						
Ethiopia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	6.52	28.21	21.69	8.94	141.86	132.93
All Creative Goods	0.50	-00	0.50	8.94	141.86	132.93
All Creatives Services	6.02	28.21	22.20	-00	-00	0.00

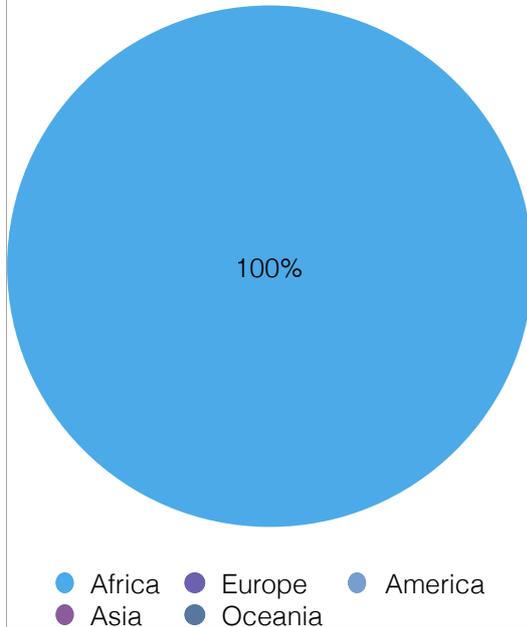
Ethiopia: Creative Industry Trade Performance, 2003-2012.



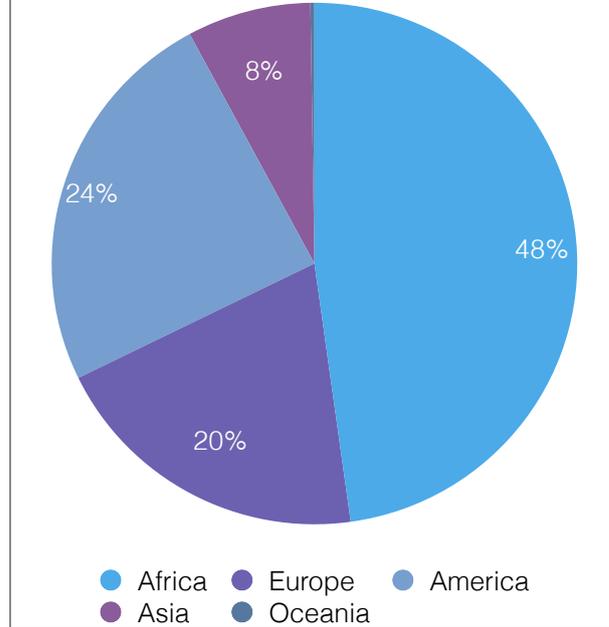
Creative industries exports increased from \$6.5 million in 2003 to \$8.9 million in 2012. Imports are larger than exports, creates a trade deficit of \$132.9 million in 2012. Design is the leading export sector, which expands \$8 million. Others growing sectors are art crafts, publishing and visual arts.

Ethiopia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

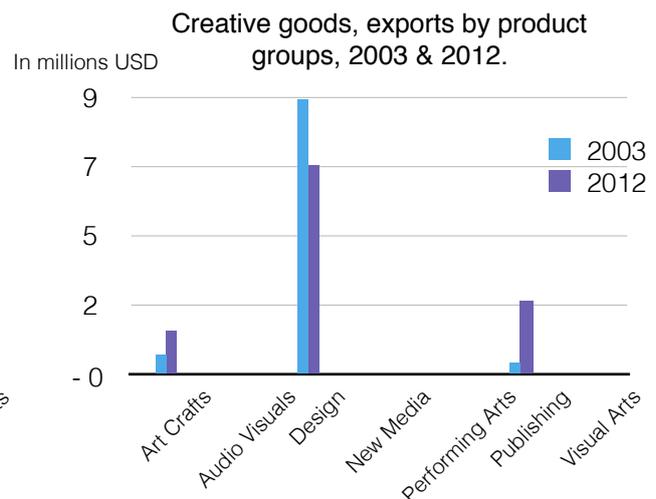
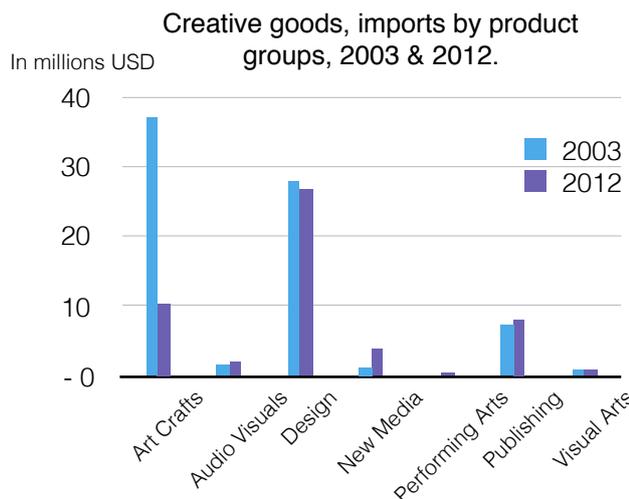
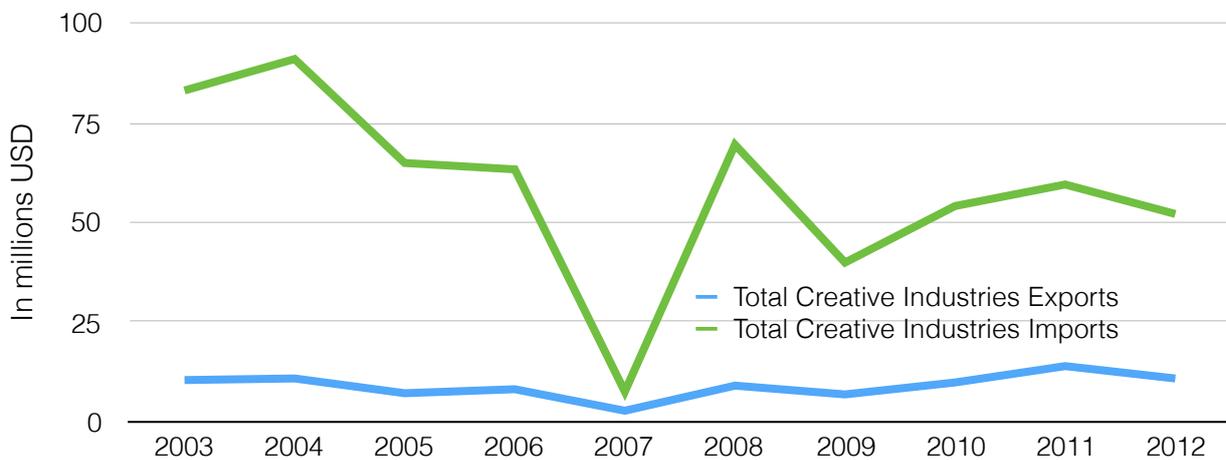
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1					Sudan	2.94	0.01	2.94
2					United States	2.11	4.69	2.58
3					Kenya	0.42	1.12	0.69
4					Belgium	0.38	0.76	0.38
5					Germany	0.35	2.94	2.59
6					Netherlands	0.20	0.40	0.20
7					Sweden	0.19	1.16	0.96
8					Italy	0.19	4.05	3.86
9					France	0.18	1.45	1.27
10					China	0.14	58.53	58.39

Ethiopia shows an important diversification in its creative goods export market since in 2003 when all exports were within the Africa Region. In 2012 only 48 per cent of all the creative goods exports were sold in Africa whilst 24 per cent were distributed among America, 20 per cent to Europe and 8 per cent to Asia. The top 5 export partners for creative goods in 2012 were Sudan, United States, Kenya, Belgium and Germany.



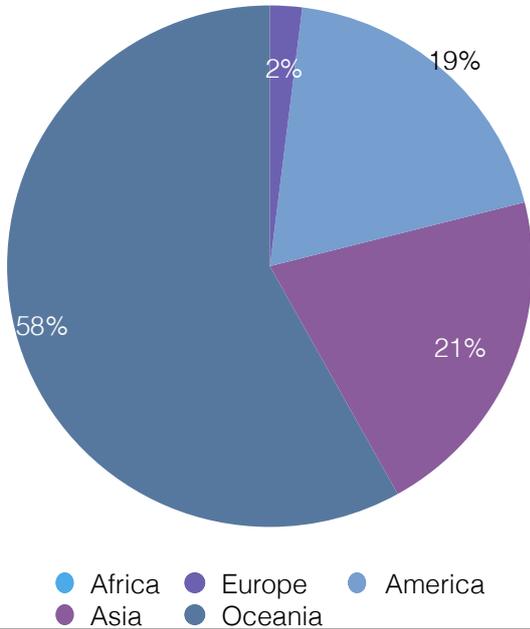
COUNTRY PROFILE - Fiji						
Creative Industries Trade Performance, 2003 and 2012						
Fiji	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	10.44	83.05	72.61	10.78	52.06	41.28
All Creative Goods	10.23	76.56	66.33	10.78	52.06	41.28
All Creatives Services	0.21	6.49	6.28	-00	-00	0.00

Fiji: Creative Industry Trade Performance, 2003-2012.

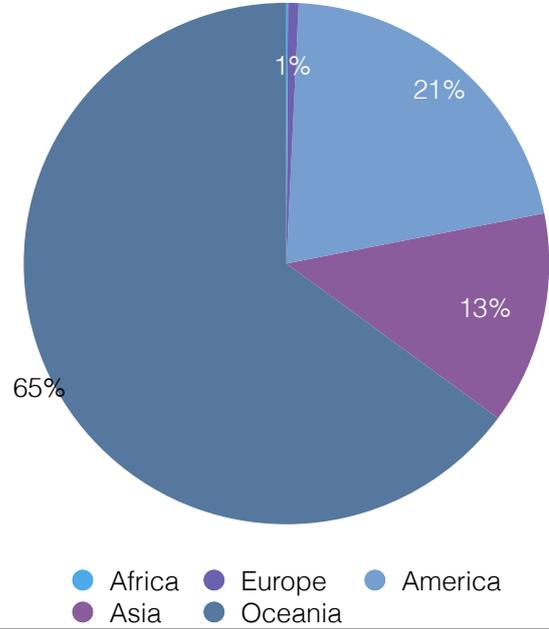


Creative industries exports showed very little change between 2003 (\$10.44 million) and 2012 (\$10.78 million). For the same period of time, Fiji creative industries imports declined therefore reducing a trade deficit of \$41.3 million. The main export products in 2012 are Design (despite a reduction from 2003 to 2012 of almost \$2 million), publishing and art crafts, with publishing experience the most growth.

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

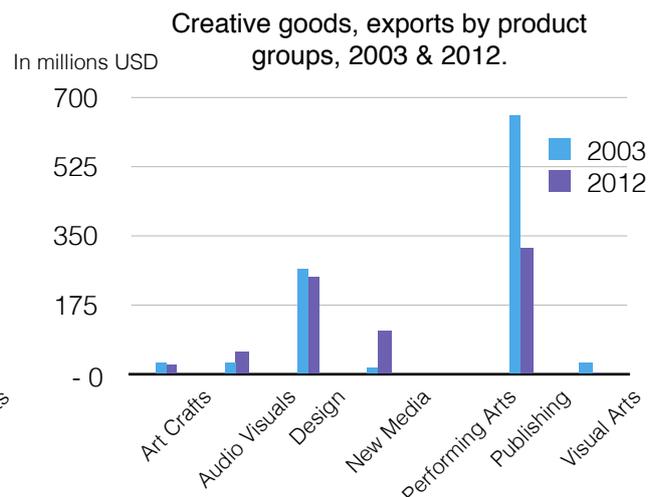
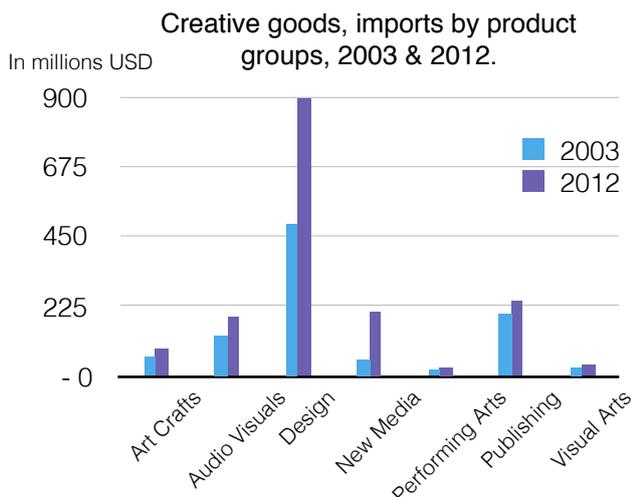
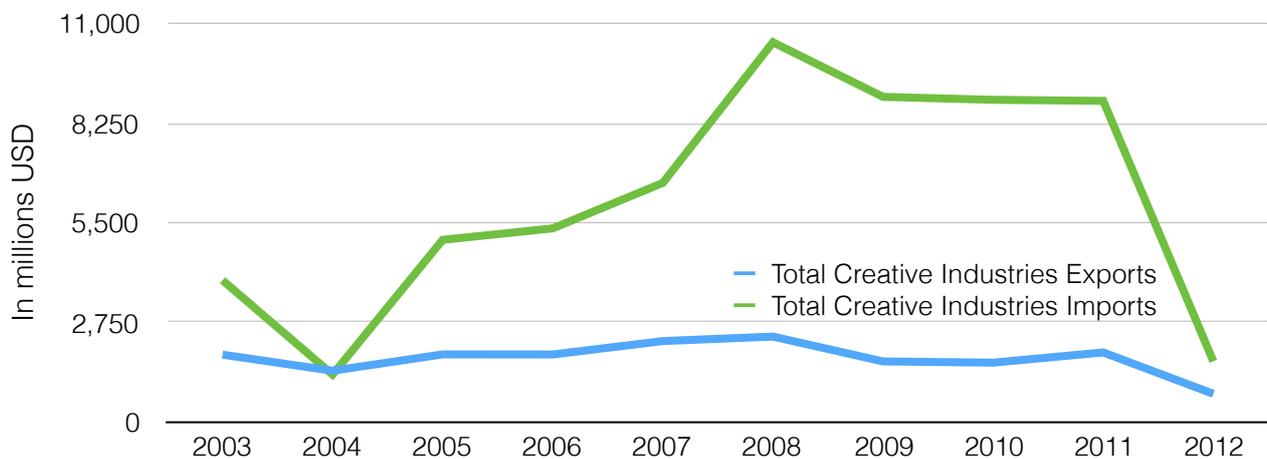
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Australia	3.80	13.50	9.70	United States	2.16	3.05	0.89
2	United States	1.79	2.61	0.82	New Zealand	1.90	9.34	7.43
3	China, Hong Kong S	1.47	18.44	16.97	Singapore	1.02	2.31	1.29
4	New Zealand	0.77	6.45	5.68	Solomon Islands	0.83	0.03	0.80
5	Korea, Republic of	0.19	0.14	0.05	Australia	0.80	15.52	14.72
6	Samoa	0.19	0.03	0.16	Papua New Guinea	0.68	0.01	0.67
7	Ukraine	0.17	-00	0.17	Tonga	0.62	0.01	0.62
8	Singapore	0.16	20.26	20.09	Vanuatu	0.55	0.00	0.55
9	Tuvalu	0.13	0.00	0.13	Samoa	0.46	0.00	0.45
10	New Caledonia	0.12	0.01	0.11	Kiribati	0.45	0.00	0.44

For 2012 the main export regional market of creative goods of Oceania (65 per cent), followed by America (21 per cent), Asia (13 per cent) and Europe (1 per cent) etc. Fiji's main trade partners for creative goods are United States, New Zealand, Singapore, Solomon Islands and Australia.

Finland

COUNTRY PROFILE - Finland						
Creative Industries Trade Performance, 2003 and 2012						
Finland	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	1,855.19	3,909.74	2,054.55	774.80	1,673.30	898.50
All Creative Goods	1,042.58	966.29	76.29	774.80	1,673.30	898.50
All Creatives Services	812.61	2,943.45	2,130.84	-00	-00	0.00

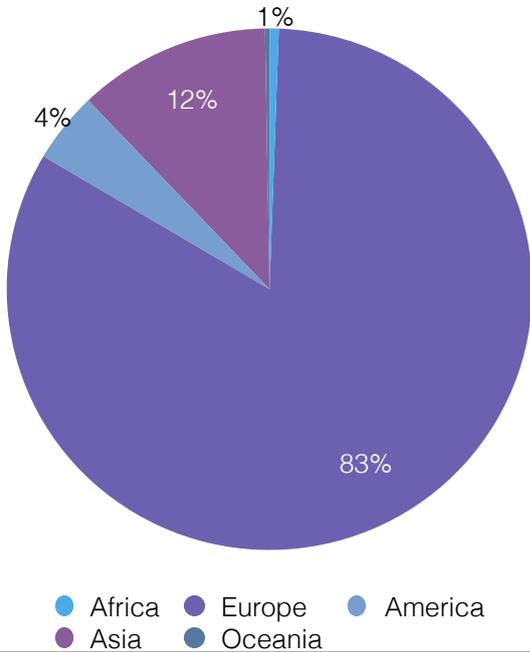
Finland: Creative Industry Trade Performance, 2003-2012.



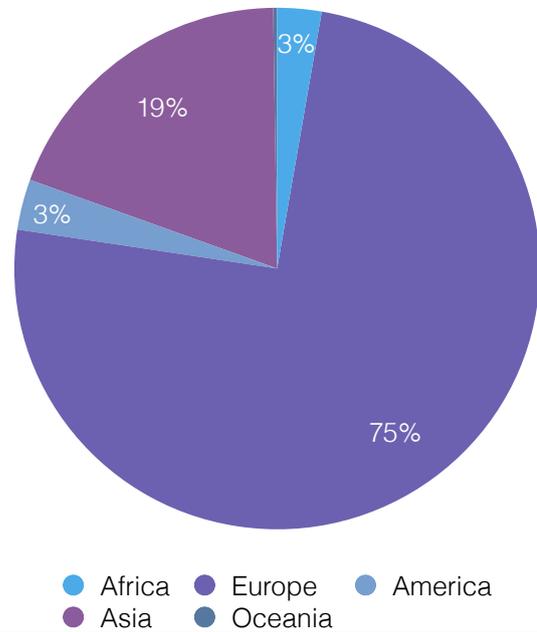
Finland's creative industries exports stood at \$774,8 million in 2012 after a decline in 2011. Publishing (newspaper and books) is a leading sector which stood at \$321 million dollars in 2012 followed by design (interior design and fashion) which reached \$246 million. New media and audio visuals combined are the group that grew the most. The Ministry of Employment and the Economy has a Government Programme to boost business and entrepreneurship in creative industries.

Finland

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

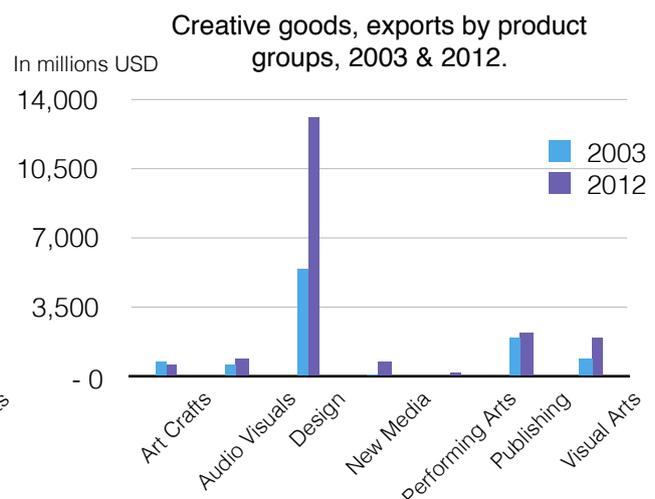
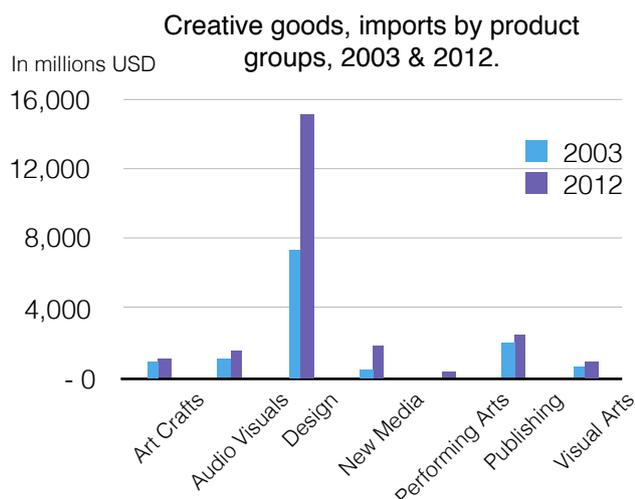
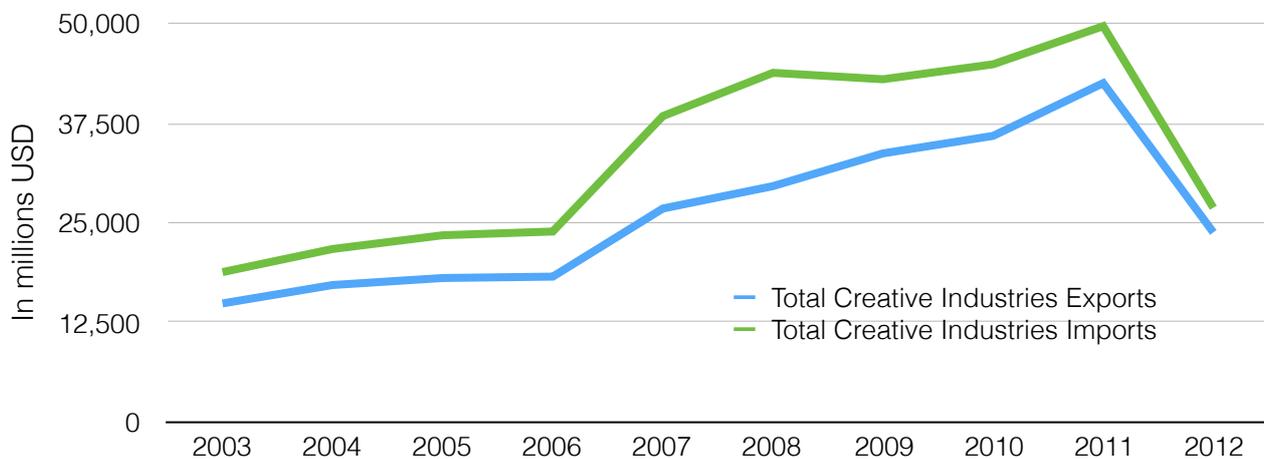
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Russian Federation	157.26	23.23	134.03	Sweden	176.00	253.78	77.78
2	Sweden	149.42	143.87	5.54	Russian Federation	135.71	24.32	111.38
3	United Kingdom	128.39	65.36	63.03	Norway	48.72	14.91	33.81
4	Denmark	65.40	48.93	16.48	Estonia	36.58	83.73	47.14
5	Germany	62.54	109.47	46.93	Germany	35.87	119.05	83.18
6	Norway	53.19	17.65	35.55	Turkey	33.19	13.27	19.92
7	Spain	43.30	13.98	29.33	United Kingdom	28.73	50.36	21.63
8	France	41.63	19.04	22.60	Denmark	28.62	67.62	39.00
9	Estonia	35.36	38.56	3.20	Spain	19.75	10.44	9.31
10	Netherlands	32.67	52.52	19.86	France	17.36	51.21	33.85

Finland's main creative goods destinations by region are Europe (75 per cent), Asia (19 per cent), Africa (3 per cent) and America (3 per cent). Top 5 creative goods export partners are Sweden, Russian Federation, Norway, Estonia and Germany.

France

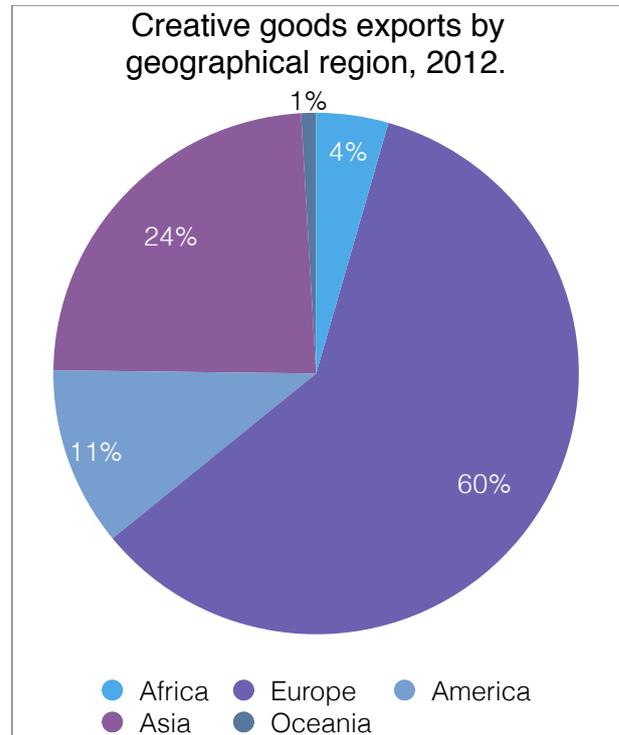
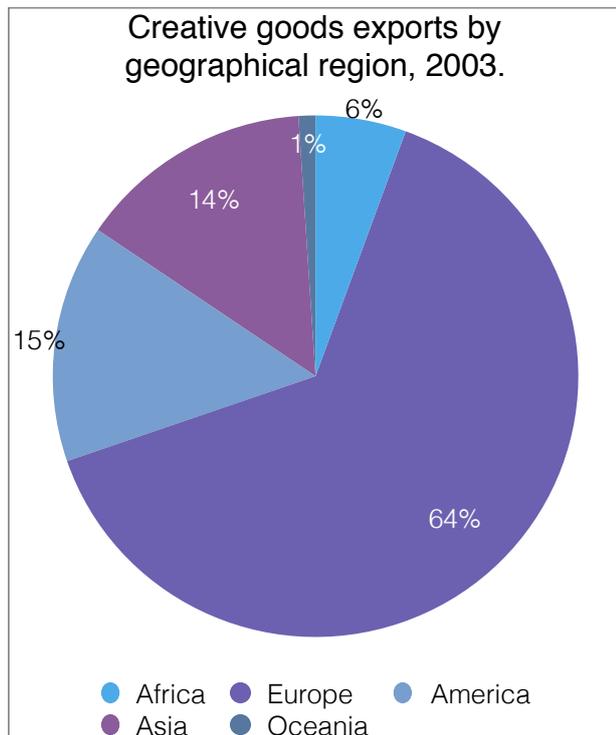
COUNTRY PROFILE - France						
Creative Industries Trade Performance, 2003 and 2012						
France	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	14,867.37	18,798.26	3,930.89	23,780.96	26,879.93	3,098.97
All Creative Goods	10,137.30	12,707.07	2,569.77	19,774.12	23,062.12	3,288.00
All Creatives Services	4,730.07	6,091.19	1,361.12	4,006.83	3,817.81	189.02

France: Creative Industry Trade Performance, 2003-2012.



Creative industries exports increased from \$14,867 million in 2003 to \$23,780 million in 2012 reaching a peak level in 2011 with almost \$40,000 million. Design, publishing, visual arts, new media, and audio visuals are growing export sectors in the French creative goods industry. Design (fashion and jewellery) showed an exponential growth, nearly doubling the amount of exports from 2003 and reaching a total of \$13,038 million in 2012. Publishing (books and newspapers) stood at \$2,212 million followed by visual arts (paintings and antiques) at \$2,053 million in 2012.

France



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

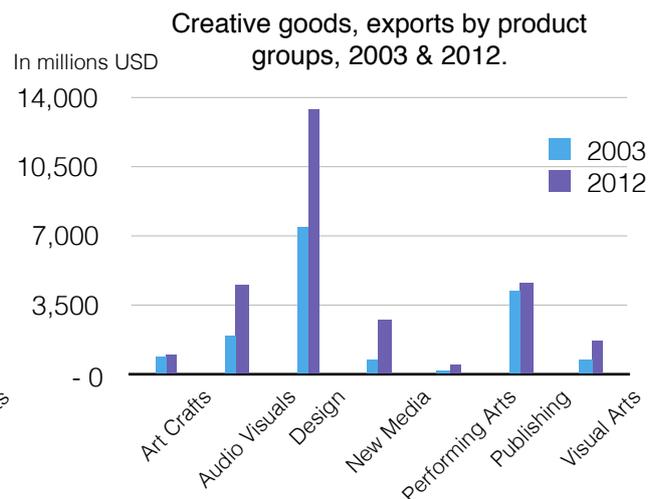
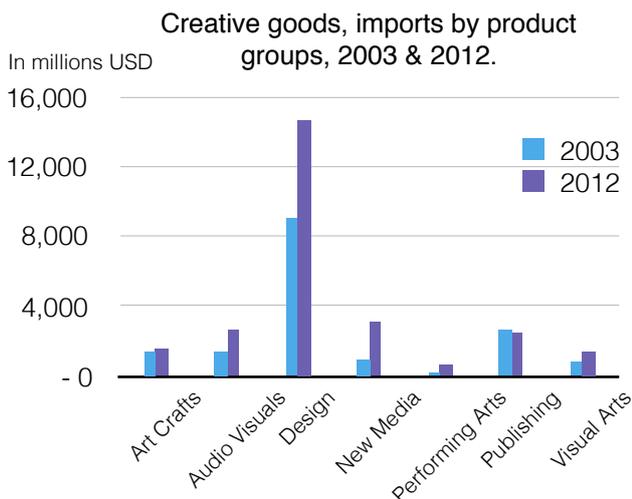
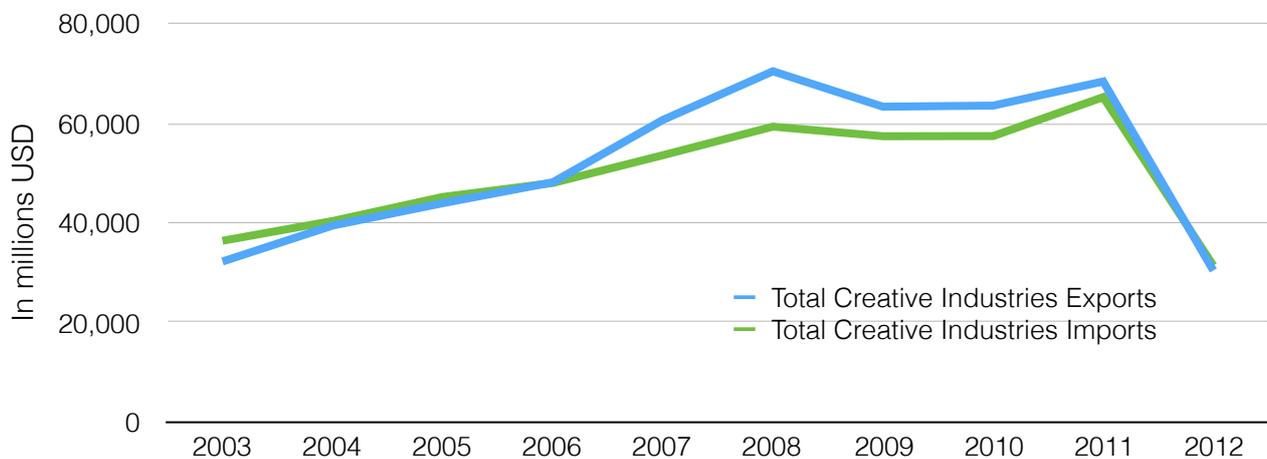
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	1,217.09	411.67	805.42	Switzerland	3,343.84	646.87	2696.98
2	Germany	1,119.65	1,355.49	235.84	United States	1,722.70	702.72	1019.98
3	Switzerland	984.64	339.96	644.68	Germany	1,713.61	2,411.60	697.99
4	Belgium	885.38	857.13	28.26	China, Hong Kong S	1,584.70	206.43	1378.27
5	United Kingdom	863.32	703.06	160.26	United Kingdom	1,543.75	897.92	645.83
6	Spain	743.18	709.59	33.59	Italy	1,466.17	3,148.47	1682.31
7	Italy	692.81	1,802.48	1109.67	Belgium	1,081.55	916.07	165.47
8	Japan	589.50	278.98	310.53	Japan	1,059.08	208.18	850.90
9	Netherlands	275.03	377.52	102.49	Spain	801.97	979.27	177.30
10	China, Hong Kong S	254.98	66.49	188.48	Singapore	395.39	30.18	365.20

Creative goods export markets distribution by region are: Europe (60 per cent), Asia (24 per cent), America (11 per cent), Africa (4 per cent) and Oceania (1 per cent). France's main export partners for creative goods in 2012 are Switzerland, United States, Germany, China, Hon Kong, and the United Kingdom. An interesting feature is that in 2013, more than 37 million people in France went to the cinema. The French remain Europe's most frequent cinema goers (Business France).

Germany

COUNTRY PROFILE - German						
Creative Industries Trade Performance, 2003 and 2012						
German	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	32,201.98	36,370.24	4,168.26	30,399.90	31,384.58	984.69
All Creative Goods	16,518.61	16,201.72	316.90	28,718.62	26,460.67	2,257.94
All Creatives Services	15,683.37	20,168.53	4,485.16	1,681.28	4,923.91	3,242.63

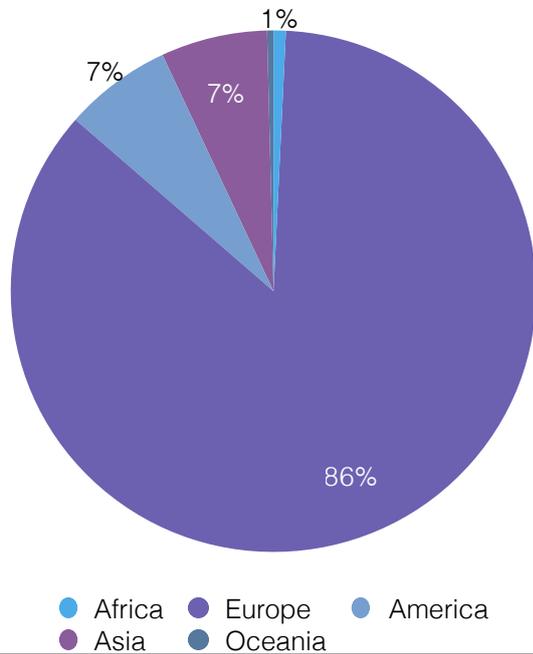
German: Creative Industry Trade Performance, 2003-2012.



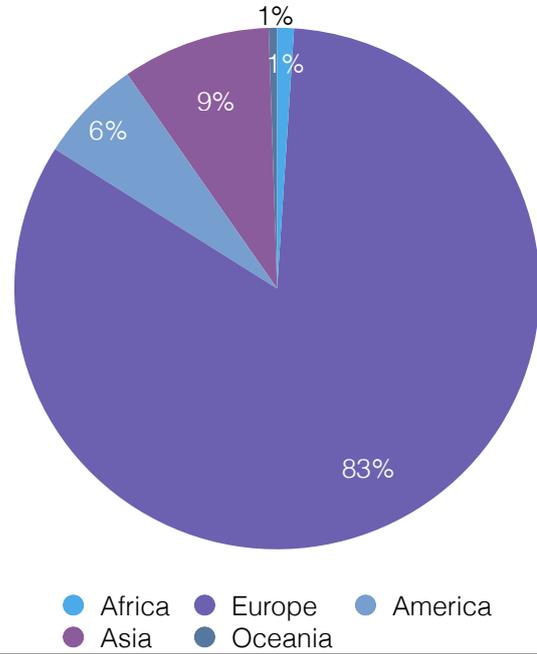
Germany's creative industries exports reached \$30,399 million in 2012. Imports dropped between 2003 and 2012, reducing the trade balance deficit in the creative industries sector to \$984.7 million. Design exports (interior design, fashion, toys, jewellery) accounted for \$13,405 million in 2012, followed by publishing (books and newspapers) which stood at \$4,686 million, although the growth rates for the publishing sector have remained nearly flat.

Germany

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

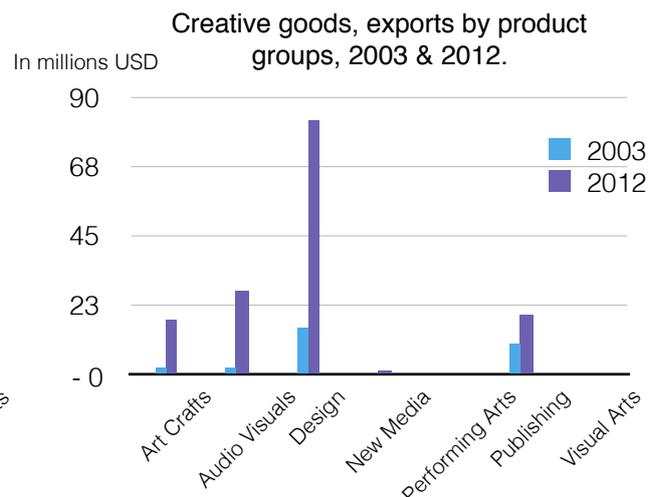
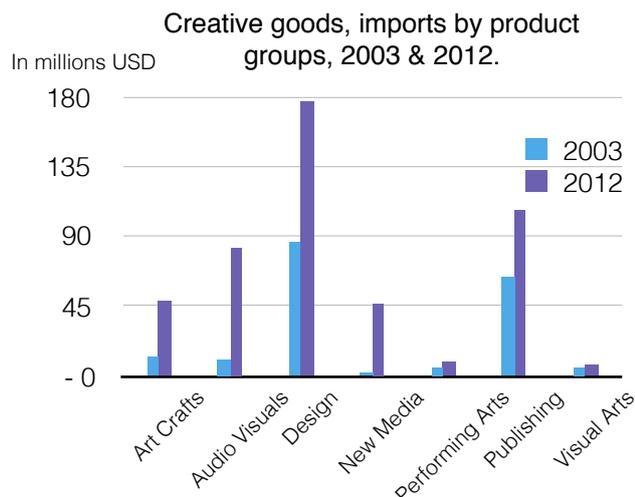
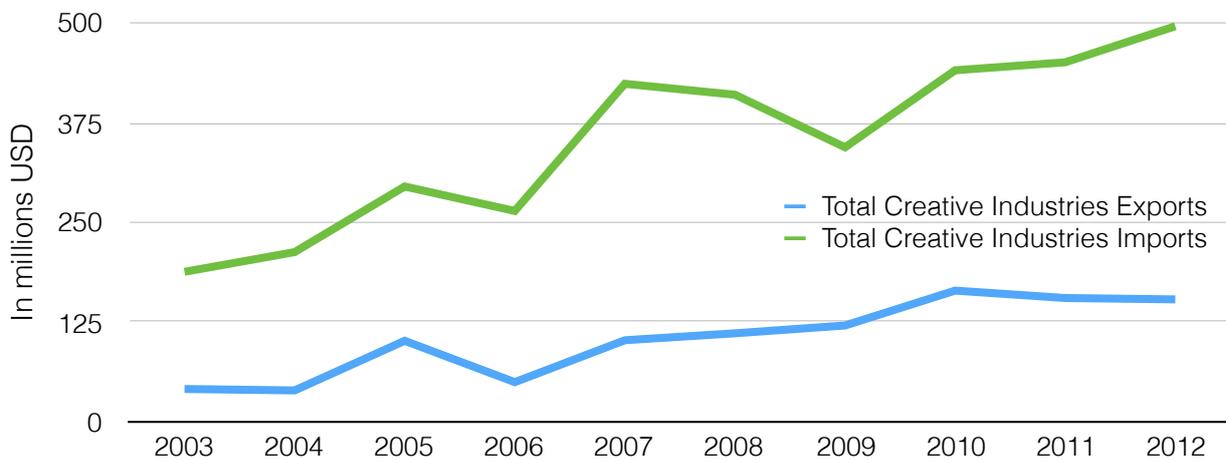
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Switzerland	1,943.22	575.25	1367.97	France	3,571.65	1,193.14	2378.51
2	Austria	1,929.87	730.39	1199.47	Austria	3,497.52	1,199.38	2298.14
3	United Kingdom	1,860.55	482.47	1378.08	Switzerland	3,364.59	1,186.07	2178.53
4	France	1,810.33	639.40	1170.93	Netherlands	1,923.92	1,203.30	720.62
5	Netherlands	1,432.80	1,114.53	318.27	United Kingdom	1,801.76	868.58	933.18
6	United States	915.46	554.68	360.79	Italy	1,676.90	1,344.39	332.51
7	Italy	811.64	1,027.16	215.52	United States	1,331.36	707.68	623.68
8	Czech Republic	589.00	880.48	291.47	Belgium	1,140.30	504.18	636.12
9	Spain	573.76	169.65	404.11	Russian Federation	950.89	112.76	838.14
10	Belgium	560.40	446.70	113.69	Poland	866.75	1,330.57	463.82

German's main export destinations for creative goods are Europe (83 per cent), followed by Asia (9 per cent), America (6 per cent), and Africa and Oceania with only 1 per cent. The 5 main export partners for creative goods are all European countries: France, Austria, Switzerland, Netherlands and the United Kingdom. The publishing industry is the sector generating the greatest wealth in Europe within Cultural Industries, the main markers in terms of turn over are Germany, United Kingdom, France, Spain and Italy, Source: The Federation of European Publishers (2012).

Guatemala

COUNTRY PROFILE - Guatemala						
Creative Industries Trade Performance, 2003 and 2012						
Guatemala	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	40.78	187.92	147.14	153.34	496.22	342.88
All Creative Goods	30.62	182.85	152.23	150.52	476.80	326.27
All Creatives Services	10.16	5.07	5.09	2.81	19.42	16.61

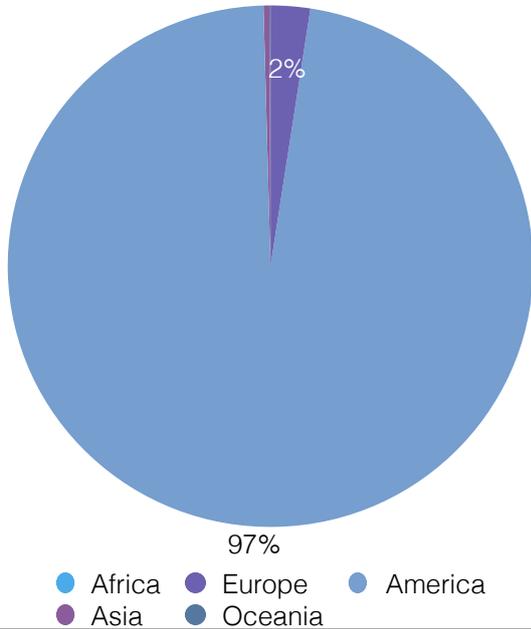
Guatemala: Creative Industry Trade Performance, 2003-2012.



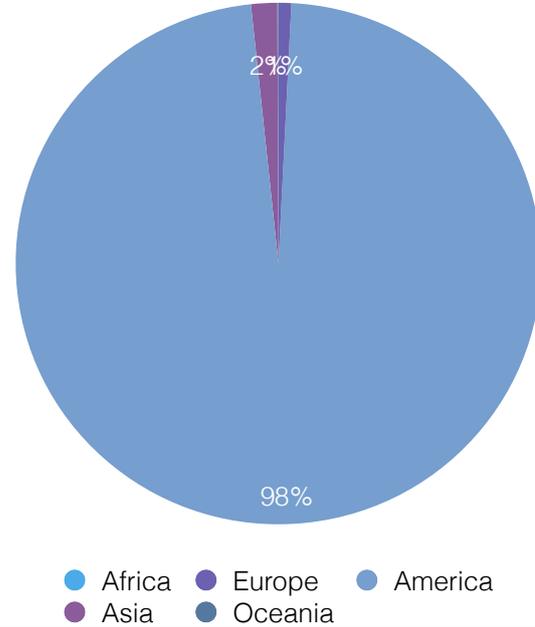
Guatemala's creative industries exports showed an exponential increase from \$40.7 million in 2003 to \$153.3 million in 2012. Creative industries' imports also doubled in the same period resulting in a trade balance deficit of \$342.9 million in 2012. The creative goods product groups that expanded the most between 2003 and 2012 are design, audio visuals, art crafts and publishing, with design showing the best trade performance.

Guatemala

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

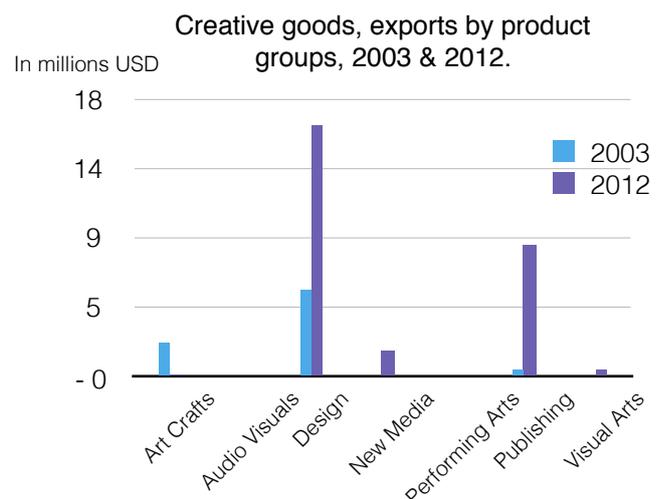
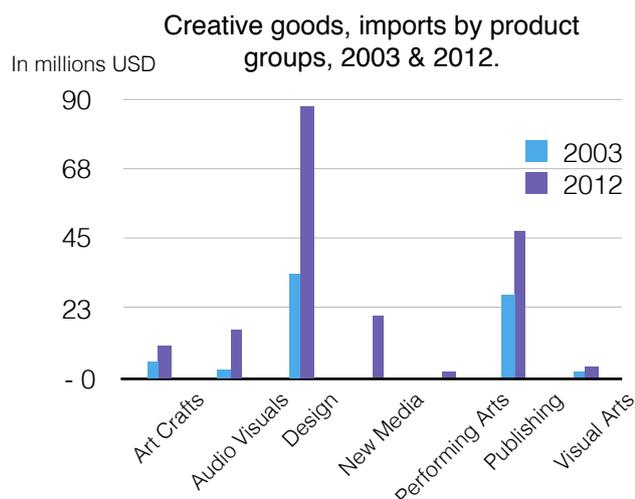
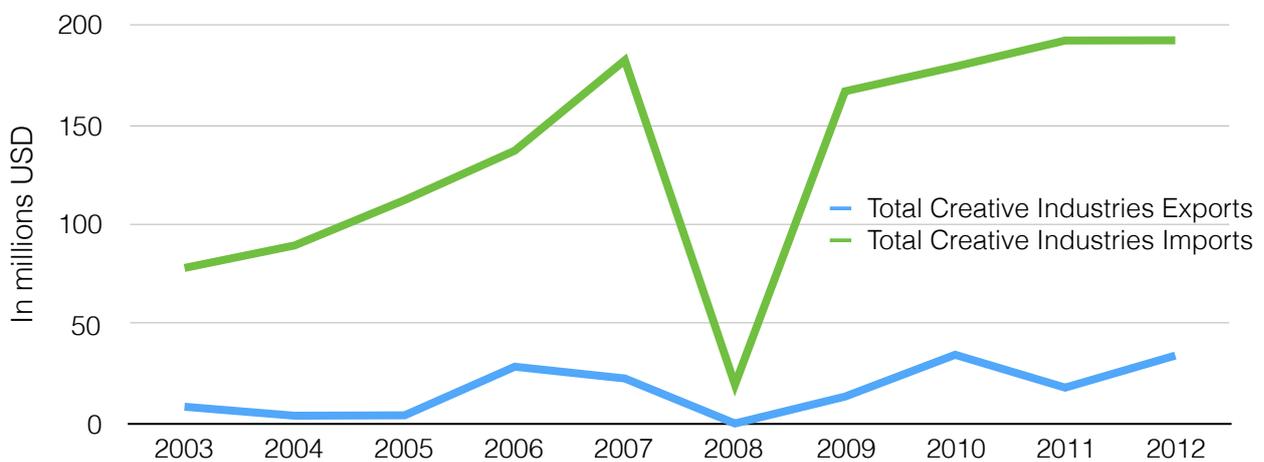
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	El Salvador	9.74	5.38	4.35	United States	71.16	148.94	77.78
2	Honduras	6.61	0.95	5.66	El Salvador	21.89	17.51	4.39
3	Costa Rica	3.71	2.69	1.02	Honduras	19.68	3.30	16.38
4	United States	3.29	62.43	59.14	Nicaragua	10.72	0.76	9.95
5	Panama	2.19	16.01	13.82	Peru	5.15	9.72	4.56
6	Nicaragua	2.17	0.18	1.99	Costa Rica	5.06	4.84	0.22
7	Mexico	0.68	19.97	19.29	Mexico	4.89	59.11	54.22
8	Dominican Republic	0.29	0.40	0.10	Panama	4.30	27.45	23.15
9	Belize	0.18	-00	0.18	India	1.25	1.14	0.12
10	Germany	0.16	1.04	0.88	Dominican Republic	1.23	0.29	0.94

The main export markets for Guatemala has not changed with America being almost the only export market capturing 98 per cent of the total exports. Asia is a growing export market for Guatemala. Guatemala's main export partners for creative goods in 2012 are the United States, El Salvador, Honduras, Nicaragua and Peru.

Honduras

COUNTRY PROFILE - Honduras						
Creative Industries Trade Performance, 2003 and 2012						
Honduras	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	8.39	78.08	69.69	34.05	192.42	158.37
All Creative Goods	8.37	70.89	62.52	27.49	184.82	157.33
All Creatives Services	0.02	7.20	7.17	6.56	7.60	1.03

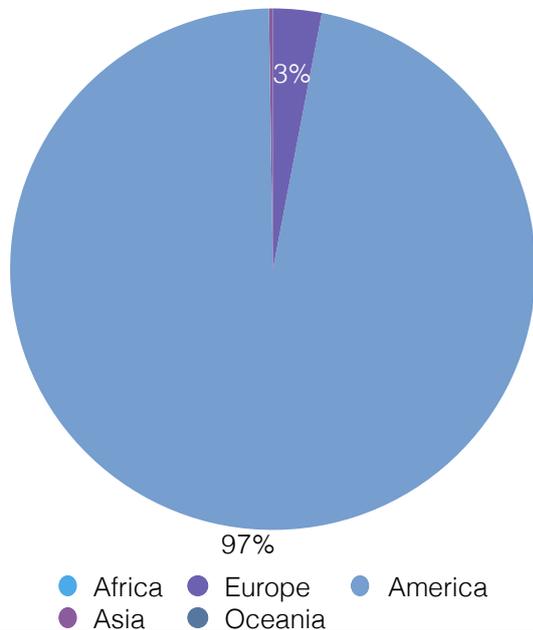
Honduras: Creative Industry Trade Performance, 2003-2012.



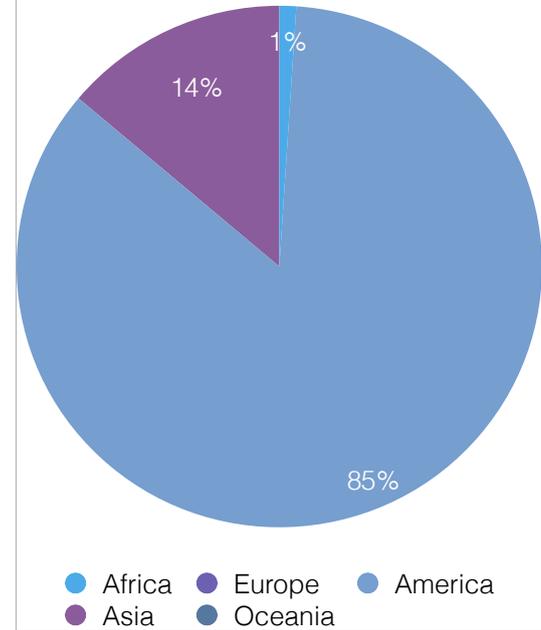
Honduras' creative industries exports increased between 2003 and 2012, rising from \$8.4 million to \$34 million, almost four times increased despite a considerable decrease in 2008. Creative industries imports for the same period also increased during the period, with an important drop in 2008. Design, publishing and new media are the creative goods product groups that grew the most between 2003 and 2012. Design exports reached almost \$17 million in 2012.

Honduras

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

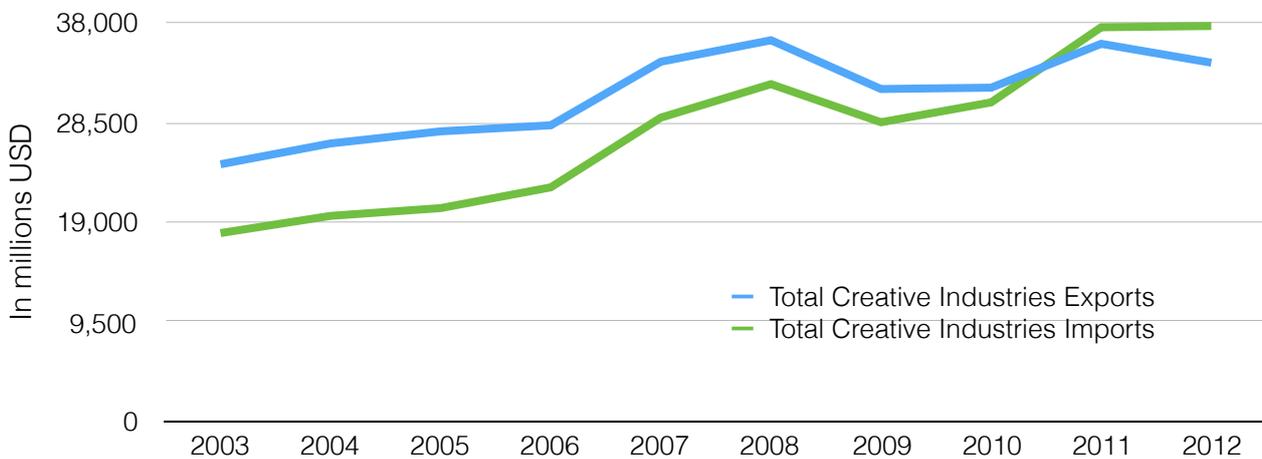
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	5.69	30.07	24.37	United States	17.71	57.38	39.66
2	El Salvador	1.20	2.98	1.78	El Salvador	2.90	9.63	6.73
3	Colombia	0.37	2.23	1.86	Nicaragua	2.24	0.14	2.11
4	Costa Rica	0.26	1.37	1.11	Mexico	1.07	14.69	13.61
5	Guatemala	0.23	3.37	3.14	Guatemala	0.73	9.97	9.23
6	United Kingdom	0.17	0.04	0.13	Costa Rica	0.36	1.99	1.63
7	Nicaragua	0.09	0.07	0.02	China	0.24	53.63	53.39
8	Bahamas	0.08	0.00	0.08	Colombia	0.22	3.77	3.55
9	Saint Lucia	0.05	-00	0.05	Spain	0.20	3.49	3.29
10	Mexico	0.05	5.51	5.46	United Kingdom	0.19	0.15	0.04

In 2012, Honduras' main export market were America with 85 per cent although Asia has shown an important growth being the second export market with 14 per cent and Africa is in third place with 1 per cent. The main export destinations for Honduras are United States, El Salvador, Nicaragua, Mexico and Guatemala.

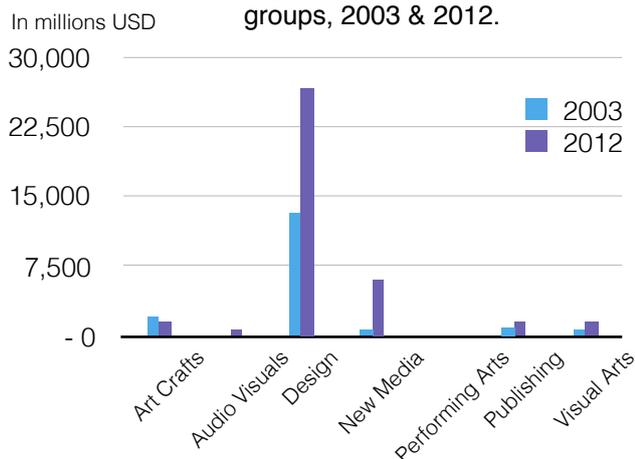
Hong Kong, China

COUNTRY PROFILE - Hong Kong, China						
Creative Industries Trade Performance, 2003 and 2012						
Hong Kong, China	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	24,507.94	17,943.40	6564.54	34,197.45	37,699.29	3501.84
All Creative Goods	23,636.94	17,452.40	6184.54	34,197.45	37,699.29	3501.84
All Creatives Services	871.00	491.00	380.00	-00	-00	0.00

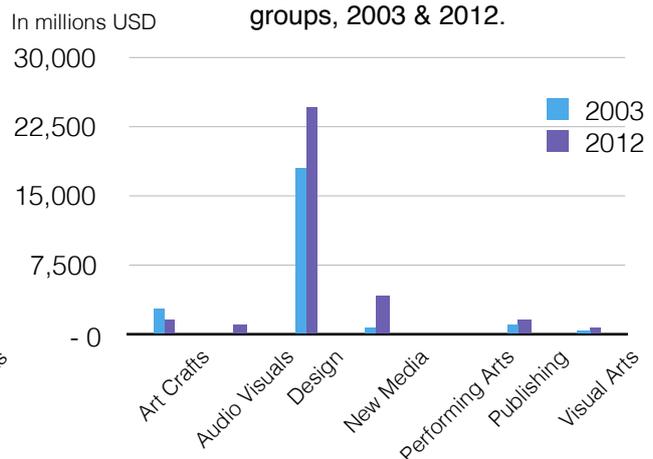
Hong Kong, China: Creative Industry Trade Performance, 2003-2012.



Creative goods, imports by product groups, 2003 & 2012.



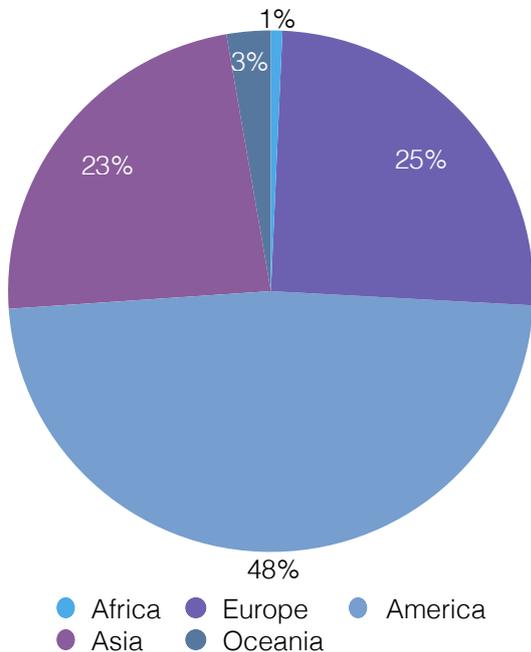
Creative goods, exports by product groups, 2003 & 2012.



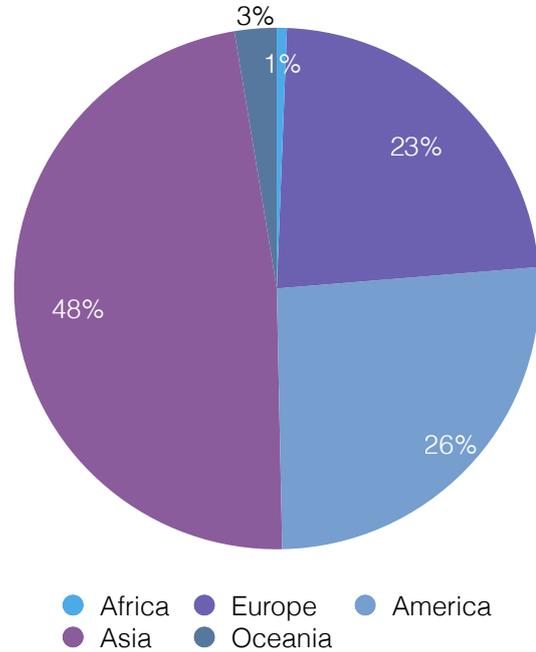
Creative industries exports grew to \$34,197 million and imports reached \$37,699 million, showing a negative trade balance of \$3,501 million in 2012. Design, which includes the manufacturing of jewellery, is one of the star performers among the Creative Industries along with audiovisuals. According to the Hong Kong Services Statistics Section, the value added of the film, video and music domain was \$3.5 billion in 2013.

Hong Kong, China

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

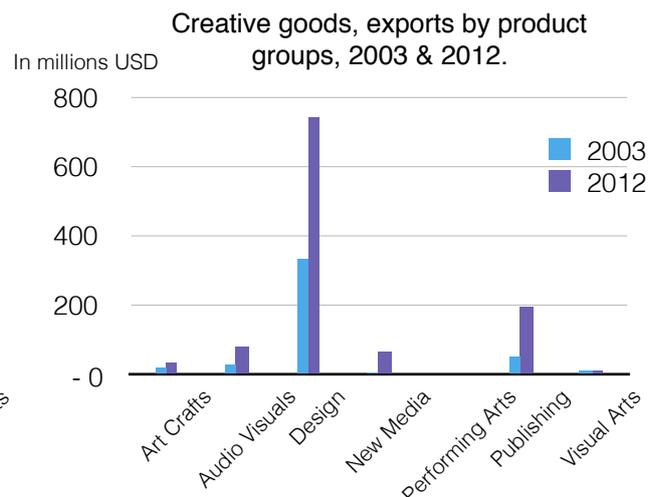
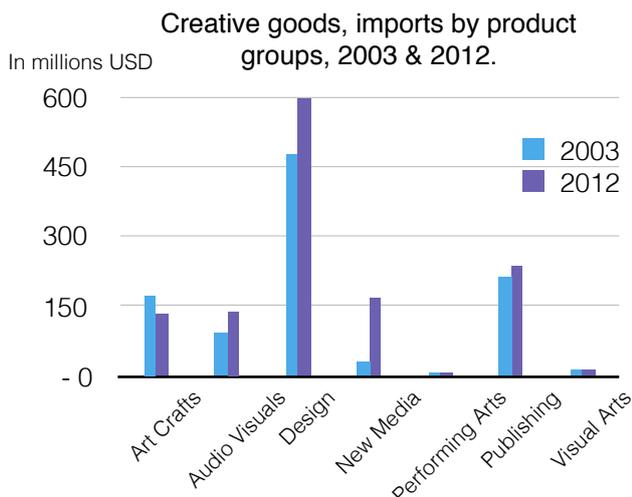
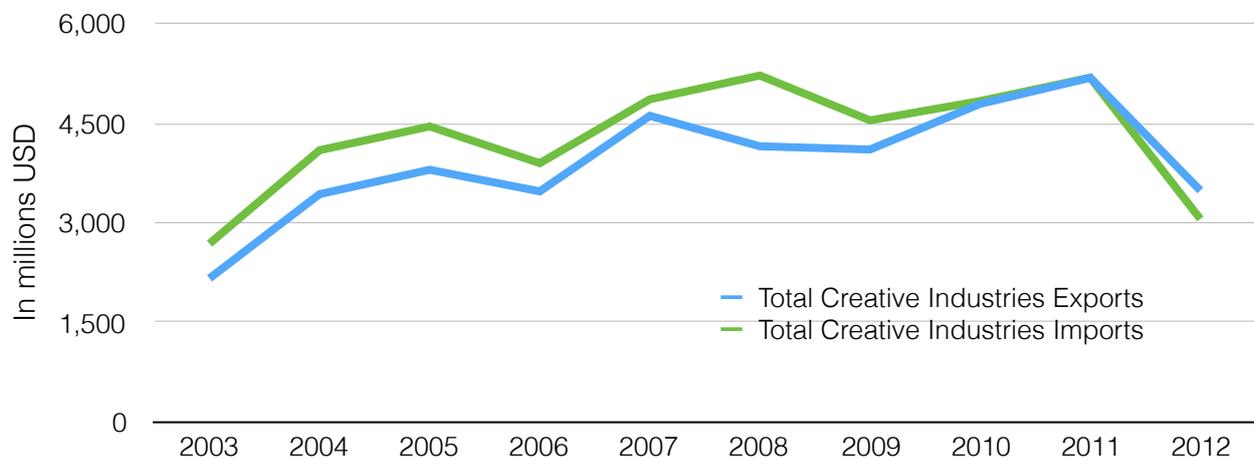
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	10,184.97	527.52	9657.45	United States	7,789.77	1,966.94	5822.83
2	Japan	1,956.52	603.16	1353.36	China	7,318.57	22,031.99	14713.42
3	China	1,639.26	13,364.93	11725.67	Japan	2,765.38	1,638.52	1126.85
4	United Kingdom	1,533.64	233.35	1300.29	Germany	1,854.49	200.66	1653.84
5	Germany	1,237.24	91.91	1145.34	United Kingdom	1,602.46	756.38	846.07
6	Canada	660.43	46.27	614.16	France	948.09	1,713.84	765.74
7	France	654.40	360.80	293.60	Korea, Republic of	894.15	335.02	559.14
8	Italy	643.16	419.31	223.84	India	854.89	1,803.10	948.21
9	Australia	502.28	80.75	421.53	Italy	845.27	1,609.68	764.40
10	Netherlands	490.23	13.83	476.40	China, Macao SAR	825.60	162.52	663.08

Creative goods exports destinations of Hong Kong, China by geographical region were distributed as follows: Asia (48 per cent), Americas (26 per cent), Europe (23 per cent), Oceania (3 per cent) and Africa (1 per cent). The top five destination markets are the United States, Mainland China, Japan, Germany, United Kingdom and France.

Hungary

COUNTRY PROFILE - Hungary						
Creative Industries Trade Performance, 2003 and 2012						
Hungary	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	2,161.35	2,684.49	523.13	3,485.12	3,055.86	429.26
All Creative Goods	474.77	999.00	524.23	1,142.91	1,280.75	137.83
All Creatives Services	1,686.59	1,685.49	1.10	2,342.20	1,775.11	567.09

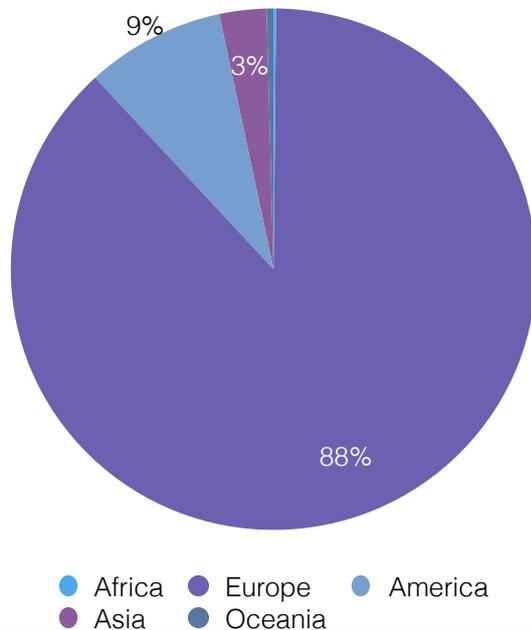
Hungary: Creative Industry Trade Performance, 2003-2012.



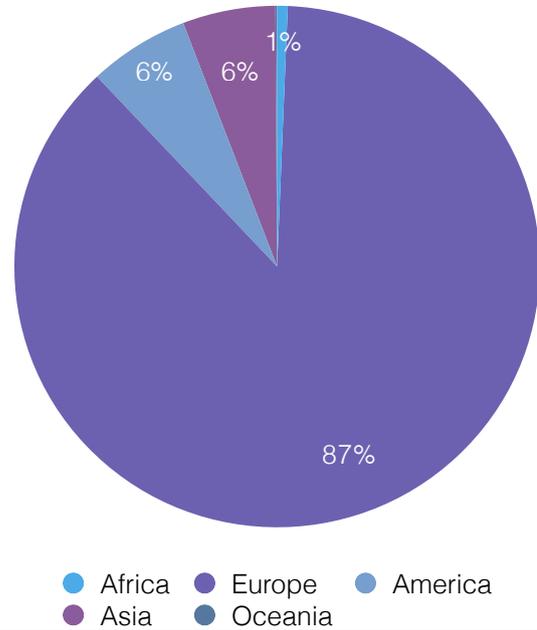
Hungary's creative industries exports increased from \$2,684 million in 2003 to \$3,485 million in 2012. Design, publishing, audio visuals and new media are growing export sectors. Design (interior design, toys and fashion) exports reached \$738 million in 2012.

Hungary

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

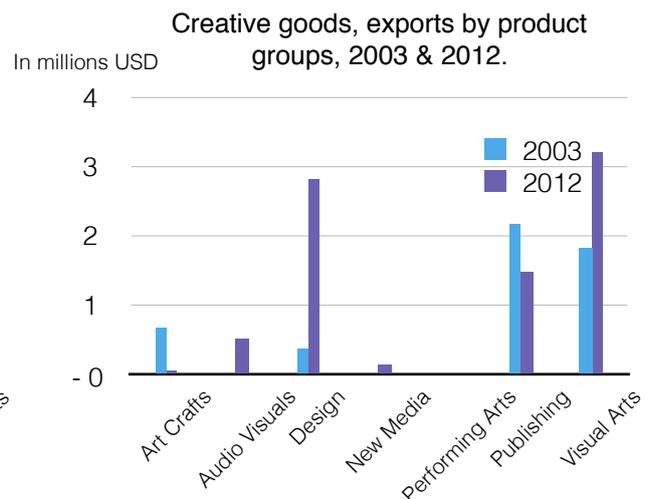
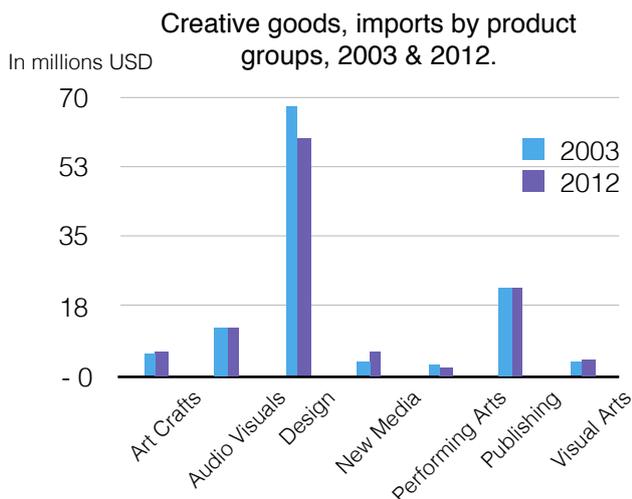
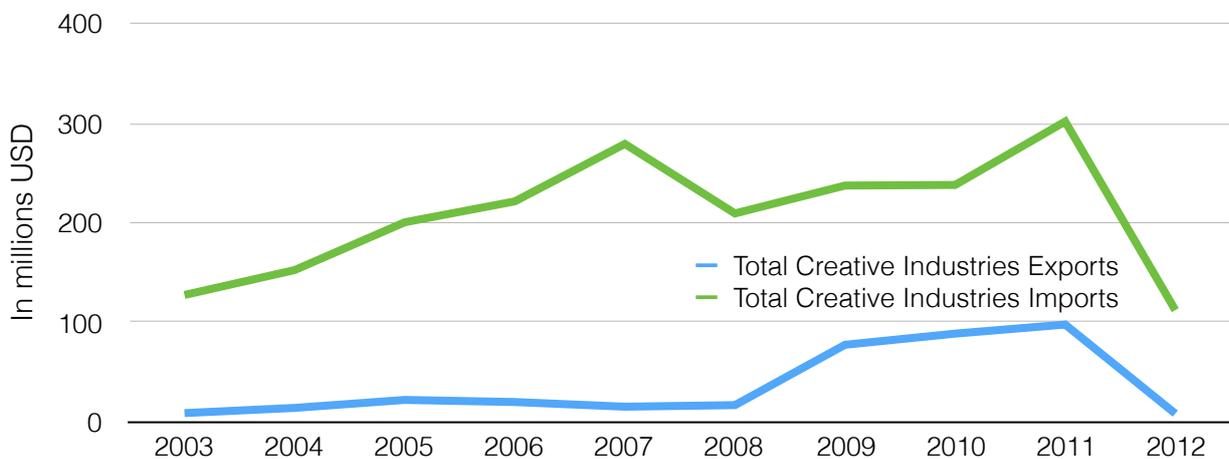
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	107.96	178.11	70.15	Germany	241.93	251.04	9.11
2	Italy	71.66	117.12	45.46	Czech Republic	145.56	61.86	83.69
3	Austria	40.04	93.06	53.02	Austria	78.81	98.02	19.21
4	United States	34.83	16.42	18.42	Romania	75.37	12.34	63.03
5	France	31.53	53.13	21.60	Belgium	62.26	27.01	35.25
6	Belgium	26.74	20.65	6.09	Poland	52.14	112.75	60.61
7	United Kingdom	26.24	39.68	13.44	Italy	51.67	44.09	7.58
8	Romania	19.79	18.28	1.50	Slovakia	48.75	109.35	60.60
9	Netherlands	12.41	30.56	18.15	United States	43.97	25.58	18.39
10	Sweden	10.76	11.85	1.10	France	33.73	41.29	7.56

Hungary's main export destination market is Europe which take 87 per cent of the market in 2012, followed by America and Asia both with 6 per cent and Africa with 1 per cent. Hungary's main creative goods export partners in 2012 are Germany, Czech Republic, Austria, Romania and Belgium.

Iceland

COUNTRY PROFILE - Iceland						
Creative Industries Trade Performance, 2003 and 2012						
Iceland	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	8.76	127.39	118.63	8.27	112.20	103.94
All Creative Goods	5.09	116.74	111.65	8.27	112.20	103.94
All Creatives Services	3.67	10.65	6.98	-00	-00	0.00

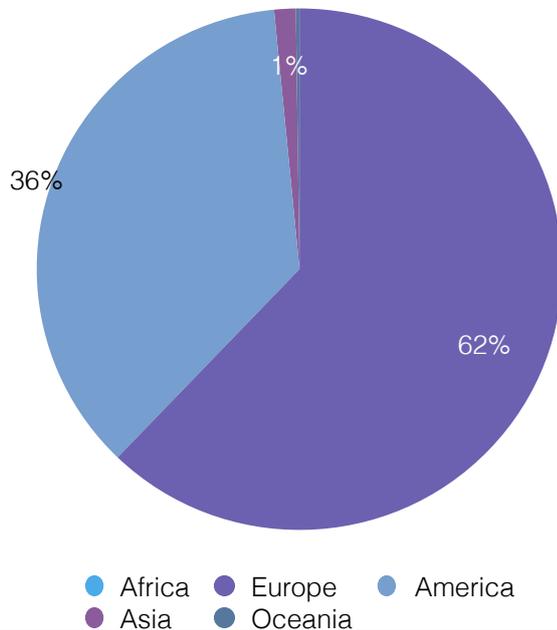
Iceland: Creative Industry Trade Performance, 2003-2012.



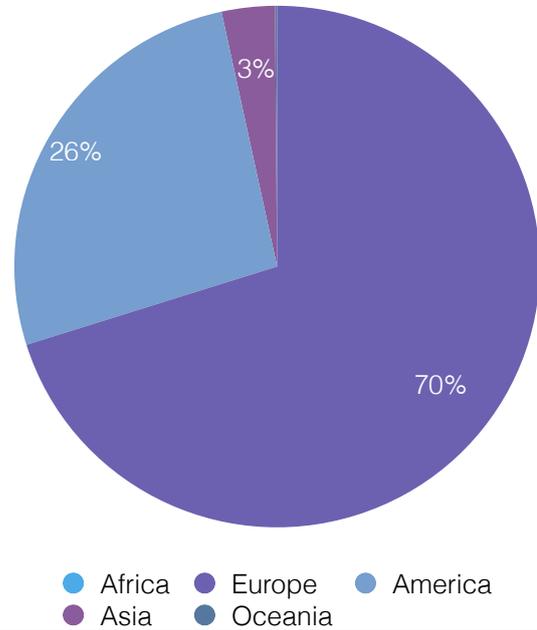
Iceland's creative industries exports are considerably less than the imports, for the period 2003 to 2012 resulting in a negative trade balance of \$103.9 million. Exports show almost no significant change from \$8.76 million in 2003 to \$8.27 million in 2012 whilst imports decreased from \$127.4 million to \$112.2 million. Visual arts (paintings and antiques) are leading creative goods exports in 2012, followed by design (interior design) and publishing (books).

Iceland

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

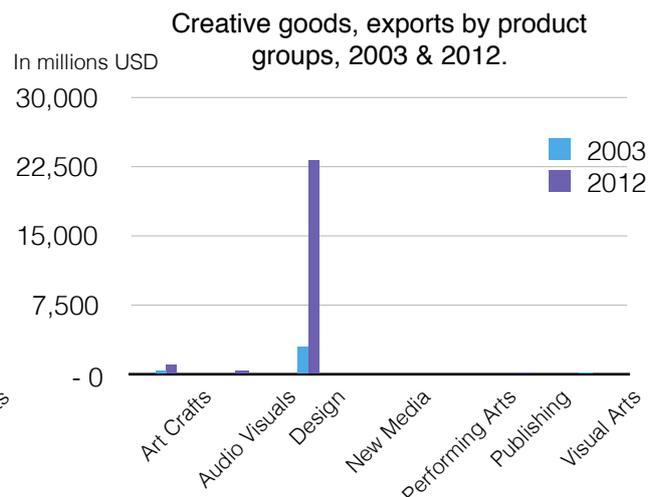
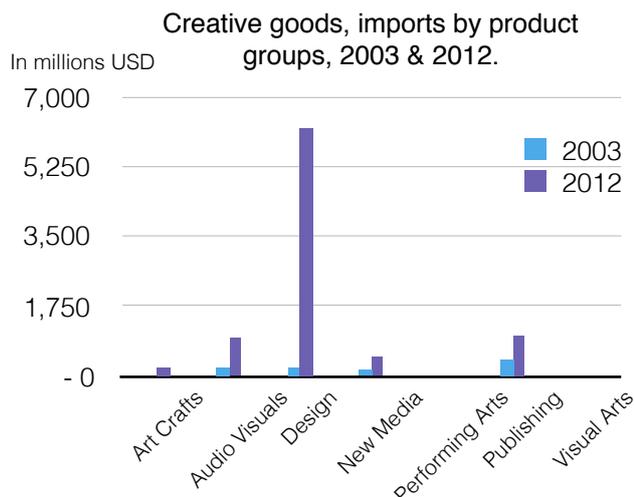
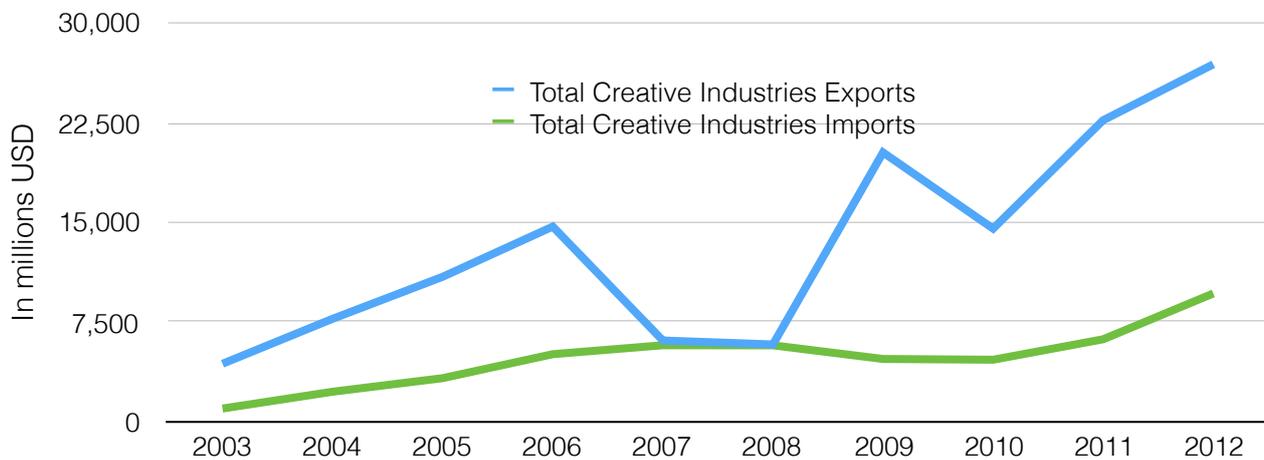
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	1.39	7.98	6.58	Denmark	2.01	9.71	7.70
2	Germany	0.63	10.56	9.93	United States	1.90	8.98	7.07
3	Norway	0.59	8.23	7.65	Sweden	1.45	5.33	3.89
4	Russian Federation	0.56	0.12	0.45	United Kingdom	0.72	11.09	10.38
5	Faeroe Islands	0.36	0.01	0.36	Norway	0.47	1.47	1.01
6	Denmark	0.31	16.24	15.93	Netherlands	0.36	2.52	2.16
7	Spain	0.27	2.65	2.39	Germany	0.31	10.63	10.32
8	Greenland	0.19	0.02	0.18	Greenland	0.22	0.00	0.22
9	United Kingdom	0.14	13.56	13.42	China, Hong Kong S	0.16	1.51	1.35
10	Sweden	0.13	6.84	6.71	Faeroe Islands	0.16	0.03	0.13

Iceland's main creative goods export destination market is Europe (70 per cent), followed by America (26 per cent) and Asia (3 per cent). The main export partners are Denmark, United States, Sweden, United Kingdom and Norway.

India

COUNTRY PROFILE - India						
Creative Industries Trade Performance, 2003 and 2012						
India	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	4,348.52	974.47	3374.05	26,904.38	9,643.68	17260.70
All Creative Goods	4,348.52	974.47	3374.05	25,846.07	8,916.57	16929.50
All Creatives Services			0.00	1,058.31	727.11	331.20

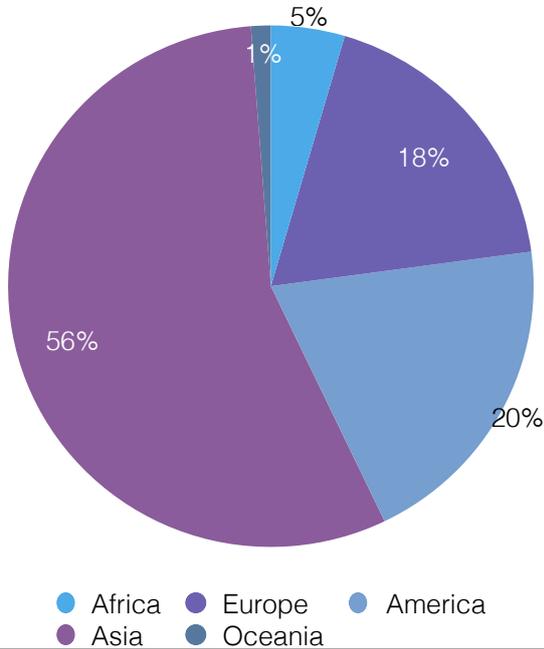
India: Creative Industry Trade Performance, 2003-2012.



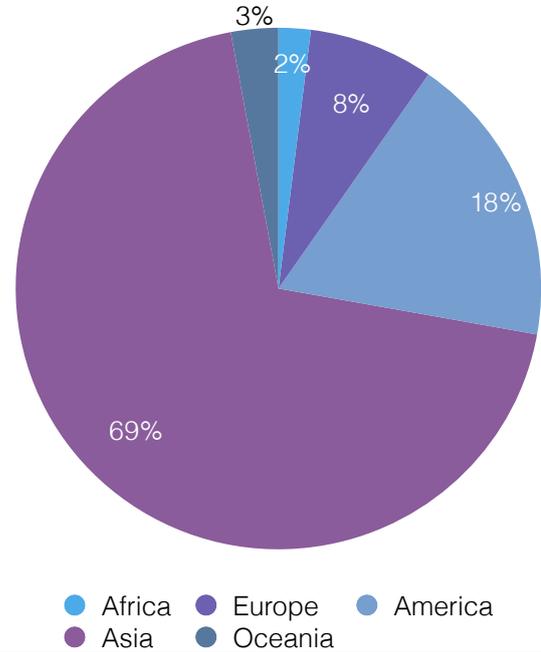
Creative industries exports grew from \$4,384 million in 2003 to \$26,904 million in 2012. The best performing sectors were design, audiovisuals and publishing. Design can help to reposition India's traditional skills and empower millions of micro-entrepreneurs and SMEs, especially if one considers the number of craftspeople in India of nearly 250 million. Also, the Bollywood film industry provides employment to over 6 million people. In terms of imports, Switzerland hosts around 150,000 tourists from India and a large number of Bollywood movies are shot in the country every year according to Export Finland. The film Dilwale Dulhania Le layenge is a good example.

India

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	1,662	211	1451.96	United Arab Emirates	14559	4,166	10393.09
2	United Arab Emirates	492	12	479.27	United States	3123	471	2651.22
3	United Kingdom	406	60	346.45	China, Hong Kong SAR	2463	698	1764.80
4	Germany	282	82	199.88	United Kingdom	875	155	719.93
5	Italy	164	9	155.39	Germany	697	140	557.35
6	Spain	140	2	138.03	Singapore	384	148	236.41
7	Singapore	128	40	87.94	France	342	62	280.40
8	France	109	18	90.94	Australia	269	36	232.19
9	China, Hong Kong SAR	96	29	66.24	Italy	266	94	172.43
10	Netherlands	72	11	60.33	Spain	255	31	223.87

India's top five export markets: United Arab Emirates, United States, Hong Kong, China, United Kingdom and Germany.

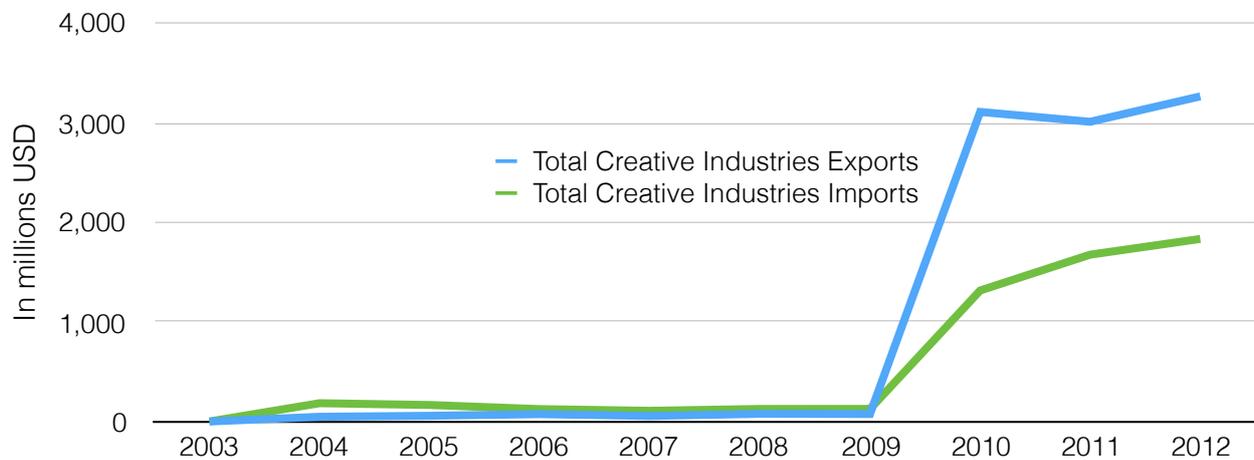
Indonesia

COUNTRY PROFILE - Indonesia

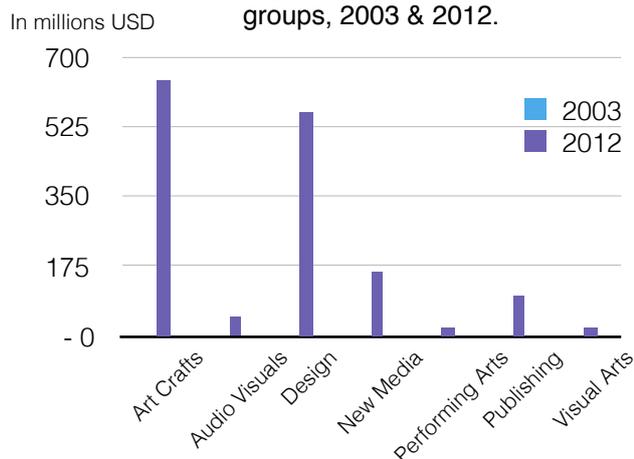
Creative Industries Trade Performance, 2003 and 2012

Indonesia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	-00	-00	0.00	3,265.09	1,833.39	1431.70
All Creative Goods	-00	-00	0.00	3,055.16	1,552.43	1502.73
All Creatives Services	-00	-00	0.00	209.94	280.96	71.02

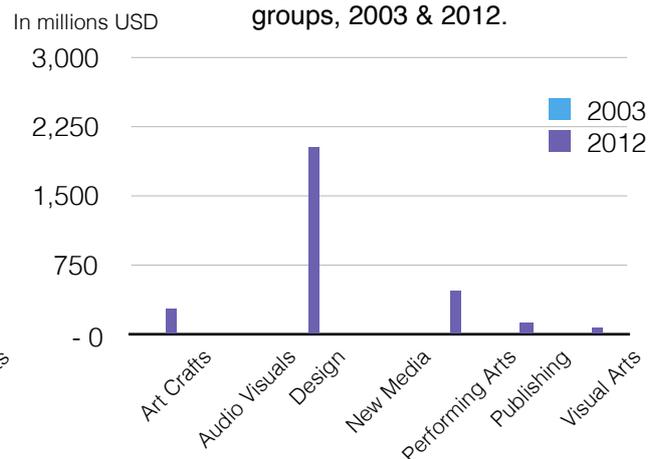
Indonesia: Creative Industry Trade Performance, 2003-2012.



Creative goods, imports by product groups, 2003 & 2012.



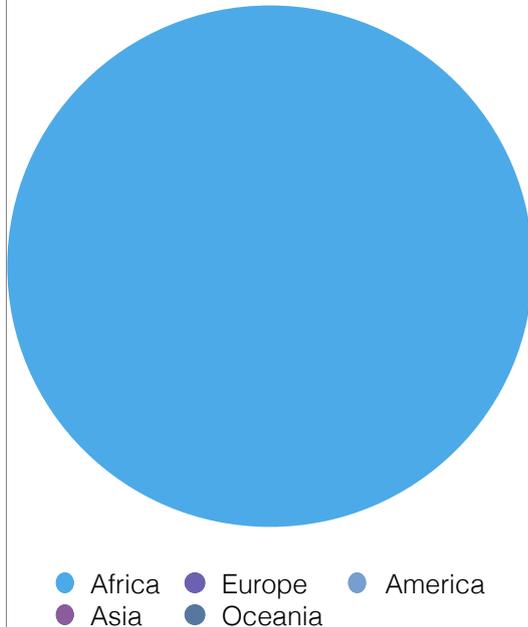
Creative goods, exports by product groups, 2003 & 2012.



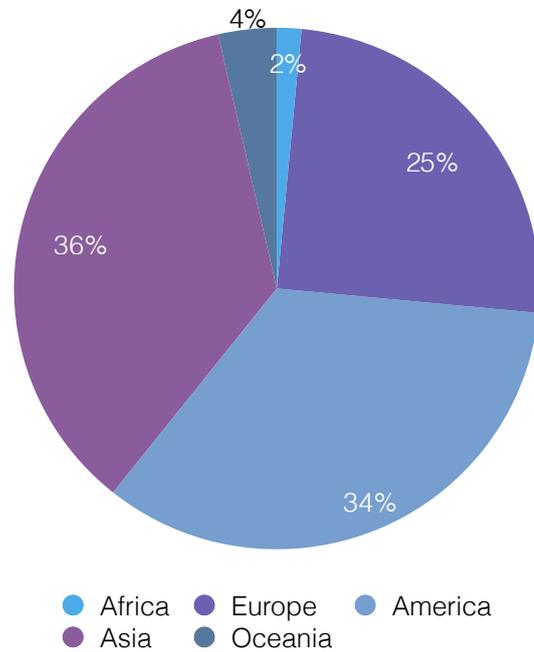
Indonesia's creative industries exports were \$3,265 million dollars in 2012 and imports reached \$1,833 million, resulting in a positive trade balance of \$1,431.7 million. The main creative goods exports are design, performing arts and art crafts. In terms of imports, art crafts, design, new media and publishing accounted for the largest share.

Indonesia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

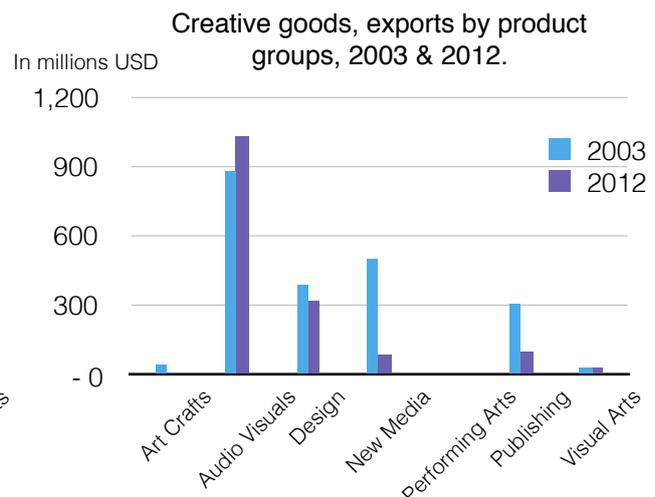
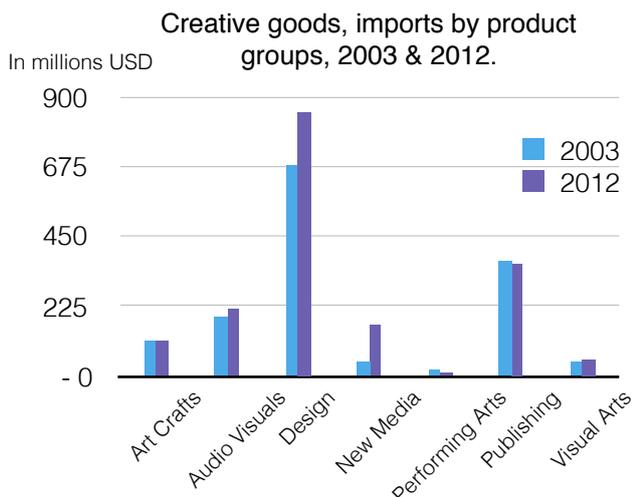
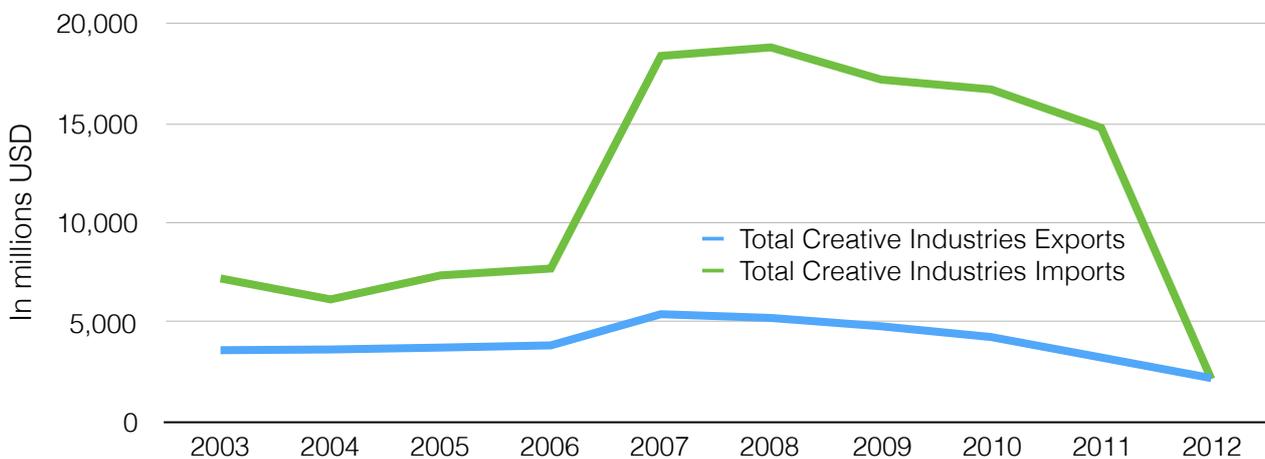
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1					United States	918.77	34.96	883.81
2					Japan	370.70	44.96	325.74
3					Germany	151.43	15.61	135.83
4					France	124.51	19.73	104.78
5					United Kingdom	118.64	12.06	106.58
6					Netherlands	115.10	18.93	96.17
7					China, Hong Kong S	98.28	182.11	83.83
8					Malaysia	95.76	76.33	19.43
9					Singapore	95.20	65.47	29.73
10					Australia	88.34	2.31	86.02

Asia (36 per cent), America (34 per cent) and Europe (25 per cent) are Indonesia's most important export destinations for creative goods in 2012. The main export markets are United States, Japan, Germany, France and the United Kingdom.

Ireland

COUNTRY PROFILE - Ireland						
Creative Industries Trade Performance, 2003 and 2012						
Ireland	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	3,597.65	7,201.11	3,603.45	2,196.50	2,146.63	49.87
All Creative Goods	2,171.51	1,463.00	708.50	1,603.77	1,768.68	164.91
All Creatives Services	1,426.15	5,738.10	4,311.95	592.73	377.96	214.77

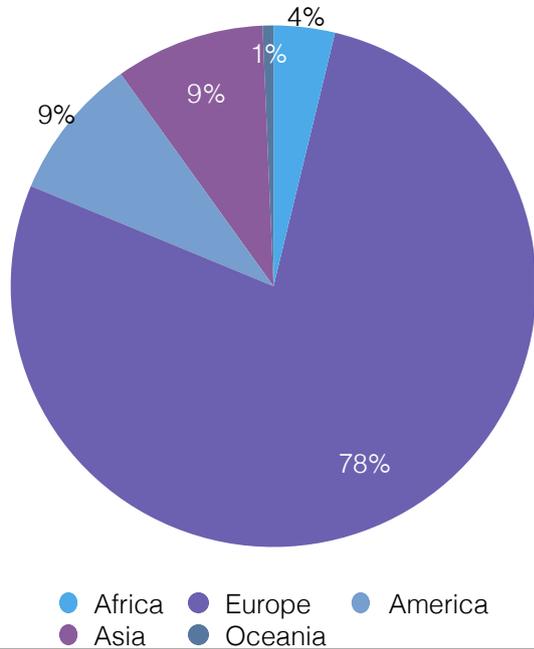
Ireland: Creative Industry Trade Performance, 2003-2012.



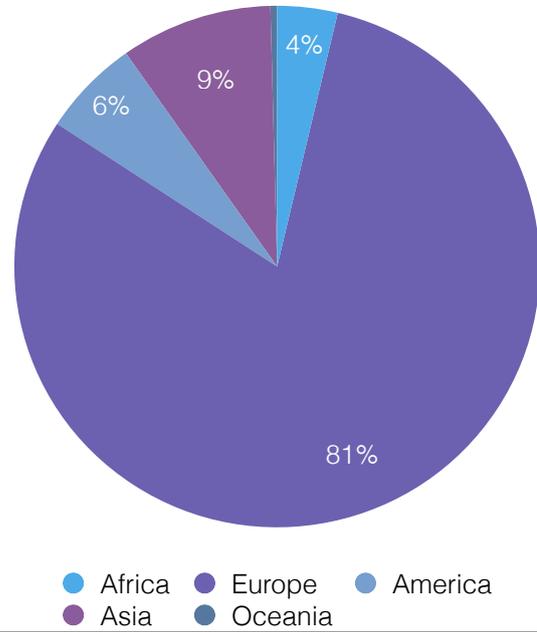
Ireland's creative industries exports decreased from \$3,597.6 million in 2003 to \$2,196.5 million in 2012. Imports showed a significant decrease from \$7,201 million in 2003 to \$2,146.6 million in 2012, resulting in a positive trade balance of \$49.8 million. Audio visuals was a leading sector with \$1,036 million exports in 2012 followed by design, publishing and new media. Ireland is a fast growing region for TV and film production with 250 media production companies including Belfast's Titanic Studios, one the largest and most modern Films and Television Production Studios in Europe (Invest Northern Ireland).

Ireland

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

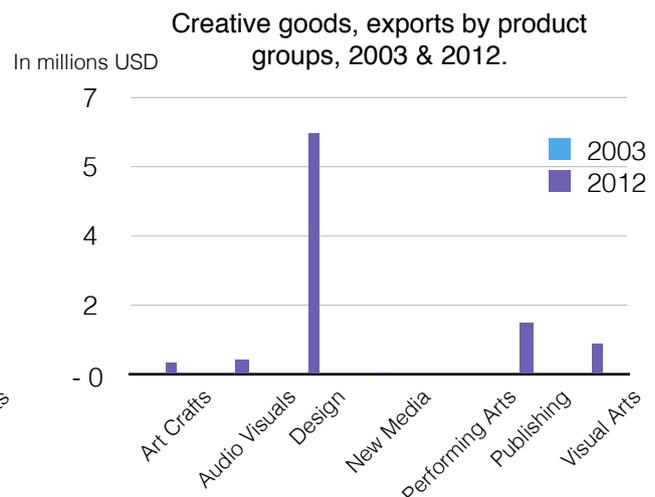
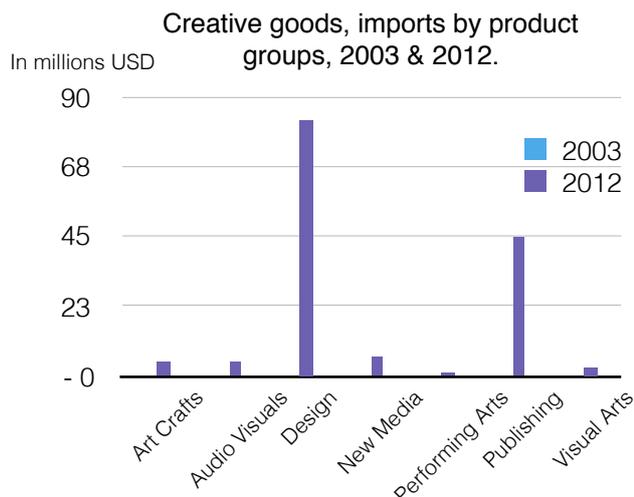
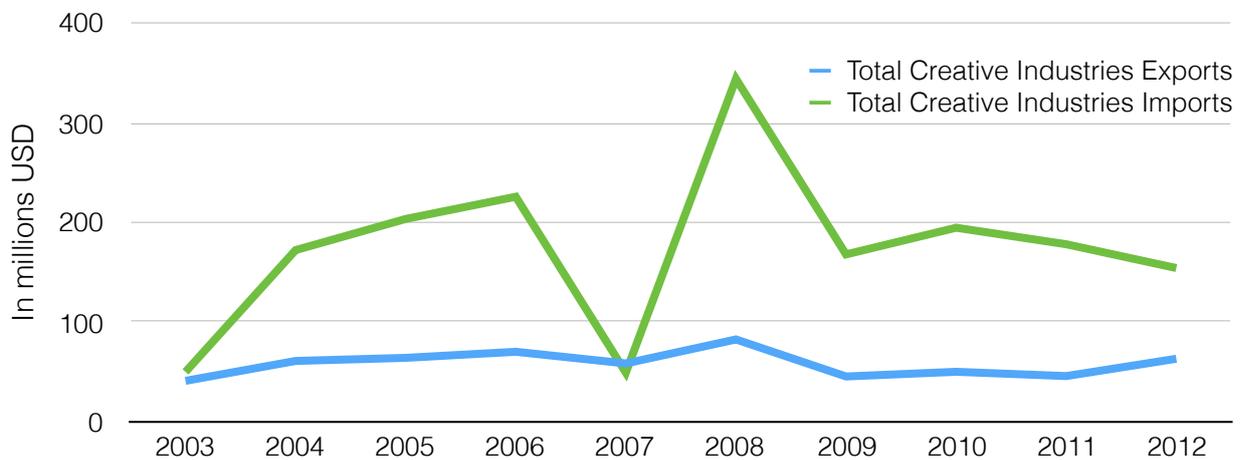
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United Kingdom	608.226517	847.93	239.70	United Kingdom	472.133848	922.84	450.71
2	Germany	327.849539	44.42	283.43	Germany	194.358821	50.43	143.92
3	United States	185.172954	71.10	114.07	France	126.386457	20.48	105.91
4	France	183.588587	16.06	167.53	Hungary	100.90798	0.74	100.17
5	Italy	136.380972	33.21	103.17	United States	83.322595	61.44	21.89
6	Netherlands	95.931247	31.60	64.33	Spain	53.533533	9.12	44.42
7	Spain	77.838118	17.39	60.44	Netherlands	52.930954	31.24	21.69
8	Morocco	77.411818	0.14	77.27	Italy	51.361	28.39	22.97
9	Japan	73.059798	9.12	63.94	South Africa	51.229866	0.95	50.28
10	China, Taiwan Provi	59.09981	4.80	54.30	Singapore	41.177657	0.71	40.47

Europe is Ireland's main export market for creative goods with 81 per cent, followed by Asia with 9 per cent, America 6 per cent and Africa 4 per cent. Ireland's main export partners for 2012 are the United Kingdom, Germany, France, Hungary and the United States.

Jamaica

COUNTRY PROFILE - Jamaica						
Creative Industries Trade Performance, 2003 and 2012						
Jamaica	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	40.80	49.80	9.00	62.99	154.10	91.11
All Creative Goods	-00	-00	0.00	9.04	145.52	136.48
All Creatives Services	40.80	49.80	9.00	53.95	8.58	45.37

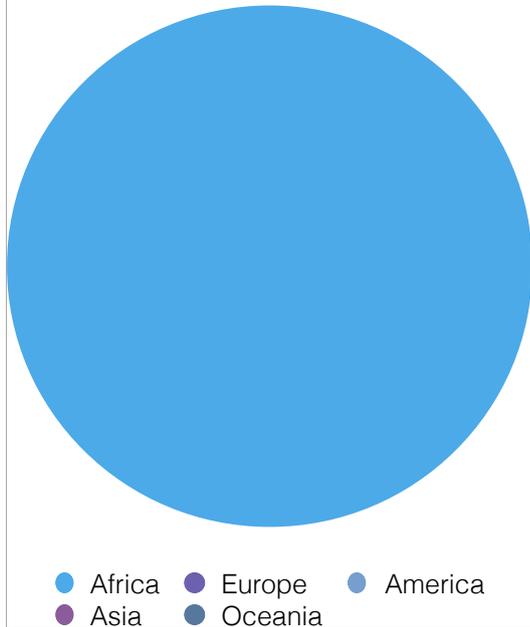
Jamaica: Creative Industry Trade Performance, 2003-2012.



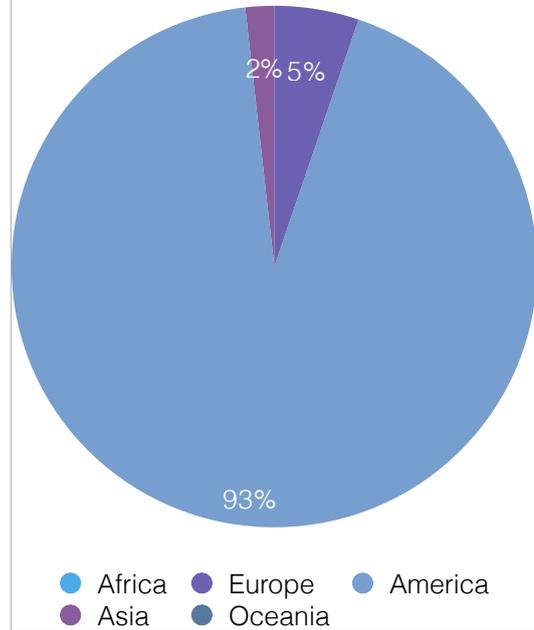
Jamaica's creative goods exports grew from \$40.8 million in 2003 to \$62.9 million in 2012. Imports increased from \$49.8 million in 2003 to \$154 million in 2012. Jamaica shows a negative trade deficit of \$91 million in 2012. Fashion, music, film and animation are the best performing sectors in Jamaica. It is estimated that creative industries contribute to nearly 5 per cent of GDP and generate between \$15 to \$20 million in revenue annually (Jampro).

Jamaica

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

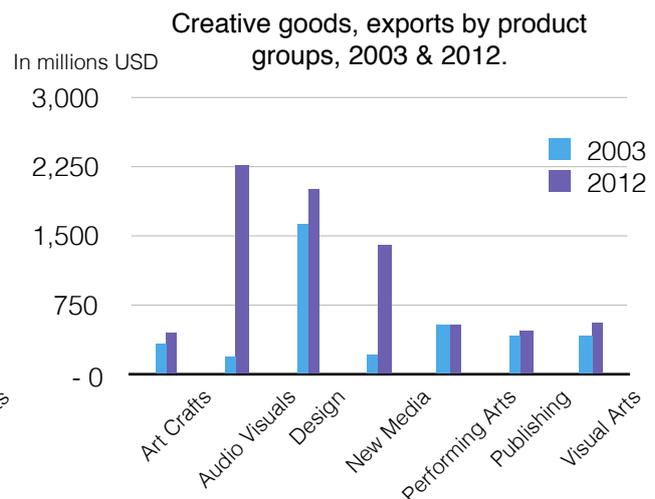
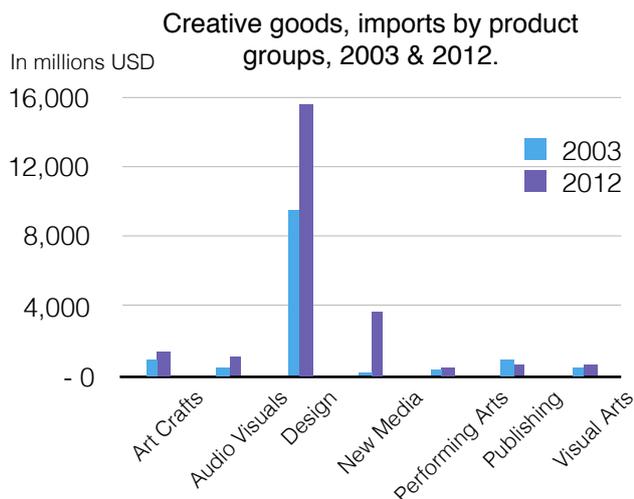
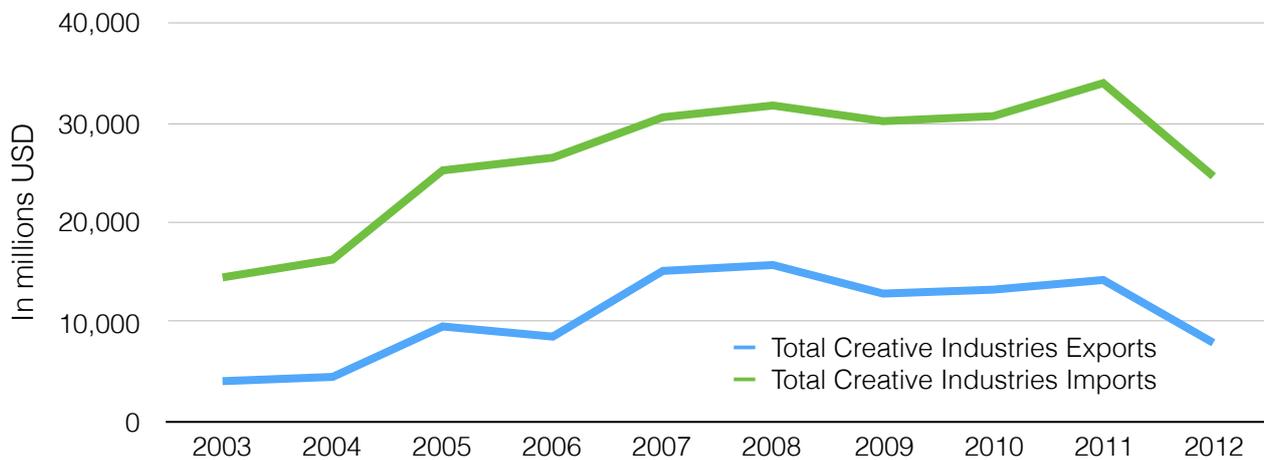
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1					United States	6.49	83.44	76.94
2					Trinidad and Tobago	0.99	4.99	4.00
3					United Kingdom	0.39	8.56	8.17
4					Barbados	0.15	0.07	0.07
5					Bahamas	0.11	0.00	0.11
6					Cayman Islands	0.11	0.22	0.11
7					Antigua and Barbuda	0.09	-00	0.09
8					China, Hong Kong S	0.08	2.69	2.60
9					Japan	0.07	0.27	0.20
10					Mexico	0.06	0.63	0.57

Jamaica's main export market is America (93 per cent), followed by Europe (5 per cent) and Asia (2 per cent). Its main export partners in 2012 are the United States, Trinidad and Tobago, United Kingdom, Barbados and the Bahamas.

Japan

COUNTRY PROFILE - Japan						
Creative Industries Trade Performance, 2003 and 2012						
Japan	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	4,049.08	14,469.16	10420.07	7,901.39	24,624.38	16723.00
All Creative Goods	3,823.28	12,779.51	8956.23	7,720.99	23,424.18	15703.19
All Creatives Services	225.80	1,689.64	1463.85	180.40	1,200.20	1019.80

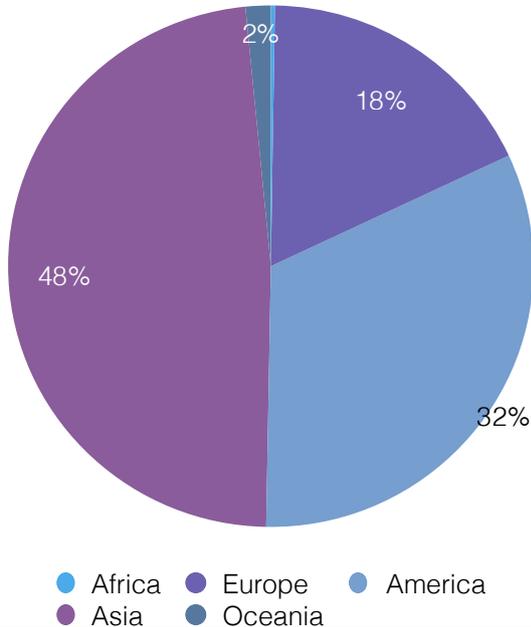
Japan: Creative Industry Trade Performance, 2003-2012.



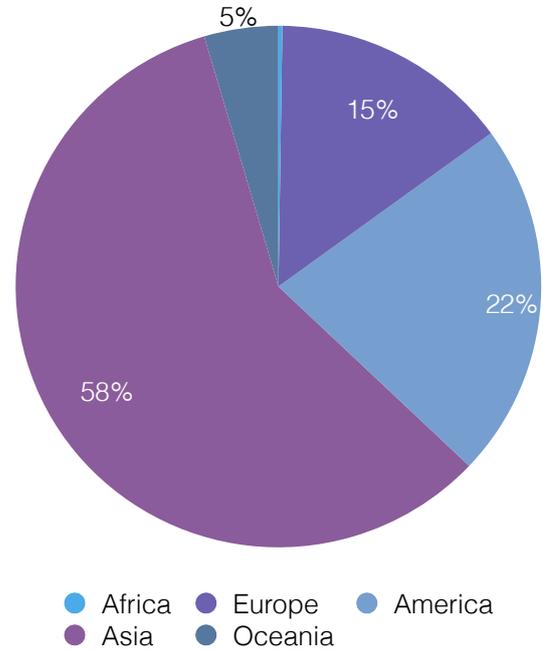
Japan's creative industries exports increased from \$4,049 million in 2003, to \$7,901 million in 2012. Creative industries imports rose from \$14,469 million to \$24,624 million resulting in a negative trade balance of \$16,723 million in 2012. Audio visuals, design and new media are the creative goods export with the best performance in 2012. The ministry of Economy, Trade and Industry promotes "Cool Japan" brand and the cultivation of creative industries, including the promotion of manga and animation (Japanese style comics which has a huge domestic market).

Japan

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

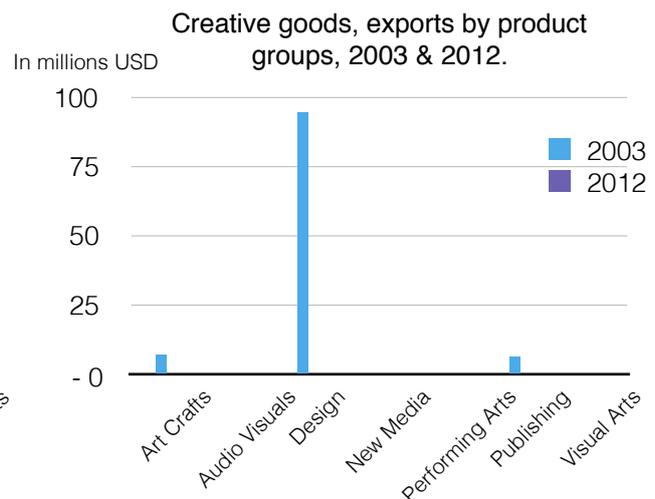
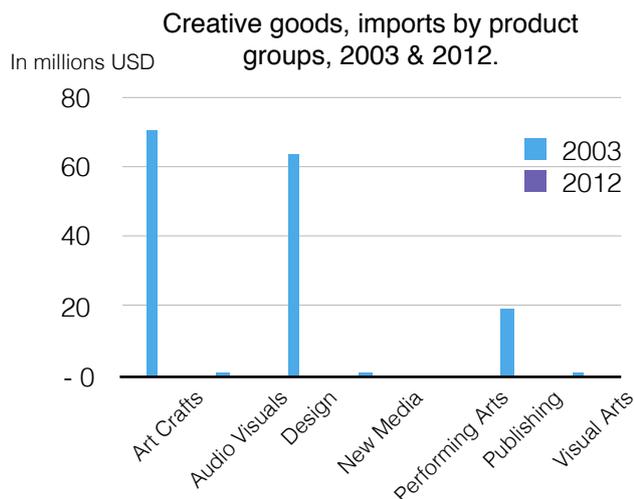
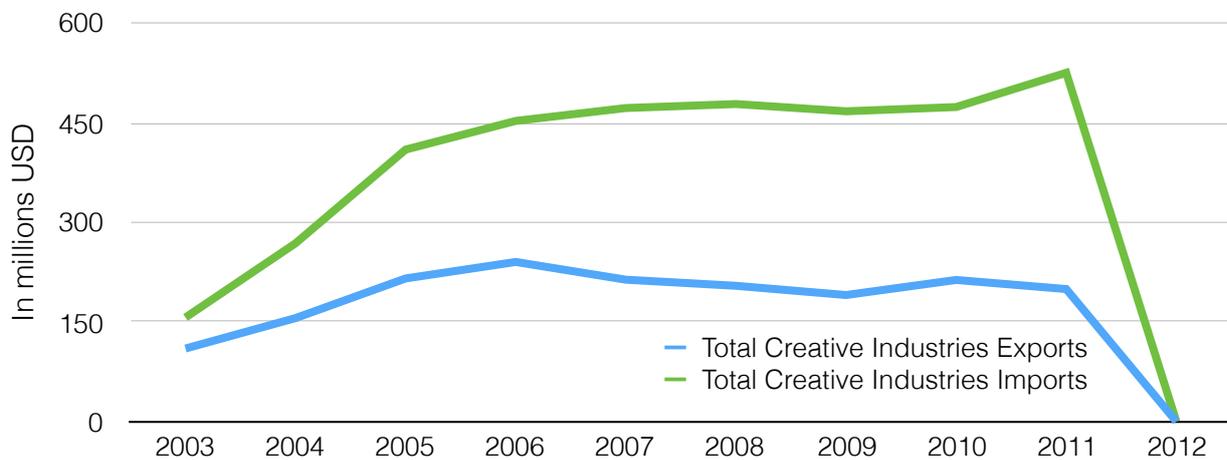
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	1,169.83	1,156.65	13.18	United States	1,555.35	1,189.82	365.53
2	China, Hong Kong S	663.98	209.71	454.27	China, Hong Kong S	1,314.99	196.13	1118.86
3	China	360.59	5,771.20	5410.61	China	1,009.41	13,595.65	12586.23
4	China, Taiwan Provin	274.55	374.09	99.54	Germany	420.98	242.88	178.10
5	Germany	218.55	247.07	28.52	Netherlands	385.75	43.43	342.32
6	Korea, Republic of	195.56	288.09	92.53	Korea, Republic of	365.00	473.15	108.15
7	United Kingdom	122.00	342.69	220.70	China, Taiwan Provir	364.57	1,418.94	1054.37
8	France	101.80	1,100.47	998.66	Australia	342.91	20.86	322.05
9	Singapore	90.90	83.64	7.26	Philippines	320.14	201.30	118.85
10	Thailand	56.69	403.05	346.36	Thailand	318.91	489.79	170.87

Japan's main trade export market is Asia with 58 per cent, followed by America 22 per cent and Europe 15 per cent. The main export partners are United States, HongKong, China, China, Germany and Netherlands.

Jordan

COUNTRY PROFILE - Jordan						
Creative Industries Trade Performance, 2003 and 2012						
Jordan	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	109.95	156.68	46.73	-00	-00	0.00
All Creative Goods	109.95	156.68	46.73	-00	-00	0.00
All Creatives Services	-00	-00	0.00	-00	-00	0.00

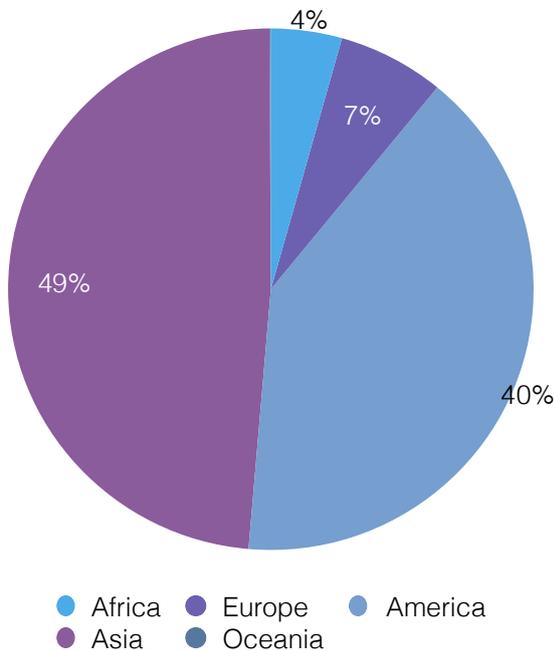
Jordan: Creative Industry Trade Performance, 2003-2012.



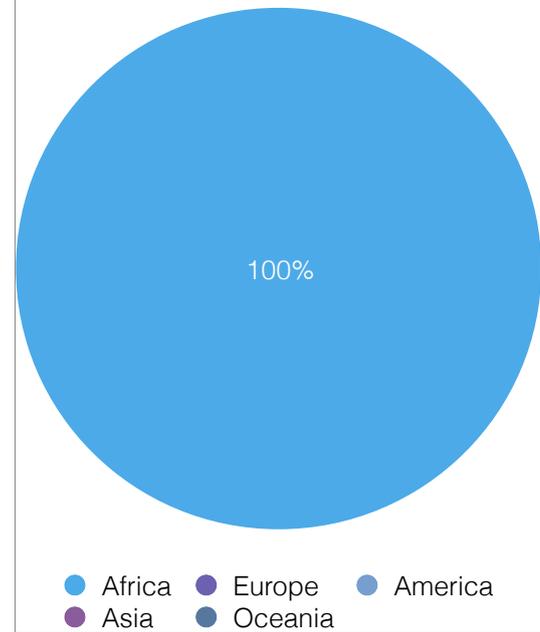
Jordan's creative industries exports in 2003 were \$109.9 million, and imports were \$156.7 million, resulting in a negative trade balance of \$46.7 million for that year. No data is available for exports of creative industries in 2012. The creative goods exports with the best performance in 2003 were design, art crafts and publishing. It is estimated that creative industries (copyright industries) contribute to 3 per cent of GDP, close to the agricultural sector which stands at 3.5 per cent of GDP.

Jordan

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

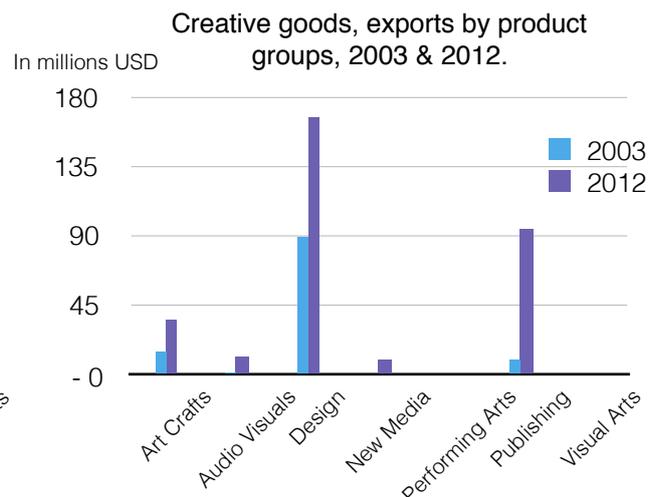
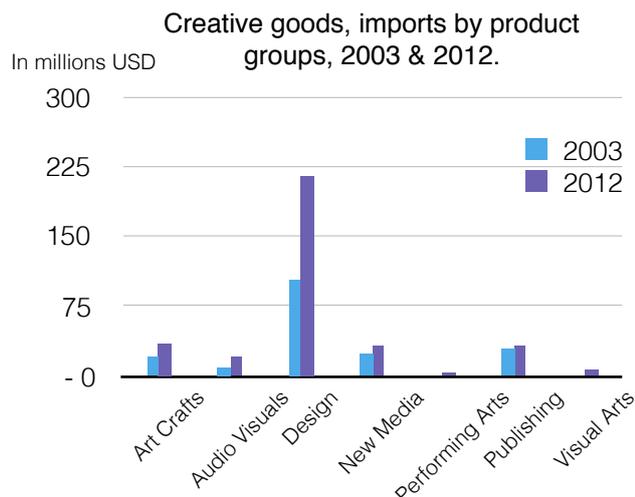
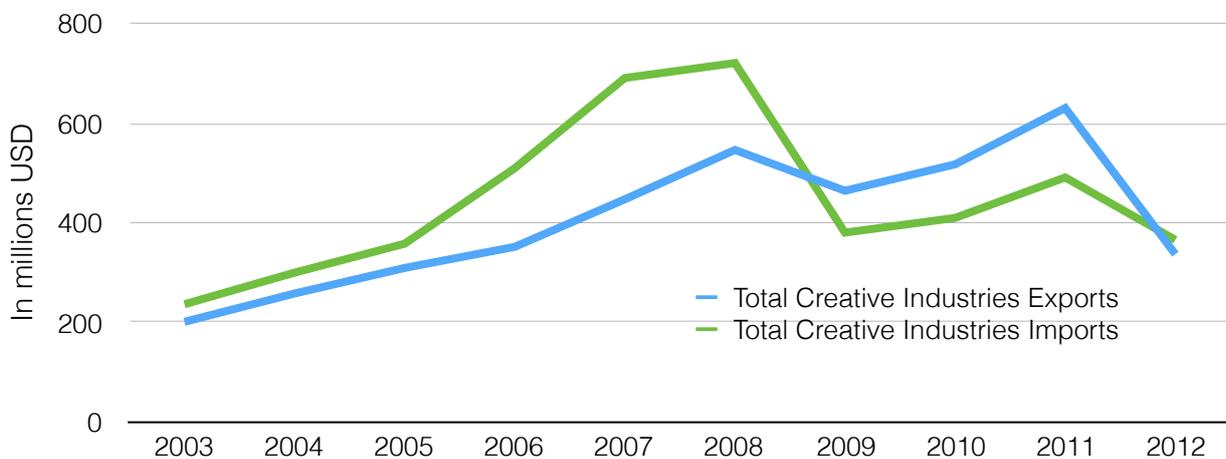
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	42.72	7.06	35.65				
2	Israel	27.78	6.51	21.27				
3	Iraq	9.79	0.26	9.53				
4	United Arab Emirates	7.85	3.30	4.54				
5	Libya	3.51	0.00	3.50				
6	Italy	3.35	3.61	0.26				
7	Switzerland	2.69	0.60	2.08				
8	Saudi Arabia	1.92	3.43	1.51				
9	Kuwait	0.55	0.15	0.40				
10	Sri Lanka	0.52	0.01	0.51				

In 2003 Jordan's main export market was Asia (49 per cent), followed by America (40 per cent) and Europe (7 per cent). The main trade partners were the United States, Israel, Iraq, United Arab Emirates and Libya. No data is available for 2012.

Latvia

COUNTRY PROFILE - Latvia						
Creative Industries Trade Performance, 2003 and 2012						
Latvia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	200.86	236.16	35.30	336.83	365.59	28.76
All Creative Goods	118.61	190.67	72.05	320.94	341.04	20.10
All Creatives Services	82.24	45.50	36.75	15.89	24.55	8.67

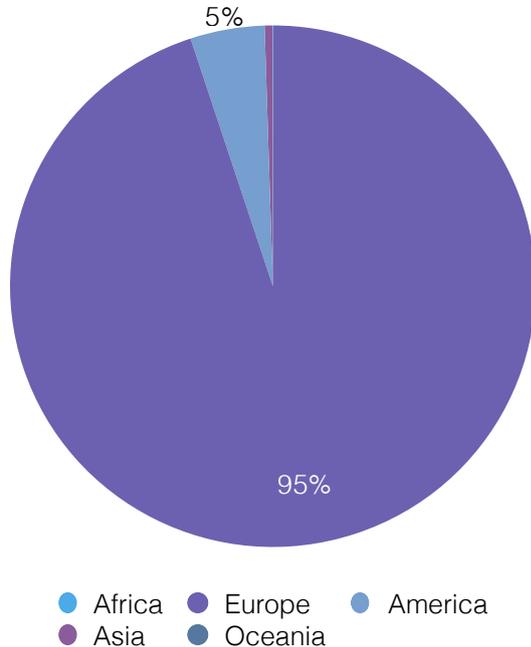
Latvia: Creative Industry Trade Performance, 2003-2012.



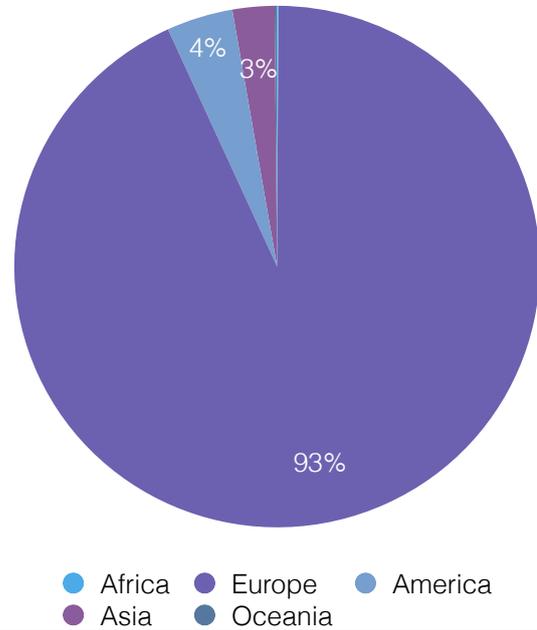
Latvia's creative goods exports increased from \$200 million in 2003 to \$336.8 million in 2012. Imports also increased in that period reaching to \$365.6 million in 2012, resulting in a trade deficit of \$28.7 million. Design, publishing and art crafts are the creative goods export groups that grew the most in 2012. Household expenses for recreation and culture was 9 per cent in 2009 from total expenditures of households. These statistics confirm that even in the period of economic downturn, cultural consumption remains almost constant (data from Latvia's Central Statistic Bureau Data).

Latvia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

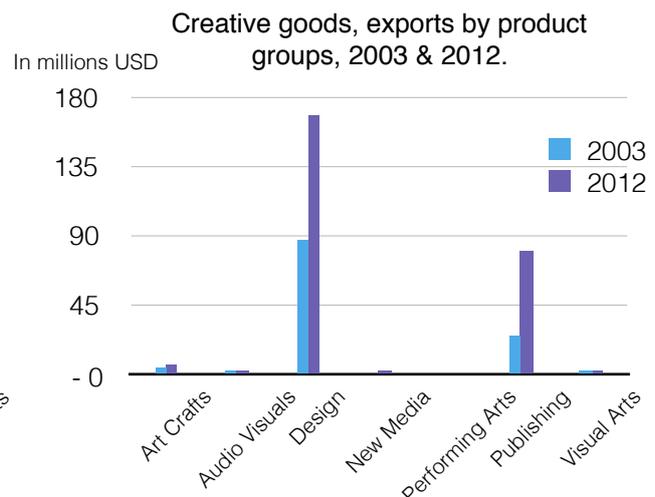
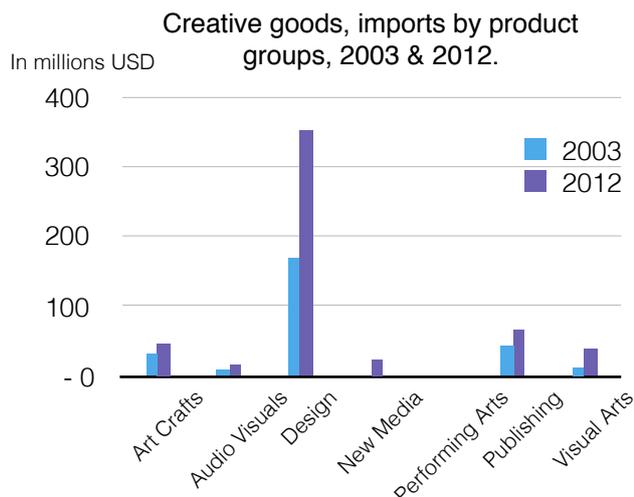
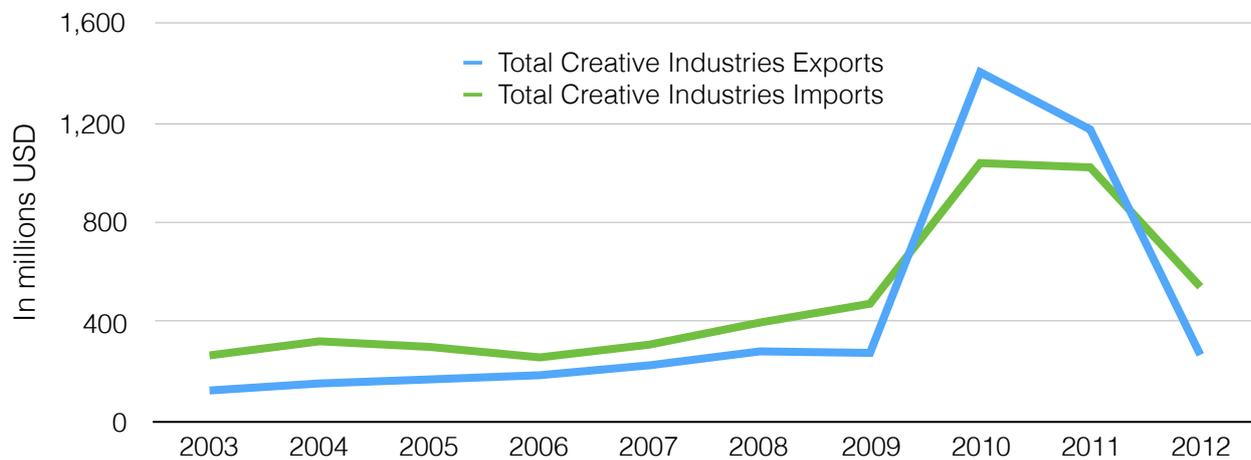
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	30.61	30.10	0.51	Estonia	56.80	23.78	33.02
2	Denmark	19.96	7.52	12.45	Germany	36.59	39.55	2.97
3	United Kingdom	9.30	5.21	4.09	Russian Federation	32.19	9.86	22.33
4	Sweden	8.70	13.45	4.75	Norway	27.58	0.79	26.79
5	Estonia	7.77	6.30	1.47	Lithuania	26.23	31.82	5.60
6	France	7.76	3.87	3.89	Denmark	23.85	7.37	16.48
7	Belarus	4.90	0.83	4.07	Sweden	22.48	9.10	13.38
8	Lithuania	4.79	12.09	7.29	Belarus	16.20	1.30	14.90
9	United States	4.58	4.93	0.35	United Kingdom	10.43	9.20	1.23
10	Netherlands	3.61	4.56	0.95	United States	9.05	2.78	6.26

Latvia's main export market was Europe, at surprising 93 per cent to the exports. The main trade partners in 2012 were Estonia, Germany, Russian Federation, Norway and Lithuania.

Lebanon

COUNTRY PROFILE - Lebanon						
Creative Industries Trade Performance, 2003 and 2012						
Lebanon	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	124.54	265.45	140.91	267.70	541.19	273.49
All Creative Goods	124.54	265.45	140.91	267.70	541.19	273.49
All Creatives Services	-00	-00	0.00	-00	-00	0.00

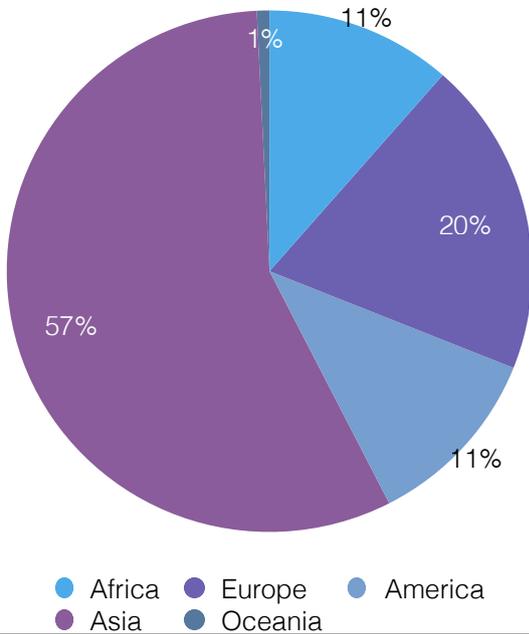
Lebanon: Creative Industry Trade Performance, 2003-2012.



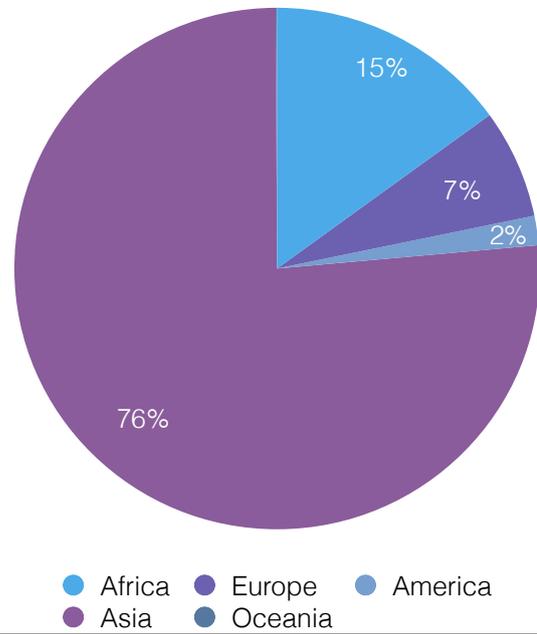
Lebanon's creative goods exports almost doubled between 2003 (\$ 124.5 million) and 2012 (\$267.7 million). Imports also doubled in the same period. Lebanon is a regional hub in design, advertising, architecture, fashion and publishing. Cultural and creative industries already contribute to 5 percent of GDP and 4 per cent to national employment.

Lebanon

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

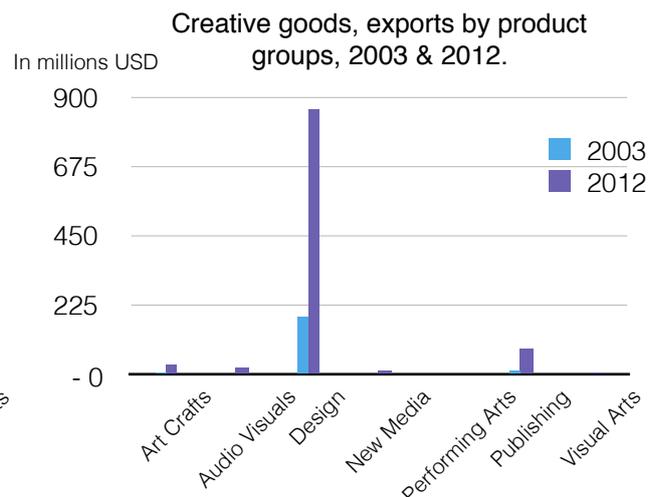
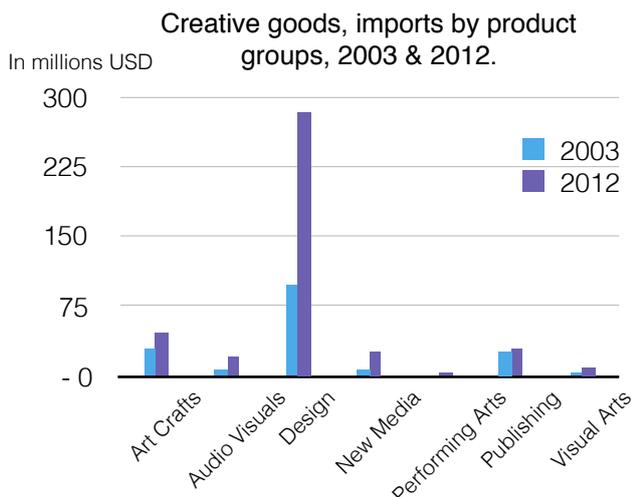
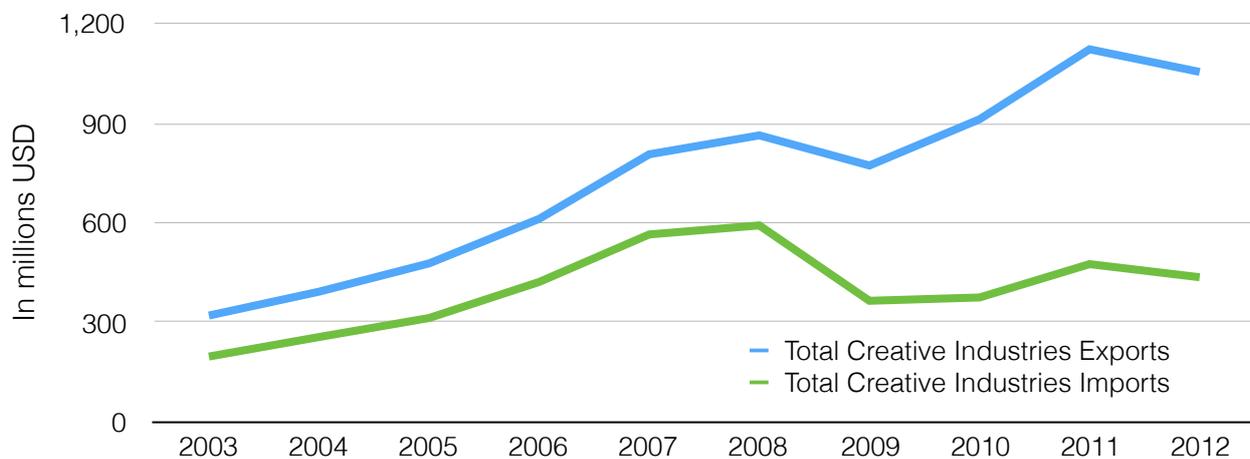
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United Arab Emirate	38.99	2.114733	36.87	United Arab Emirate	93.77	5.76	88.01
2	Malta	13.59	0.00765	13.59	Saudi Arabia	32.79	2.18	30.61
3	United States	13.48	13.087968	0.39	Iraq	21.90	0.07	21.83
4	Saudi Arabia	12.04	2.704012	9.33	Jordan	15.43	1.17	14.26
5	Kuwait	5.05	0.360578	4.69	Syrian Arab Republi	14.96	10.71	4.25
6	Jordan	4.99	0.348924	4.64	Qatar	7.54	0.29	7.25
7	Burkina Faso	2.93	0.001126	2.93	Algeria	7.20	0.03	7.17
8	France	2.61	34.576046	31.96	France	6.10	43.42	37.32
9	Qatar	2.44	0.01399	2.43	Libya	5.14	-00	5.14
10	Syrian Arab Republi	2.10	1.675923	0.42	Côte d'Ivoire	4.74	0.01	4.73

Lebanon's main export market in 2012 was Asia with 76 per cent, followed by Africa (15 per cent) and Europe (7 per cent). The main export partners are United Arab Emirates, Saudi Arabia, Iraq, Jordan and Syrian Arab Republic.

Lithuania

COUNTRY PROFILE - Lithuania						
Creative Industries Trade Performance, 2003 and 2012						
Lithuania	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	320.16	196.68	123.48	1,054.33	435.70	618.63
All Creative Goods	224.76	167.69	57.06	1,025.61	415.29	610.32
All Creatives Services	95.40	28.99	66.41	28.72	20.42	8.31

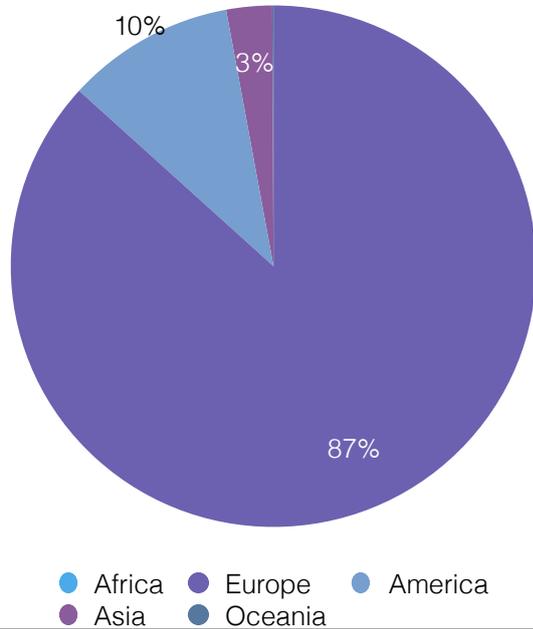
Lithuania: Creative Industry Trade Performance, 2003-2012.



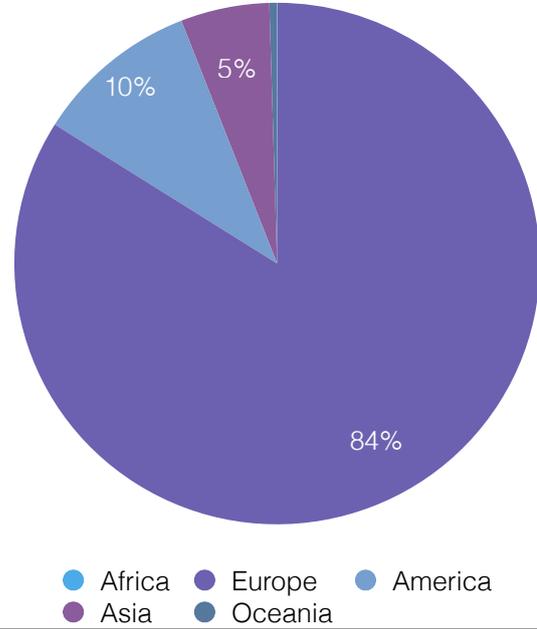
Lithuania's creative goods exports went from \$320 million in 2003 to \$1,054.3 million in 2012. Imports also grew but at a different rate going from \$196.7 million to \$435.7 million, resulting in a positive trade balance of \$618.6 million in 2012. The creative goods export that showed the best performance in 2012 was design. According to the Department of Statistics of the Republic of Lithuania, 6,149 companies with a total of 61,297 employees operated in this sector in 2007.

Lithuania

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

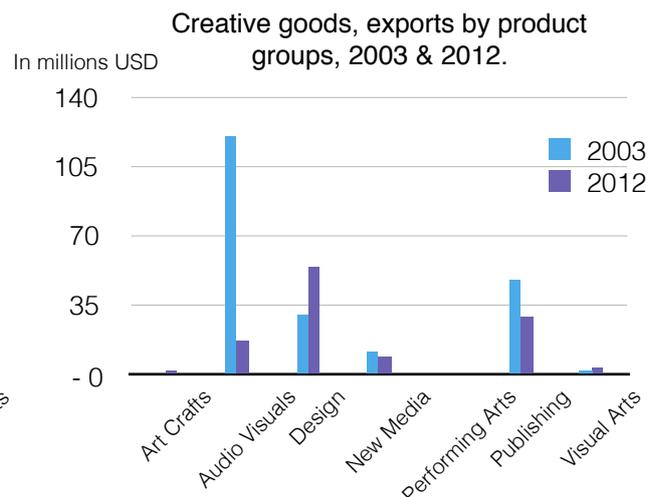
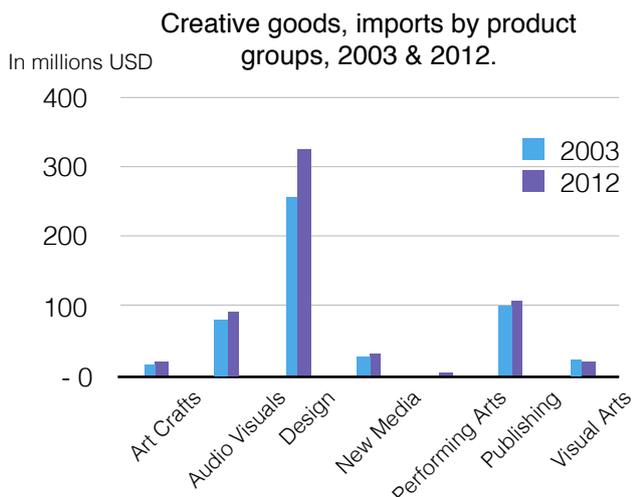
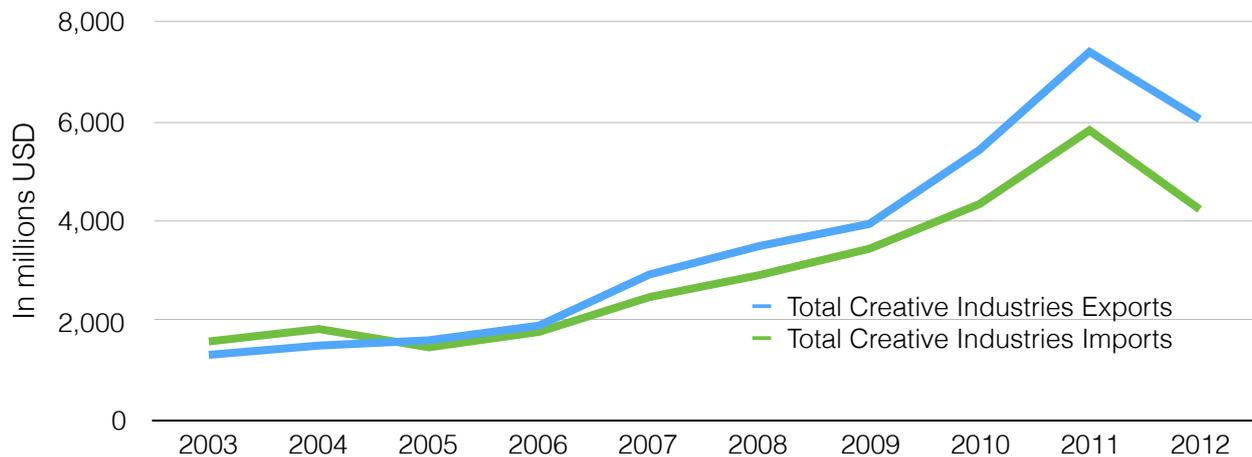
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United Kingdom	43.30	9.63	33.67	Russian Federation	240.21	13.45	226.76
2	Sweden	28.97	6.26	22.70	Germany	110.27	62.03	48.24
3	Germany	26.93	16.58	10.35	United Kingdom	79.11	27.42	51.69
4	France	19.92	6.82	13.10	Sweden	74.65	6.46	68.19
5	United States	17.89	4.62	13.26	United States	60.93	2.65	58.28
6	Latvia	15.36	2.85	12.51	France	56.50	9.05	47.45
7	Russian Federation	15.02	8.71	6.31	Norway	43.01	1.44	41.57
8	Belgium	9.20	3.30	5.90	Latvia	41.59	22.37	19.22
9	Denmark	8.13	8.64	0.50	Netherlands	38.85	12.66	26.19
10	Austria	4.94	3.06	1.88	Spain	34.86	5.85	29.01

Europe is Lithuania's main export market with 84 per cent market share. There is very little change in the proportions of exports markets between 2003 and 2012. The main export partners for creative goods in 2012 were the Russian Federation, Germany, United Kingdom, Sweden and the United States.

Luxembourg

COUNTRY PROFILE - Luxembourg						
Creative Industries Trade Performance, 2003 and 2012						
Luxembourg	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	1,310.98	1,580.18	269.20	6,044.70	4,233.82	1,810.88
All Creative Goods	216.78	506.29	289.52	116.86	596.05	479.19
All Creatives Services	1,094.20	1,073.89	20.32	5,927.84	3,637.77	2,290.07

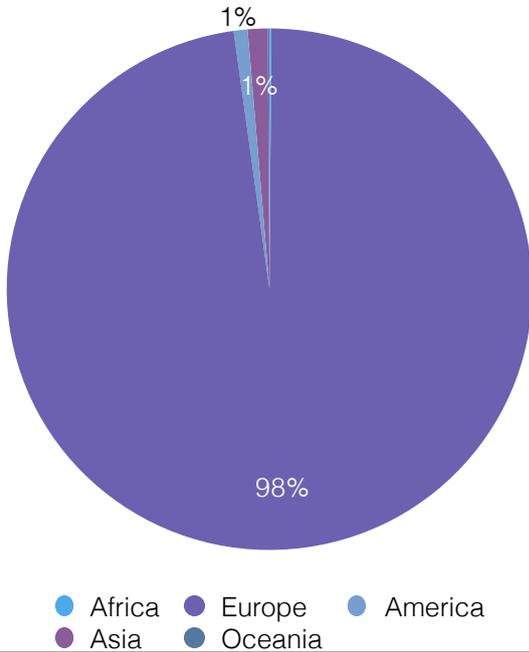
Luxembourg: Creative Industry Trade Performance, 2003-2012.



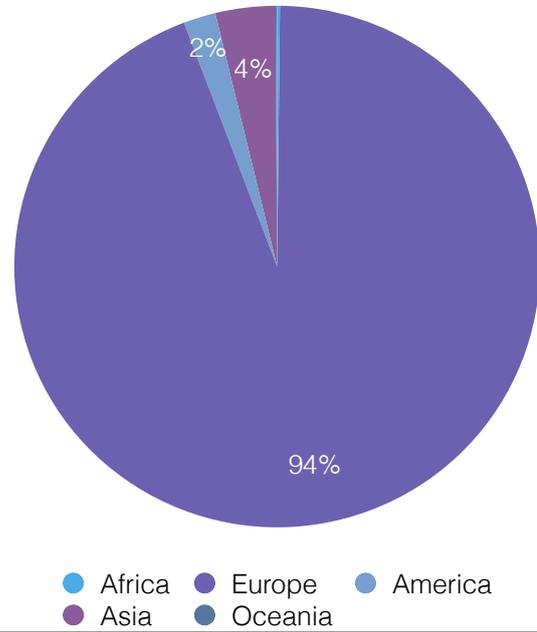
Luxembourg's creative industries exports went up from \$1,310.9 million in 2003 to \$6,044.7 million in 2012. Imports also increased from \$1,580 million to \$4,233.8 million resulting in a positive trade balance of \$1,810.9 million in 2012. Design (jewellery and fashion) stood at \$55 million in 2012. Publishing audio visuals showed the best trade performance in 2012, with exports worth \$30 millions and \$18 million respectively.

Luxembourg

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

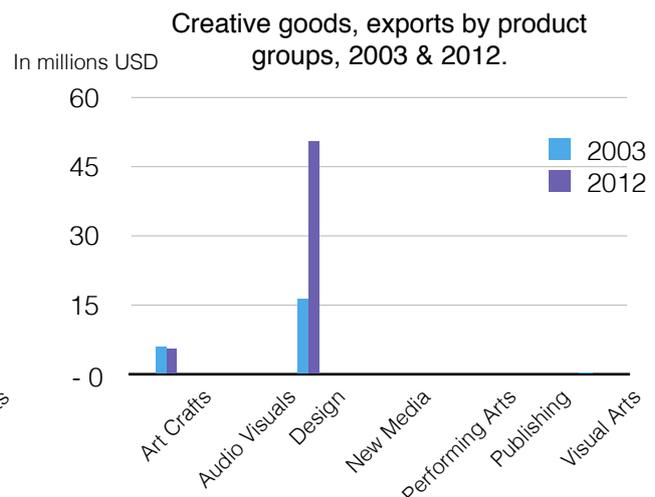
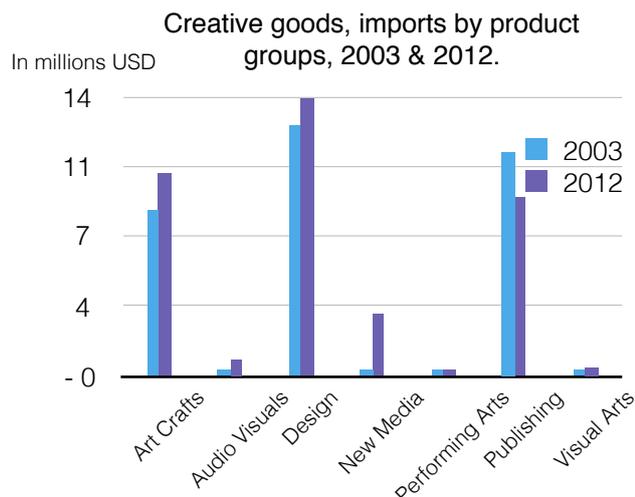
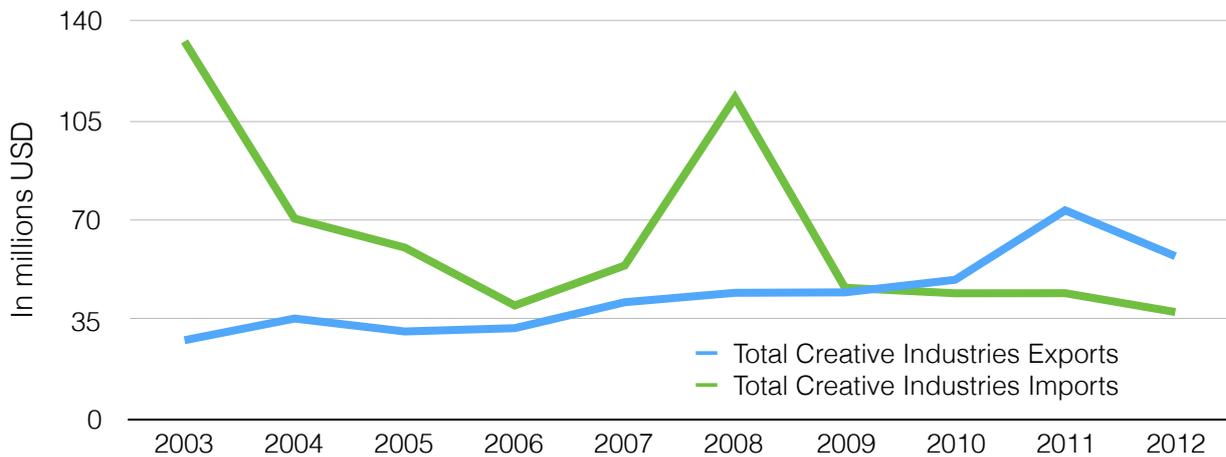
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	59.90	58.37	1.53	Germany	33.94	219.27	185.33
2	Germany	43.53	194.07	150.54	Belgium	30.70	107.02	76.32
3	Belgium	37.15	145.79	108.63	France	29.20	74.24	45.04
4	Netherlands	28.91	19.20	9.71	Switzerland	2.83	3.91	1.08
5	United Kingdom	10.82	12.98	2.17	Netherlands	2.80	18.83	16.04
6	Spain	8.45	5.28	3.17	Japan	2.60	6.80	4.21
7	Italy	7.86	18.13	10.27	United Kingdom	2.27	9.30	7.03
8	Switzerland	4.27	8.17	3.90	United States	2.12	16.20	14.08
9	Poland	2.33	1.88	0.46	Italy	2.08	26.88	24.79
10	United States	1.75	12.58	10.83	Malta	1.54	0.06	1.47

Europe is the main destination market for Luxembourg's creative goods exports accounting for 94 per cent of the total. The trade partners were Germany, Belgium, France, Switzerland and Netherlands.

Madagascar

COUNTRY PROFILE - Madagascar						
Creative Industries Trade Performance, 2003 and 2012						
Madagascar	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	27.74	132.77	105.03	57.28	37.65	19.63
All Creative Goods	23.54	33.06	9.52	57.28	37.65	19.63
All Creatives Services	4.20	99.71	95.51	-00	-00	0.00

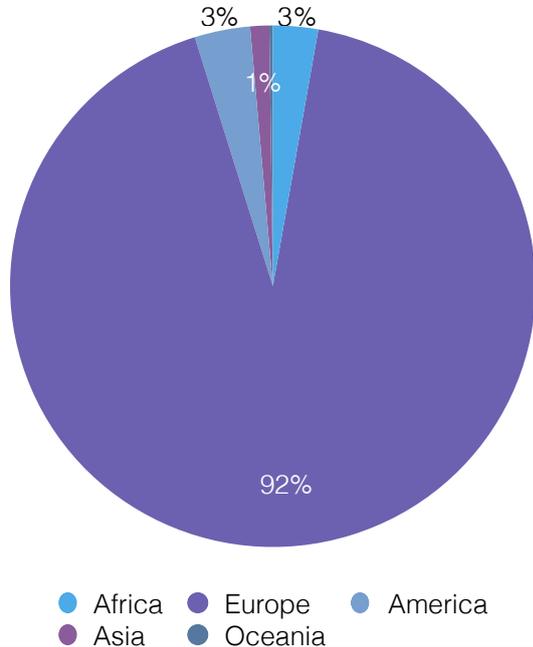
Madagascar: Creative Industry Trade Performance, 2003-2012.



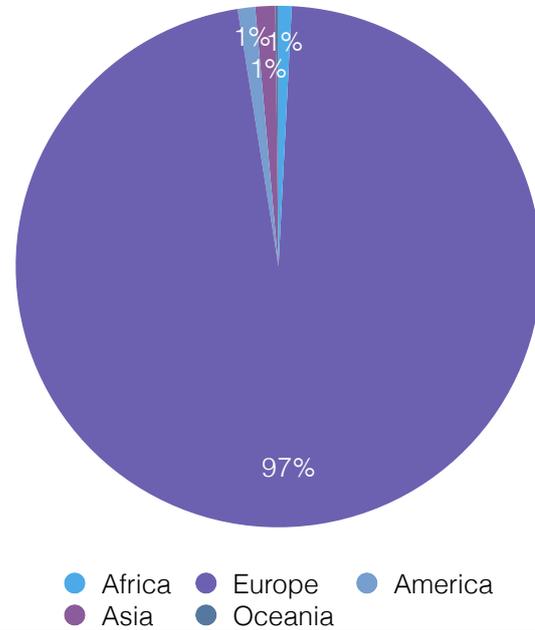
Madagascar's creative industries exports increased from \$27.7 million in 2003 to \$57.3 million in 2012. Imports decreased from \$132.8 million to \$37.6 million resulting in a positive trade balance of \$19.6 million in 2012. Design products and art crafts (wood carving is a highly art form) are the creative goods with the best performance in 2012.

Madagascar

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

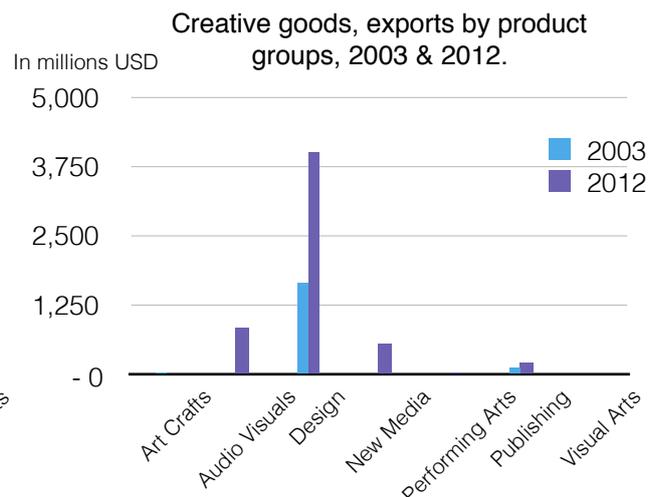
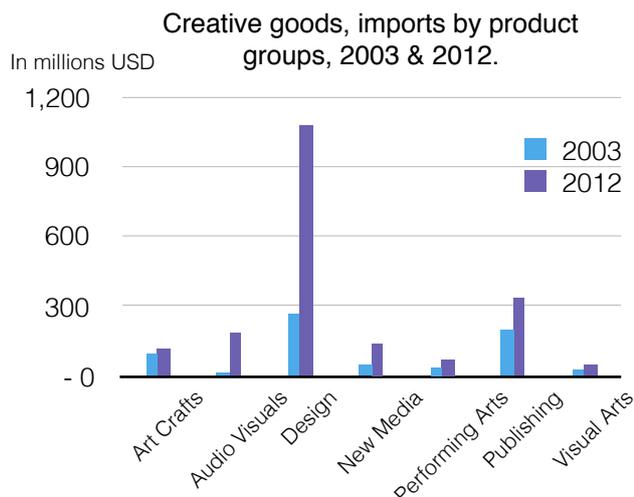
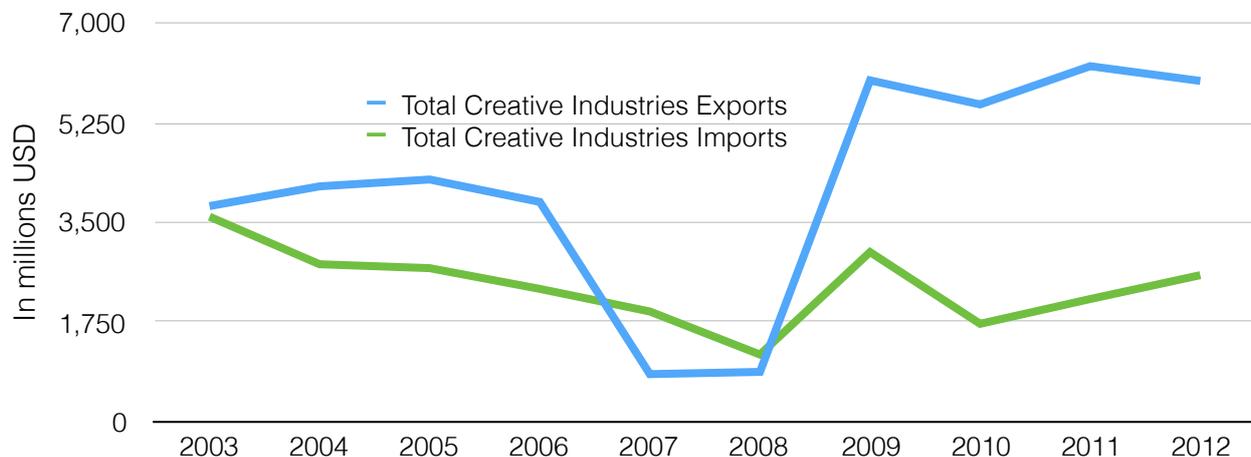
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	19.08	8.95	10.13	France	51.67	5.86	45.82
2	Italy	0.83	1.05	0.22	Germany	1.53	0.46	1.07
3	United States	0.65	0.20	0.45	Italy	1.03	2.24	1.21
4	Denmark	0.44	0.03	0.41	United States	0.48	1.24	0.77
5	Netherlands	0.26	0.03	0.22	Denmark	0.43	0.04	0.39
6	Germany	0.22	0.14	0.08	Japan	0.40	1.44	1.05
7	South Africa	0.20	1.43	1.23	Spain	0.24	0.20	0.04
8	United Kingdom	0.18	0.34	0.16	Mauritius	0.19	0.77	0.58
9	Comoros	0.17	0.00	0.17	South Africa	0.17	2.00	1.83
10	Spain	0.16	0.18	0.02	Sri Lanka	0.16	0.01	0.16

Europe is Madagascar's main creative goods export market capturing 97 per cent of the trade in 2012. The main export partners for creative goods are France, Germany, Italy, United States and Denmark.

Malaysia

COUNTRY PROFILE - Malaysia						
Creative Industries Trade Performance, 2003 and 2012						
Malaysia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	3,785.81	3,598.99	186.82	5,985.19	2,571.69	3413.50
All Creative Goods	1,951.26	676.78	1274.48	5,810.21	1,972.81	3837.40
All Creatives Services	1,834.55	2,922.21	1087.66	174.98	598.87	423.90

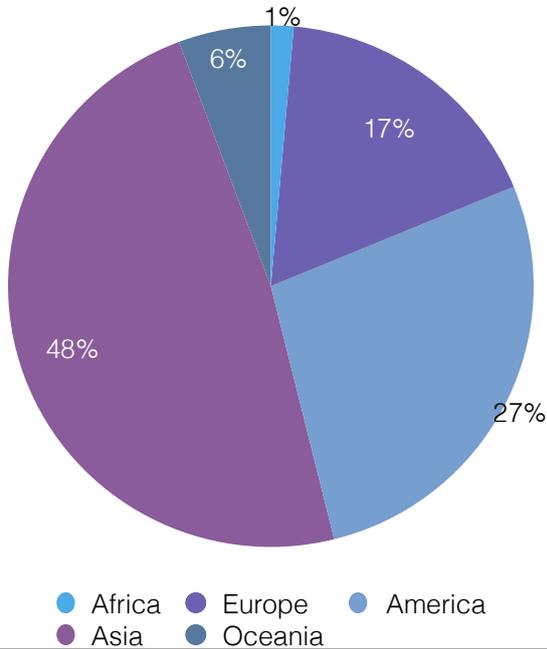
Malaysia: Creative Industry Trade Performance, 2003-2012.



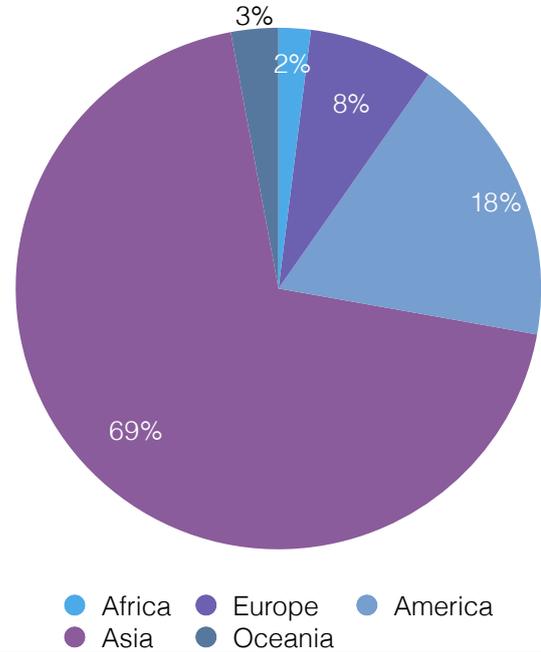
Malaysia's creative industries exports increased from \$3,785 million in 2003 to \$5,985 million in 2012 after an important drop in 2007. Creative industries imports on the other hand, decreased from \$3,598.9 million to \$2,571.7 million resulting in a positive trade balance of \$3,413.5 million. Creative goods exports with the best performance in 2012 included design, audio visuals, and new media. Creative multimedia (film - TV, advertising, creative digital contents) generated revenues of \$2.7 billion and contribute 1.27 percent of GDP according to Malaysia's national ICT Initiative.

Malaysia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

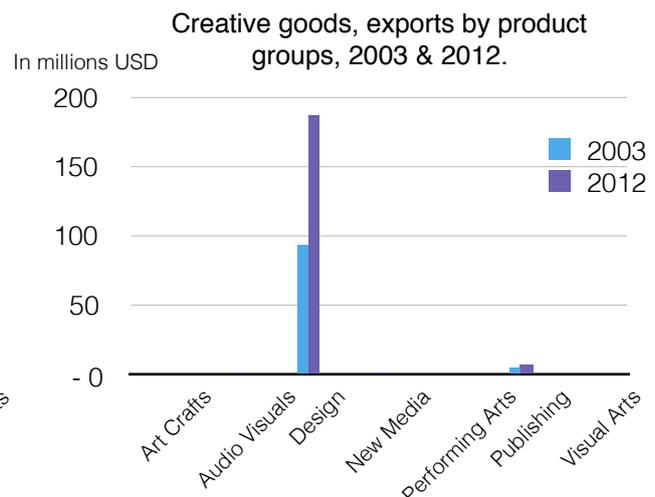
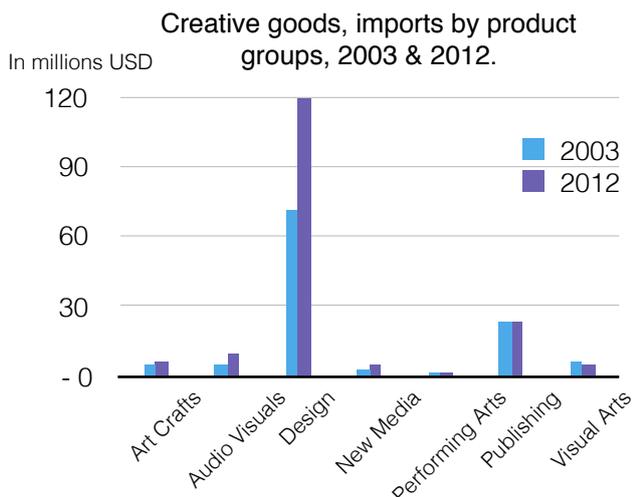
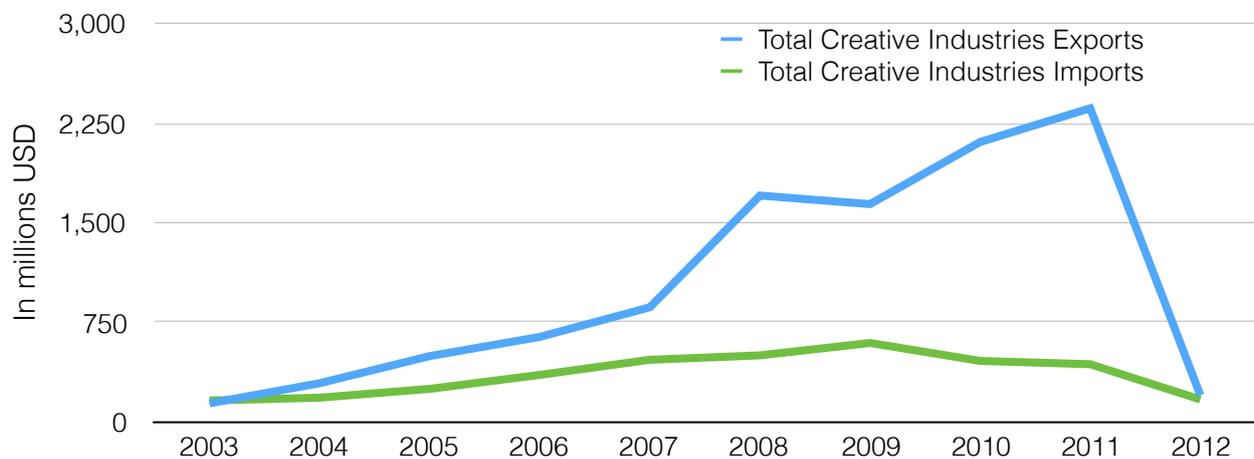
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	477.85	70.43	407.42	United Arab Emirate	1,429.92	55.72	1374.20
2	Singapore	301.41	60.72	240.69	Singapore	1,153.91	179.12	974.79
3	United Arab Emirate	292.12	2.72	289.40	United States	849.05	156.09	692.96
4	United Kingdom	154.79	30.89	123.90	Thailand	470.50	85.57	384.92
5	Japan	131.87	47.58	84.30	Japan	295.02	135.78	159.24
6	Australia	96.53	4.11	92.42	China, Hong Kong S	193.05	228.56	35.51
7	Saudi Arabia	40.54	0.31	40.23	Australia	143.30	11.23	132.07
8	Canada	38.25	4.76	33.48	United Kingdom	140.34	75.62	64.72
9	France	35.32	9.03	26.30	Canada	74.41	3.39	71.02
10	China, Hong Kong S	30.81	43.29	12.49	Germany	56.82	36.96	19.87

Malaysia's creative goods' main export market is Asia (69 per cent), followed by America (18 per cent), and Europe (8 per cent). Malaysia's main creative goods export markets are the United Arab Emirates, Singapore, United States, Thailand and Japan.

Malta

COUNTRY PROFILE - Malta						
Creative Industries Trade Performance, 2003 and 2012						
Malta	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	139.55	160.64	21.09	200.82	168.59	32.23
All Creative Goods	99.57	112.45	12.88	200.82	168.59	32.23
All Creatives Services	39.98	48.19	8.21	0.00	0.00	0.00

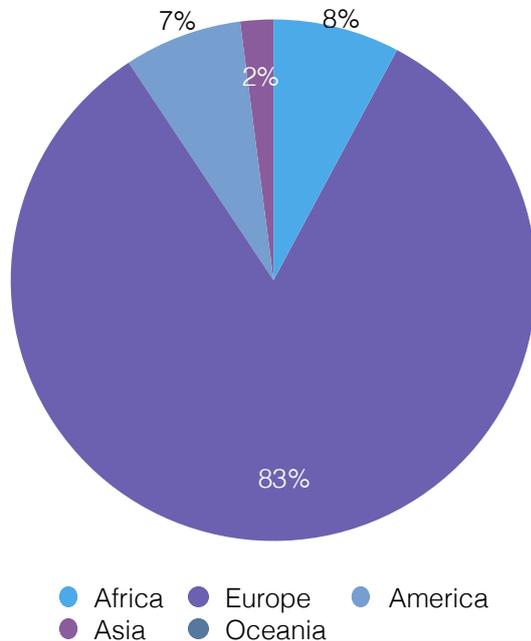
Malta: Creative Industry Trade Performance, 2003-2012.



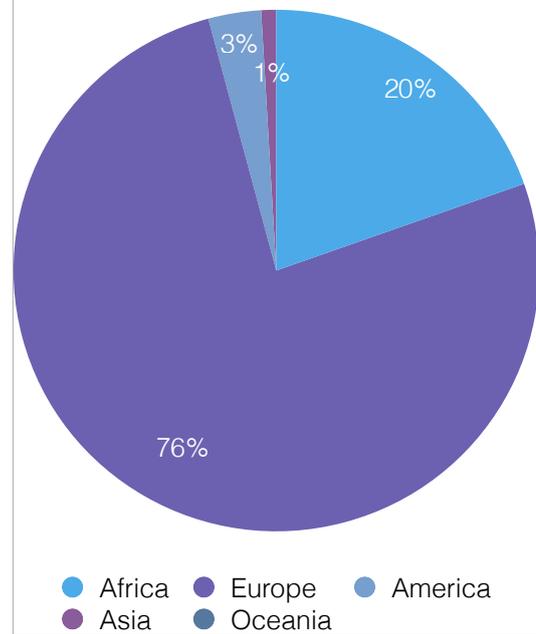
Malta's creative industries exports increased from \$ 139.5 million in 2003 to almost \$2,250 million in 2012. Design is the sector with the best trade performance nearly doubling between 2003 and 2012. The Valletta Design Cluster led by the Culture Directorate is one of Malta's flagship project. The initiative serves as a design industry catalyst for growth and investment with 600 enterprises and employs 1,200 people. Malta's creative economy accounts for 4 per cent of its GDP.

Malta

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

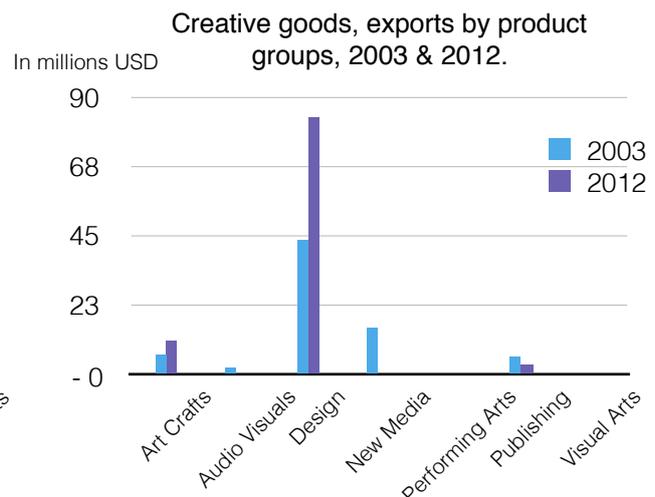
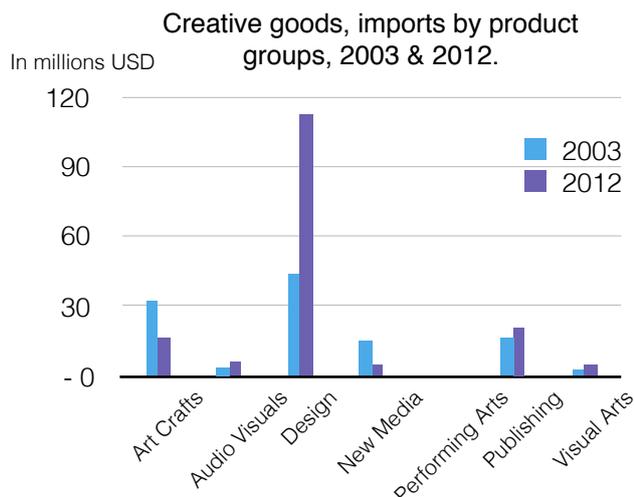
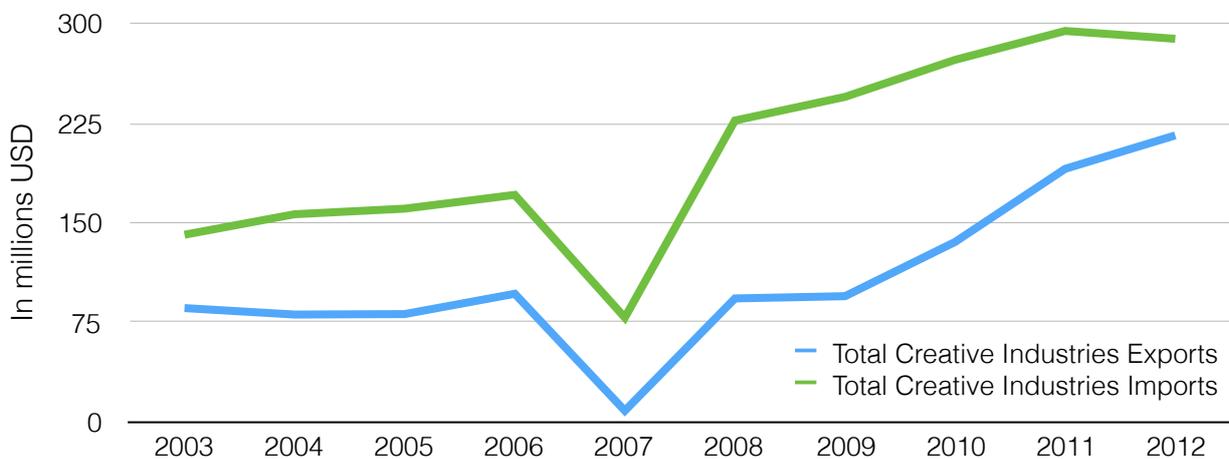
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	67.62	8.69	58.93	Germany	119.28	15.85	103.43
2	Libya	7.45	0.00	7.45	Libya	38.65	0.10	38.55
3	United States	6.73	2.63	4.11	Italy	13.86	76.76	62.90
4	United Kingdom	6.24	21.21	-14.96	Spain	7.16	3.93	3.23
5	Spain	5.74	3.07	2.67	United States	5.20	2.05	3.16
6	Italy	1.06	36.00	34.94	United Kingdom	4.82	29.59	24.78
7	China, Hong Kong & Macao	1.00	2.95	-1.95	Belgium	1.90	2.95	1.06
8	France	0.94	2.28	-1.34	Finland	1.87	0.00	1.87
9	Lebanon	0.76	0.03	0.73	TFYR of Macedonia	1.57	0.00	1.57
10	Canada	0.46	0.65	0.18	Canada	1.26	1.26	0.00

Malta's main export markets for creative goods are Europe accounting for 76 per cent, followed by Africa which doubled its share of trade between 2003 and 2012. Germany, Libya, Italy, Spain and United States are Malta's main creative goods export markets.

Mauritius

COUNTRY PROFILE - Mauritius						
Creative Industries Trade Performance, 2003 and 2012						
Mauritius	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	85.69	140.95	55.26	215.77	288.51	72.74
All Creative Goods	75.00	113.28	38.28	99.16	166.72	67.56
All Creatives Services	10.69	27.67	16.98	116.61	121.79	5.18

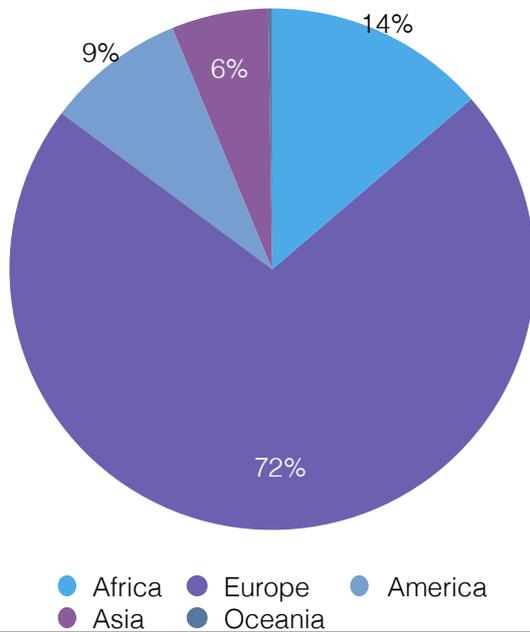
Mauritius: Creative Industry Trade Performance, 2003-2012.



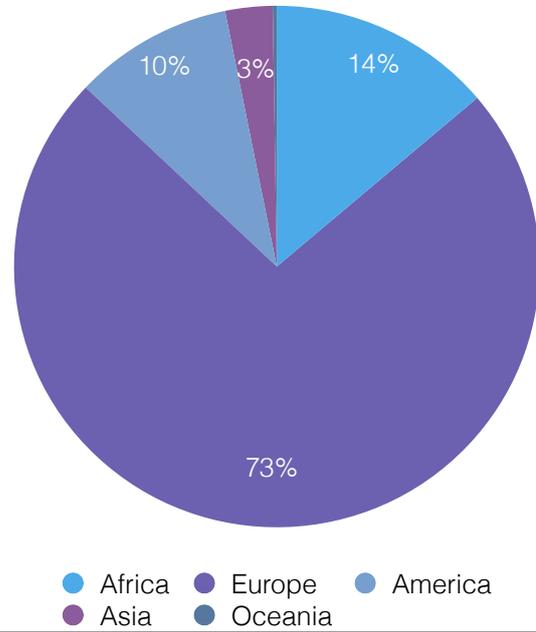
Creative industries exports and imports increased significantly from \$85.6 million in 2003 to \$215.7 million in 2012 including both goods and services. Design (jewellery and fashion) occupied a prominent position with exports of \$84 million in 2012. Design is the creative good product with the best trade performance, doubling the amount of exports from 2003 to 2012. Creative Mauritius - Vision 2025 is the first comprehensive cultural policy framework that takes into account the potential of the creative economy. It was presented by the Ministry of Arts and Culture in December 2013. As set out in the Vision 2015, arts and culture are to be the new pillars of the Mauritian economy in a context of necessary economic diversification.

Mauritius

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

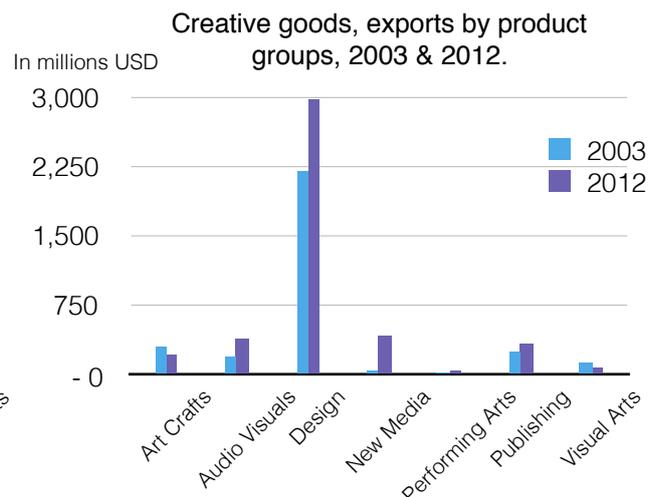
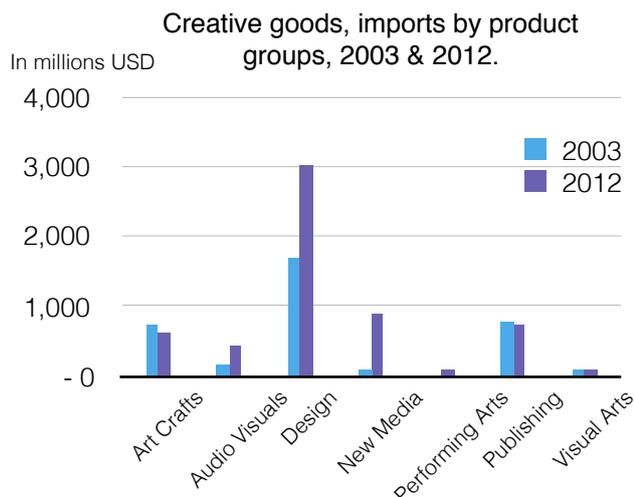
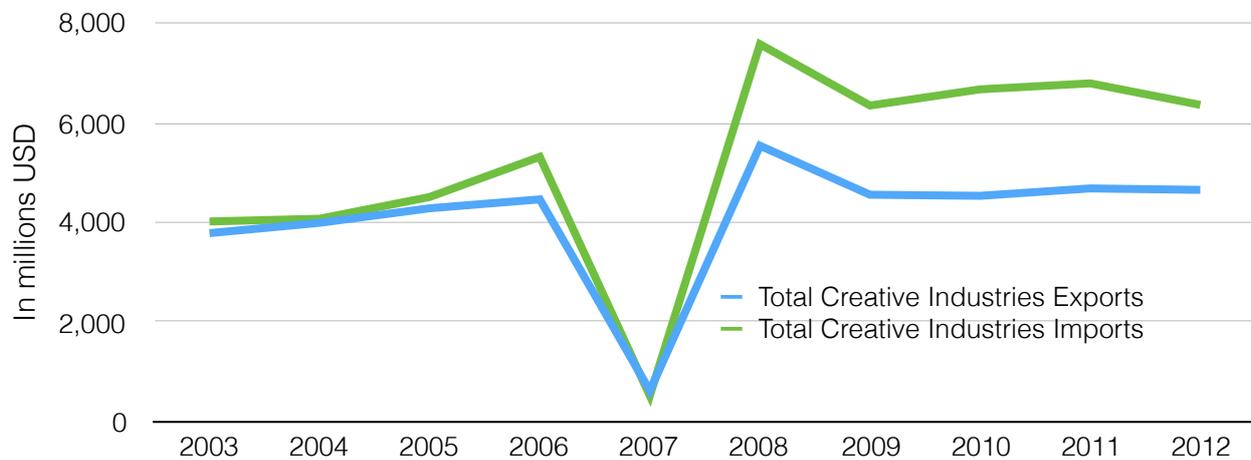
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	24.87	26.77	1.90	France	58.82	55.76963	3.05
2	United Kingdom	20.11	8.56	11.55	United States	9.33	2.690278	6.64
3	United States	6.19	1.82	4.36	United Kingdom	7.39	4.779018	2.61
4	Madagascar	5.35	0.13	5.22	Madagascar	6.30	0.232347	6.07
5	Germany	4.24	3.42	0.82	South Africa	4.73	9.422707	4.70
6	India	2.36	5.36	3.00	Germany	3.14	2.400324	0.74
7	Italy	1.58	5.17	-3.59	United Arab Emirate	1.79	1.629988	0.16
8	Kenya	1.52	0.03	1.48	Italy	1.18	4.485495	3.30
9	United Republic of T	1.10	0.01	1.08	Seychelles	0.98	0.316678	0.66
10	United Arab Emirate	1.03	0.48	0.55	Switzerland	0.59	0.527715	0.06

Mauritius main exports market for creative goods is Europe (73 per cent) followed by Africa (14 per cent) and America (10 per cent). France, United States, United Kingdom, Madagascar and South Africa are the most important export market for Mauritius in 2012.

Mexico

COUNTRY PROFILE - Mexico						
Creative Industries Trade Performance, 2003 and 2012						
Mexico	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	3,782.86	4,017.42	234.56	4,651.88	6,358.97	1707.10
All Creative Goods	3,197.13	3,576.50	379.38	4,491.88	5,814.97	1323.10
All Creatives Services	585.74	440.92	144.82	160.00	544.00	384.00

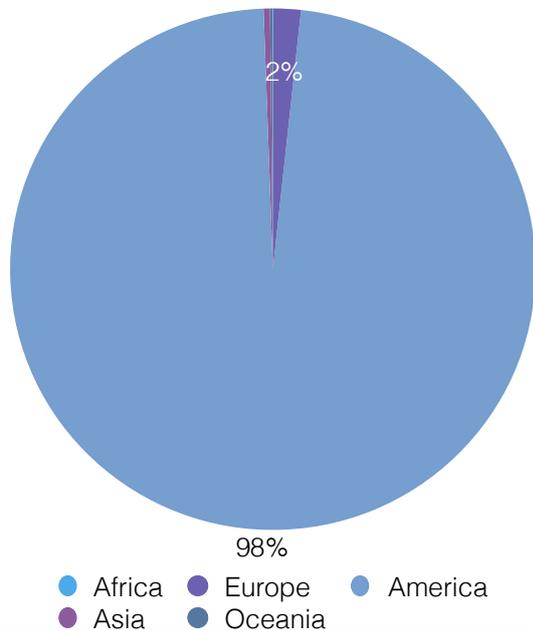
Mexico: Creative Industry Trade Performance, 2003-2012.



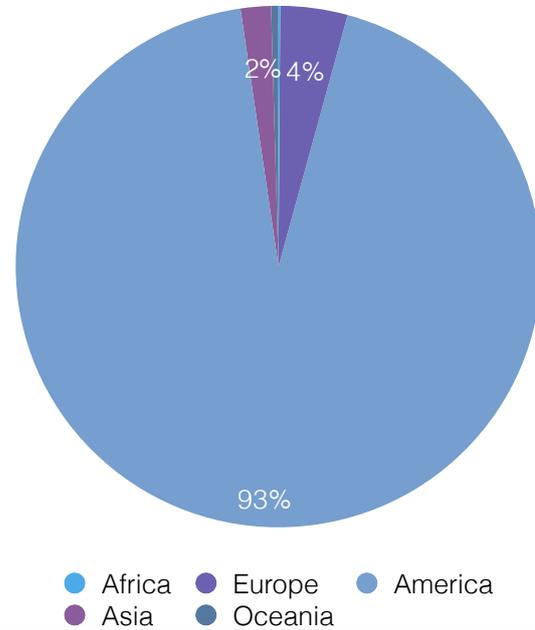
Mexico's creative industries exports increased from \$3,782.9 million in 2003 to \$4,651.9 million in 2012 while imports increased at higher rates to \$6,358.9 million. Design, new media and audios visuals show the best performance. Interior design, toys, jewellery and fashion combined reaching \$2,973 million in 2012. In 2012, Mexico was among the top 15 video game producers globally and first in Latin America, Films produced in Mexico have been acknowledged internationally.

Mexico

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

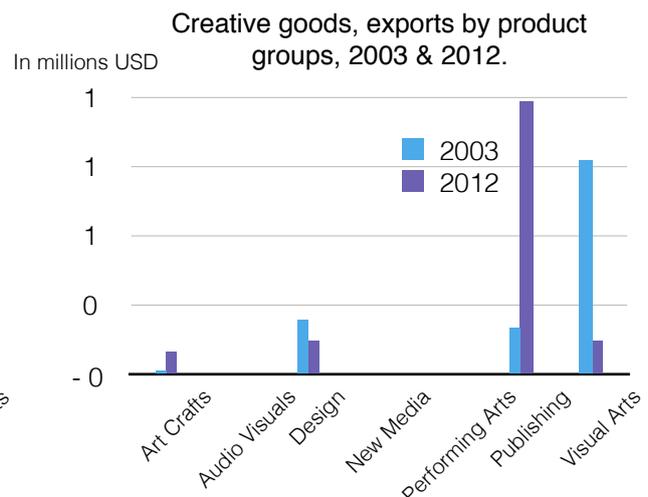
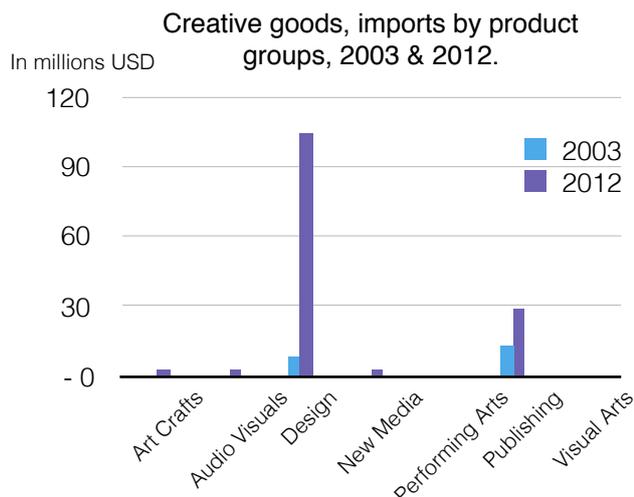
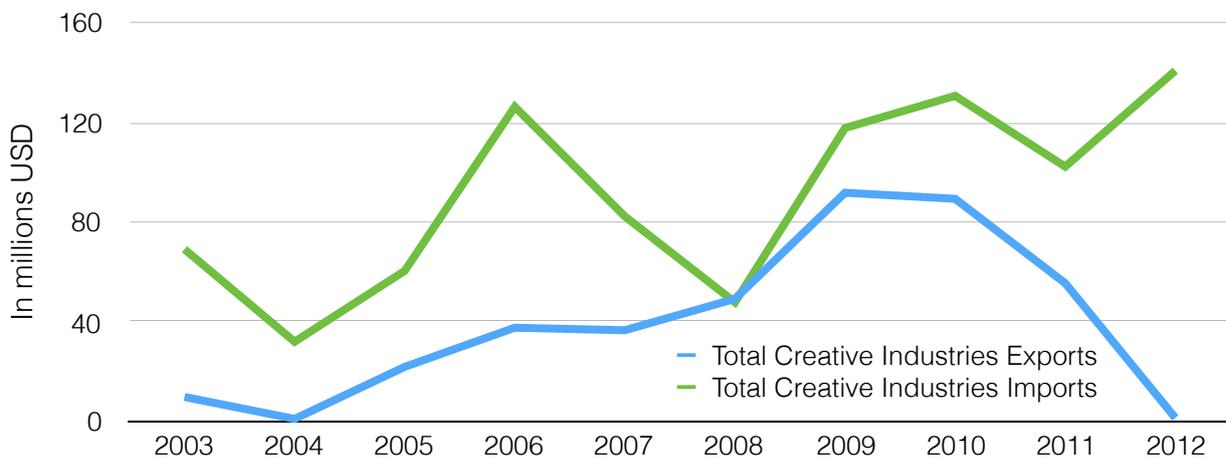
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	2,958.27	1,801.94	1156.33	United States	3,724.12	1,819.00	1,905.13
2	Canada	37.69	57.41	19.72	Canada	88.66	121.59	32.93
3	Guatemala	18.12	2.56	15.56	Colombia	46.63	44.65	1.98
4	United Kingdom	17.72	14.42	3.30	Guatemala	45.93	5.17	40.76
5	Chile	12.93	10.17	2.75	Venezuela (Bolivia)	40.25	0.16	40.09
6	Colombia	12.87	59.47	46.60	Czech Republic	39.67	7.06	32.61
7	Costa Rica	12.12	1.31	10.81	United Kingdom	38.71	13.55	25.17
8	Spain	11.44	259.64	248.20	Peru	31.48	11.26	20.22
9	Venezuela (Bolivia)	10.05	0.82	9.23	Korea, Republic of	30.77	54.40	23.63
10	Panama	9.67	0.36	9.31	Chile	26.28	6.94	19.34

America is Mexico's main market for creative goods exports accounting for 93 per cent of total exports. The United States is the most important market, absorbing \$3,724 million exports in 2012. Canada, Colombia and Venezuela are also important trade partners of Mexico. The government agency for export promotion ProMexico aims to promote Mexico as the ultimate centre for the production of audiovisual and interactive content in Latin America.

Mozambique

COUNTRY PROFILE - Mozambique						
Creative Industries Trade Performance, 2003 and 2012						
Mozambique	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	9.72	69.07	59.34	1.32	140.78	139.46
All Creative Goods	1.18	22.66	21.49	1.32	140.78	139.46
All Creatives Services	8.55	46.40	37.86	-00	-00	0.00

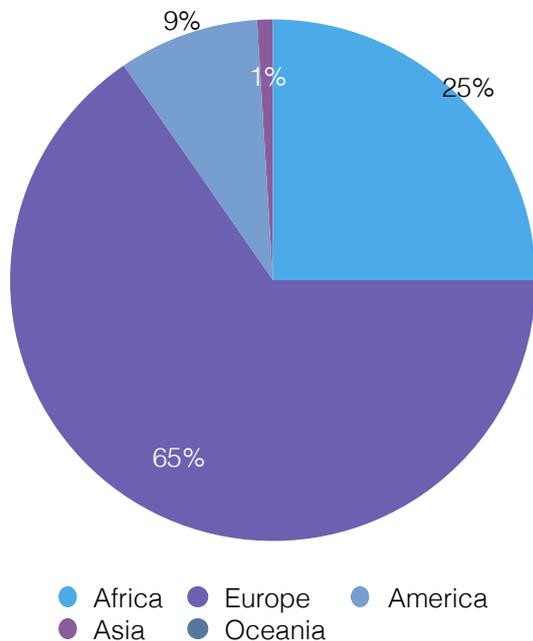
Mozambique: Creative Industry Trade Performance, 2003-2012.



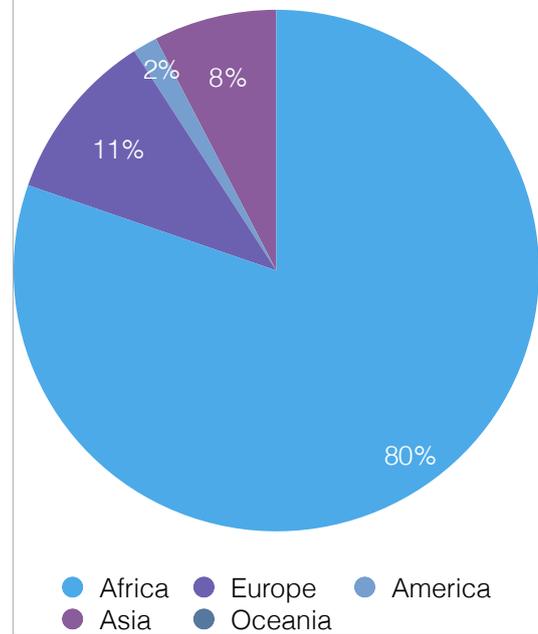
Mozambique's creative industries exports decreased from \$97 million in 2003 to \$1.3 million in 2012. Imports doubled for the same period. With \$140.8 million of imports for 2012, Mozambique had a negative trade deficit of \$139.5 million in 2012. Music, Performing Arts and Audio Visuals are the best performing sectors that grew between 2003 and 2012. Maputo is internationally renowned for its artists and musical scene.

Mozambique

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

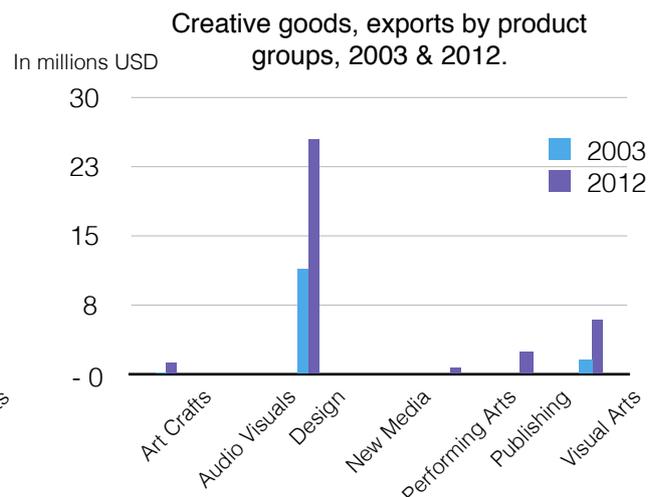
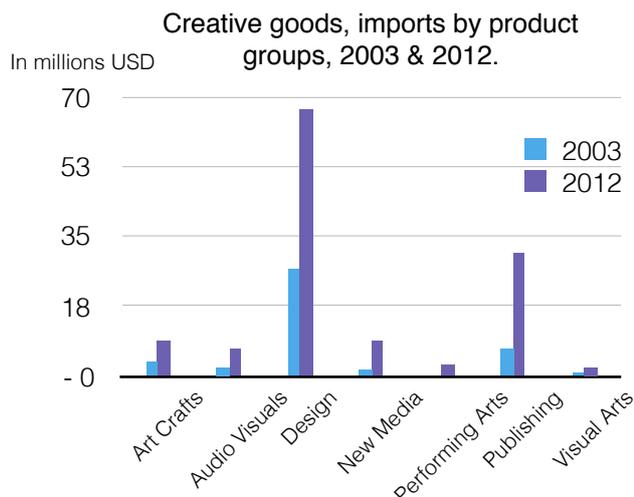
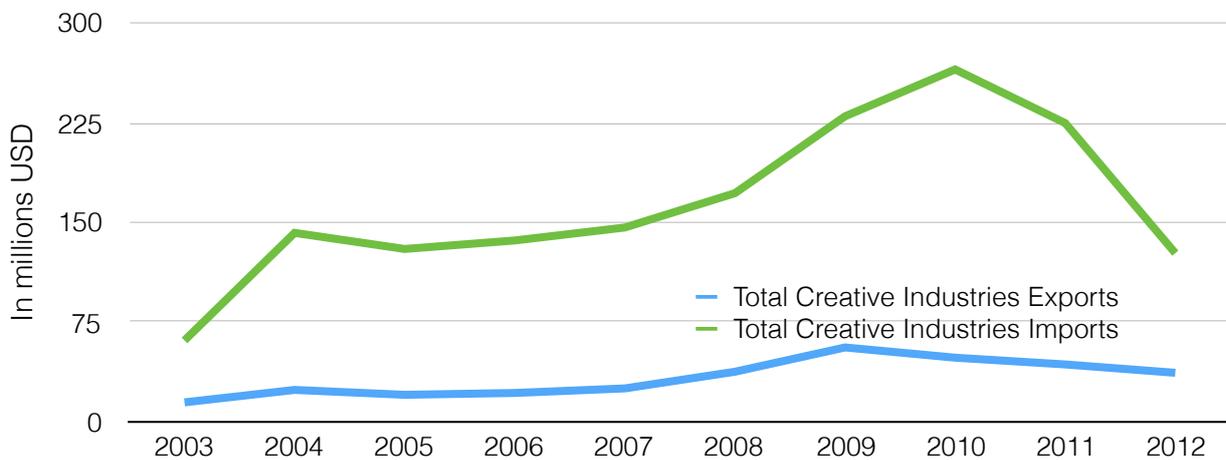
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Greece	0.52	0.01	0.52	Angola	0.73	0.02	0.72
2	South Africa	0.22	8.46	-8.24	South Africa	0.13	91.01	90.88
3	Colombia	0.09	-00	0.09	Cape Verde	0.10	-00	0.10
4	Portugal	0.07	4.38	-4.31	United Republic of T	0.08	0.09	0.00
5	Italy	0.07	0.49	0.43	United Arab Emirate	0.05	0.97	0.92
6	Mali	0.03	-00	0.03	China	0.05	11.60	11.56
7	Belgium	0.01	0.02	-0.02	Denmark	0.05	0.09	0.04
8	France	0.00	0.28	-0.27	Austria	0.04	0.00	0.04
9	Angola	0.00	-00	0.00	Italy	0.03	0.43	0.40
10	Iraq	0.00	0.00	0.00	Canada	0.01	0.12	0.10

Africa is Mozambique's leading export market with a share of 80 per cent, followed by Europe (11 per cent) and Asia (8 per cent). Angola, South Africa, Cape Verde, United Republic of Tanzania and United Arab Emirates are Mozambique's main trade partners for creative goods in 2012.

Namibia

COUNTRY PROFILE - Namibia						
Creative Industries Trade Performance, 2003 and 2012						
Namibia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	14.41	61.06	46.65	36.67	126.78	90.11
All Creative Goods	14.35	40.68	26.33	36.67	126.78	90.11
All Creatives Services	0.06	20.38	20.32	0.00	0.00	0.00

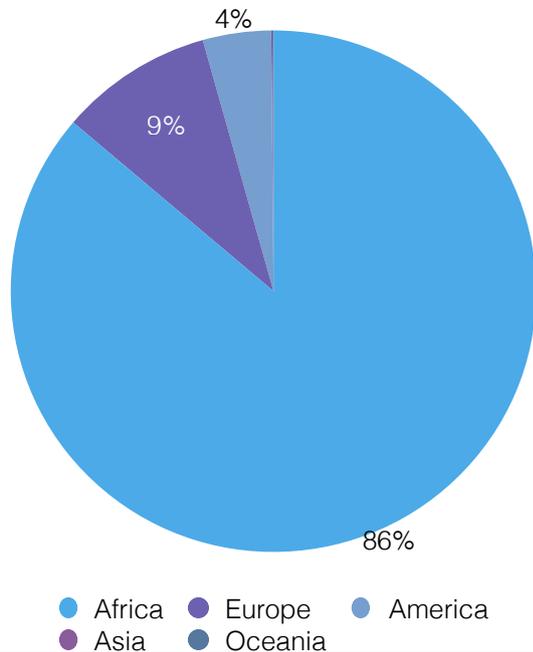
Namibia: Creative Industry Trade Performance, 2003-2012.



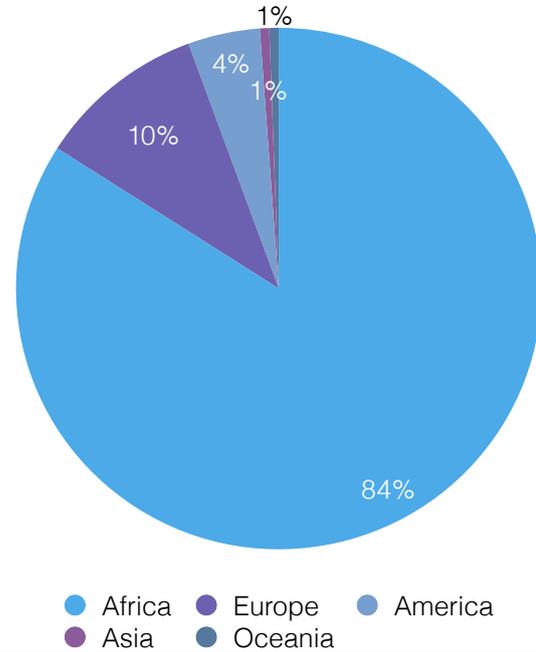
Namibia's creative industries exports increased from \$14.4 million in 2003 to \$36.7 million in 2012. The imports for the same period also presented a significant increase. Design, visual arts and publishing are the creative goods of exports that had a better performance between 2003 and 2012.

Namibia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

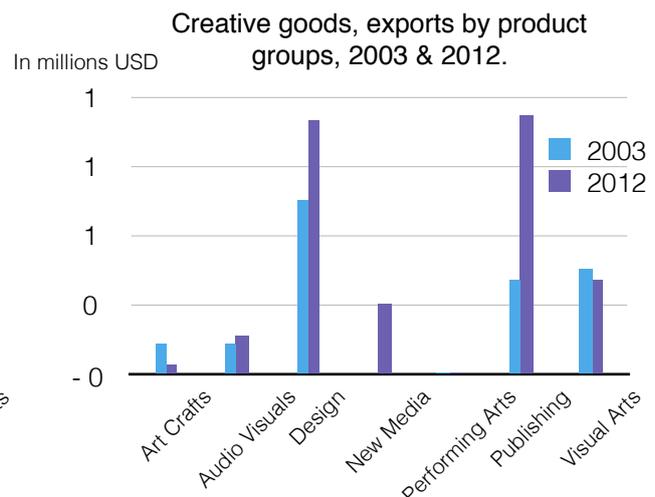
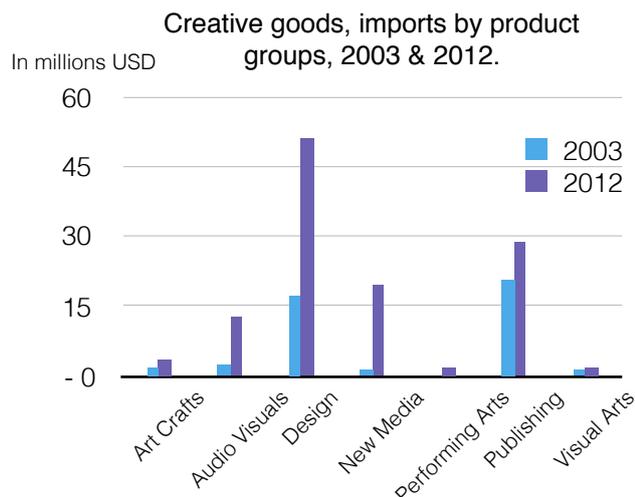
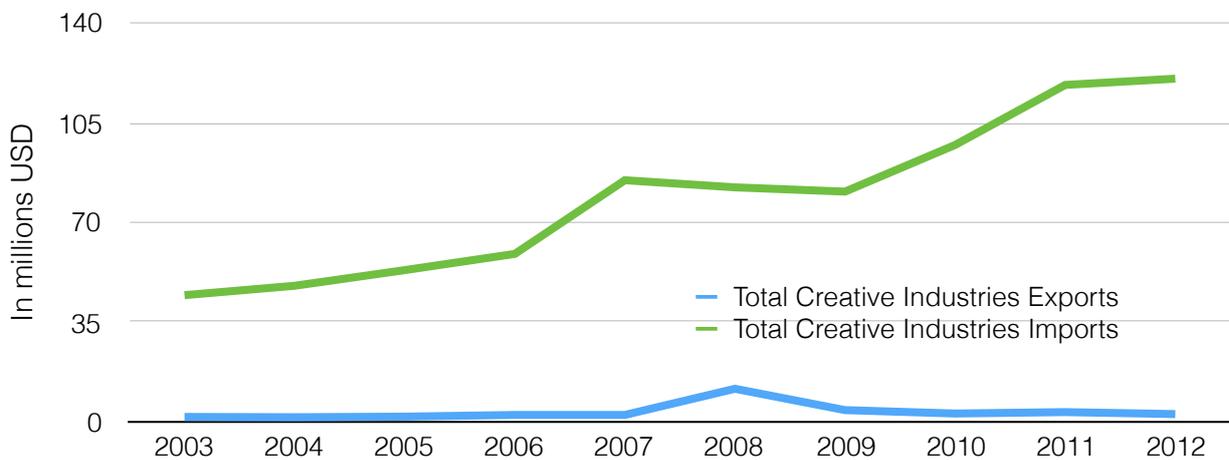
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Angola	10.8	0.1	10.75	Angola	25.1	0.0	25.05
2	South Africa	1.4	32.8	31.43	South Africa	3.2	110.8	107.57
3	Germany	0.7	0.7	0.07	Germany	1.5	1.7	0.18
4	United States	0.6	0.1	0.46	United States	1.5	0.5	0.92
5	Austria	0.1	0.0	0.10	Dem. Rep. of the Co	1.1	0.0	1.09
6	Denmark	0.1	0.0	0.04	Congo	0.8	0.0	0.81
7	France	0.1	0.1	0.01	France	0.4	0.2	0.23
8	Italy	0.1	0.1	0.03	Austria	0.3	0.2	0.17
9	United Kingdom	0.0	0.1	0.05	Russian Federation	0.3	0.0	0.25
10	Spain	0.0	0.0	0.04	Denmark	0.2	0.0	0.18

Africa is Namibia's most important export market of creative goods accounting for 84 per cent of the total exports followed by Europe with 10 per cent. The main export markets in 2012 are Angola, South Africa, Germany, United States, and Democratic Republic of The Congo.

Nicaragua

COUNTRY PROFILE - Nicaragua						
Creative Industries Trade Performance, 2003 and 2012						
Nicaragua	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	1.60	44.37	42.77	2.64	120.50	117.87
All Creative Goods	1.60	44.37	42.77	2.64	118.60	115.97
All Creatives Services	-00	-00	0.00	-00	1.90	1.90

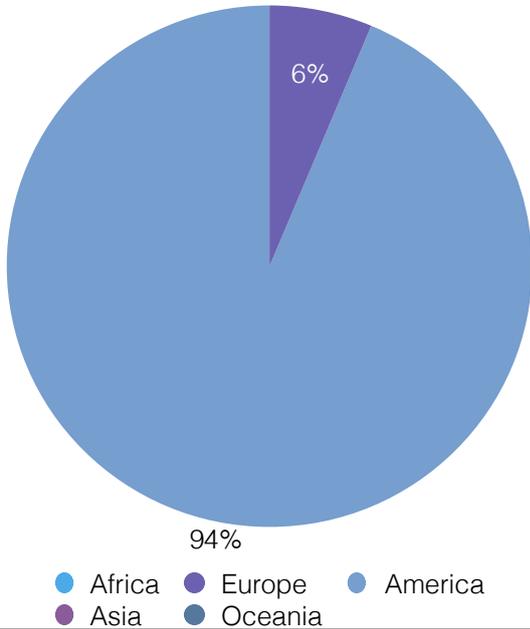
Nicaragua: Creative Industry Trade Performance, 2003-2012.



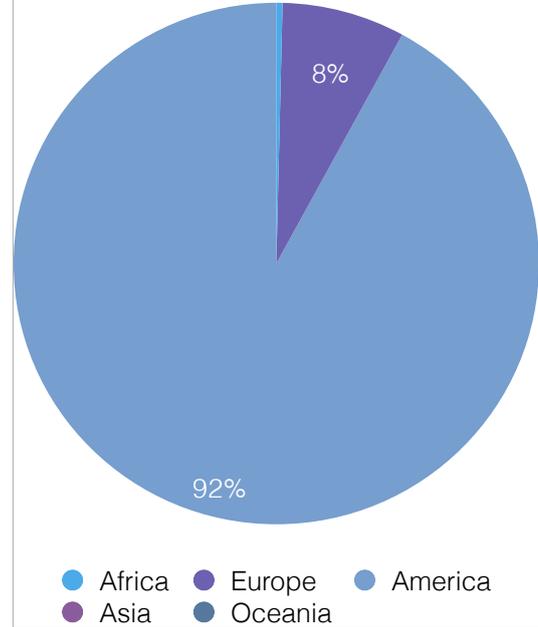
Nicaragua's creative goods exports increased from \$1.6 million in 2003 to \$2.6 million in 2012. Imports increased significantly from \$44.4 million to \$118.6 million. Nicaragua witnessed a trade deficit of \$115.9 million in 2012. Publishing (books and newspapers), design (interior) and new media (music), are the creative goods exports that grew the most between 2003 and 2012.

Nicaragua

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

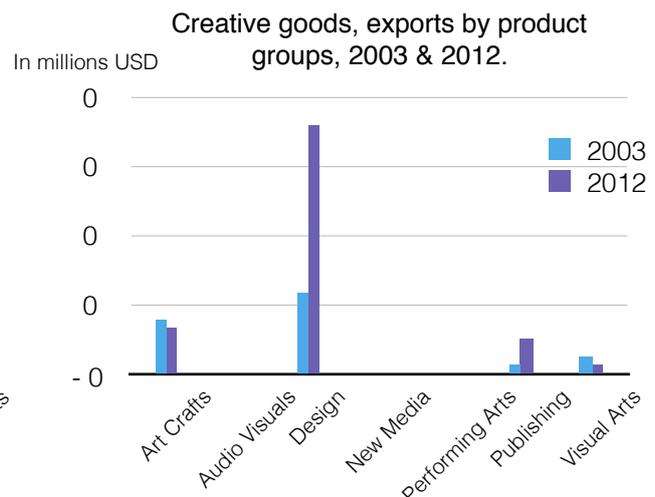
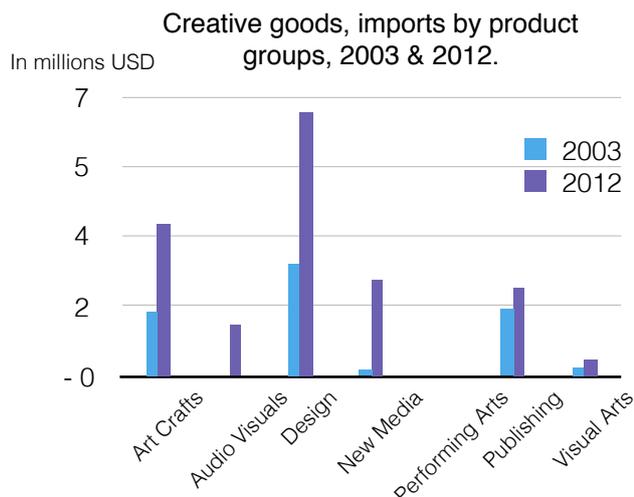
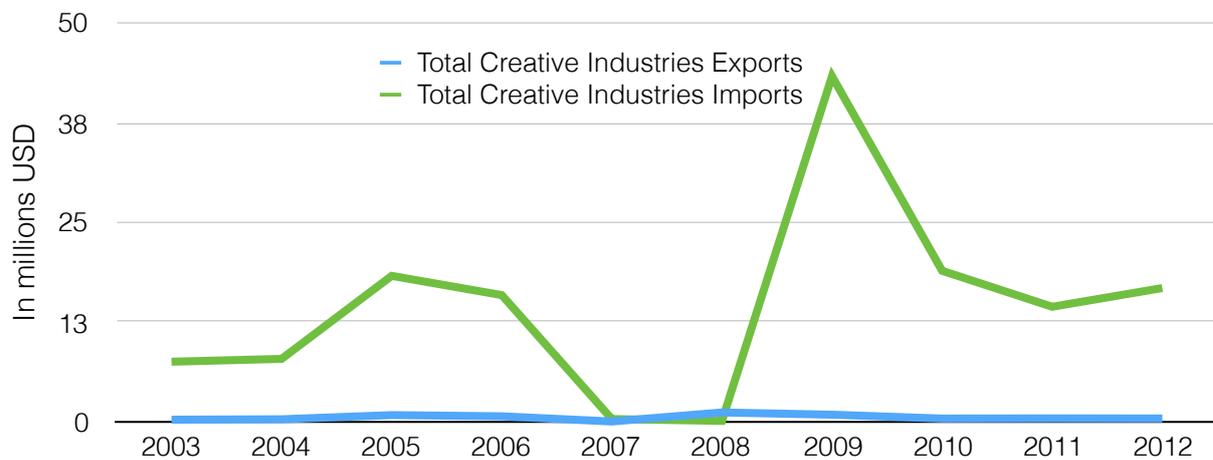
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	0.44	14.85	14.41	Costa Rica	0.67	3.13	2.46
2	Costa Rica	0.31	1.52	1.20	United States	0.50	22.19	21.69
3	Mexico	0.30	3.71	3.41	Mexico	0.33	12.60	12.28
4	Honduras	0.15	0.08	0.06	Honduras	0.27	1.06	0.79
5	El Salvador	0.09	1.06	0.97	El Salvador	0.24	5.28	5.04
6	Panama	0.08	0.24	0.16	Panama	0.22	0.73	0.51
7	Guatemala	0.07	1.11	1.05	United Kingdom	0.17	0.09	0.08
8	Germany	0.04	0.22	0.18	Guatemala	0.13	5.63	5.50
9	Canada	0.02	1.12	1.09	Canada	0.02	2.82	2.81
10	Spain	0.02	2.97	2.95	Venezuela (Bolivaria	0.01	0.01	0.01

America accounts for 92 per cent of Nicaragua's export of creative goods in 2012 followed by Europe with 8 per cent. Costa Rica, United States, Mexico, Honduras and El Salvador are the main export members for creative goods exports in 2012.

Niger

COUNTRY PROFILE - Niger						
Creative Industries Trade Performance, 2003 and 2012						
Niger	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	0.23	7.50	7.28	0.38	16.75	16.37
All Creative Goods	0.18	6.50	6.32	0.38	16.75	16.37
All Creatives Services	0.05	1.00	0.95	-00	-00	0.00

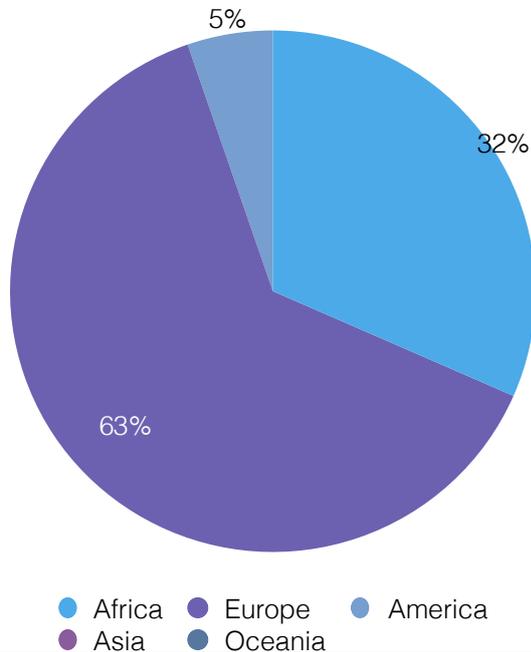
Niger: Creative Industry Trade Performance, 2003-2012.



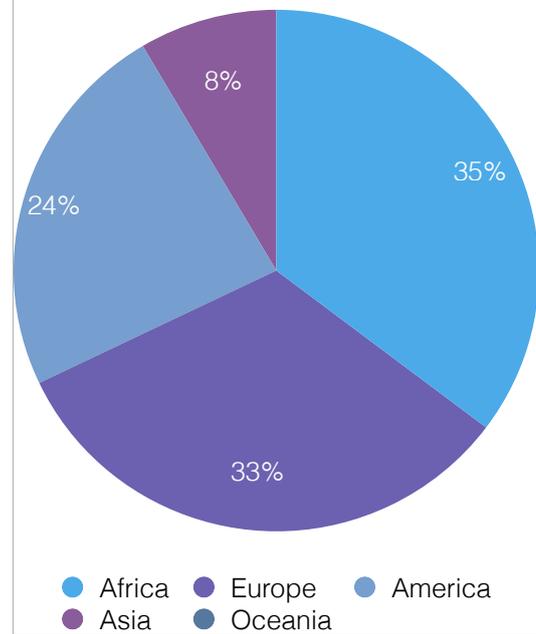
Niger's creative industries exports between 2003 and 2012 showed almost no change from \$0.23 million to \$0.38 million. Imports on the contrary increased from \$7.5 million to \$16.7 million resulting in a trade deficit of \$16.4 million for 2012. The creative industries sector is small and design and publishing constitute the largest share of creative goods exports in 2012.

Niger

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

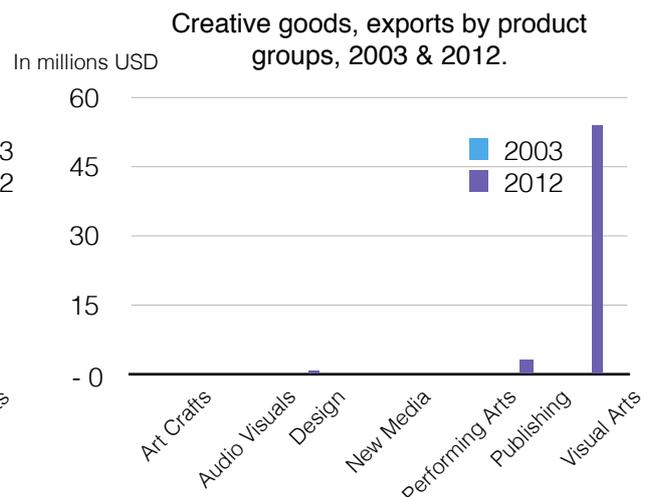
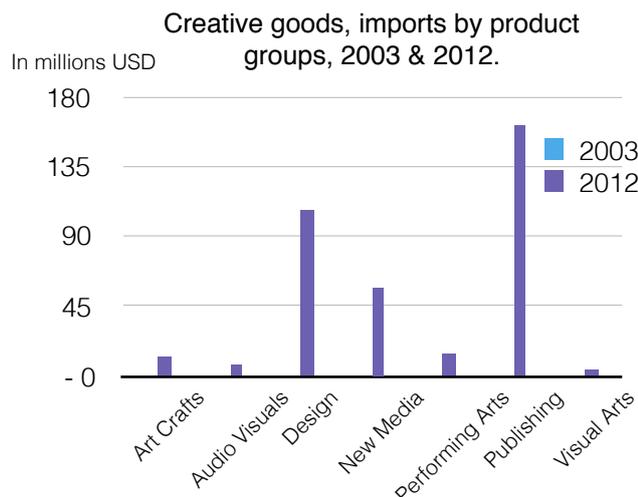
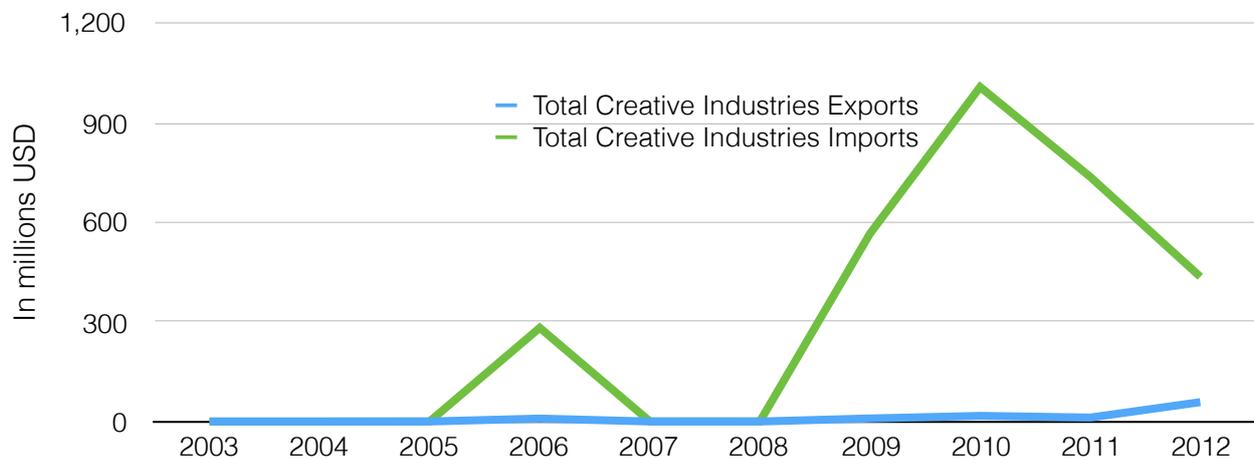
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	0.10	1.83	1.73	United States	0.09	0.79	0.70
2	Nigeria	0.04	0.20	-0.15	France	0.09	2.81	2.73
3	Germany	0.01	0.01	0.00	Mali	0.05	0.06	0.00
4	Netherlands	0.01	0.01	0.00	Nigeria	0.03	0.25	0.23
5	Côte d'Ivoire	0.01	0.93	0.92	United Arab Emirates	0.03	0.27	0.24
6	United States	0.01	0.07	0.06	Burkina Faso	0.02	0.09	0.07
7	Burkina Faso	0.00	0.06	-0.06	Netherlands	0.01	0.03	0.02
8	Mali	0.00	0.01	-0.00	Germany	0.01	0.06	0.05
9	Algeria	0.00	0.01	0.01	Belgium	0.01	0.54	0.53
10	Togo	0.00	0.06	0.06	Benin	0.01	0.03	0.02

Niger's creative goods export markets include Africa with 35 per cent, Europe 33 per cent, America 24 per cent and Asia 8 per cent. The United States, France, Nigeria, and the United Arab Emirates are the most important export markets for Niger in 2012.

Nigeria

COUNTRY PROFILE - Nigeria						
Creative Industries Trade Performance, 2003 and 2012						
Nigeria	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	0.00	-00	0.00	58.25	435.96	377.71
All Creative Goods	-00	-00	0.00	58.25	362.51	304.26
All Creatives Services	-00	-00	0.00	-00	73.45	73.45

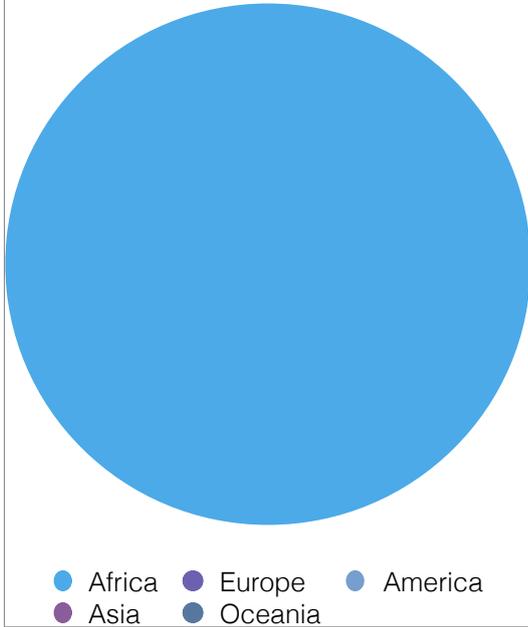
Nigeria: Creative Industry Trade Performance, 2003-2012.



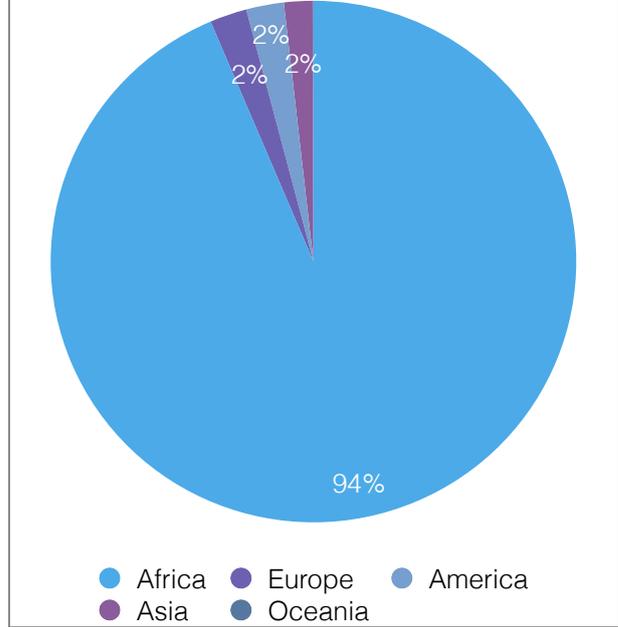
Nigeria's creative industries imports reached to a peak of more than \$900 million in 2010 and dropped down to \$435.9 million in 2012 whereas the exports remained steady at \$58.2 million in 2012. Nigeria experienced a negative trade balance of \$337.7 million for that year. Data for 2003 was not available. Visual arts is the creative goods exports in terms of numbers of film produced. It generated \$3.3 billion and produced 1,844 movies in 2013.

Nigeria

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

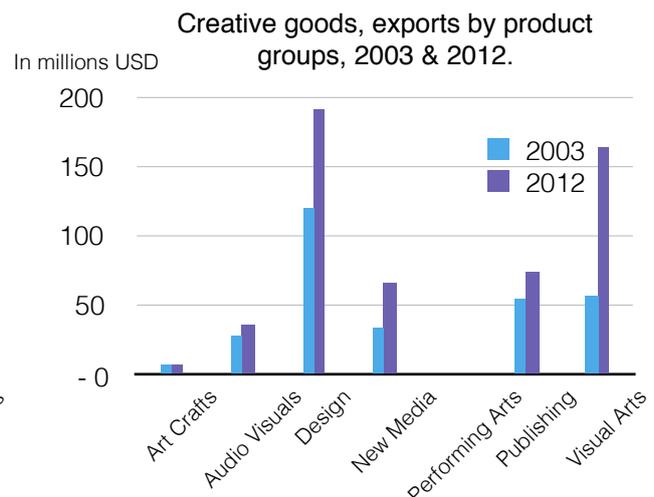
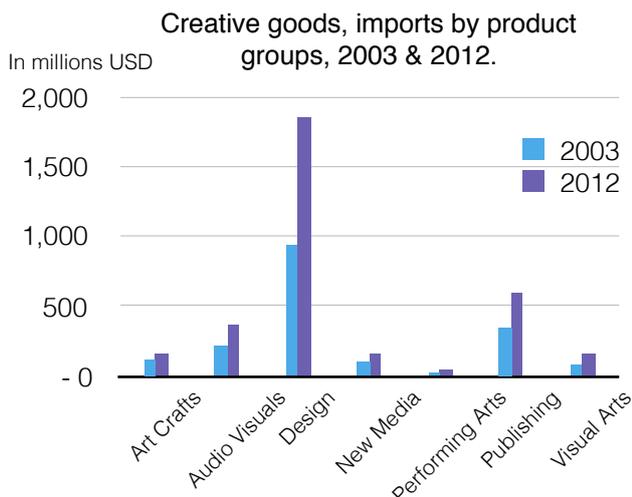
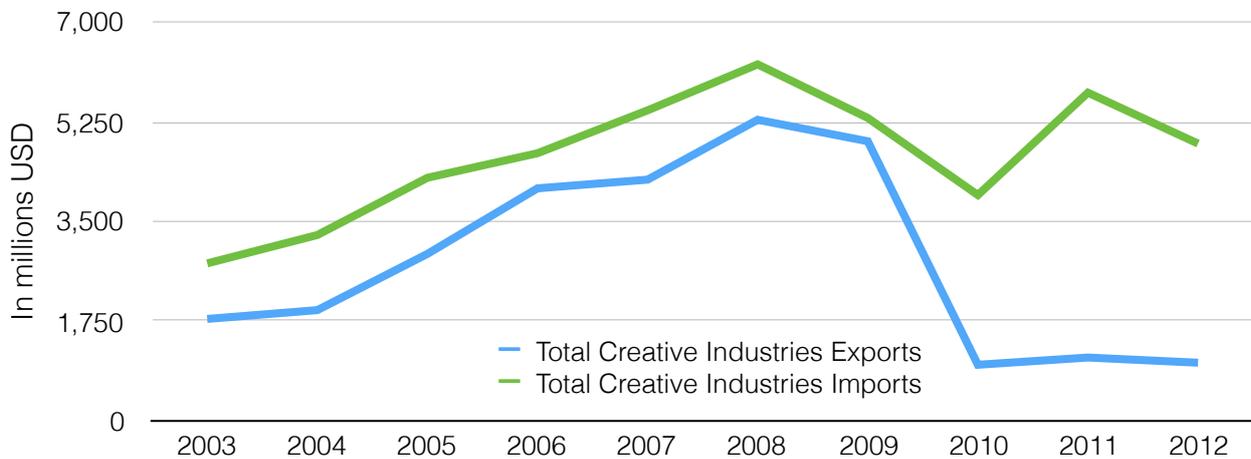
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1					Swaziland	54.01	0.01	54.01
2					United States	1.08	26.91	25.83
3					China	0.71	123.59	122.88
4					United Kingdom	0.70	30.41	29.70
5					Italy	0.31	1.94	1.63
6					Andorra	0.26	0.60	0.34
7					Ghana	0.23	1.75	1.52
8					Malaysia	0.13	5.69	5.56
9					Antigua and Barbud	0.11	2.40	2.29
10					South Africa	0.09	6.49	6.39

Africa is the most important creative goods exports market in Nigeria, accounting for 94 per cent of the trade. Switzerland, United States , China, United Kingdom and Italy were Nigeria’s main trade partners in 2012.

Norway

COUNTRY PROFILE - Norway						
Creative Industries Trade Performance, 2003 and 2012						
Norway	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	1,785.39	2,761.57	976.18	1,016.04	4,867.11	3851.07
All Creative Goods	303.62	1,793.63	1490.01	541.90	3,321.34	2779.44
All Creatives Services	1,481.77	967.94	513.84	474.14	1,545.77	1071.63

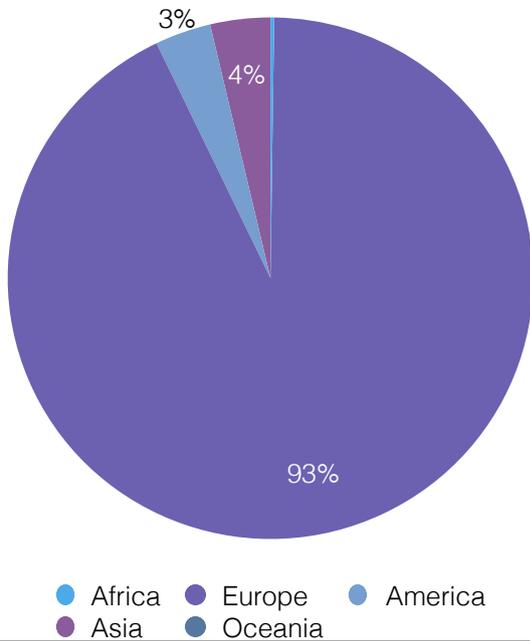
Norway: Creative Industry Trade Performance, 2003-2012.



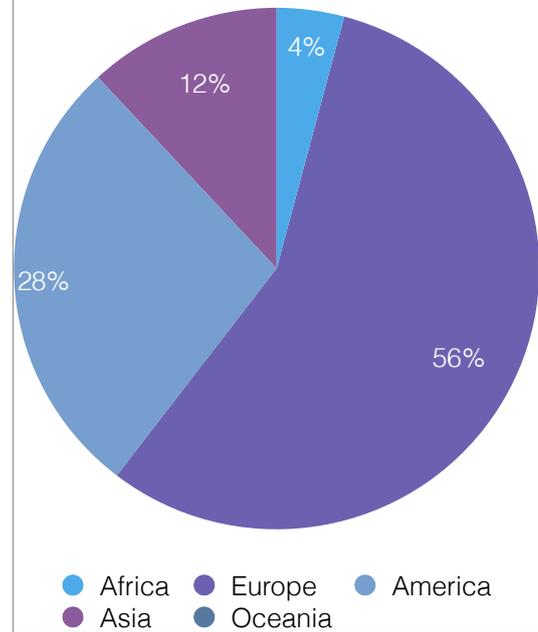
Norway's creative industries exports reached \$1,016 million in 2012. Imports increased from \$2,761.6 million to \$4,867.1 million resulting in a trade deficit of \$3,851 million in 2012. Design, new media, publishing and audio visuals are growing sectors. Norwegian literature and films are seeing higher demand. The Norwegian Action Plan for Creative Industries has its main focus to build the bridges between the arts and the marketplace. Creative industries employed 4 per cent of the Norwegian workforce in 2009 - a total of 75,000 people in 27,000 companies (Creative North, 2013).

Norway

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

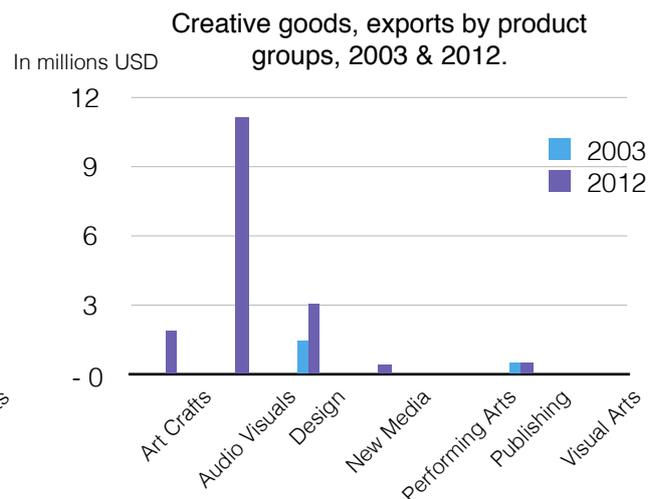
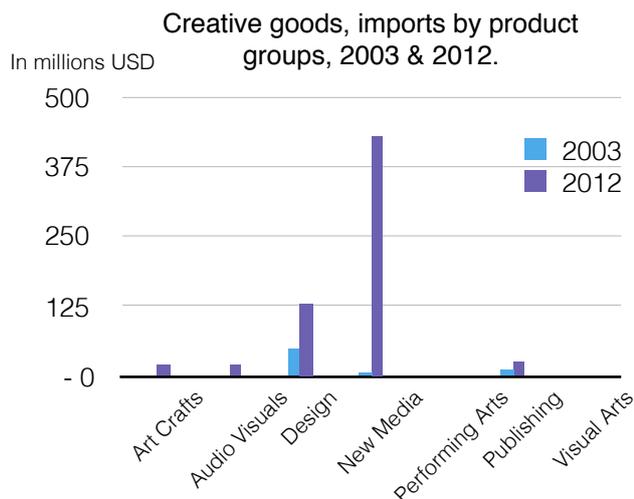
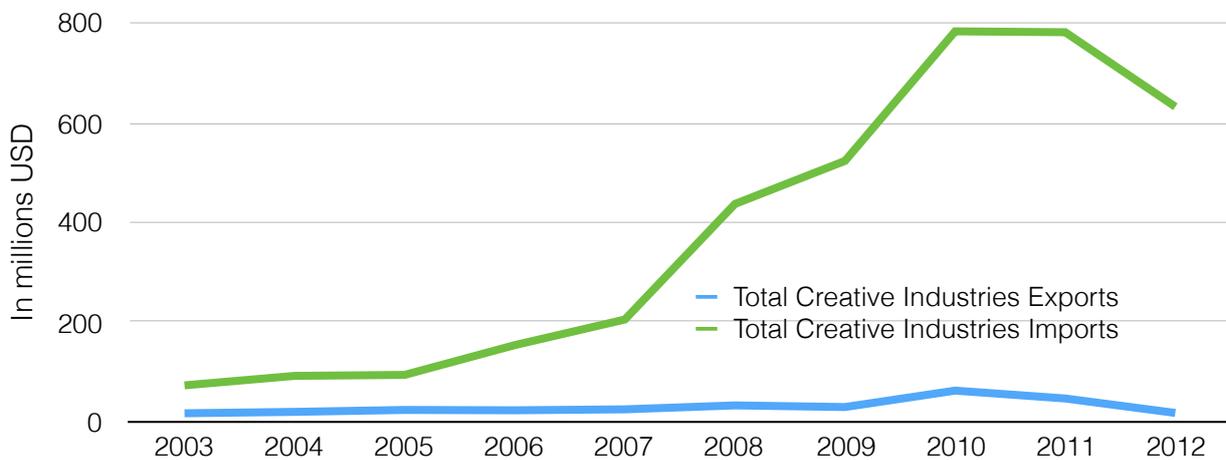
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Sweden	123.15	404.30	281.15	United States	135.19	84.0	51.16
2	United Kingdom	40.16	109.51	69.35	Sweden	113.00	634.3	521.34
3	Denmark	37.86	278.75	240.89	Denmark	53.50	460.5	406.99
4	Germany	20.68	139.81	119.13	United Kingdom	28.17	119.0	90.79
5	Finland	18.90	51.64	32.74	Finland	26.30	46.7	20.45
6	United States	8.70	44.14	35.44	Germany	22.70	222.8	200.06
7	Netherlands	6.26	52.37	46.11	Korea, Republic of	17.94	4.9	13.07
8	Spain	4.71	14.03	9.32	South Africa	17.19	0.5	16.73
9	France	4.10	24.98	20.89	India	16.67	70.1	53.44
10	Poland	3.23	27.80	24.57	Switzerland	12.02	36.3	24.31

Norway's main destination for creative goods exports change considerably between 2003 and 2012, Europe which had an export market share of 93 per cent in 2003, saw a decline to 56 per cent in 2012. United States, Sweden, Denmark, United Kingdom and Finland are Norway's main export markets for creative goods.

Paraguay

COUNTRY PROFILE - Paraguay						
Creative Industries Trade Performance, 2003 and 2012						
Paraguay	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	16.50	72.60	56.11	17.15	632.18	615.03
All Creative Goods	2.10	65.90	63.81	17.15	632.18	615.03
All Creatives Services	14.40	6.70	7.70	-00	-00	0.00

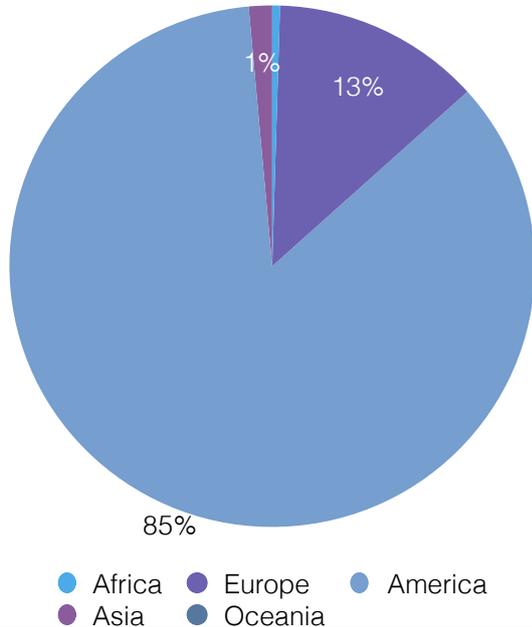
Paraguay: Creative Industry Trade Performance, 2003-2012.



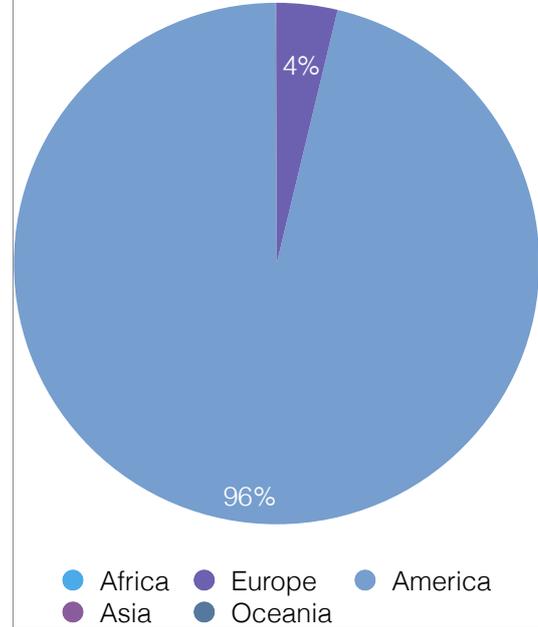
Paraguay's creative industries exports showed almost no significant change between 2003 (\$16.5 million) and 2012 (\$17.5 million). Audio visuals (CD, DVD, Tapes), design (fashion, interior, jewellery) and art crafts were the fastest growing creative goods exports in 2012. Music digital sales increased by 69.1 percent in Paraguay, one of the fastest rate of growth in the region. International Federation Photographic Industry (IFPI).

Paraguay

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

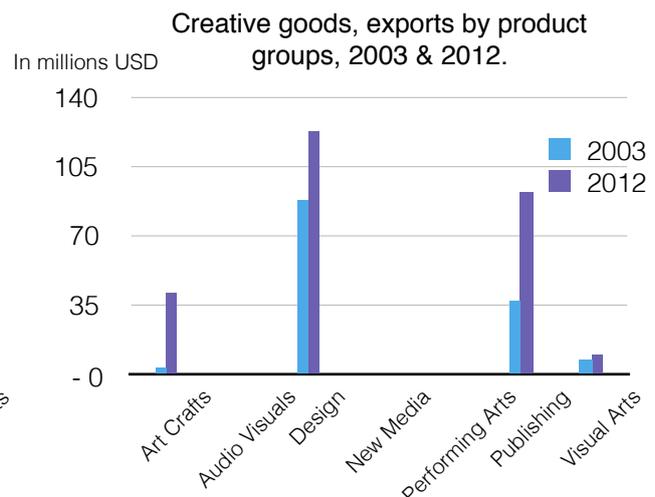
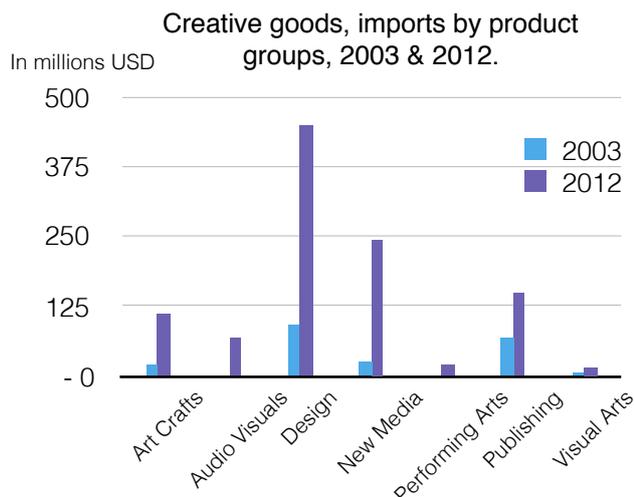
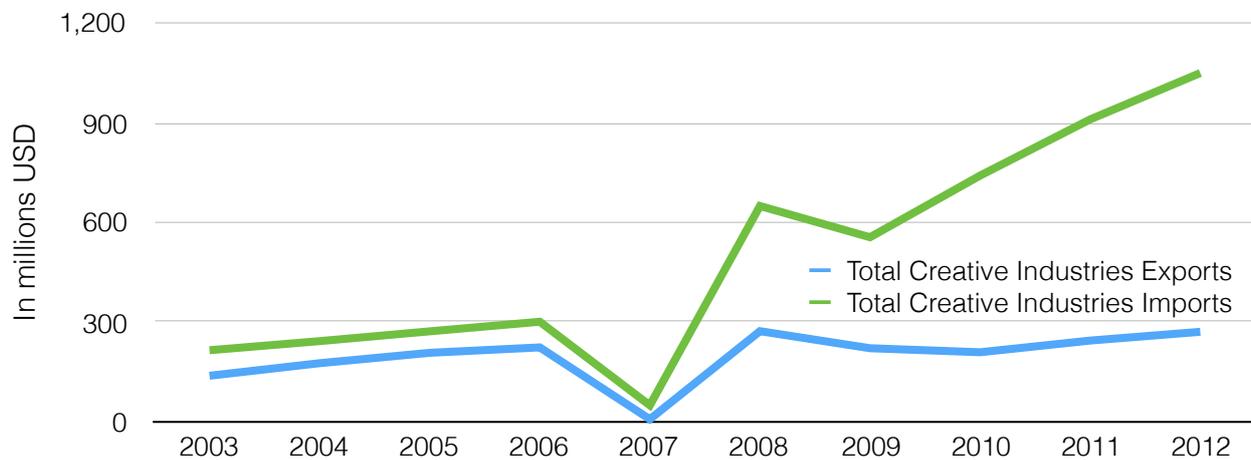
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	0.99	4.21	3.22	Brazil	13.09	36.28	23.18
2	Mexico	0.15	0.31	0.15	United States	1.58	14.89	13.31
3	Argentina	0.14	2.12	1.98	Uruguay	0.62	3.09	2.47
4	Spain	0.12	0.98	0.86	Germany	0.55	1.22	0.67
5	Chile	0.11	3.16	3.05	Argentina	0.48	14.55	14.08
6	Ecuador	0.09	0.02	0.06	Chile	0.28	5.00	4.72
7	Bolivia (Plurinational)	0.09	0.01	0.08	Bolivia (Plurinational)	0.23	0.21	0.02
8	Brazil	0.07	5.08	5.01	Mexico	0.14	3.09	2.95
9	Switzerland	0.07	0.01	0.06	Italy	0.04	1.82	1.78
10	Uruguay	0.04	0.32	0.28	Netherlands	0.03	0.12	0.09

America is the main destination market for Paraguay's creative goods exports, accounting for 96 per cent of the total trade in 2012. The main export markets for creative goods in 2012 are the Mercosur's partners namely Brazil, Uruguay, and Argentina together with United States and Germany.

Peru

COUNTRY PROFILE - Peru						
Creative Industries Trade Performance, 2003 and 2012						
Peru	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	137.81	214.75	76.94	270.22	1,049.94	779.71
All Creative Goods	137.81	214.75	76.94	270.22	1,049.94	779.71
All Creatives Services	-00	-00	0.00	-00	-00	0.00

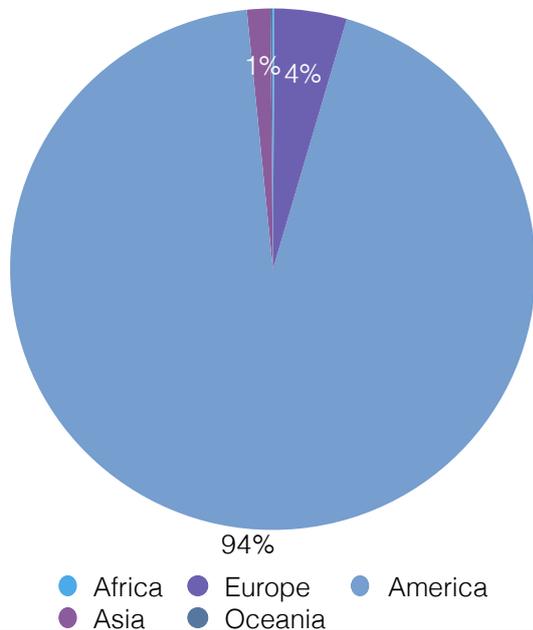
Peru: Creative Industry Trade Performance, 2003-2012.



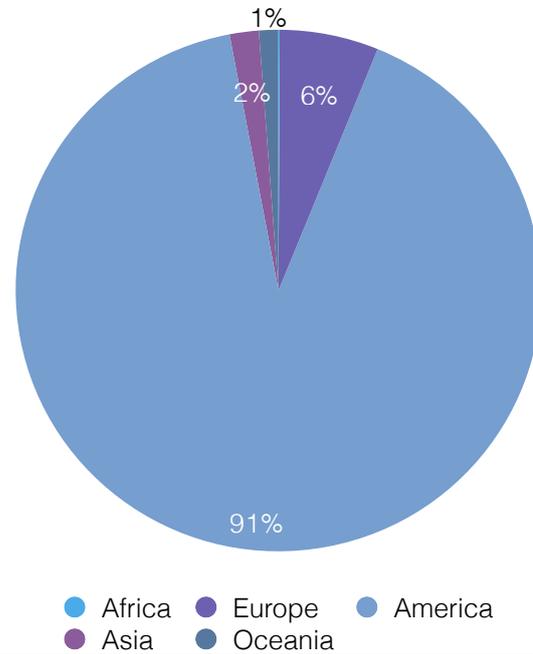
Peru's creative industries exports increased from \$137.8 million in 2003 to \$270.2 million in 2012. Imports grew at a higher rate rising from \$214.7 million to \$1,049.9 million in 2012. Design (Jewellery and fashion) account for \$123 million in 2012, followed by publishing (books and other printed materials) with \$93 million. Peru is seeking to promote software development enterprises and video games industry.

Peru

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

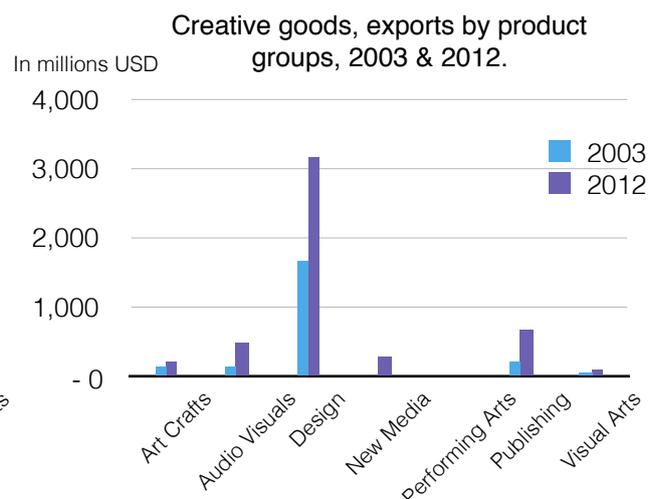
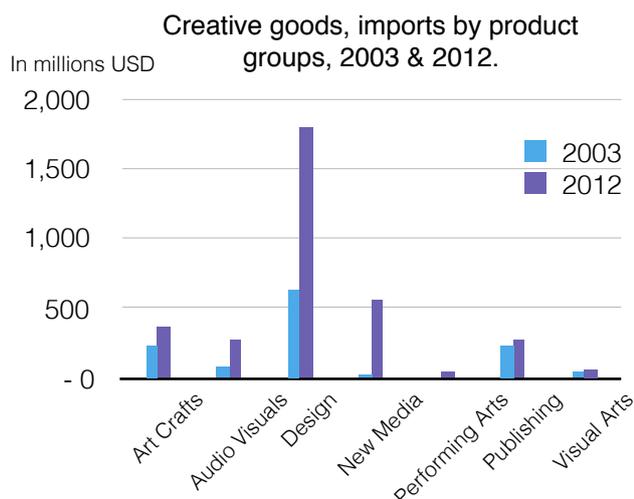
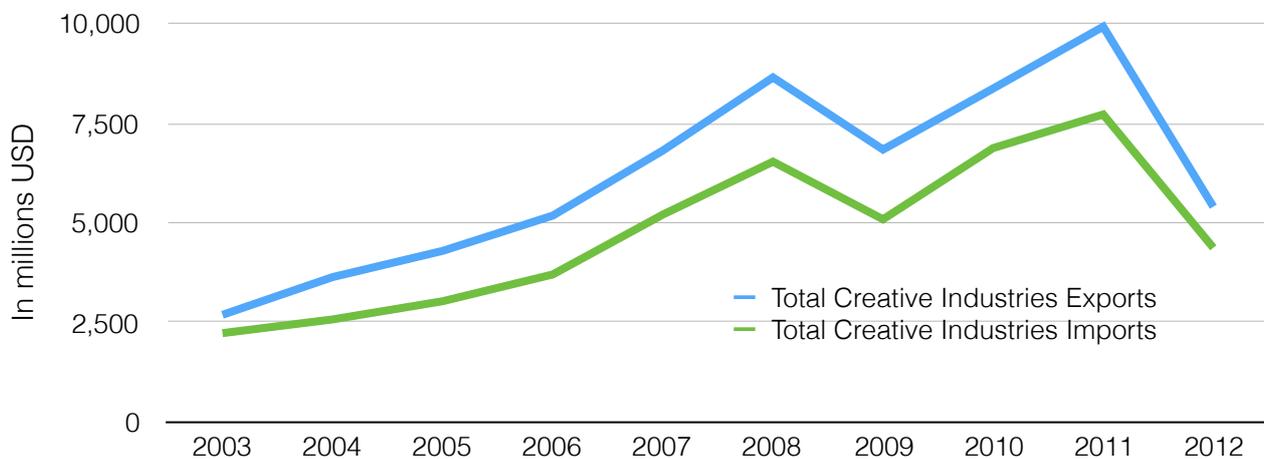
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	78.57	25.77	52.80	United States	65.41	117.20	51.79
2	Colombia	12.32	14.86	2.54	Venezuela (Bolivaria	49.54	0.01	49.53
3	Ecuador	7.17	0.16	7.01	Colombia	36.46	39.13	2.66
4	Chile	6.43	26.92	20.48	Ecuador	22.74	1.45	21.28
5	Venezuela (Bolivaria	6.19	0.71	5.48	Bolivia (Plurinational	18.13	0.03	18.10
6	Mexico	5.02	7.13	2.10	Chile	15.46	44.85	29.39
7	Bolivia (Plurinational	3.41	0.04	3.37	Mexico	11.59	32.78	21.18
8	Brazil	2.79	6.66	3.86	Panama	5.63	0.42	5.21
9	Dominican Republic	2.40	0.01	2.39	United Kingdom	3.35	5.26	1.91
10	Italy	1.91	3.47	1.56	Italy	3.17	10.69	7.52

Peru's most important export market for creative goods is America which account for 91 per cent of total export, followed by Europe with 6 per cent. The United States, Venezuela, Colombia, Ecuador and Bolivia are Peru's main export members for creative goods in 2012.

Poland

COUNTRY PROFILE - Poland						
Creative Industries Trade Performance, 2003 and 2012						
Poland	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	2,687.71	2,227.37	460.33	5,401.63	4,369.86	1031.76
All Creative Goods	2,275.27	1,267.77	1007.51	5,011.38	3,342.29	1669.10
All Creatives Services	412.44	959.61	547.17	390.24	1,027.58	637.34

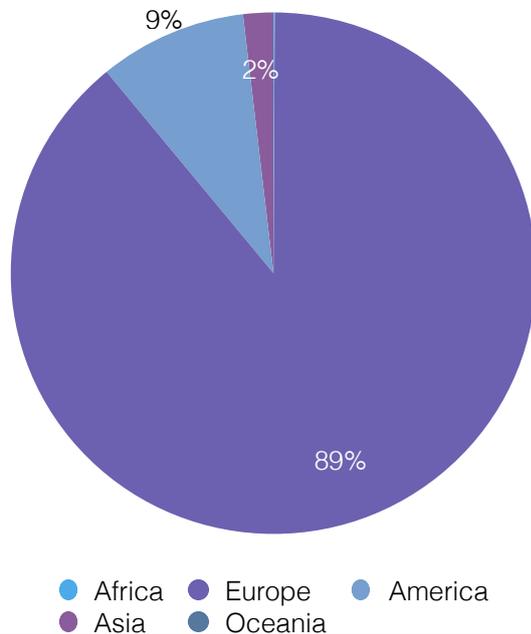
Poland: Creative Industry Trade Performance, 2003-2012.



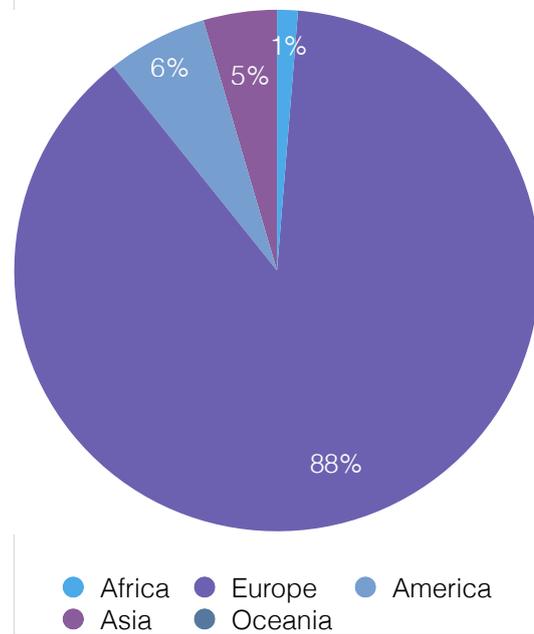
Poland's creative industries exports and imports doubled between 2003 and 2012, with exports growing faster than imports resulting in a positive trade balance of \$1,031 million in 2012. Design, publishing, art crafts and new media are the creative goods products with a better performance in 2012. Culture is emphasised at city level, the Warsaw City Council adopted the program "Innovation Warsaw 2020". One of the goals of the cultural development program is "supporting development of creativity and promotion of culture and art, as well as development of creative industries."

Poland

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

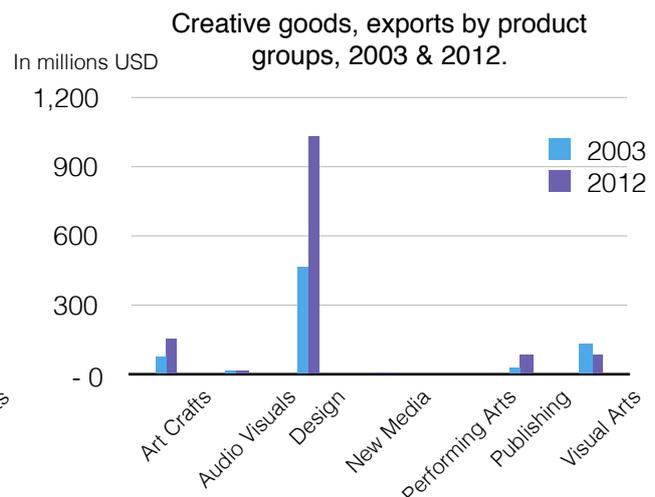
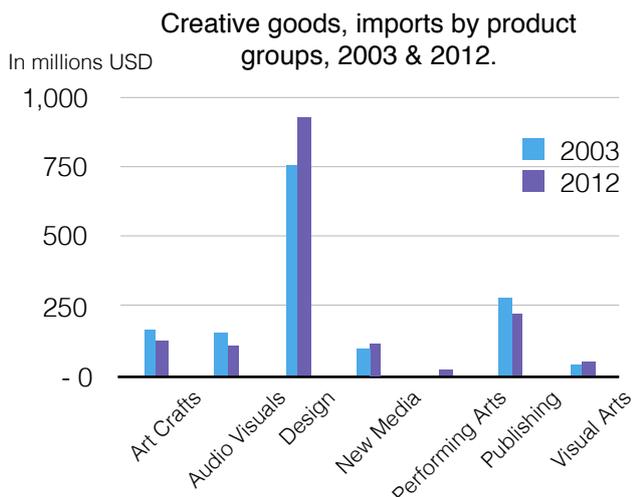
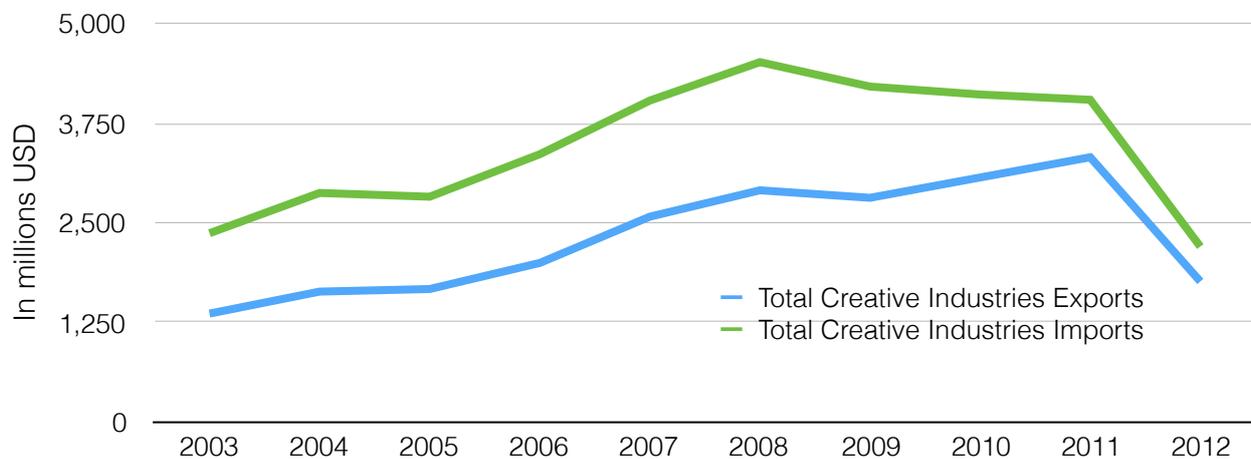
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	731.00	222.636	508.37	Germany	1405.87	455.72	950.15
2	United Kingdom	196.64	57.764	138.88	United Kingdom	441.14	148.38	292.75
3	United States	158.52	26.215	132.30	Russian Federation	329.91	13.56	316.34
4	France	120.90	65.092	55.81	France	294.50	54.25	240.25
5	Netherlands	95.30	41.539	53.77	Czech Republic	250.78	110.19	140.60
6	Czech Republic	88.93	51.096	37.84	United States	229.40	56.24	173.16
7	Sweden	75.17	21.713	53.46	Netherlands	205.25	175.51	29.75
8	Hungary	71.13	8.654	62.48	Sweden	178.41	80.40	98.01
9	Belgium	71.05	46.58	24.47	Italy	135.60	177.51	41.91
10	Switzerland	65.83	15.799	50.03	Belgium	128.91	66.65	62.26

Poland's most important creative goods exports market is Europe, with an 88 per cent share of total export, followed by America (6 per cent). The top five (5) export destination markets are Germany, United Kingdom, Russian Federation, France and Czech Republic.

Portugal

COUNTRY PROFILE - Portugal						
Creative Industries Trade Performance, 2003 and 2012						
Portugal	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	1358.69	2367.78	1009.09	1762.25	2200.45	438.20
All Creative Goods	748.01	1491.70	743.69	1406.80	1559.58	152.78
All Creatives Services	610.69	876.08	265.40	355.45	640.87	285.42

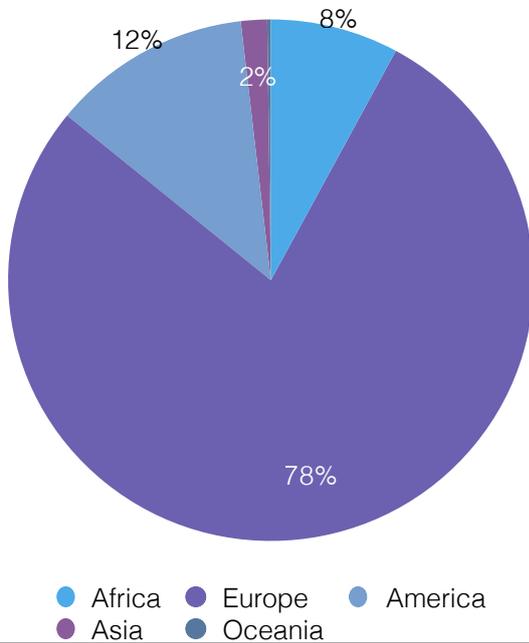
Portugal: Creative Industry Trade Performance, 2003-2012.



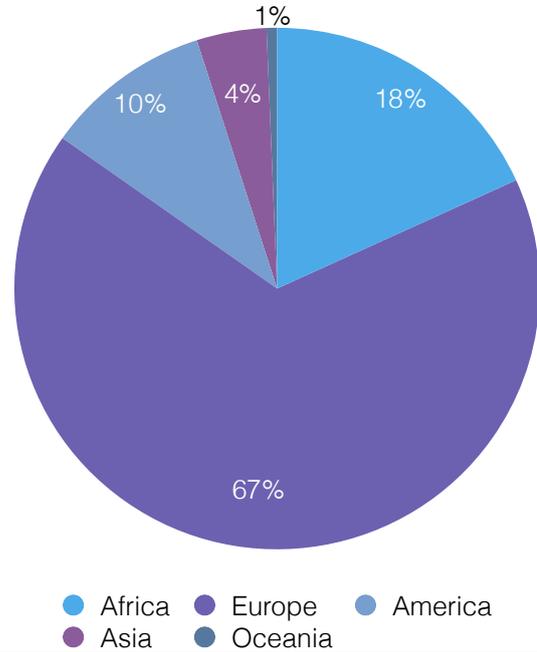
Portugal's creative industries exports increased from \$1,358.7 million in 2003 to \$1,762.2 million in 2012. Imports decreased from \$2,367.8 million to \$2,200.4 million. Design and art crafts are the creative goods products that grew the most between 2003 and 2012. The Greater Lisbon area is the most creative area in Portugal. About 30 per cent of creative employment is generated in this area by almost 22,000 sector companies (Deputy Mayor of Economy and Innovation).

Portugal

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

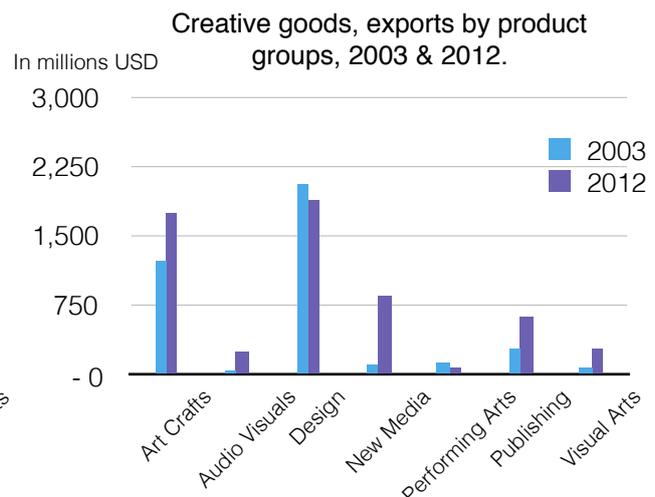
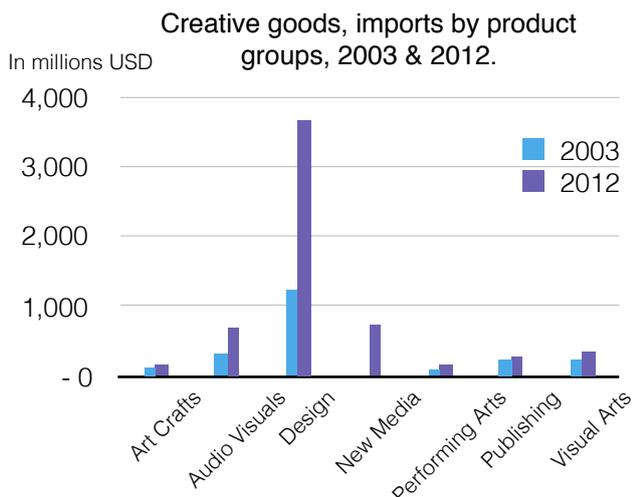
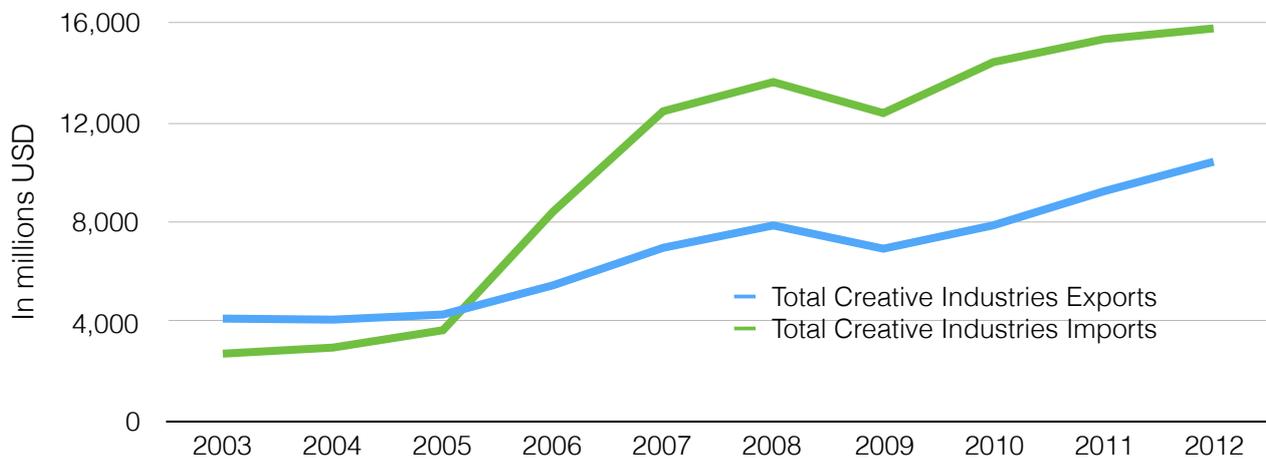
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	144.69	130.51	14.18	France	308.83	105.33	203.51
2	United Kingdom	117.28	73.49	43.79	Spain	267.76	576.90	309.13
3	Spain	116.53	585.76	469.23	Angola	200.67	0.04	200.63
4	United States	73.25	12.92	60.33	United States	102.73	12.32	90.41
5	Germany	72.99	140.09	67.10	Germany	75.50	103.73	28.23
6	Angola	39.45	0.02	39.43	United Kingdom	72.65	74.76	2.11
7	Netherlands	25.13	90.83	65.70	Belgium	31.45	17.64	13.81
8	Belgium	17.84	41.06	23.21	Italy	28.89	134.30	105.41
9	Italy	16.23	166.44	150.21	Netherlands	27.78	30.73	2.95
10	Sweden	13.45	23.10	9.65	Switzerland	26.55	12.13	14.42

Portugal's biggest creative goods export market is Europe, capturing 67 per cent of the exports, followed by Africa (18 per cent), America (10 per cent) and Asia (4 per cent). France, Spain, Angola, United States and Germany are Portugal's main export markets for creative goods.

Republic of Korea

COUNTRY PROFILE - The Republic of Korea						
Creative Industries Trade Performance, 2003 and 2012						
Republic of Korea	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	4,119.07	2,710.55	1408.52	10,420.66	15,776.67	5356.01
All Creative Goods	3,966.67	2,187.95	1778.72	5,762.96	6,018.37	255.41
All Creatives Services	152.40	522.60	370.20	4,657.70	9,758.30	5100.60

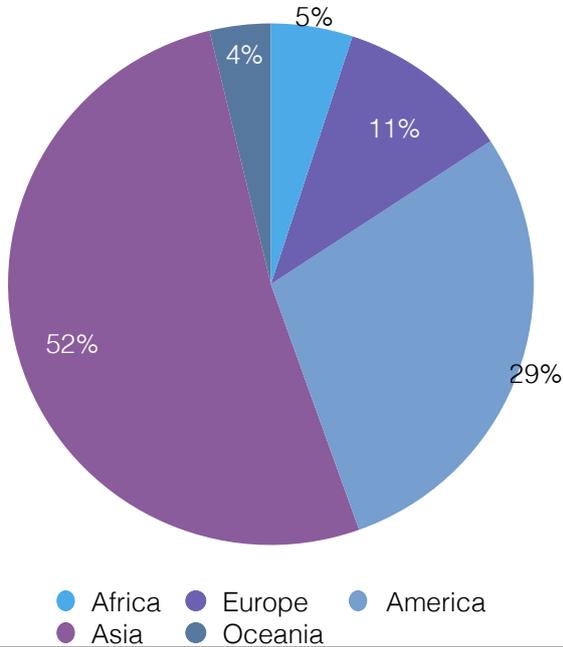
The Republic of Korea: Creative Industry Trade Performance, 2003-2012.



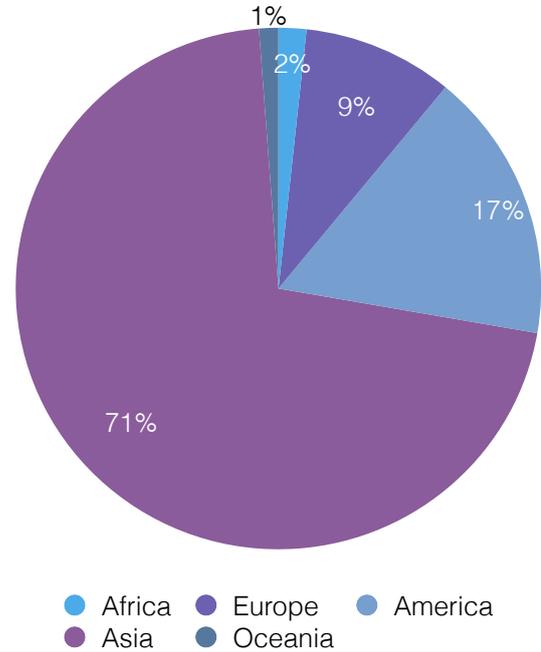
The creative industries of South Korea exports grew at an unprecedented rate rising from \$4,119 million in 2003 to \$10,420 million in 2012. Imports also continued to grow reaching \$15,776 million. Design, art crafts and new media are the leading sectors for South Korea in 2012. South Korean consumers are spending more per capital on virtual goods, than anyone else in the world (Tech Asia). Video games has been a successful growing sector. President Park's launched the "Creative Economy Action Plan" in June 2013 to develop this sector. Shortly afterwards, the Creative Economy Town was launched. It is an online platform that helps translate creative ideas into businesses.

Republic of Korea

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

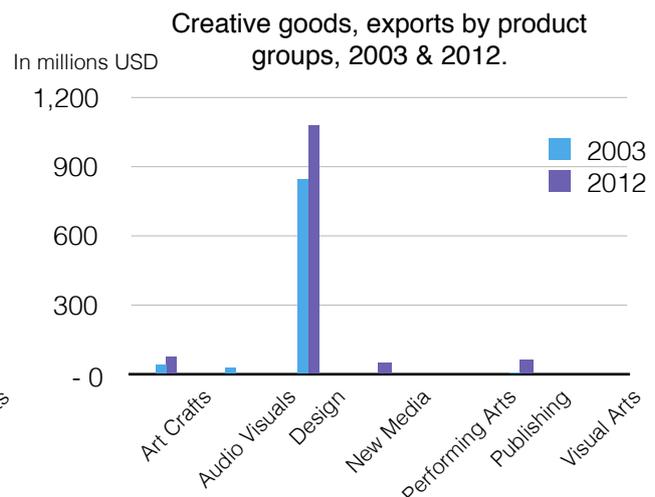
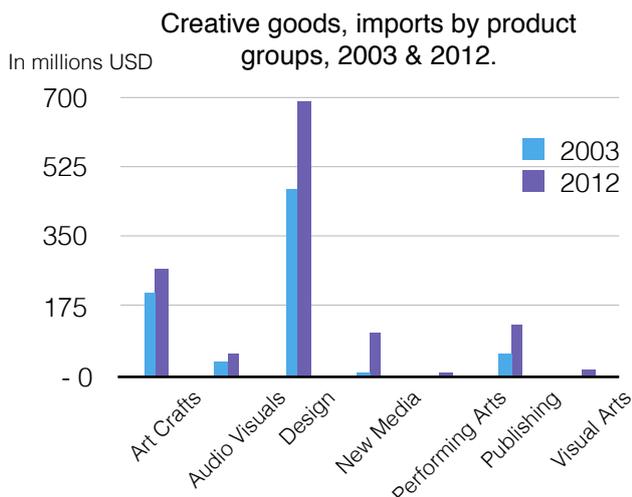
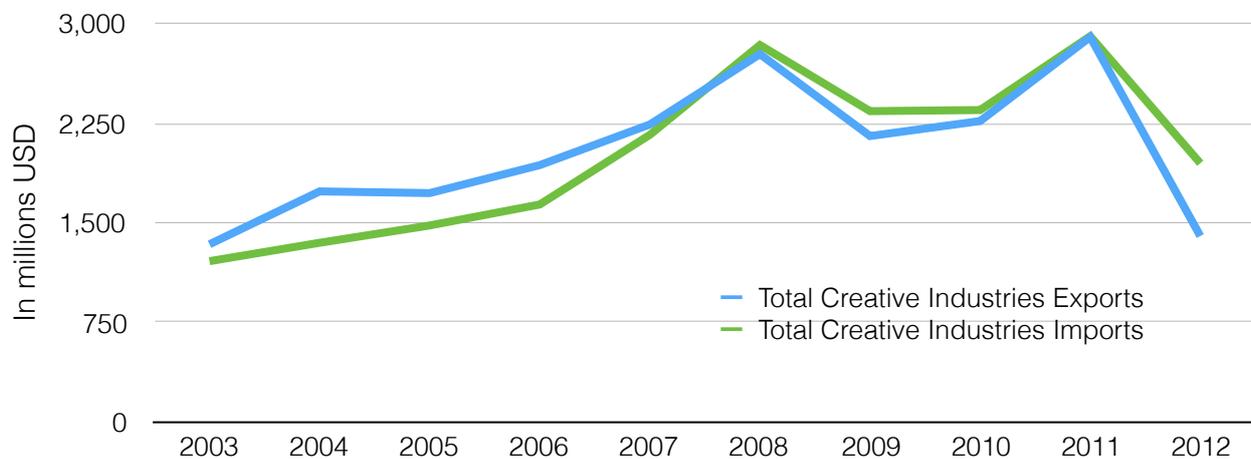
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	909.02	421.96	487.07	China	733.44	2,048.43	1314.99
2	China, Hong Kong S	794.04	38.63	755.41	United States	687.61	536.82	150.79
3	Japan	345.64	283.89	61.74	Japan	608.58	406.76	201.82
4	China	266.67	587.81	321.14	China, Hong Kong S	530.15	70.68	459.47
5	Nigeria	162.50	0.12	162.38	Viet Nam	498.44	138.56	359.88
6	United Arab Emirate	137.03	1.06	135.97	Indonesia	332.89	104.93	227.96
7	Australia	114.55	23.68	90.87	China, Taiwan Provir	232.00	467.75	235.75
8	United Kingdom	86.98	80.78	6.20	United Arab Emirate	179.55	2.95	176.61
9	Indonesia	77.35	52.33	25.02	India	154.23	26.10	128.13
10	France	75.09	106.51	31.42	Philippines	114.61	21.52	93.09

Asia is the main destination market for Korea's creative goods exports in 2012. In the top 10 export partners for South Korea are China, United States, Hong Kong, China and Indonesia.

Romania

COUNTRY PROFILE - Romania						
Creative Industries Trade Performance, 2003 and 2012						
Romania	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	1,337.54	1,210.24	127.30	1,399.16	1,947.90	548.74
All Creative Goods	954.12	780.44	173.67	1,302.36	1,258.82	43.54
All Creatives Services	383.43	429.80	46.37	96.81	689.08	592.27

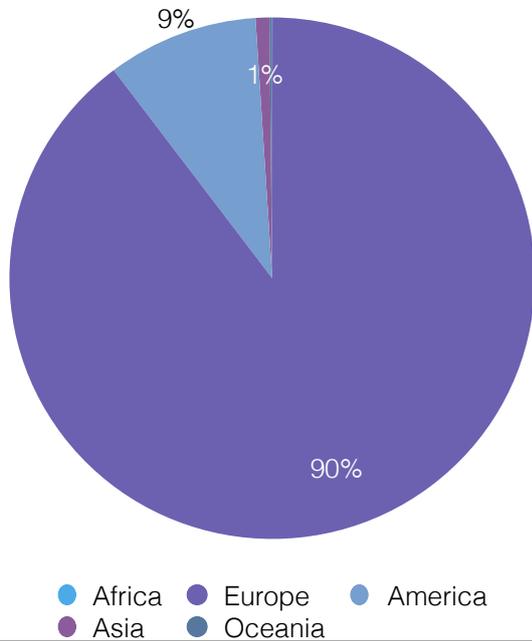
Romania: Creative Industry Trade Performance, 2003-2012.



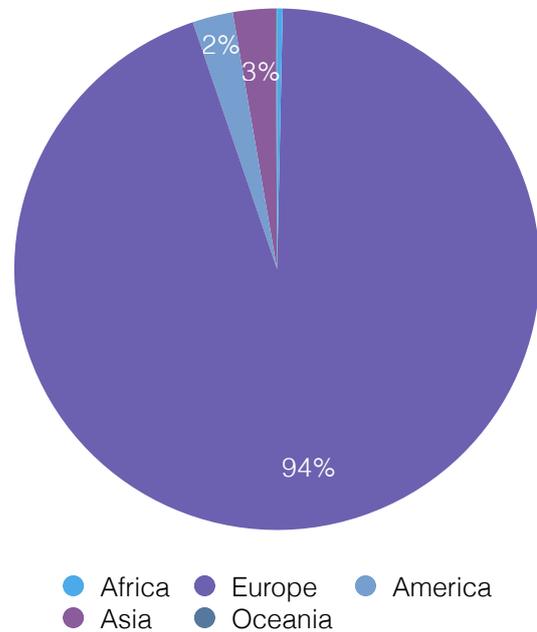
Romania's creative industries imports increased from \$1,210.2 million in 2003 to \$1,947.9 million in 2012. Exports increased by only \$62 million resulting in a negative trade balance of \$548.7 million. Design, art crafts, publishing and new media are the creative goods products with a better performance in 2012.

Romania

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

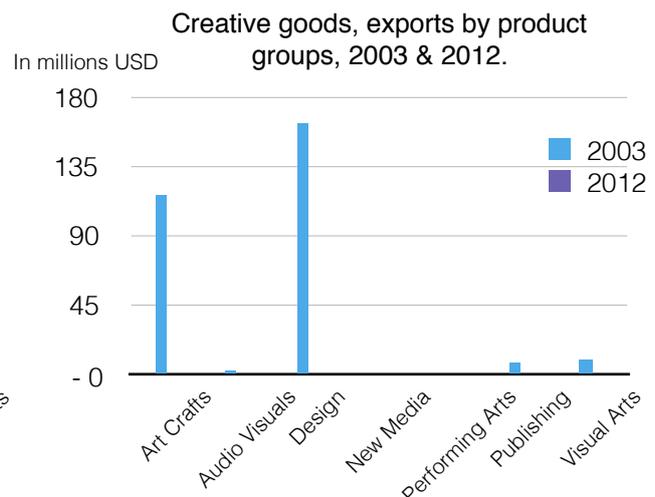
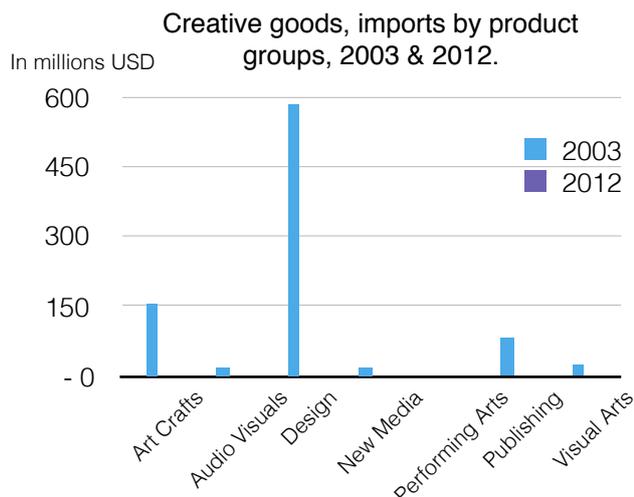
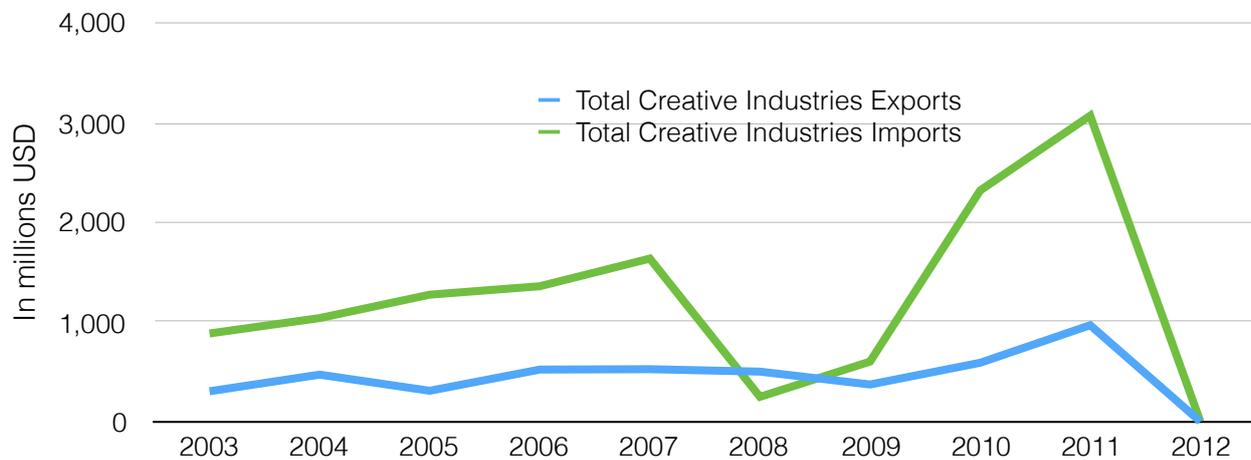
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Italy	182.83	301.94	119.11	Italy	269.34	271.70	2.36
2	Germany	160.75	80.11	80.64	Germany	220.27	151.17	69.10
3	France	154.68	87.26	67.43	France	156.82	76.56	80.26
4	Netherlands	90.42	11.20	79.22	Netherlands	73.09	36.49	36.61
5	United States	77.65	8.60	69.06	Austria	54.97	63.85	8.88
6	United Kingdom	58.33	26.01	32.31	Bulgaria	48.72	24.72	24.01
7	Austria	33.00	24.08	8.91	United Kingdom	45.82	63.90	18.08
8	Hungary	29.60	31.01	1.41	Spain	39.01	23.69	15.32
9	Belgium	22.76	12.02	10.74	Republic of Moldova	38.44	17.83	20.61
10	Sweden	18.39	1.06	17.33	Hungary	37.52	81.69	44.17

Europe is Romania's most important export market for creative goods comprising 94 per cent of total exports, followed by Asia 3 per cent and America 2 per cent. Italy, Germany, France, Netherlands and Austria are the main destinations for creative goods exports of Romanian in 2012.

Saudi Arabia

COUNTRY PROFILE - Saudi Arabia						
Creative Industries Trade Performance, 2003 and 2012						
Saudi Arabia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	303.20	884.09	580.88	-00	-00	0.00
All Creative Goods	303.20	884.09	580.88	-00	-00	0.00
All Creatives Services	-00	-00	0.00	-00	-00	0.00

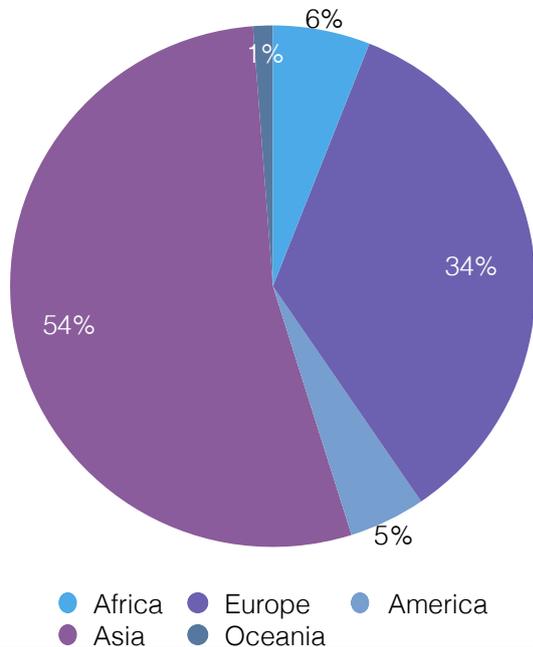
Saudi Arabia: Creative Industry Trade Performance, 2003-2012.



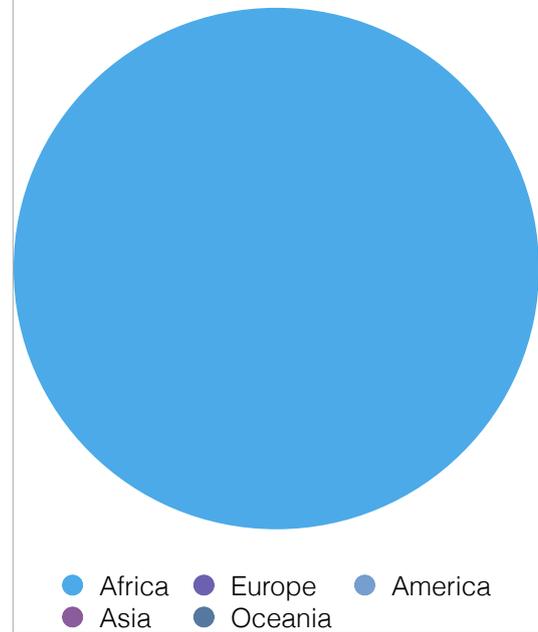
Creative goods exports in Saudi Arabia accounted for \$303.2 million, and imports were valued at \$884.1 million, resulting in a deficit of the trade balance of \$580.9 million in 2003. Design and art crafts are the creative goods exports that had the best performance in 2003. No data is available for 2012.

Saudi Arabia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

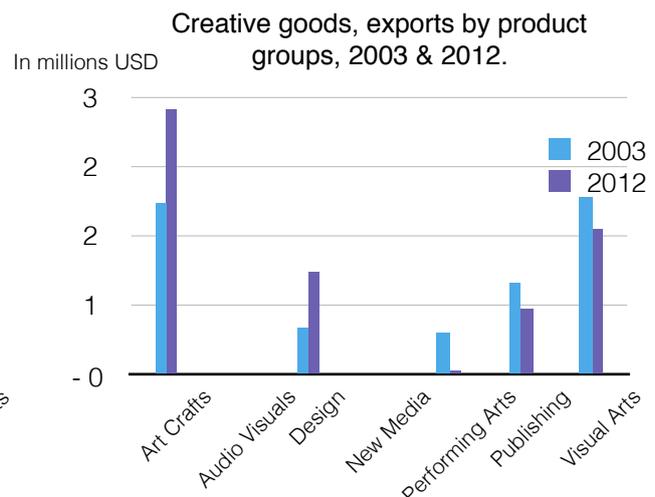
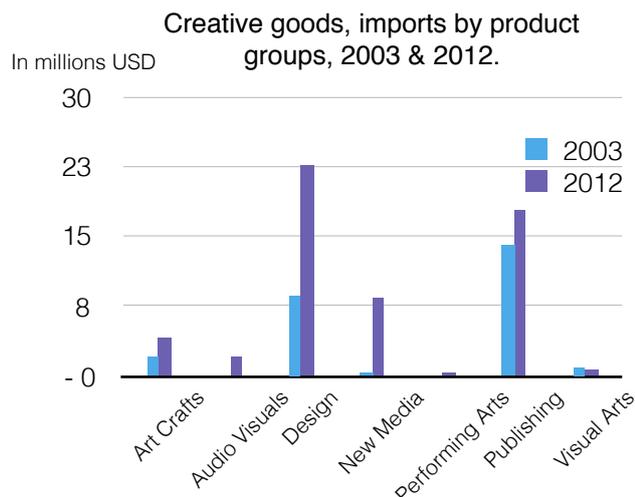
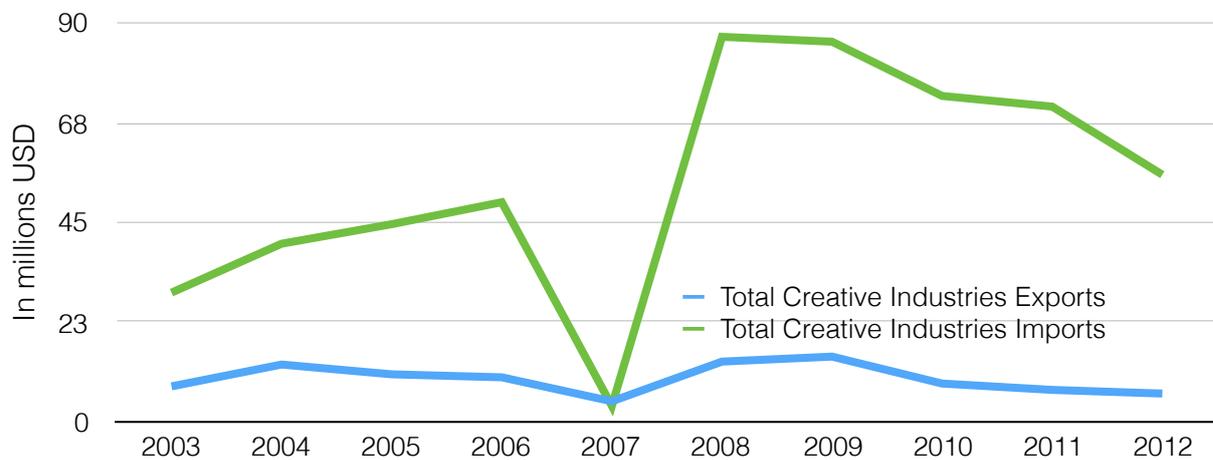
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Switzerland	94.39	8.61	85.78				0.00
2	United Arab Emirates	58.72	22.92	35.80				0.00
3	Qatar	32.87	0.10	32.77				0.00
4	Kuwait	27.25	2.98	24.27				0.00
5	United States	11.98	44.69	32.70				0.00
6	Oman	8.01	3.51	4.50				0.00
7	Jordan	7.52	2.06	5.46				0.00
8	Bahrain	7.41	1.31	6.10				0.00
9	Sudan (...2011)	5.94	0.01	5.94				0.00
10	Egypt	4.39	9.58	5.18				0.00

In 2003, the most important export market for creative goods for Saudi Arabia were Asia with a share of 54 per cent; Europe (34 per cent), Africa (6 per cent), and America (5 per cent). Switzerland, United Arab Emirates, Qatar, Kuwait and the United States are Saudi Arabia's main export member's for creative goods.

Senegal

COUNTRY PROFILE - Senegal						
Creative Industries Trade Performance, 2003 and 2012						
Senegal	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	7.93	29.12	21.19	6.31	55.76	49.45
All Creative Goods	5.79	25.92	20.13	6.31	55.76	49.45
All Creatives Services	2.14	3.21	1.07	-00	-00	0.00

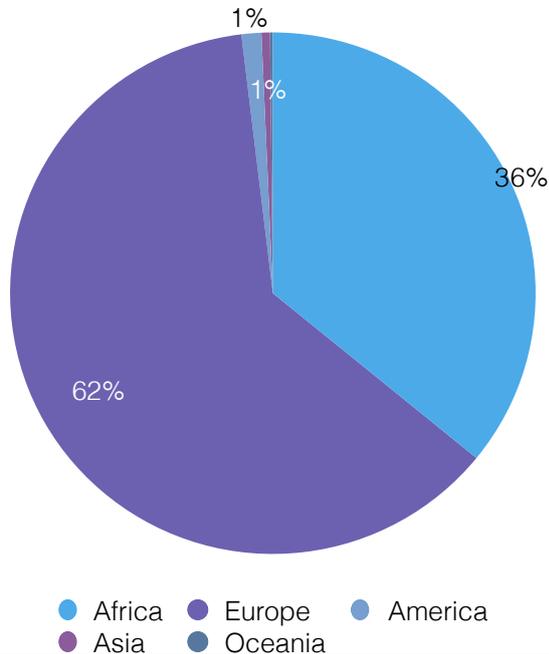
Senegal: Creative Industry Trade Performance, 2003-2012.



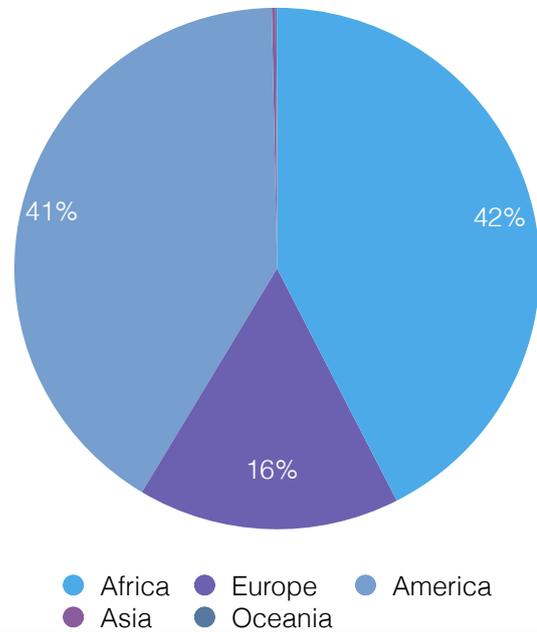
Senegal's creative industries exports slightly decreased from \$7.9 million in 2003 to \$6.3 million in 2012. Imports, on the other hand, increased from \$29.1 million to \$55.8 million, resulting in a trade deficit of \$49.5 million. Art craft and audio visuals are the creative goods exports that grew the most between 2003 and 2012. The Ministry of Culture and Communication of Senegal will set up a national program to promote and stimulate creativity.

Senegal

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

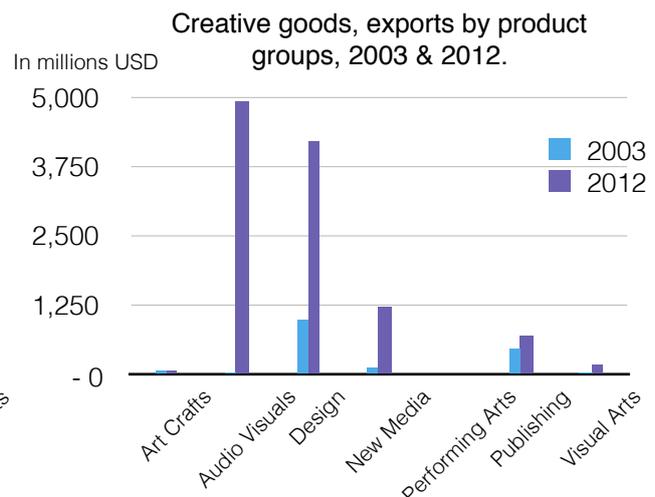
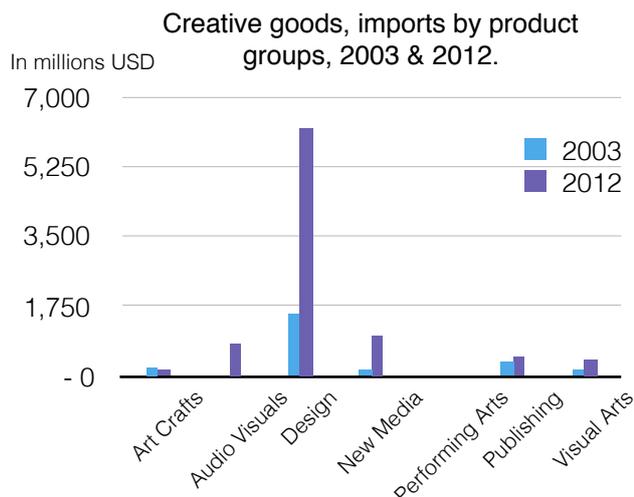
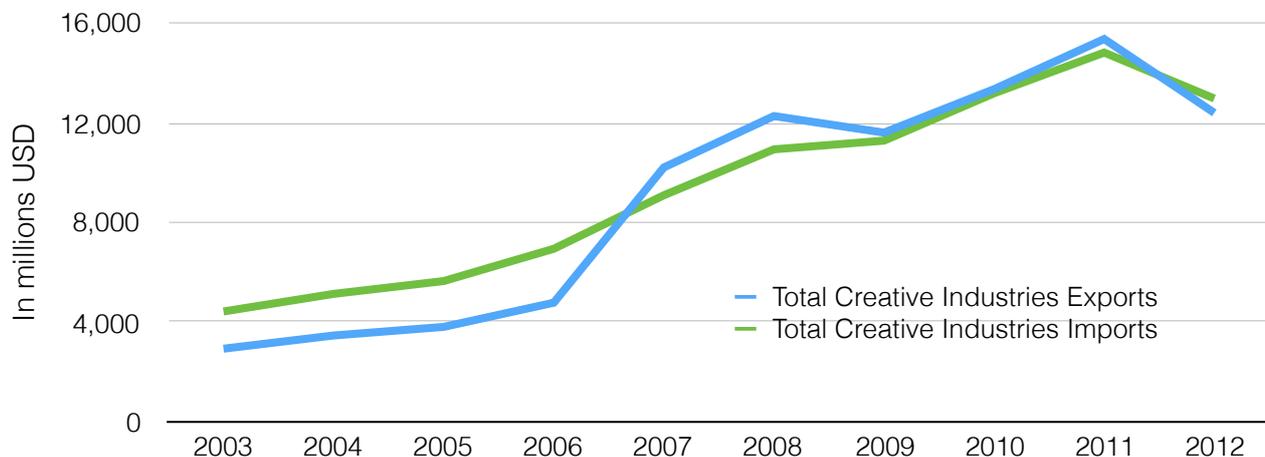
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	2.73	13.46	10.73	Mauritania	1.15	0.00	1.15
2	Mauritania	0.48	0.00	0.48	Guinea-Bissau	0.96	0.00	0.96
3	Guinea-Bissau	0.38	0.00	0.38	Gambia	0.54	0.01	0.53
4	Netherlands	0.31	0.22	0.10	France	0.52	19.59	19.07
5	Italy	0.27	2.12	1.84	Guinea	0.39	0.02	0.37
6	Liberia	0.22	0.00	0.22	Spain	0.38	1.95	1.57
7	Mali	0.21	0.00	0.21	United States	0.34	0.66	0.31
8	Gambia	0.20	0.00	0.20	Mali	0.27	0.00	0.27
9	Guinea	0.12	0.00	0.12	United Arab Emirate	0.24	1.74	1.50
10	Spain	0.12	0.63	0.51	Italy	0.20	1.66	1.46

Senegal's export markets for creative goods are Africa, account for 42 per cent of total exports, America (41 per cent), and Europe (16 per cent). Mauritania, Guinea-Bissau, Gambia, France and guinea were the main export destinations in 2012.

Singapore

COUNTRY PROFILE - Singapore						
Creative Industries Trade Performance, 2003 and 2012						
Singapore	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	2,924.19	4,419.26	1495.07	12,397.49	12,973.60	576.11
All Creative Goods	1,866.49	2,428.48	561.99	11,344.02	9,116.68	2227.33
All Creatives Services	1,057.70	1,990.78	933.08	1,053.47	3,856.92	2803.44

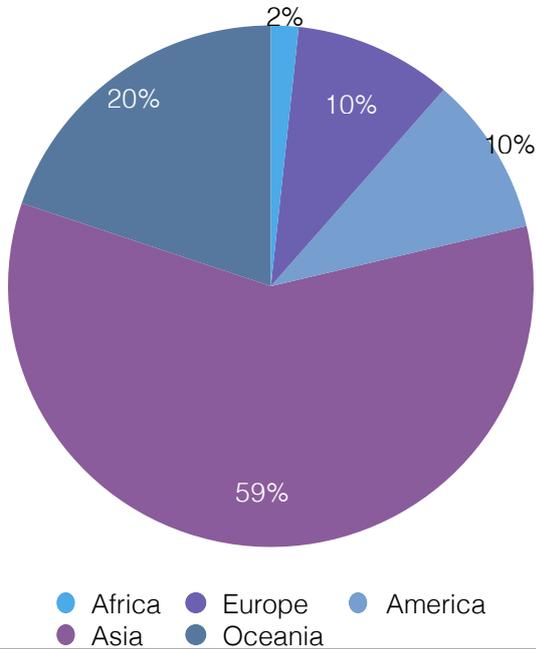
Singapore: Creative Industry Trade Performance, 2003-2012.



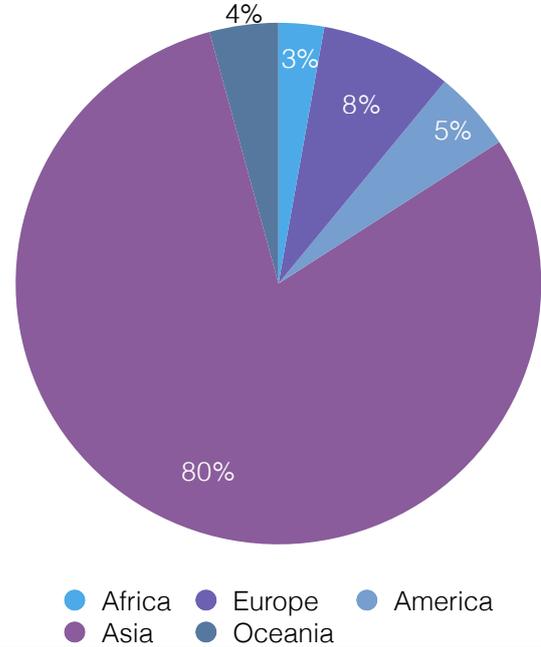
Singapore's creative industries exports showed a significant increase from \$2,924.2 million in 2003 to \$12,397.5 million in 2012. Imports also grew from \$4,419.3 million to \$12,973.6 million. A trade deficit of \$576.11 million was reported for 2012. Audio visuals, design, new media and publishing are leading creative goods exports during 2003 and 2012. The design and media clusters are seen as lucrative and are supported by the government. Singapore's media have contributed with \$23.9 billion revenue to the economy, and employed some 66,000 workers in 2009, according to the government agency Economic Development Board.

Singapore

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

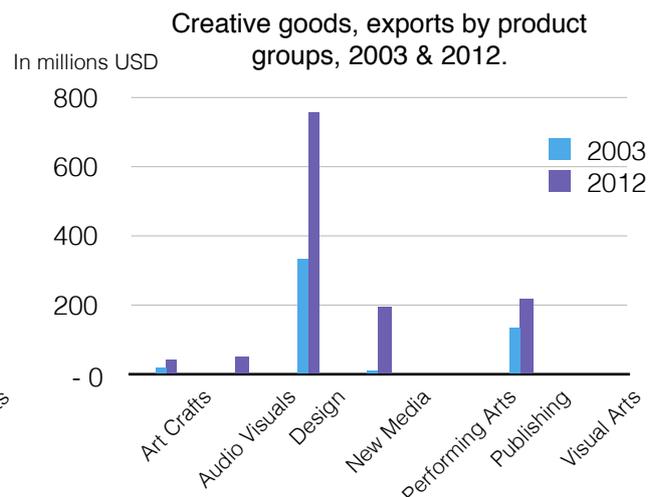
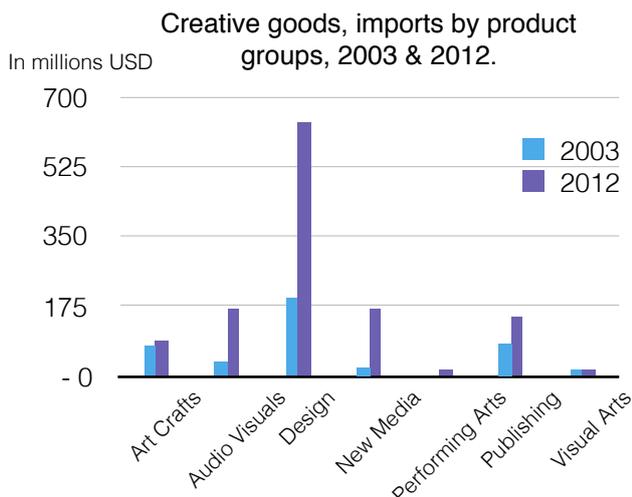
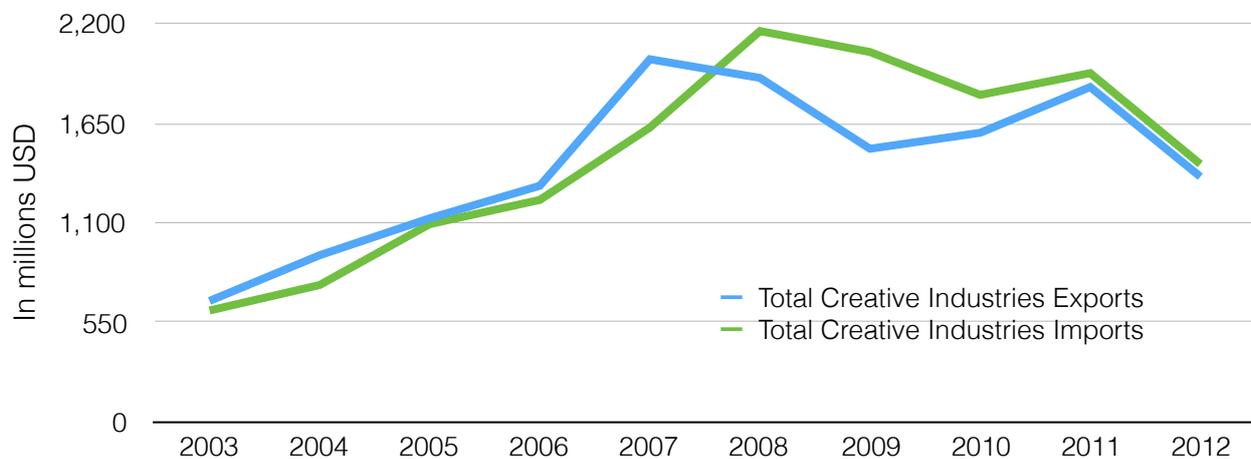
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Australia	356.52	31.05	325.47	China	1,826.92	1,427.02	399.90
2	Indonesia	246.84	325.41	78.57	Japan	1,549.82	342.32	1207.50
3	Malaysia	218.72	505.23	286.51	China, Hong Kong S	1,183.98	577.56	606.43
4	United Arab Emirate	209.08	23.99	185.09	United Arab Emirate	1,135.24	146.46	988.78
5	United States	155.05	187.40	32.35	Malaysia	730.38	1,763.92	1033.53
6	China, Hong Kong S	127.55	203.32	75.77	Indonesia	565.41	1,289.28	723.87
7	United Kingdom	63.35	74.49	11.13	Thailand	518.76	96.40	422.35
8	Japan	45.97	122.89	76.92	United States	455.17	717.08	261.92
9	Thailand	42.26	26.24	16.02	India	442.72	458.22	15.49
10	Switzerland	37.59	29.09	8.49	Australia	384.61	61.25	323.36

Singapore's creative goods exports are destined mainly to Asia accounting for 80 per cent of total export, Europe (8 per cent), America (5 per cent), Oceania (4 per cent) and Africa (3 per cent). China, Japan, Hong Kong, China, United Arab Emirates and Malaysia are the main export destinations for creative goods in 2012.

Slovakia

COUNTRY PROFILE - Slovakia						
Creative Industries Trade Performance, 2003 and 2012						
Slovakia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	667.75	614.94	52.81	1354.15	1423.64	69.50
All Creative Goods	515.35	419.69	95.66	1288.55	1230.21	58.34
All Creatives Services	152.39	195.25	42.86	65.60	193.44	127.84

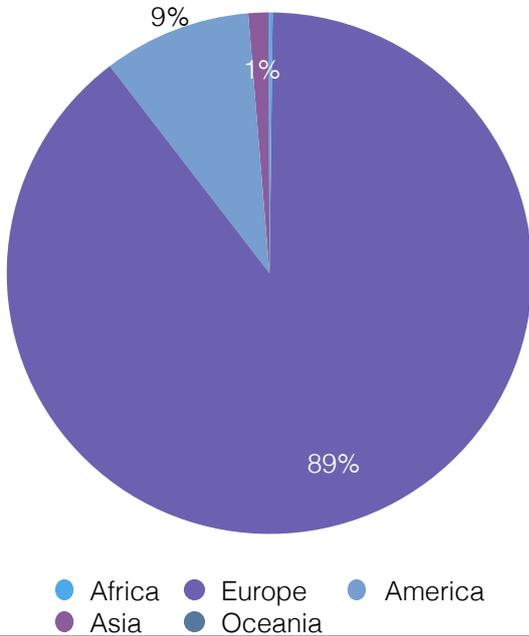
Slovakia: Creative Industry Trade Performance, 2003-2012.



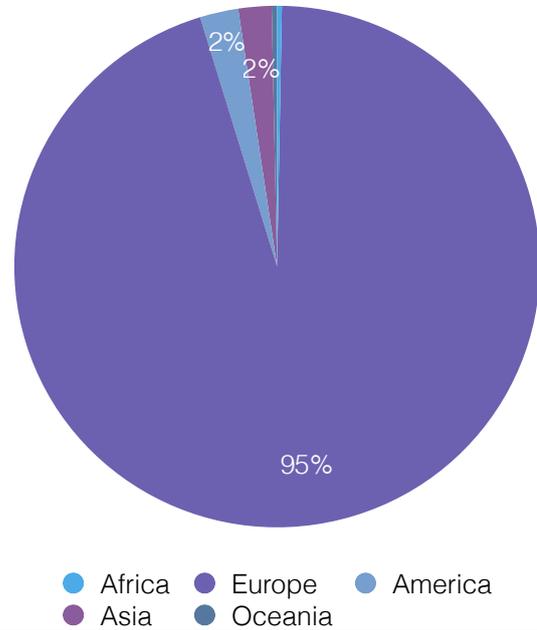
Slovakia nearly doubled its exports from \$667.8 million in 2003 to \$1,354.1 million in 2012. Imports also increased from \$614.9 million to \$1,423.6 million, resulting in a trade deficit of \$69.5 million. Design, publishing, and new media were the creative goods that had better performance in 2012. Interior design, toys, and fashion stood at \$775 million in 2012, followed by books and newspapers which reached a total of \$225 million in 2012.

Slovakia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

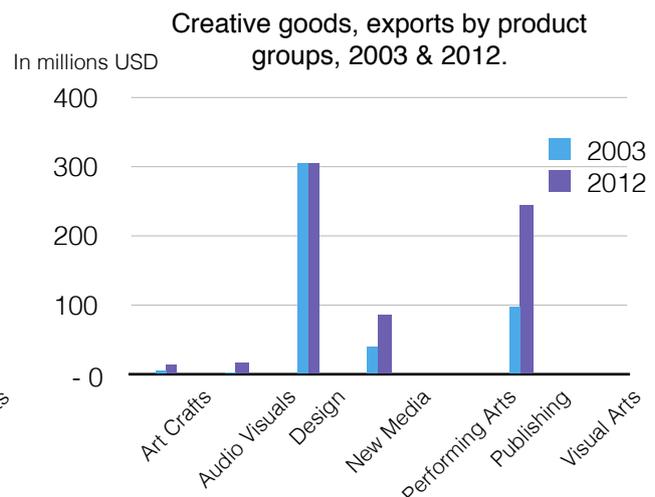
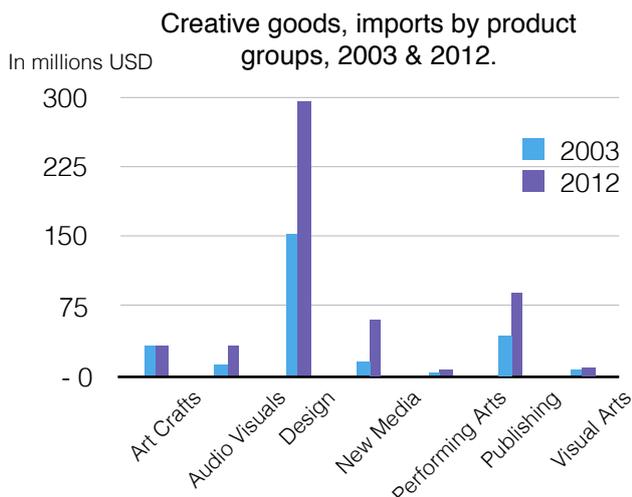
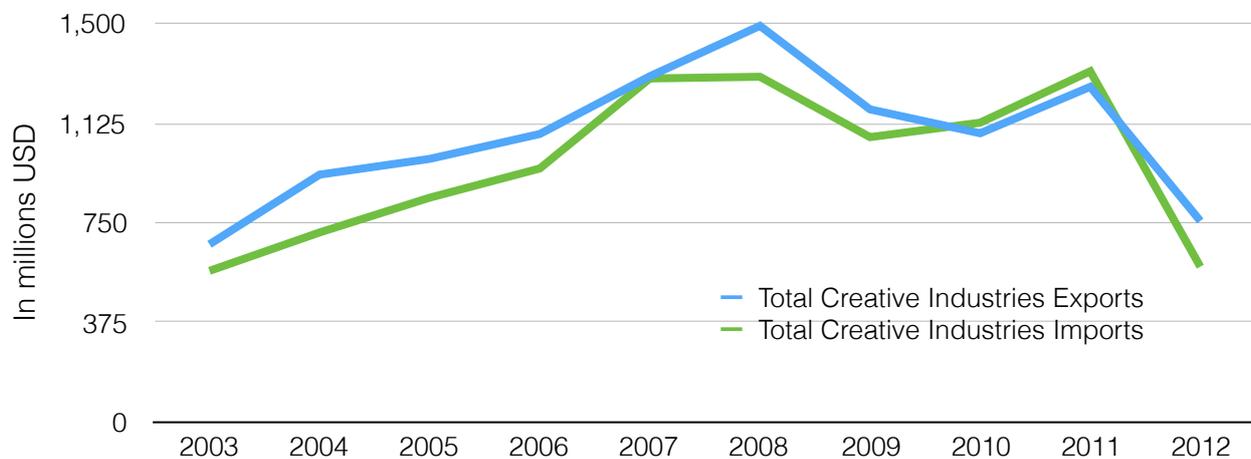
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	146.34	78.66	67.68	Czech Republic	261.29	148.92	112.37
2	Czech Republic	68.77	84.54	15.78	Germany	242.26	118.67	123.59
3	United States	33.80	5.90	27.91	Hungary	135.27	13.52	121.76
4	Italy	25.83	41.79	15.95	Poland	100.61	64.54	36.06
5	France	24.96	14.76	10.20	Austria	80.92	29.56	51.37
6	Russian Federation	24.70	1.79	22.91	Italy	61.62	28.65	32.97
7	United Kingdom	24.17	11.05	13.12	France	57.45	11.17	46.28
8	Austria	23.61	23.52	0.10	United Kingdom	51.09	64.76	13.67
9	Poland	22.22	31.28	9.06	Sweden	34.98	4.50	30.48
10	Netherlands	18.68	5.79	12.89	Netherlands	28.07	7.59	20.47

Slovakia's main destination market for creative goods is Europe which accounts for 95 per cent of the total market share, followed by Czech Republic, Germany, Hungary, Poland and Austria.

Slovenia

COUNTRY PROFILE - Slovenia						
Creative Industries Trade Performance, 2003 and 2012						
Slovenia	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	668.63	568.65	99.98	756.51	584.42	172.09
All Creative Goods	459.77	264.11	195.66	672.39	523.61	148.78
All Creatives Services	208.86	304.54	95.67	84.13	60.81	23.31

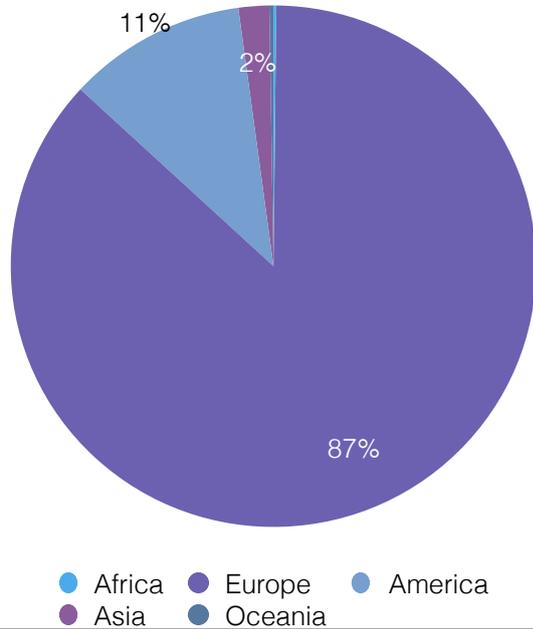
Slovenia: Creative Industry Trade Performance, 2003-2012.



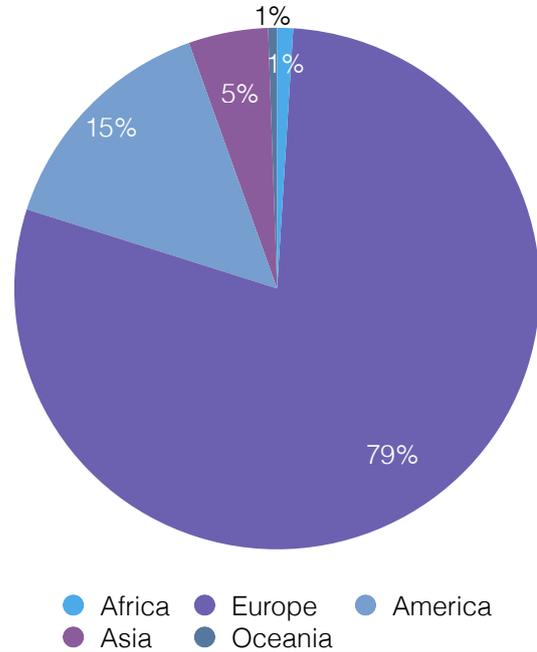
Slovenia's creative industries exports stood at \$756.5 million in 2012, and imports reached \$584.4 million, generating a positive trade balance of \$172 million. Design (interior design and fashion) stood at \$305 million and publishing (newspaper and books) are leading creative sectors in terms of exports. The Government is promoting the creative industries. The 9th Development Group for Creative Industries was established in 2008 within the Competitiveness Council of the Government's Office for Growth, which includes the fields of design, architecture, market communications and trademarks.

Slovenia

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

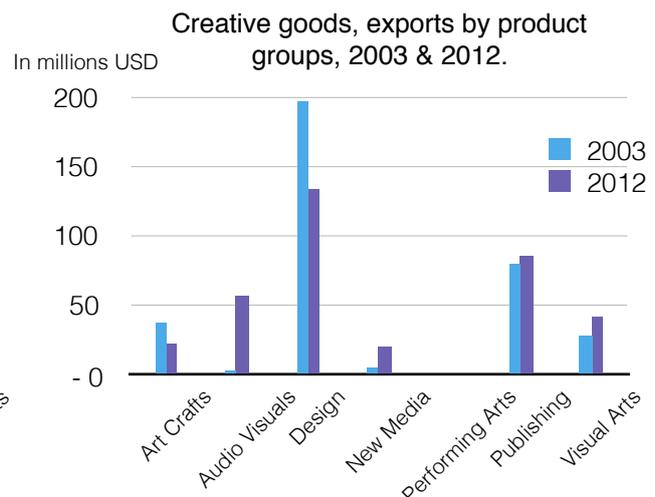
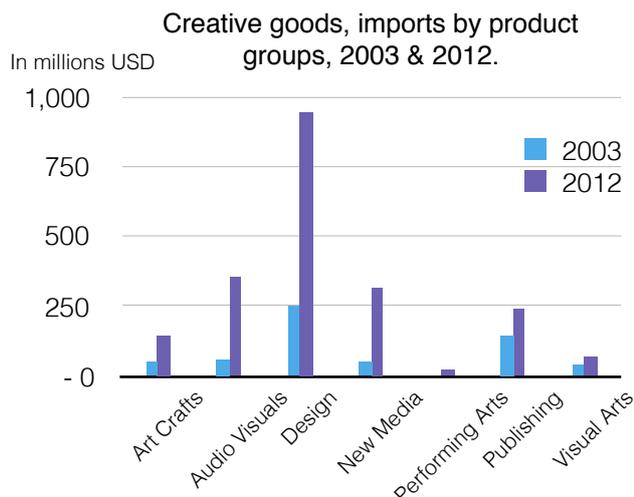
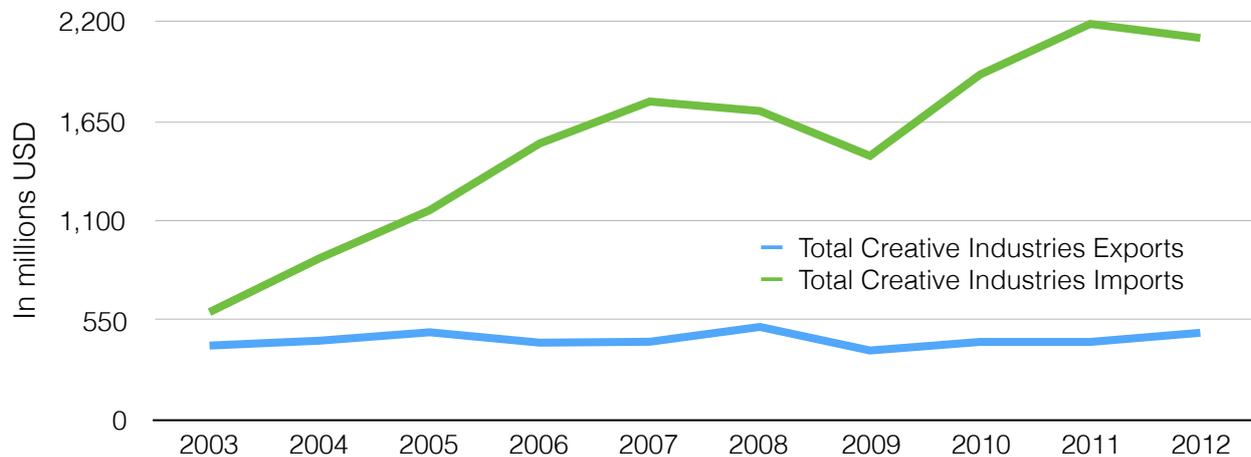
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	81.86	39.57	42.29	Austria	84.32	37.13	47.19
2	Croatia	71.64	15.17	56.46	Germany	83.15	87.74	4.59
3	Austria	35.18	27.65	7.53	Italy	68.73	79.05	10.31
4	United States	32.67	8.96	23.71	Croatia	62.46	21.23	41.24
5	Italy	30.77	58.74	27.96	United States	49.74	12.64	37.09
6	United Kingdom	29.64	8.04	21.61	Serbia	35.76	7.68	28.09
7	Netherlands	23.48	3.05	20.42	United Kingdom	24.07	27.28	3.22
8	France	19.92	6.73	13.19	Argentina	21.39	0.01	21.38
9	Bosnia and Herzegovina	17.52	2.12	15.40	Hungary	20.01	6.57	13.44
10	Serbia and Montenegro	16.66	1.88	14.77	Netherlands	19.38	7.71	11.67

Slovenia's most important destination market for creative goods exports in 2012 is Europe with a total market share of 79 per cent, followed by America (15 per cent). Austria, Germany, Italy, Croatia and United States were Slovenia's main export destinations in 2012.

South Africa

COUNTRY PROFILE - South Africa						
Creative Industries Trade Performance, 2003 and 2012						
South Africa	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	410.06	594.70	184.64	480.62	2109.15	1628.53
All Creative Goods	349.94	591.51	241.57	362.89	2077.93	1715.04
All Creatives Services	60.13	3.19	56.93	117.73	31.22	86.51

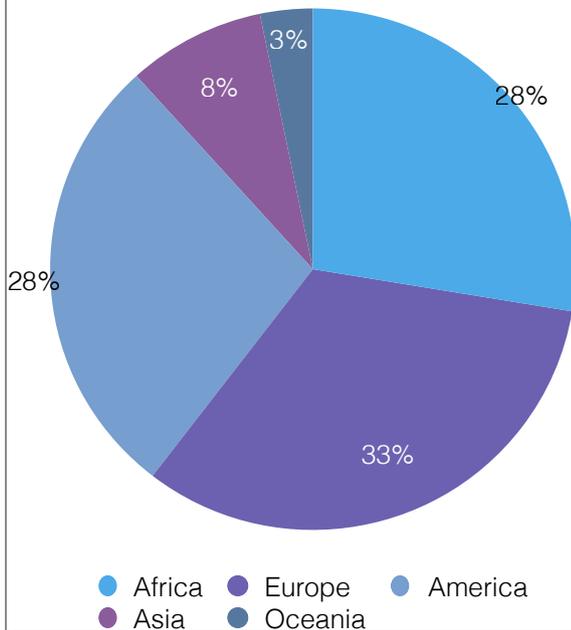
South Africa: Creative Industry Trade Performance, 2003-2012.



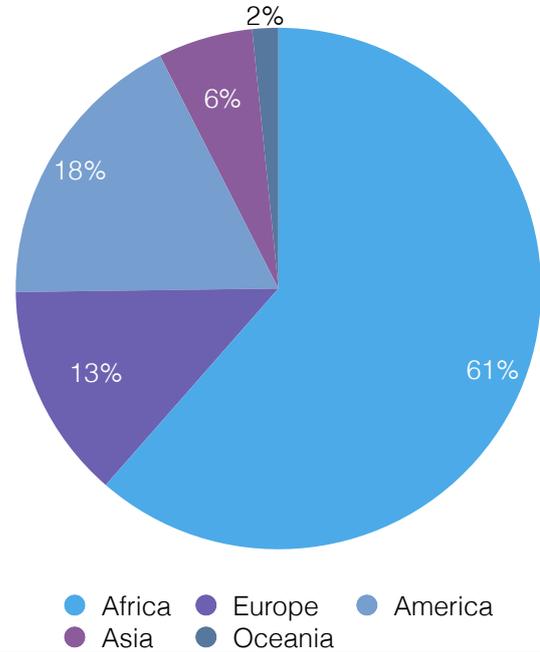
South Africa's creative industries exports increased by \$70 million between 2003 and 2012 reaching a total value of \$480 million. Imports increased significantly reaching a total of \$2,109 million in 2012. Audio visuals, new media, visual arts and publishing were the creative goods exports that grew from 2003 to 2012. The South Africa government has identified the film and TV industry as a strategic sector to be developed to contribute directly to economic development in terms of employment, investment and export. The Government has made a commitment in the New Growth Path, which envisages the creation of 5 million jobs over the next ten years. Tourism and the creative and cultural industries have been identified to contribute to the creation of jobs.

South Africa

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

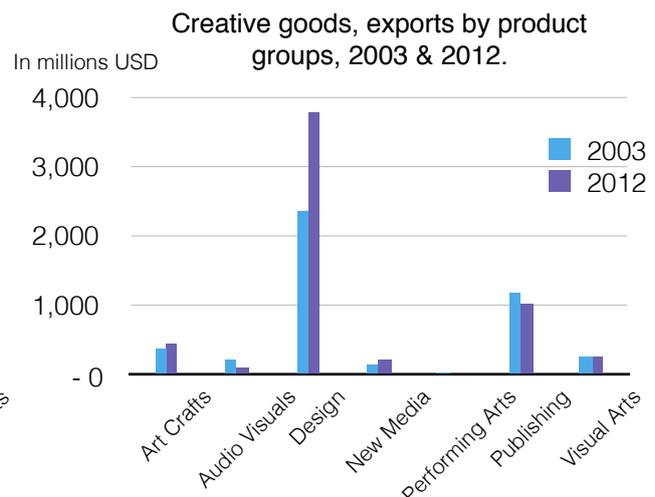
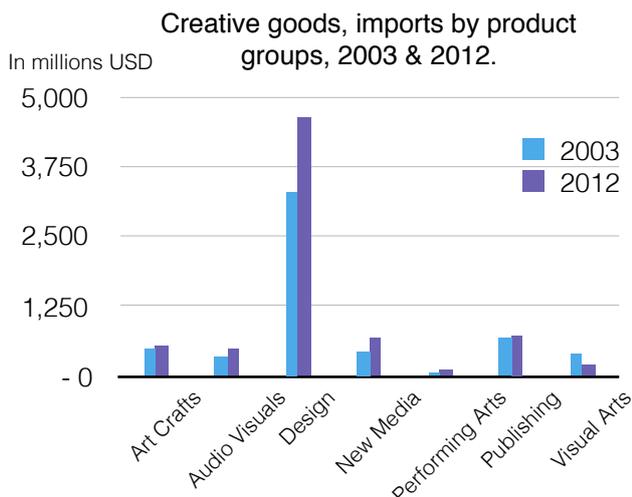
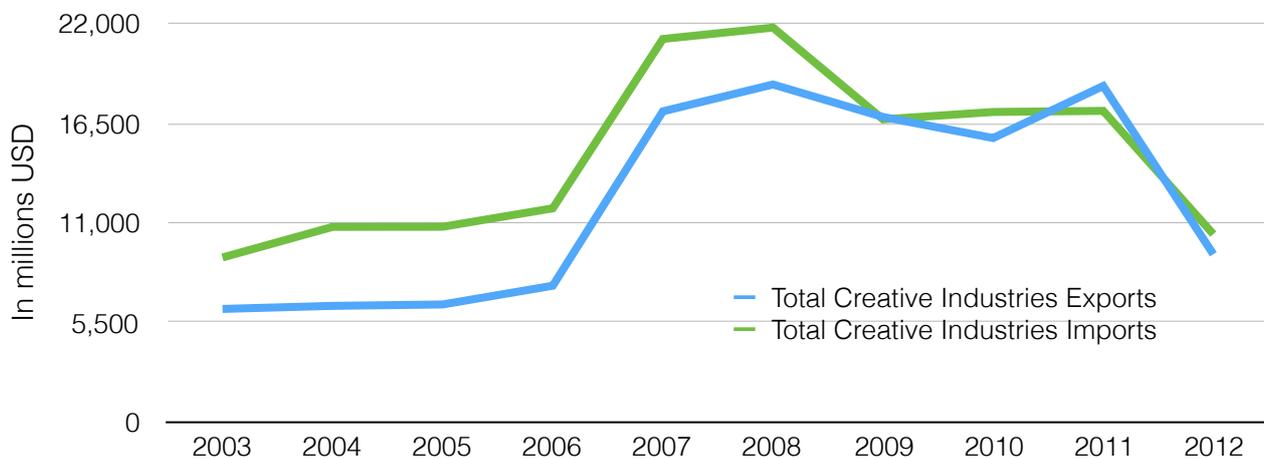
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	84.5	64.1	20.42	United States	58.2	125.5	67.28
2	United Kingdom	68.7	95.7	26.98	United Republic of T	52.2	0.2	51.97
3	Zambia	14.5	0.0	14.47	Zambia	32.8	0.4	32.35
4	Mozambique	9.9	0.0	9.83	Zimbabwe	30.5	2.4	28.13
5	Australia	9.7	11.2	1.59	Mozambique	21.7	0.1	21.64
6	Nigeria	9.6	0.0	9.57	United Kingdom	16.8	177.5	160.63
7	Angola	9.5	0.0	9.51	Angola	15.9	0.0	15.85
8	France	9.4	11.3	1.87	Nigeria	10.6	0.1	10.48
9	United Republic of T	8.6	0.2	8.44	Germany	10.3	54.7	44.40
10	Germany	7.8	25.4	17.61	Malawi	9.8	0.1	9.69

South Africa's most important destination market for creative goods exports is Africa (61 per cent), following by Europe (13 per cent). United States, United Republic of Tanzania, Zambia, Zimbabwe and Mozambique were the main export destinations in 2012.

Spain

COUNTRY PROFILE - Spain						
Creative Industries Trade Performance, 2003 and 2012						
Spain	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	6236.8	9077.7	2841.0	9257.3	10367.5	1110.3
All Creative Goods	4616.1	5687.4	1071.3	5922.1	7337.2	1415.1
All Creatives Services	1620.7	3390.4	1769.7	3335.2	3030.3	304.8

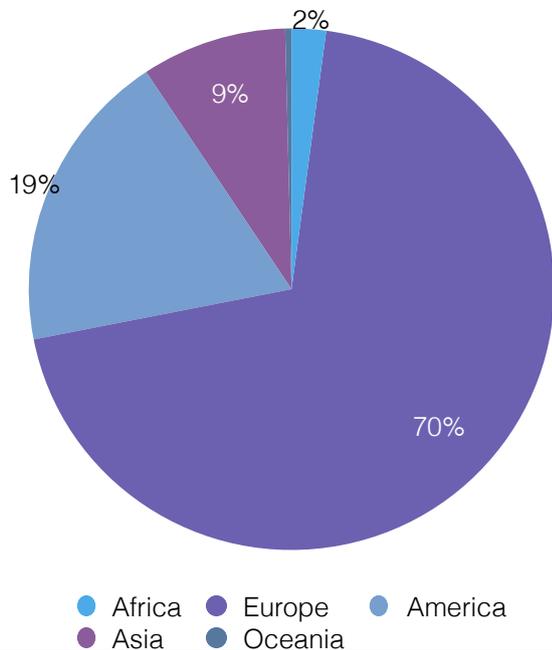
Spain: Creative Industry Trade Performance, 2003-2012.



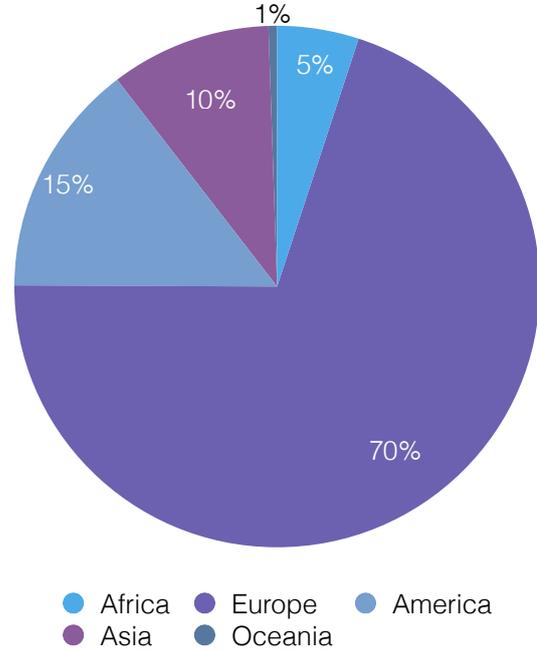
Spain's creative goods exports increased significantly from \$6,236 million in 2003 to \$9,257 million in 2012. Creative services also showed a strong trade performance with exports reaching a total of \$3,335 million in 2012. Design, publishing and art crafts are the leading exports sectors in 2012. Fashion, interior design, jewellery stood at \$3,793 million in 2012, followed by books and newspaper with exports worth \$1,031 million. In 2014, the publishing industry grew by 1.9 percent in relation to 2013 with 3,109 active publishing houses in Spain (ABC Cultural).

Spain

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

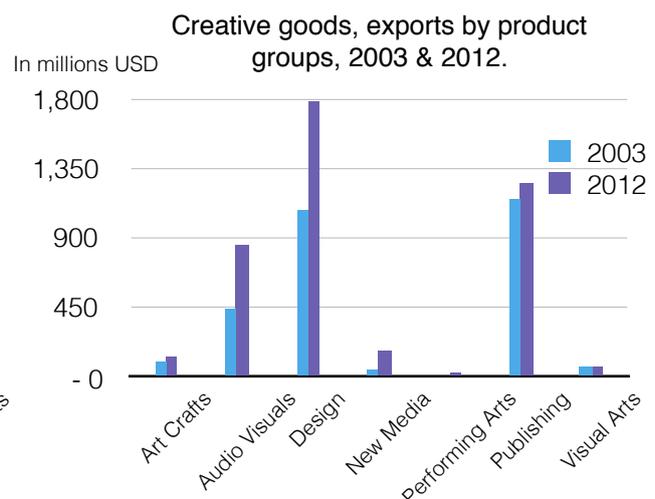
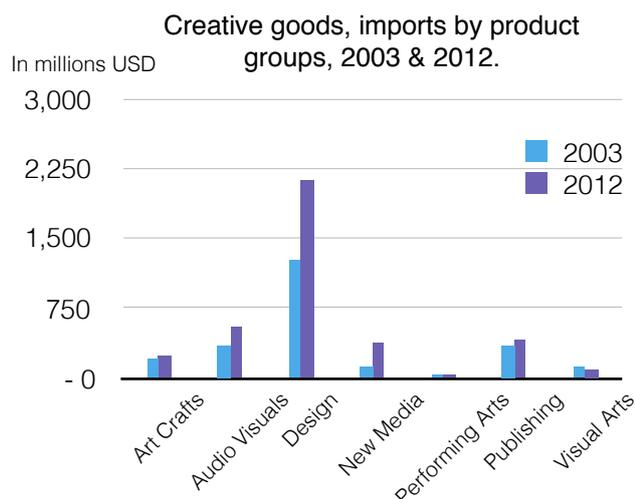
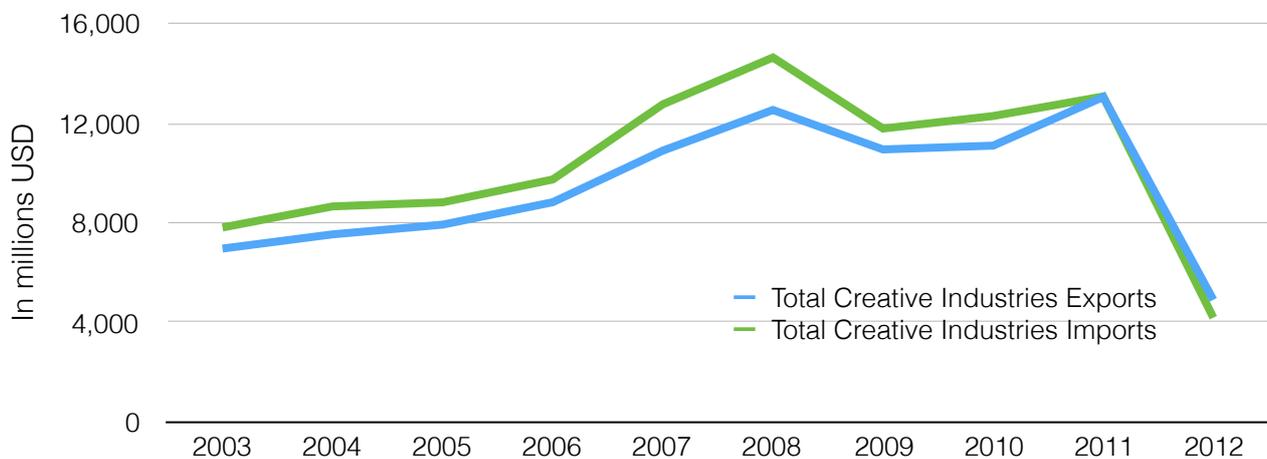
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	France	898.94	538.11	360.82	France	1374.40	604.81	769.58
2	Portugal	657.52	112.23	545.29	Portugal	608.82	186.85	421.97
3	United Kingdom	402.14	579.20	177.07	Italy	389.46	707.15	317.69
4	United States	358.38	131.88	226.50	Switzerland	386.11	49.10	337.01
5	Italy	287.86	702.74	414.89	Germany	289.11	706.21	417.10
6	Germany	258.06	500.60	242.54	United States	281.61	106.81	174.80
7	Mexico	242.02	13.62	228.40	United Kingdom	280.10	502.37	222.27
8	United Arab Emirates	110.79	1.22	109.56	Mexico	201.96	10.58	191.38
9	Netherlands	100.93	214.85	113.92	Morocco	154.52	78.48	76.04
10	Russian Federation	87.52	2.45	85.07	Netherlands	120.10	227.62	107.52

Spain's main export market for creative goods is Europe with a share of 70 per cent, followed by Americas (15 per cent), Asia (10 per cent) and Africa (4 per cent). The top 10 export destinations for creative goods included France, Portugal, Italy, Switzerland, Germany and the United States.

Sweden

COUNTRY PROFILE - Sweden						
Creative Industries Trade Performance, 2003 and 2012						
Sweden	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	6,960.01	7,806.57	846.56	4,901.57	4,184.91	716.65
All Creative Goods	2,924.05	2,419.18	504.86	4,317.19	3,828.79	488.40
All Creatives Services	4,035.96	5,387.38	1,351.42	584.38	356.12	228.25

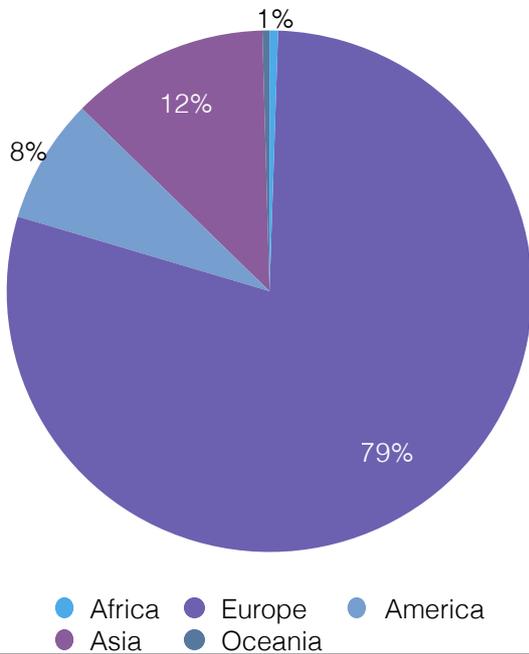
Sweden: Creative Industry Trade Performance, 2003-2012.



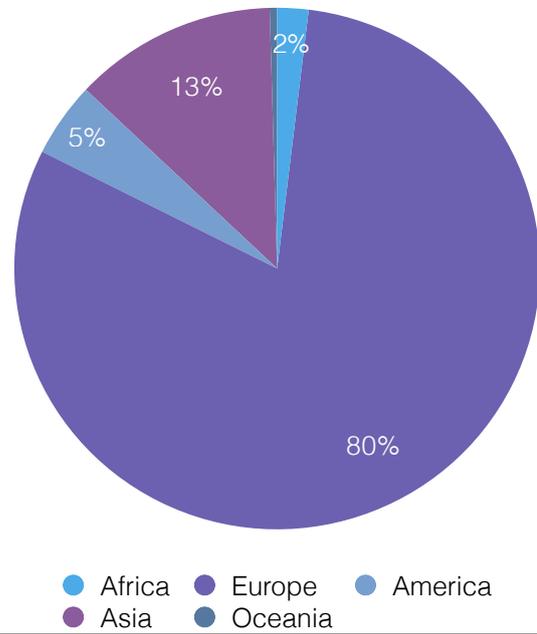
Creative goods exports stood at \$4,901.6 million in 2012 showing a decline compared to 2003 figures. However, it registered a trade surplus of \$716.6 million. Design and publishing were leading sectors in terms of international trade. Interior design, fashion and toys stood at \$1,790 million in 2012 followed by publishing (newspaper and books) which stood at \$1,263 million in 2012. Swedish design over the years has been a socially oriental style reflecting people's situation in life (Sweden Sverige). IKEA is a successful example. Swedish designers are increasingly focusing on sustainable development.

Sweden

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

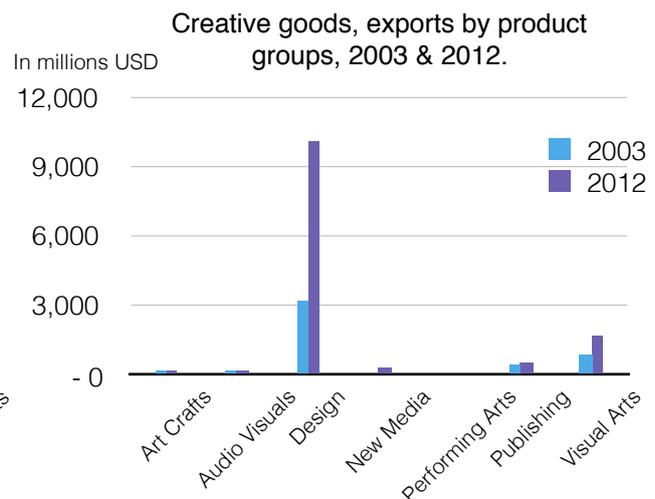
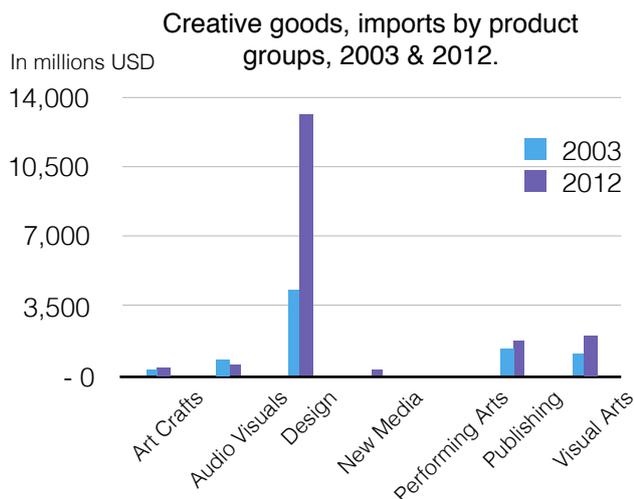
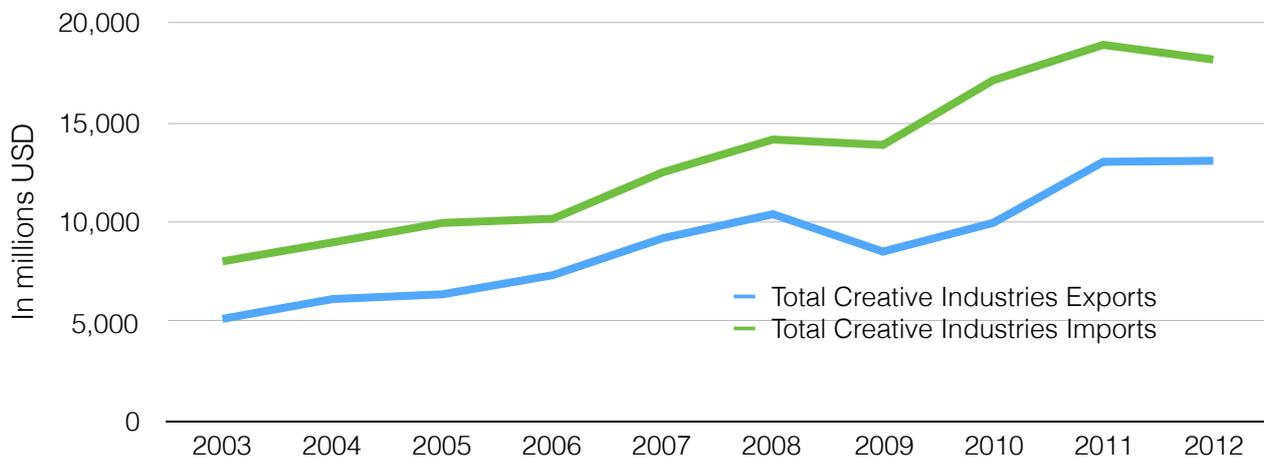
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Norway	544.39	160.73	383.67	Norway	1,095.81	173.92	921.88
2	Germany	313.36	229.56	83.80	Denmark	513.74	490.17	23.57
3	Denmark	302.43	321.03	18.60	Germany	418.75	462.82	44.07
4	United Kingdom	296.34	178.09	118.25	Finland	409.79	156.95	252.84
5	Finland	203.19	105.55	97.64	United Kingdom	245.97	222.76	23.21
6	United States	165.94	86.80	79.14	Saudi Arabia	166.21	0.11	166.10
7	Netherlands	116.71	125.90	9.19	United States	154.56	114.97	39.60
8	France	98.16	35.71	62.45	Netherlands	154.32	207.92	53.60
9	Spain	65.99	17.90	48.09	Poland	97.24	193.44	96.20
10	Italy	62.30	108.40	46.11	France	93.07	66.98	26.09

Sweden's most important destination market for creative goods exports was Europe (80 per cent) followed by Asia 13 per cent. The main trade partners for creative goods exports were Norway, Denmark, Germany, Finland and United Kingdom.

Switzerland

COUNTRY PROFILE - Switzerland						
Creative Industries Trade Performance, 2003 and 2012						
Switzerland	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	5,138.78	8,023.54	2884.76	13,073.31	18,155.71	5082.41
All Creative Goods	5,135.05	7,933.85	2798.81	13,073.31	18,155.71	5082.41
All Creatives Services	3.74	89.69	85.95	-00	-00	0.00

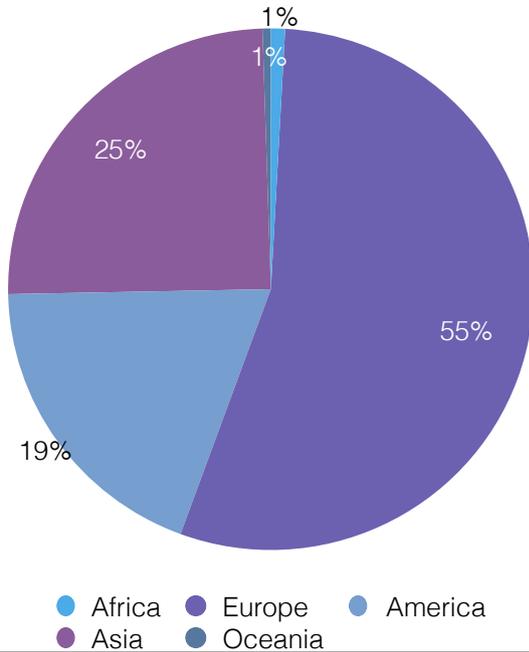
Switzerland: Creative Industry Trade Performance, 2003-2012.



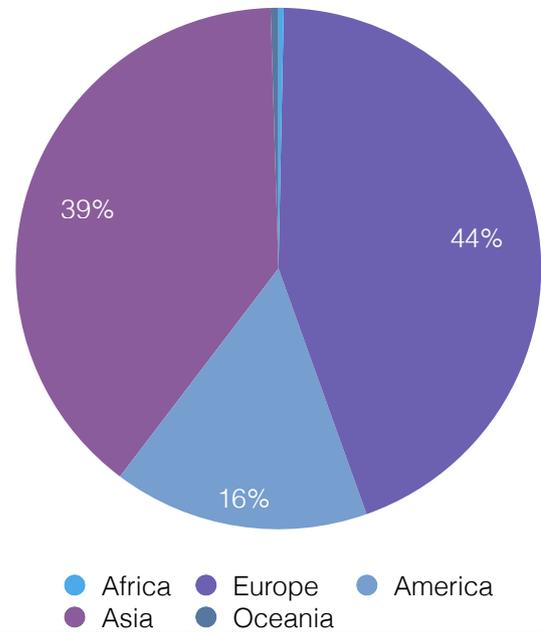
Creative industries exports increased from \$5,138 million in 2003 to \$13,073 million in 2012. Data for creative services in 2012 is not available. Creative industries imports grew faster than exports. Design and visual arts are leading sectors in 2012. Switzerland's excellence in craftsmanship, technical innovation and jewellery, fashion and interior design stood at \$10,092 million in 2012 followed by paintings, antiques and sculptures which stood at \$1,045 million in 2012.

Switzerland

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

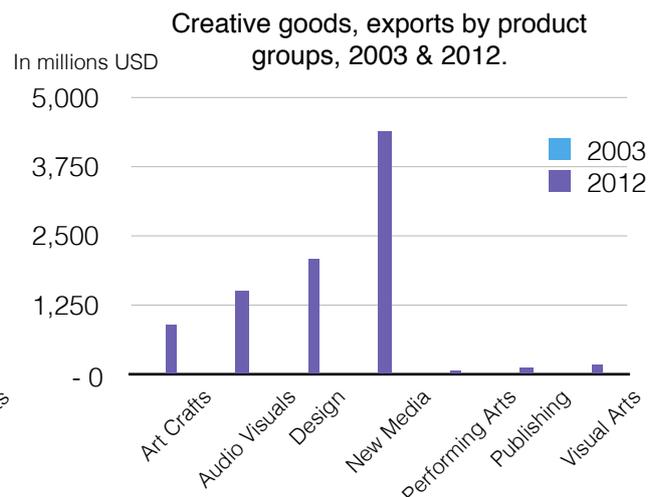
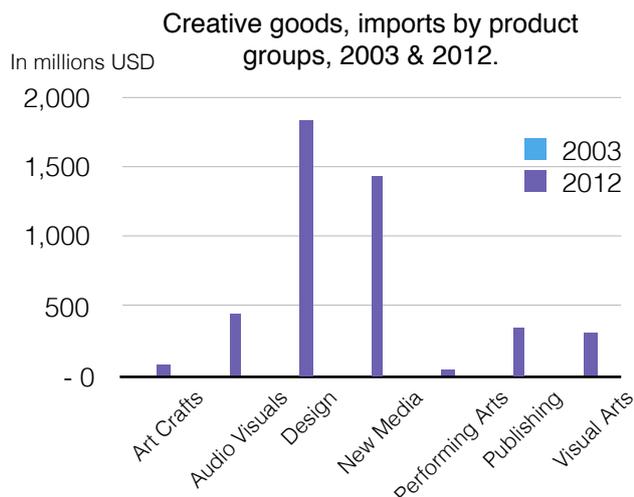
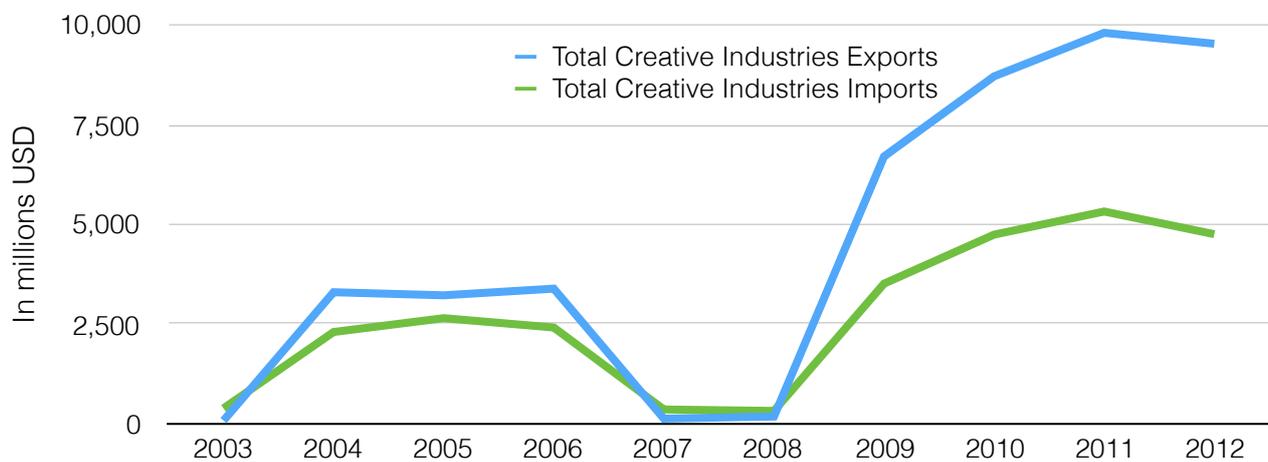
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	789.94	2,295.17	1505.24	France	1,803.49	3,071.09	1267.60
2	United States	789.83	708.72	81.11	United States	1,505.22	1,064.26	440.96
3	France	646.13	1,056.12	409.99	China, Hong Kong S	1,459.55	834.75	624.80
4	United Kingdom	462.29	466.07	3.78	United Kingdom	1,160.22	1,291.82	131.60
5	Italy	336.11	923.29	587.18	Germany	1,114.00	3,132.42	2018.43
6	China, Hong Kong S	284.74	199.81	84.93	Italy	805.09	2,227.51	1422.43
7	Japan	268.99	60.66	208.32	India	701.93	95.34	606.60
8	United Arab Emirate	174.82	117.19	57.63	United Arab Emirate	661.32	398.58	262.74
9	Saudi Arabia	157.81	112.77	45.05	Japan	435.95	576.58	140.64
10	Austria	138.84	337.57	198.73	China	328.16	1,006.41	678.26

The main destination market for Switzerland's creative goods is Europe with 44 per cent of the total market. Switzerland's main export markets include France, United States, Hong Kong, China, United Kingdom and Germany.

Taiwan, Province of China

COUNTRY PROFILE - Taiwan, Province of China						
Creative Industries Trade Performance, 2003 and 2012						
Taiwan, Province of China	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	74.00	380.00	306.00	9,534.43	4,752.45	4781.97
All Creative Goods	-00	-00	0.00	9,380.43	4,473.45	4906.97
All Creatives Services	74.00	380.00	306.00	154.00	279.00	125.00

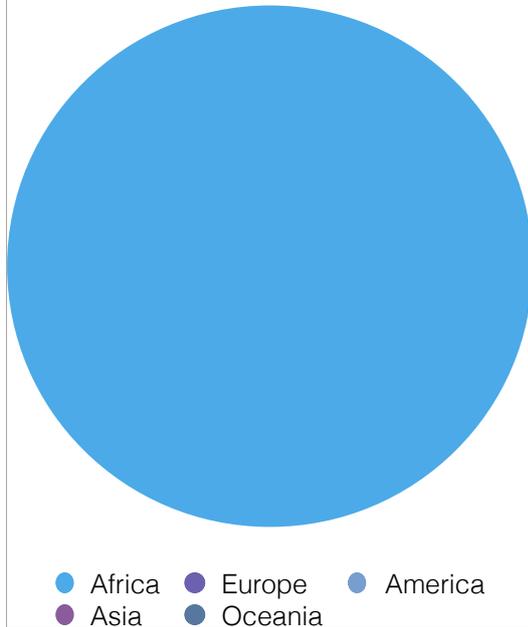
Taiwan, Province of China: Creative Industry Trade Performance, 2003-2012.



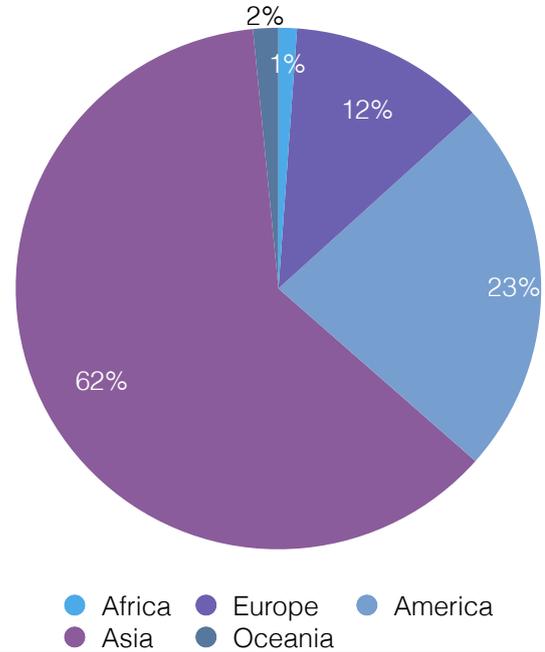
Taiwan, Province of China is investing in production networks with greater diversity, creativity and innovation. Creative industries exports nearly double; with exports reaching \$9,534 million in 2012 and shows a positive trade balance of \$ 4,781 million. New media, design, audiovisuals and art crafts are the best performing sectors. The emphasis is on product design, digital content, craft, music and performing arts, movies/film, broadcasting and television.

Taiwan, Province of China

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

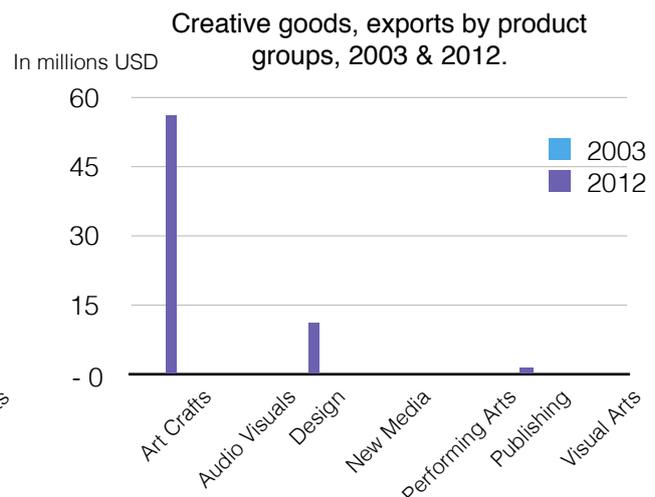
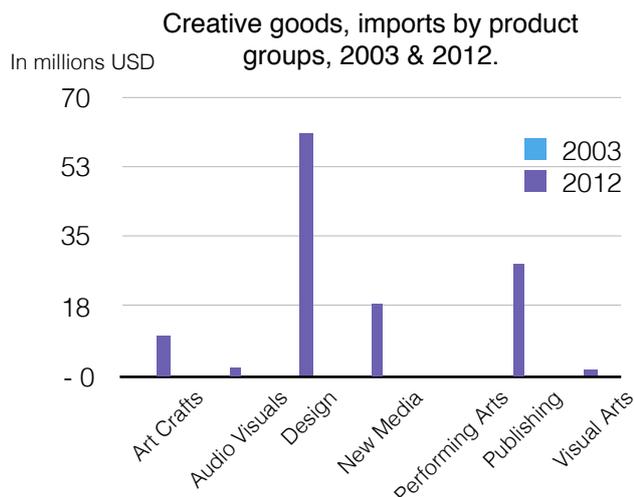
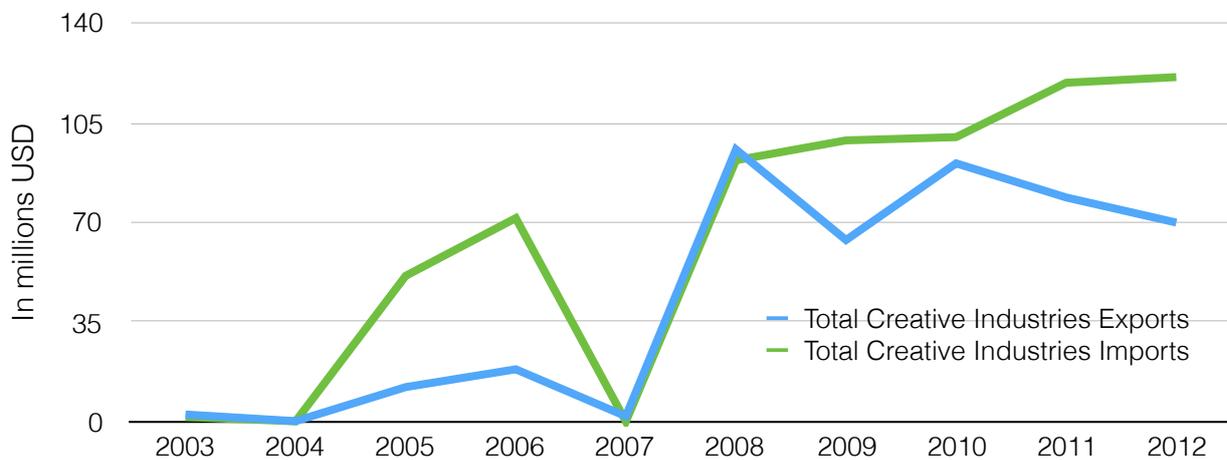
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1				0.00	China, Hong Kong S	2,078.50	189.56	1888.95
2				0.00	United States	1,643.04	262.92	1380.12
3				0.00	Japan	1,052.60	462.76	589.84
4				0.00	China	821.06	1,853.35	1032.29
5				0.00	Germany	261.03	61.29	199.74
6				0.00	Thailand	251.87	43.53	208.34
7				0.00	Viet Nam	247.13	46.54	200.59
8				0.00	Korea, Republic of	216.41	223.43	7.03
9				0.00	United Kingdom	210.27	56.49	153.79
10				0.00	Netherlands	193.53	19.29	174.24

Asia is the main destination market for Taiwan, Province of China's creative goods exports (62 per cent) followed by Americas (23 per cent), Europe (12 per cent), Oceania (2 per cent) and Africa (1 per cent). The top five export partners for Taiwan, Province of China are Hong Kong, China, United States, Japan, China and Germany.

The United Republic of Tanzania

COUNTRY PROFILE - Tanzania						
Creative Industries Trade Performance, 2003 and 2012						
Tanzania	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	2.46	1.60	0.86	69.92	121.05	51.13
All Creative Goods	-00	-00	0.00	69.92	121.05	51.13
All Creatives Services	2.46	1.60	0.86	-00	-00	0.00

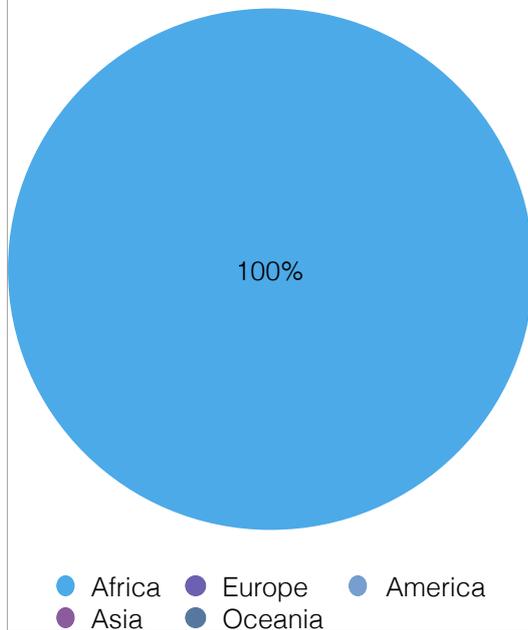
Tanzania: Creative Industry Trade Performance, 2003-2012.



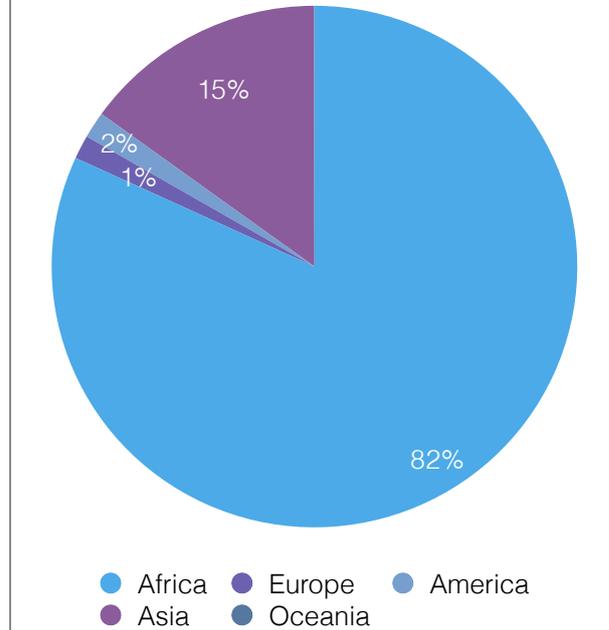
The United Republic of Tanzania's creative industries exports increased significantly from \$2.5 million in 2003 to \$69.9 million in 2012. Art craft and audiovisuals were the best performing exports sectors in 2012. Film productions "Bongo Movies" have started to become popular in the last decade. Similarly, "Bongo Flava" a blend of local music is meeting a larger consumer interest for local artists.

The United Republic of Tanzania

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

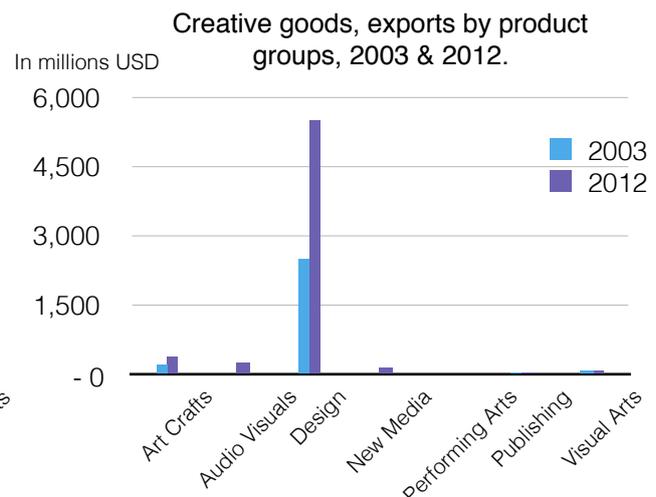
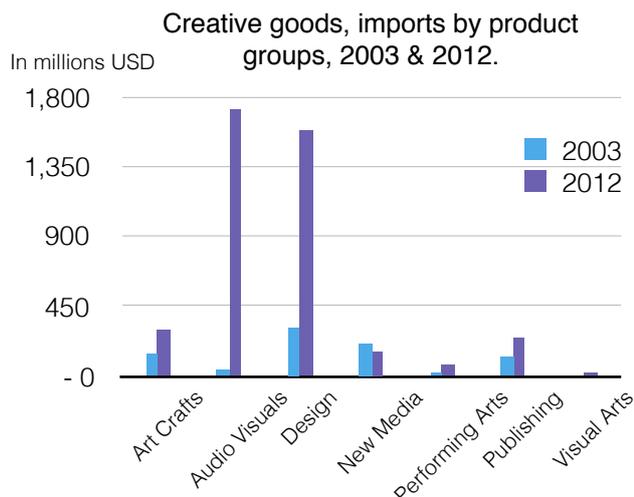
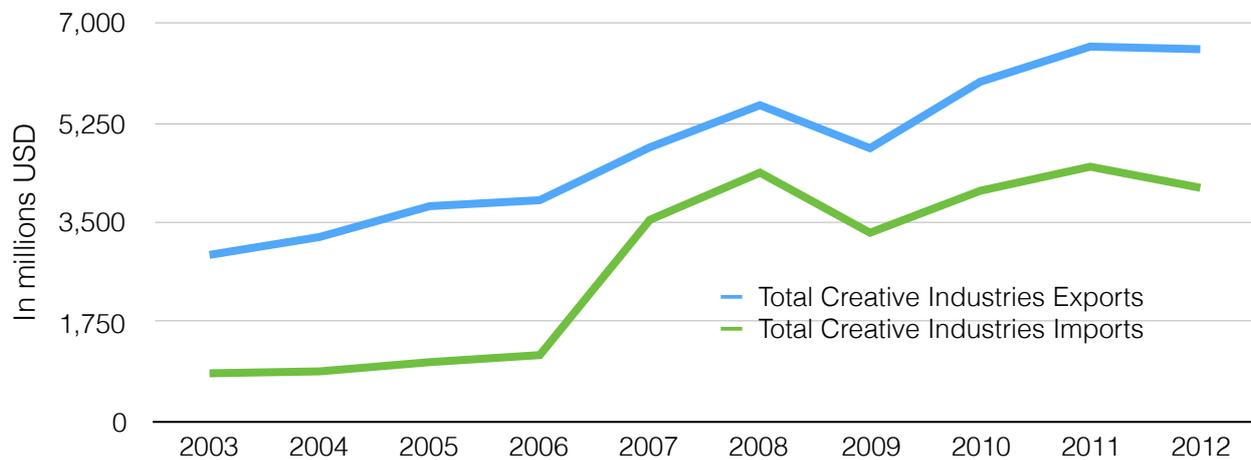
2003					2012			
Values in Million US \$					Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1					Malawi	19.10	0.018	19.08
2					Mozambique	11.66	0.073	11.58
3					Kenya	10.92	2.314	8.61
4					Thailand	9.76	4.089	5.67
5					Madagascar	5.16	0.000	5.16
6					Dem. Rep. of the Co	4.45	0.010	4.44
7					Uganda	3.91	0.104	3.80
8					United States	1.01	2.263	1.25
9					Burundi	0.92	0.009	0.91
10					United Kingdom	0.66	3.281	2.62

The United Republic of Tanzania's most important export destination market for creative goods is Africa (82 per cent), and Asia (15 per cent).

Thailand

COUNTRY PROFILE - Thailand						
Creative Industries Trade Performance, 2003 and 2012						
Thailand	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	2,927.60	847.13	2,080.46	6,542.93	4,107.48	2,435.44
All Creative Goods	2,927.60	847.13	2,080.46	6,460.42	4,084.26	2,376.16
All Creatives Services	-00	-00	-00	82.51	23.23	59.28

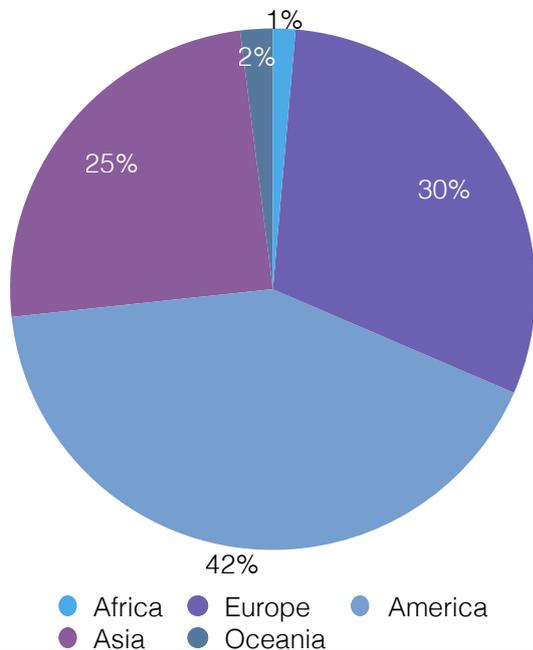
Thailand: Creative Industry Trade Performance, 2003-2012.



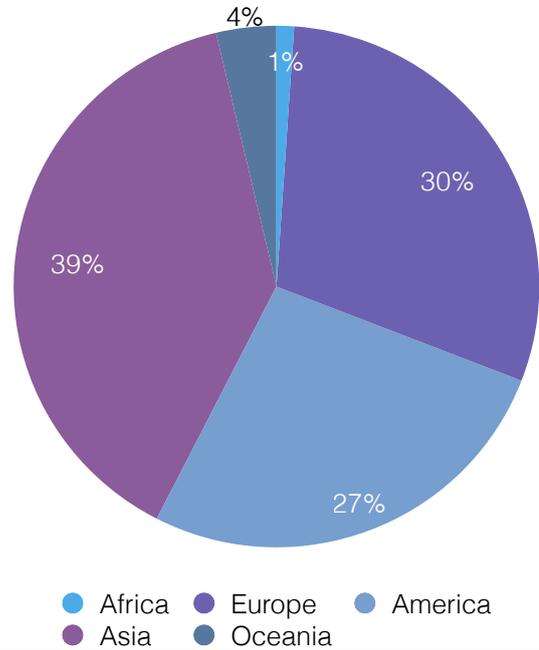
Creative industries exports grew significantly from \$2,927.6 million in 2003 to \$6,542.9 million in 2012. Design was the major creative sector in Thailand in 2012. Thailand's creative and design industries are highly competitive. Design (jewellery, interior design and fashion) stood at \$5,474 million in 2012. "Creative Thailand: Building Thailand's Economy with Creativity" is a campaign run by Thailand Creative & Design Centre (TCDC) to promote the Creative Industry as a key for the national economic development.

Thailand

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

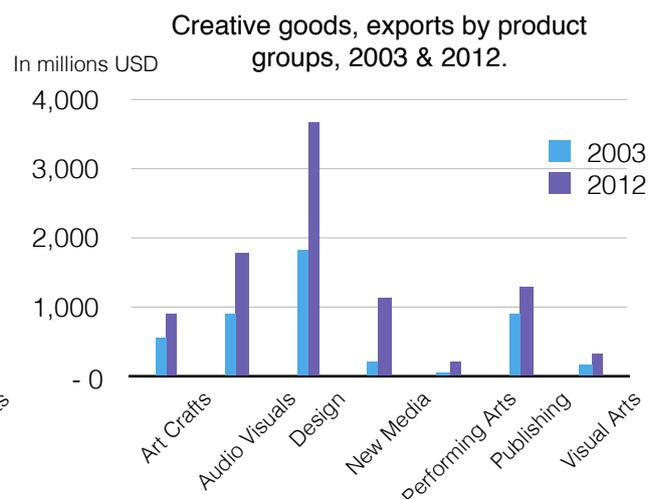
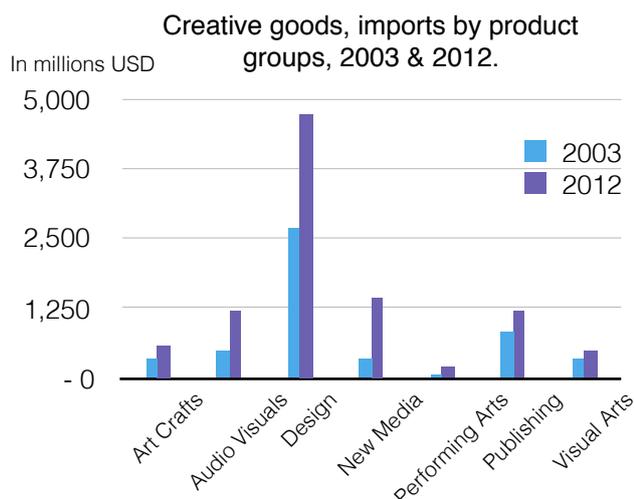
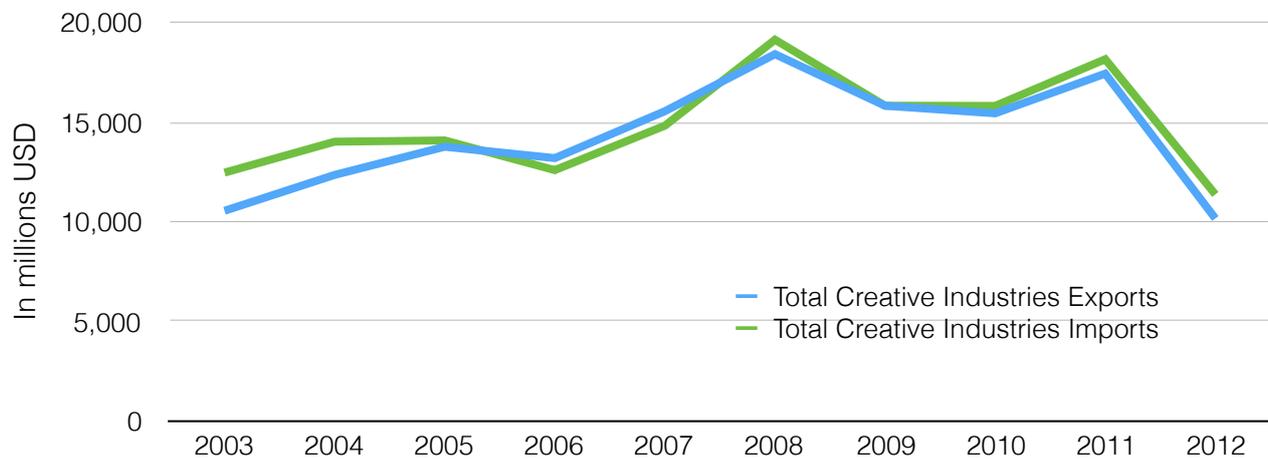
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	1,117.03	74.75	1042.28	United States	1,559.27	188.74	1370.53
2	Japan	342.52	72.91	269.61	China, Hong Kong S	700.14	106.54	593.60
3	United Kingdom	243.92	31.99	211.93	Germany	492.43	65.85	426.58
4	Germany	164.14	22.69	141.45	Japan	444.06	338.11	105.95
5	France	104.55	25.90	78.65	Switzerland	318.63	11.06	307.58
6	Switzerland	77.88	5.00	72.88	United Kingdom	292.04	50.94	241.10
7	China, Hong Kong S	70.95	52.92	18.03	United Arab Emirate	262.31	28.94	233.37
8	Italy	67.44	29.72	37.72	Singapore	239.39	591.00	351.61
9	Canada	63.76	11.84	51.92	Australia	219.45	17.04	202.41
10	United Arab Emirate	60.19	4.59	55.59	India	205.11	29.86	175.25

Thailand's most important destinations market for creative goods in 2012 were as follows: Asia (39 per cent), Europe (30 per cent), and America (27 per cent). The United States, Hong Kong, China, Germany, Japan and Switzerland are the main trade partners for creative goods exports.

The Netherlands

COUNTRY PROFILE - Netherlands						
Creative Industries Trade Performance, 2003 and 2012						
Netherlands	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	10,544.17	12,461.64	1917.47	10,158.36	11,366.47	1208.11
All Creative Goods	4,749.80	5,074.74	324.94	9,395.16	9,775.18	380.02
All Creatives Services	5,794.37	7,386.90	1592.53	763.21	1,591.30	828.09

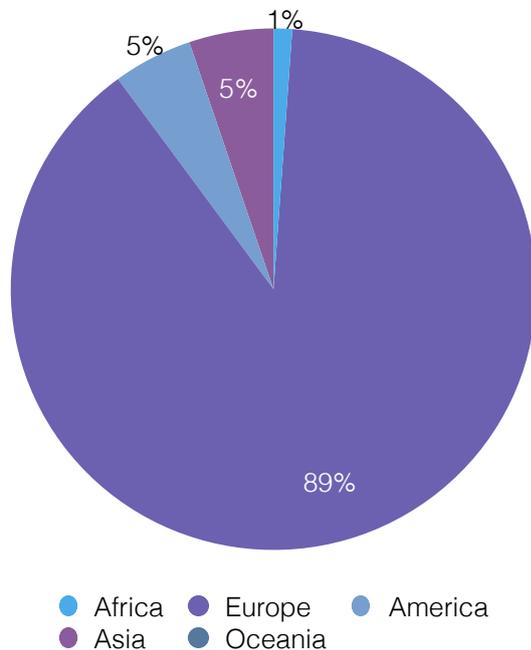
The Netherlands: Creative Industry Trade Performance, 2003-2012.



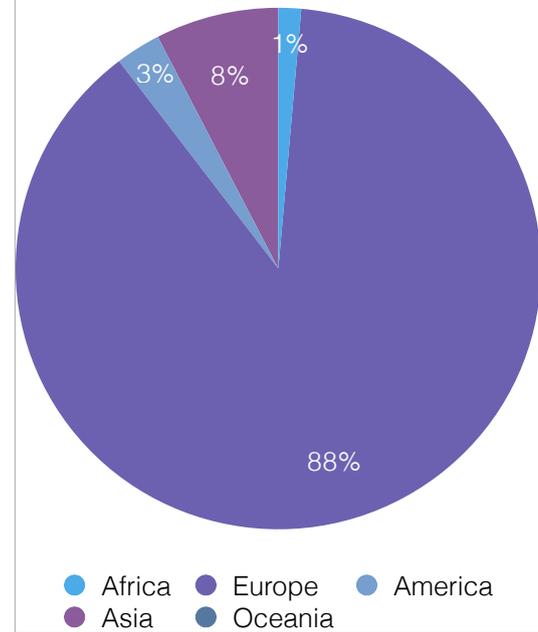
Netherlands' creative industries exports remained almost flat since 2003. It was valued at \$10,544 million in 2003 and \$10,158 million in 2012. Although the imports decreased from \$12,461.6 million to \$11,366 million. There was a negative trade balance in 2012 of \$1,208 million dollars. The decrease in the exports of services for 2012 are likely to be due to the methodological changes of UNCTAD database and there will be corrected shortly. Design (interior design, fashion, toys and jewellery) export stood at \$3,683 million dollars in 2012. Audio visuals, new media, and publishing are the creative goods exports with better trade performance in 2012 accounting together for \$4,222 million goods exports with better trade performance in 2012 accounting together for \$4,222 million.

The Netherlands

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

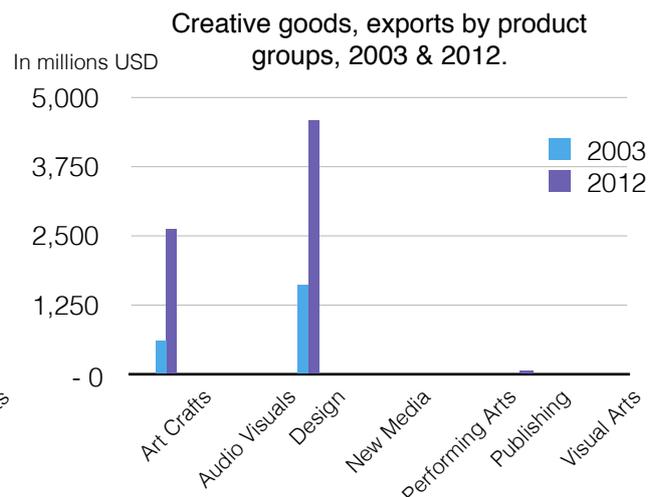
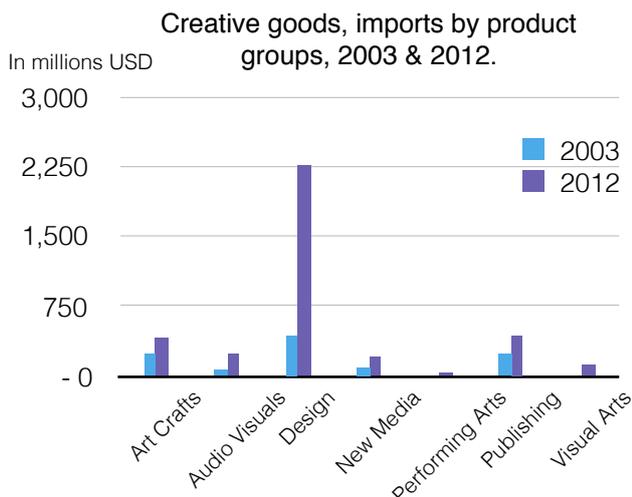
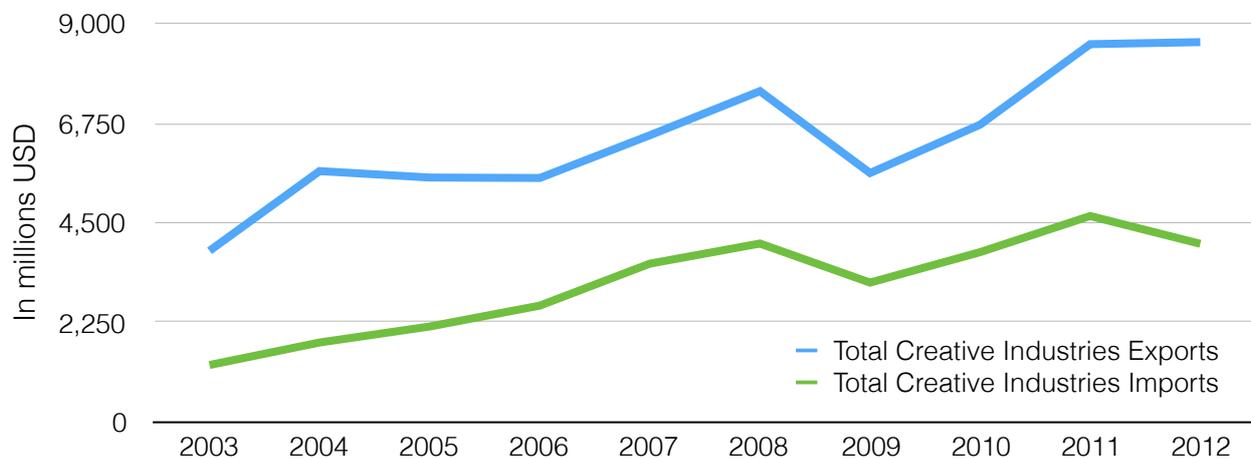
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	1180.67	1052.72	127.95	Germany	2397.54	1492.48	905.06
2	Belgium	757.24	418.78	338.46	Belgium	1466.32	891.78	574.54
3	United Kingdom	568.35	311.12	257.24	France	999.02	351.22	647.80
4	France	453.91	214.26	239.65	United Kingdom	971.69	426.94	544.75
5	Italy	182.25	164.89	17.37	Italy	344.87	312.24	32.64
6	United States	170.04	271.09	101.05	Spain	251.54	69.39	182.15
7	Spain	156.87	51.55	105.32	Sweden	222.53	131.90	90.63
8	Sweden	106.34	99.73	6.61	Switzerland	216.87	32.06	184.81
9	Austria	105.98	134.07	28.10	Poland	188.87	160.25	28.61
10	Switzerland	105.89	82.69	23.20	Denmark	187.81	82.13	105.68

The Netherlands' main creative goods exports' market is Europe with 88 per cent share of exports, followed by Asia with 8 per cent. Netherlands' most important export members are Germany, Belgium, France, United Kingdom and Italy.

Turkey

COUNTRY PROFILE - Turkey						
Creative Industries Trade Performance, 2003 and 2012						
Turkey	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	3,864.78	1,284.01	2580.77	8,580.40	4,023.08	4557.32
All Creative Goods	2,302.78	1,050.01	1252.77	7,360.85	3,687.41	3673.44
All Creatives Services	1,562.00	234.00	1328.00	1,219.54	335.66	883.88

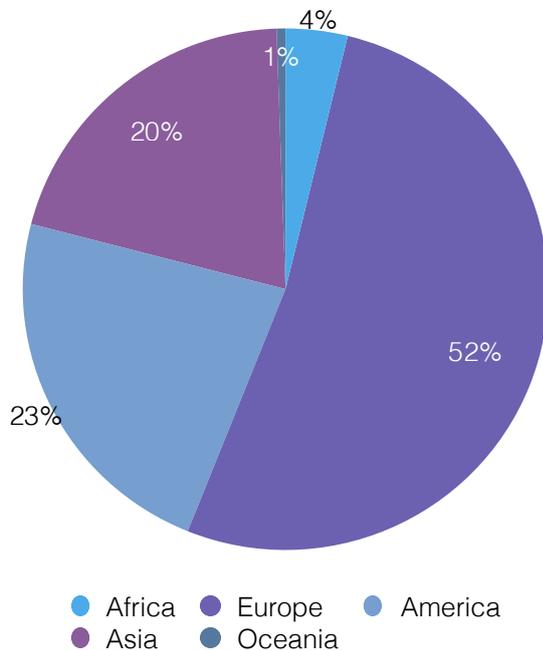
Turkey: Creative Industry Trade Performance, 2003-2012.



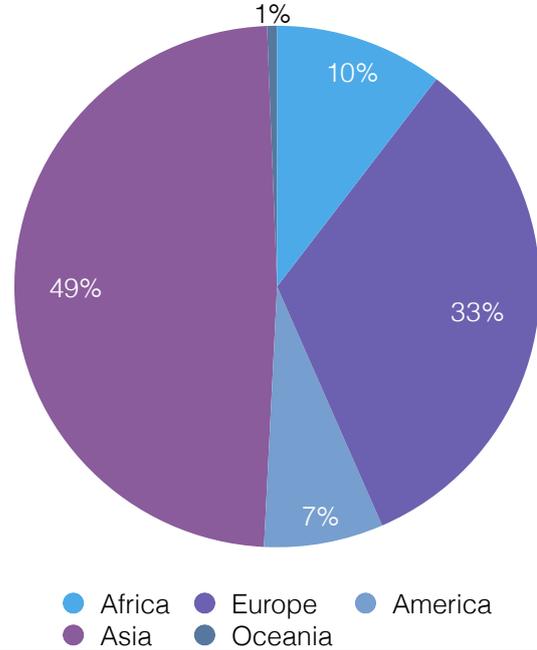
Creative industries exports nearly doubled from \$3,864 million in 2003 to \$8,580 million in 2012. Design (jewellery, interior design and fashion) is a leading sector in terms of exports which stood at \$4,582 million in 2012. Art crafts (crafts and yarn) increased their trade performance and stood at \$2,622 million. Turkey is also a major exporter for TV series, reaching audiences as far as Latin America.

Turkey

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

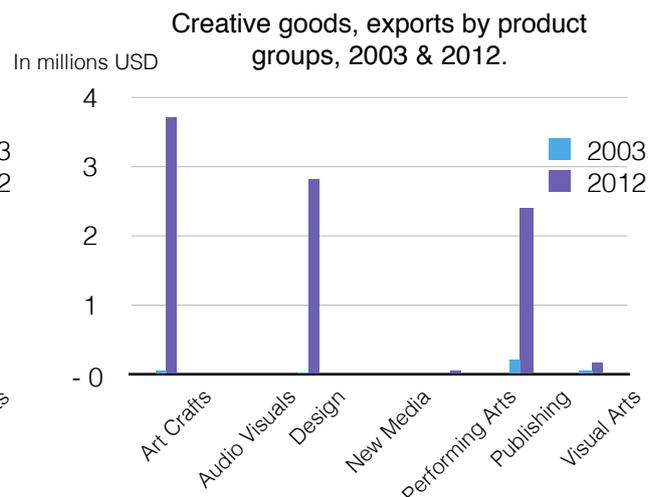
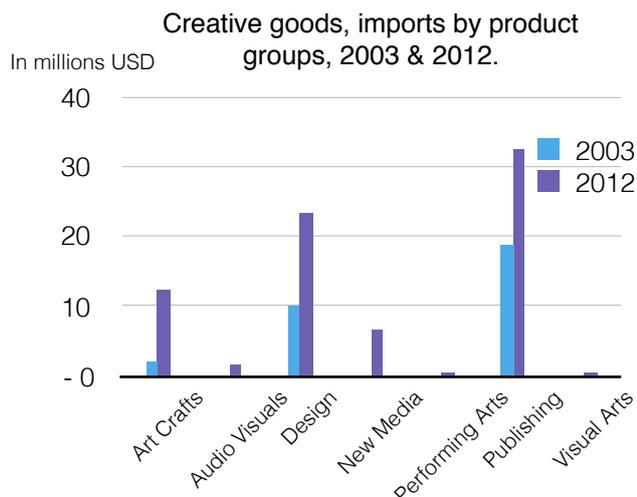
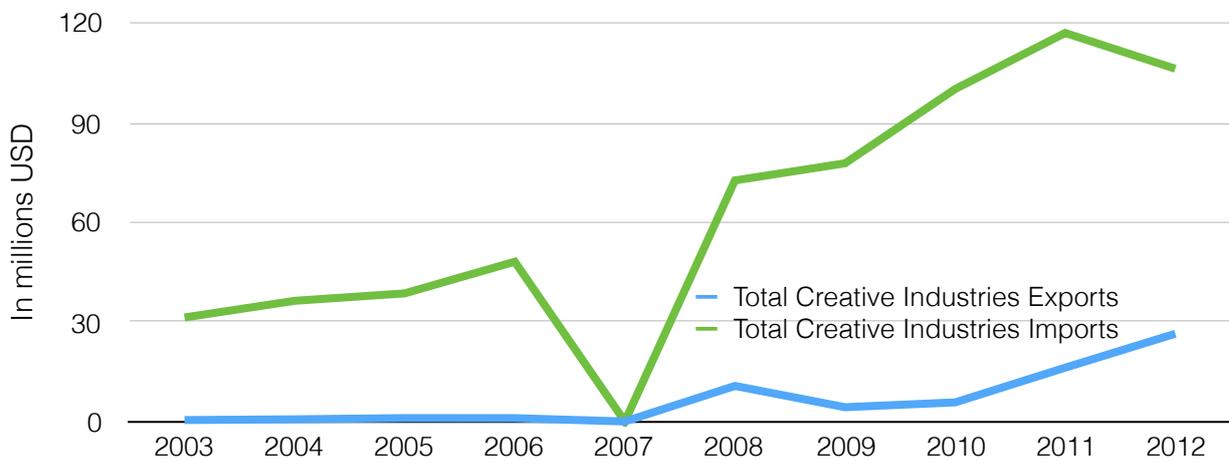
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	399.21	41.31	357.90	United Arab Emirate	1,106.52	129.81	976.71
2	Germany	260.50	93.34	167.16	Iraq	730.58	0.82	729.75
3	Russian Federation	186.34	72.52	113.81	Russian Federation	614.67	95.39	519.28
4	France	123.58	62.50	61.08	Germany	411.65	122.39	289.26
5	Italy	111.58	141.34	29.76	Saudi Arabia	399.41	1.46	397.95
6	United Arab Emirate	99.70	14.21	85.50	United States	346.28	60.56	285.72
7	United Kingdom	74.40	44.71	29.69	Libya	326.88	0.06	326.82
8	Israel	70.39	4.23	66.15	Italy	300.25	413.79	113.53
9	Saudi Arabia	63.86	0.14	63.72	Azerbaijan	205.72	0.10	205.62
10	Spain	54.40	16.19	38.21	Kazakhstan	192.46	0.31	192.15

Asia is the major export market for creative goods with a share of 49 per cent of the total market followed by Europe with 33 per cent, Africa 10 per cent and America 7 per cent. Turkey's main trade partners are the United Arab Emirates, Iraq, Russian Federation, Germany and Saudi Arabia.

Uganda

COUNTRY PROFILE - Uganda						
Creative Industries Trade Performance, 2003 and 2012						
Uganda	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	0.43	31.34	30.91	26.45	106.27	79.83
All Creative Goods	0.43	31.34	30.91	9.22	77.00	67.78
All Creatives Services	-00	-00	0.00	17.23	29.28	12.05

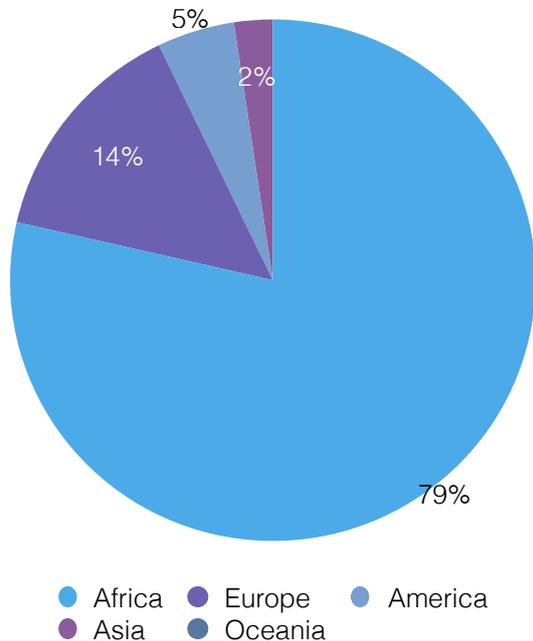
Uganda: Creative Industry Trade Performance, 2003-2012.



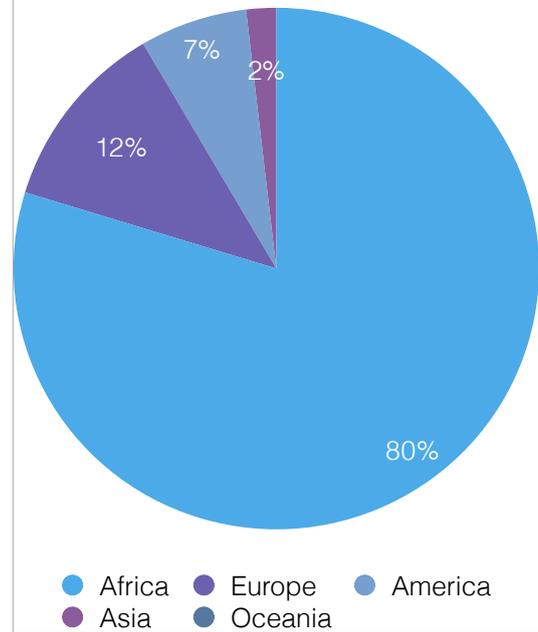
Uganda's creative industries exports increased from \$0.4 million in 2003 to \$26.5 million in 2012. Imports grew at a higher rate reaching \$106.3 million in 2012 which led to a trade deficit of \$79 million in 2012. Art crafts, design (fashion, interior and jewellery) and publishing (books) are the creative goods groups with the best export performance in 2012.

Uganda

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

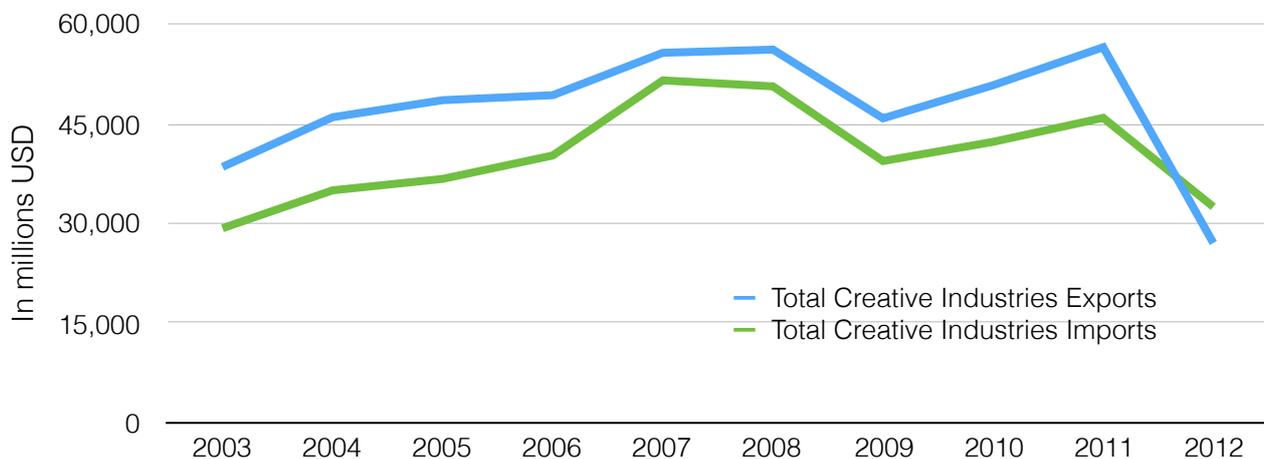
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Rwanda	0.17	0.01	0.17	Dem. Rep. of the Co	3.78	0.01	3.78
2	Kenya	0.05	2.53	-2.48	Sudan	1.64	0.00	1.63
3	United Kingdom	0.04	6.09	6.06	Rwanda	0.93	0.05	0.88
4	Eritrea	0.02	0.00	0.02	Sweden	0.80	4.37	3.56
5	Burundi	0.02	0.00	0.02	United States	0.54	1.56	1.02
6	United States	0.02	1.36	1.34	Kenya	0.38	4.66	4.28
7	Sudan (...2011)	0.01	0.00	0.01	Burundi	0.24	0.00	0.24
8	Congo	0.01	0.00	0.01	United Republic of T	0.19	2.90	2.71
9	United Arab Emirate	0.01	2.88	2.86	South Sudan	0.11	0.00	0.11
10	United Republic of T	0.01	0.04	0.02	United Kingdom	0.11	4.92	4.81

Uganda's creative goods exports market is Africa which accounts for 80 per cent of the total market. Main trade partners for Uganda include, the Democratic Republic of the Congo, Sudan, Rwanda, Sweden and the United States.

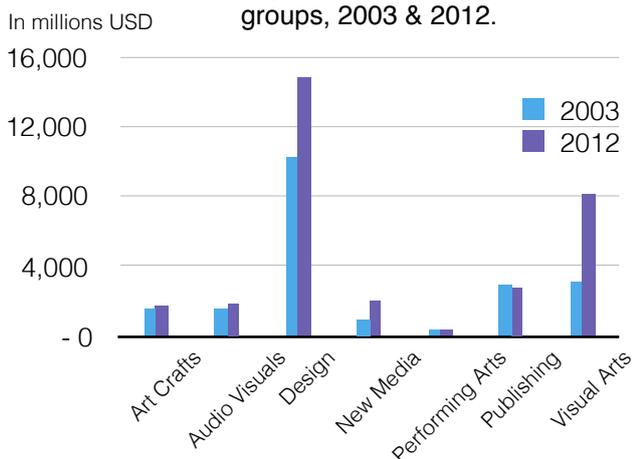
United Kingdom

COUNTRY PROFILE - United Kingdom						
Creative Industries Trade Performance, 2003 and 2012						
United Kingdom	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	38,501.60	29,261.74	9,239.86	27,029.85	32,483.02	5,453.17
All Creative Goods	14,520.10	20,569.09	6,049.00	23,082.87	31,522.57	8,439.70
All Creatives Services	23,981.50	8,692.64	15,288.86	3,946.98	960.45	2,986.53

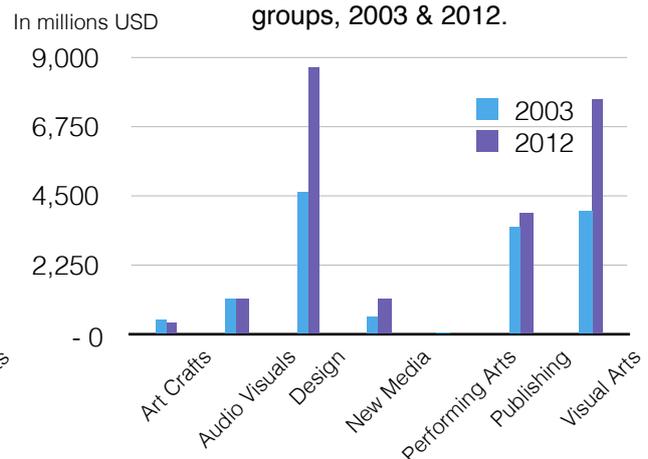
United Kingdom: Creative Industry Trade Performance, 2003-2012.



Creative goods, imports by product groups, 2003 & 2012.



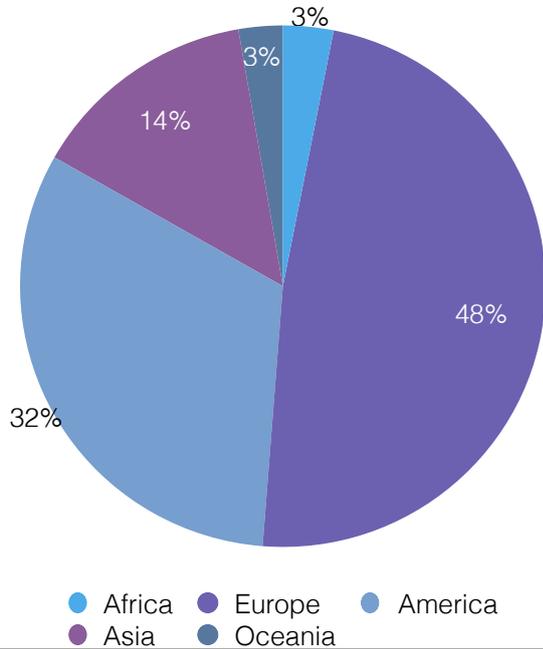
Creative goods, exports by product groups, 2003 & 2012.



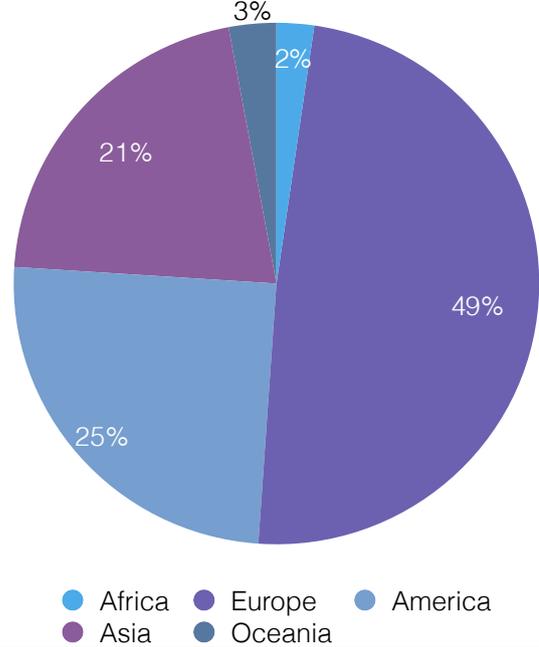
Creative goods exports increased from \$14,520 million in 2003 to \$23,082 million in 2012. Design (jewellery, fashion and interior design) was a leading sector in terms of exports, reaching \$8,640 million in 2012, followed by Visual arts (paintings, antiques and sculpture) worth of \$7,670 million in 2012. Publishing is the third most dynamic sector (books and newspapers) with exports standing at \$3,932 million. According to the UK government, creative industries provide over 1.8 million jobs across the UK. Software and games account for the largest share of the global value of the creative industries in the UK.

United Kingdom

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

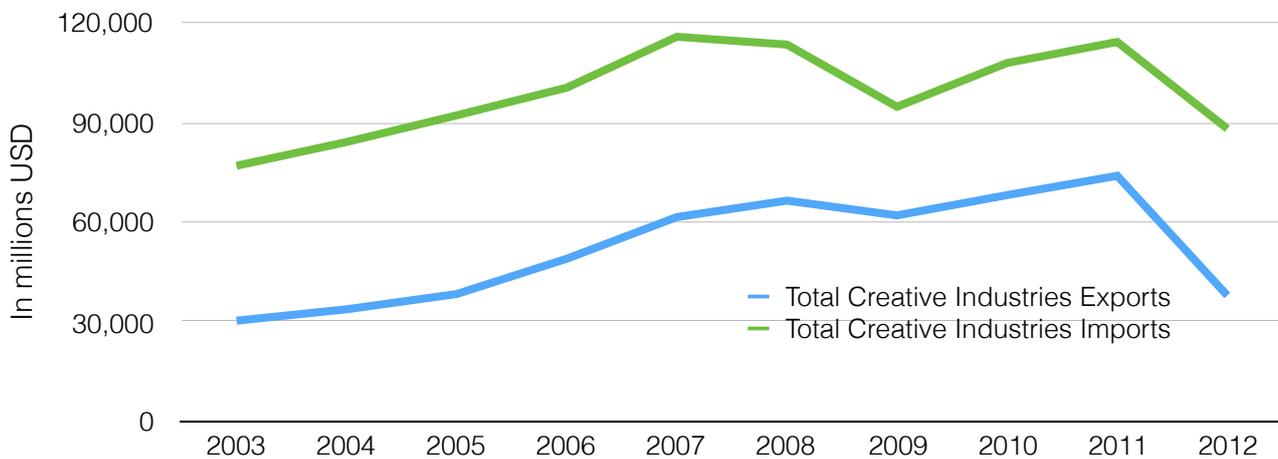
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	United States	4,252.7	2,096.16	2,156.6	United States	5,051.6	5,109.21	57.6
2	Ireland	1,231.5	629.44	602.1	Switzerland	3,756.7	2,189.90	1,566.8
3	Switzerland	1,161.7	798.75	362.9	Ireland	1,371.9	606.96	764.9
4	France	812.9	950.18	137.3	France	1,234.1	2,024.76	790.7
5	Netherlands	787.9	804.61	16.7	China, Hong Kong S	1,205.3	1,061.96	143.3
6	Germany	716.1	1,534.27	818.2	Germany	1,119.7	1,869.77	750.0
7	Japan	394.3	188.26	206.1	Qatar	658.7	23.07	635.6
8	Italy	381.5	1,250.72	869.2	Netherlands	640.5	1,479.42	839.0
9	Spain	374.7	326.49	48.2	United Arab Emirate	600.2	199.24	400.9
10	United Arab Emirate	359.2	96.93	262.2	Australia	584.4	53.31	531.1

Europe is the main destination market for the UK's creative goods exports accounting for 49 per cent of the total market followed by America with 25 per cent and Asia with 21 per cent. Main trade partners include the United States, Switzerland, Ireland, France and Hong Kong, China.

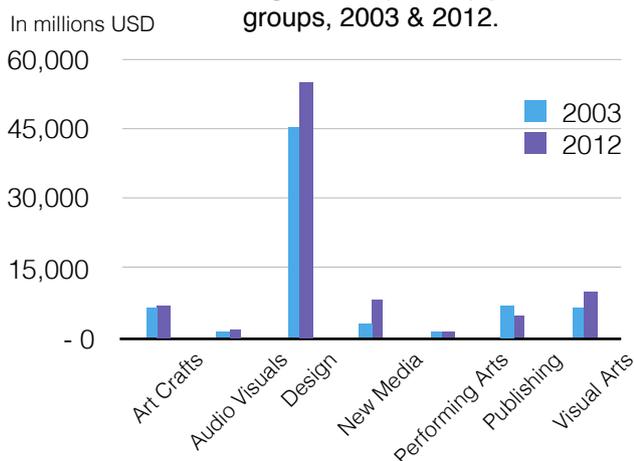
United States

COUNTRY PROFILE - United States						
Creative Industries Trade Performance, 2003 and 2012						
United States	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	30,273.27	76,941.49	46668.22	37,844.36	88,102.96	50258.60
All Creative Goods	17,887.27	70,701.49	52814.22	37,844.36	88,102.96	50258.60
All Creatives Services	12,386.00	6,240.00	6146.00	-00	-00	0.00

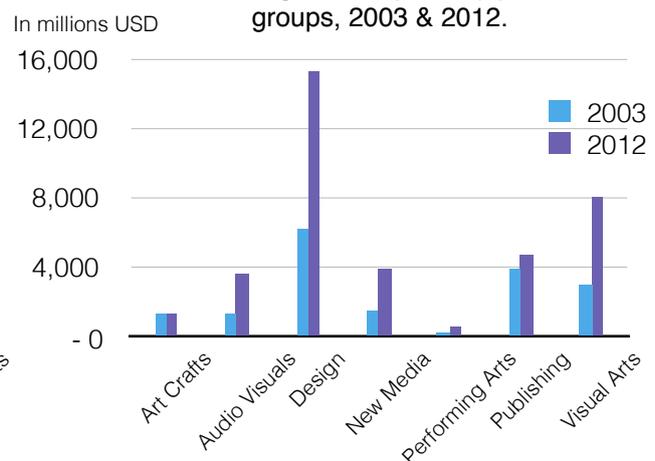
United States: Creative Industry Trade Performance, 2003-2012.



Creative goods, imports by product groups, 2003 & 2012.



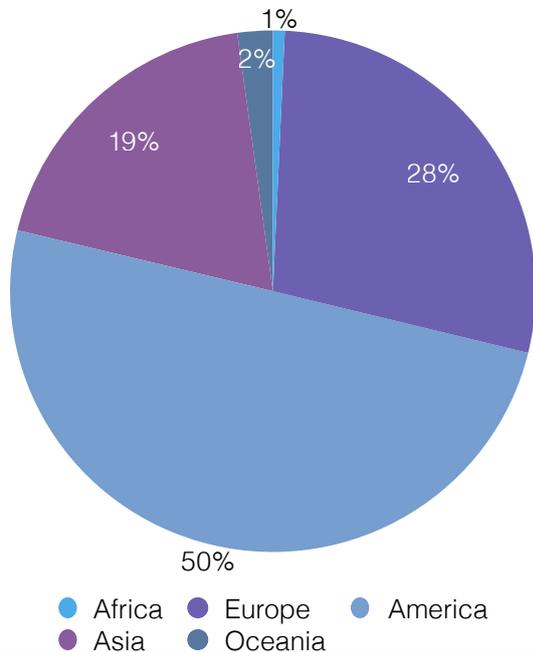
Creative goods, exports by product groups, 2003 & 2012.



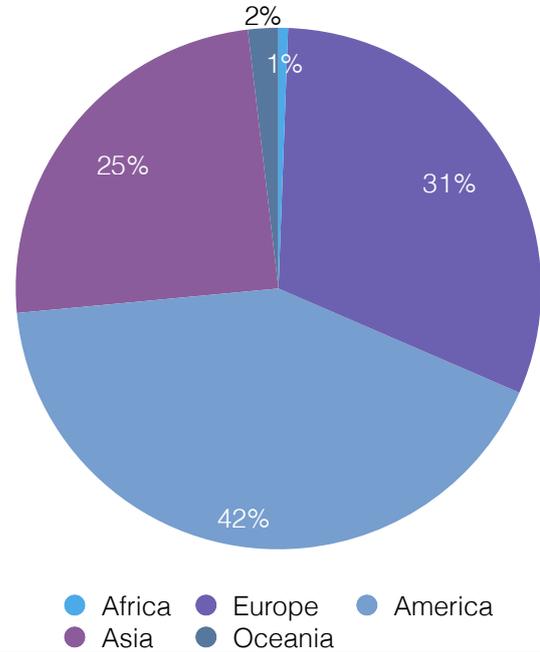
Total creative industries exports continued its growth reaching \$37,844 million in 2012. Imports nearly doubled the value of exports reaching \$88 million in 2012. Moreover, data on the creative services exports for 2012 is not available. Design (interior design, fashion and jewellery) accounts for \$15,351 million, followed by Visual Arts (painting, sculpture) which stood at \$8,085 and New Media with a total of \$3,963 million in 2012. According to the Motion Picture Association of America, the Creative Industries add \$698 billion to the U.S. economy and 4.7 million jobs.

United States

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

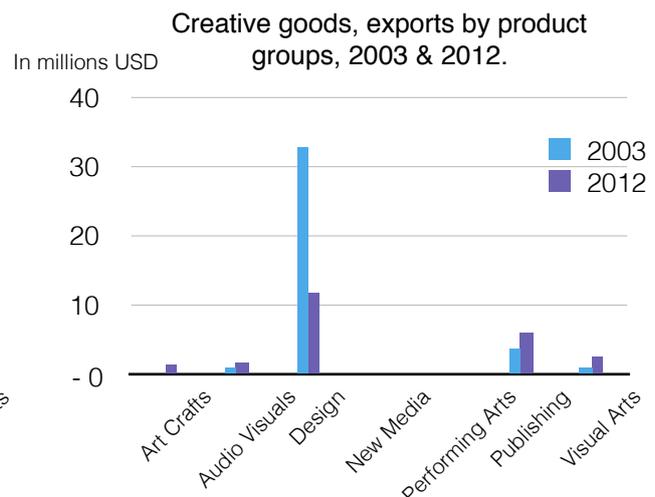
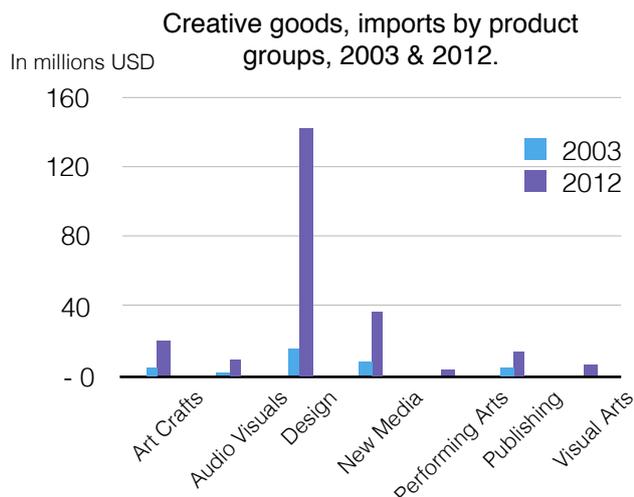
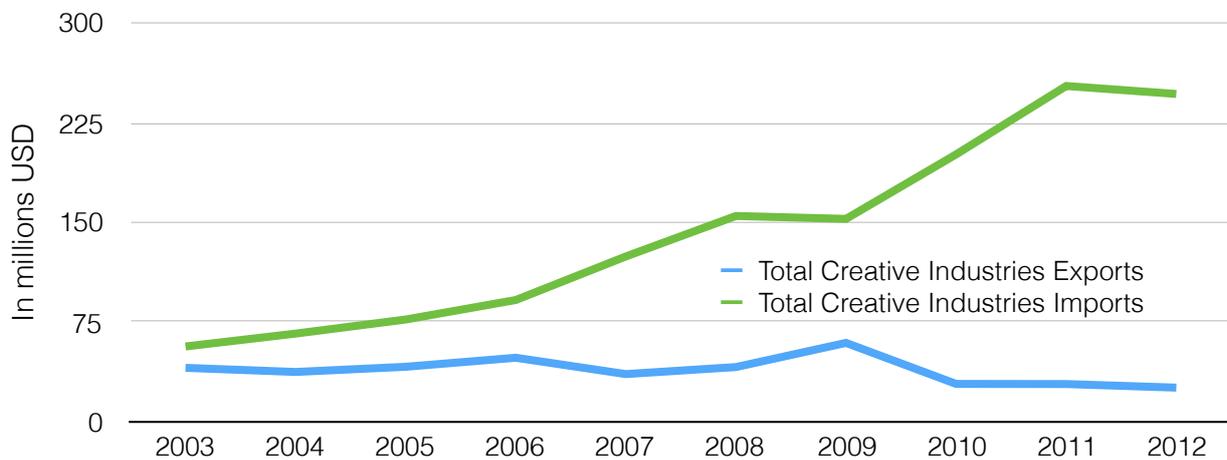
		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Canada	5,307.60	7,644.72	2337.12	Canada	9,230.31	3,908.90	5,321.41
2	United Kingdom	1,849.52	2,017.40	167.88	United Kingdom	4,319.12	2,516.64	1,802.48
3	Mexico	1,736.06	2,321.31	585.25	China, Hong Kong S	3,042.05	736.73	2,305.32
4	Japan	1,279.00	1,510.40	231.40	Switzerland	3,034.78	514.34	2,520.44
5	Switzerland	991.33	464.89	526.44	Mexico	2,846.47	3,227.44	380.96
6	China, Hong Kong S	576.38	1,450.35	873.97	Japan	1,560.42	1,752.72	192.29
7	Germany	508.48	1,009.44	500.96	France	1,292.09	3,073.54	1,781.44
8	France	495.53	2,238.59	1743.06	China	1,013.67	48,378.38	47,364.71
9	Australia	334.95	140.22	194.73	Germany	838.94	1,507.94	669.01
10	Dominican Republic	316.29	273.59	42.70	Netherlands	696.79	435.37	261.42

Canada is the main destination market for the exports of creative goods and services, with a share of 50 per cent of total exports, followed by the United Kingdom, Hong Kong, China, Switzerland and Mexico.

Uruguay

COUNTRY PROFILE - Uruguay						
Creative Industries Trade Performance, 2003 and 2012						
Uruguay	2003			2012		
	Value (in Million US\$)			Value (in Million US\$)		
	Exports	Imports	Balance	Exports	Imports	Balance
All Creative Industries	40.39	56.46	16.07	25.51	246.71	221.20
All Creative Goods	39.68	35.50	4.18	24.00	231.14	207.14
All Creatives Services	0.71	20.96	20.25	1.51	15.57	14.06

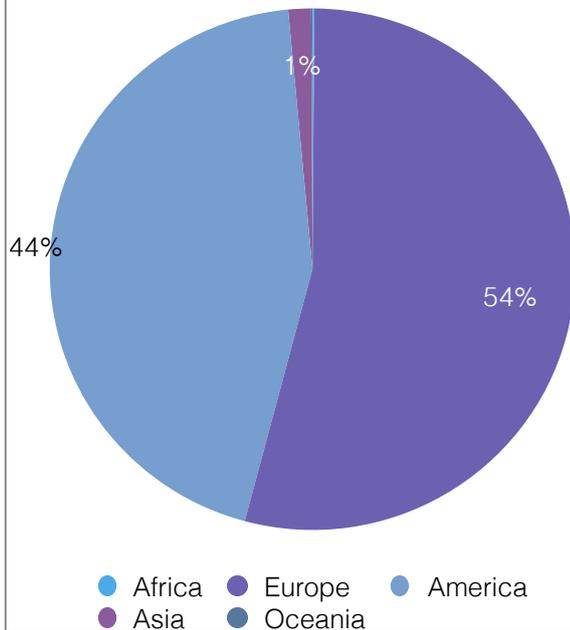
Uruguay: Creative Industry Trade Performance, 2003-2012.



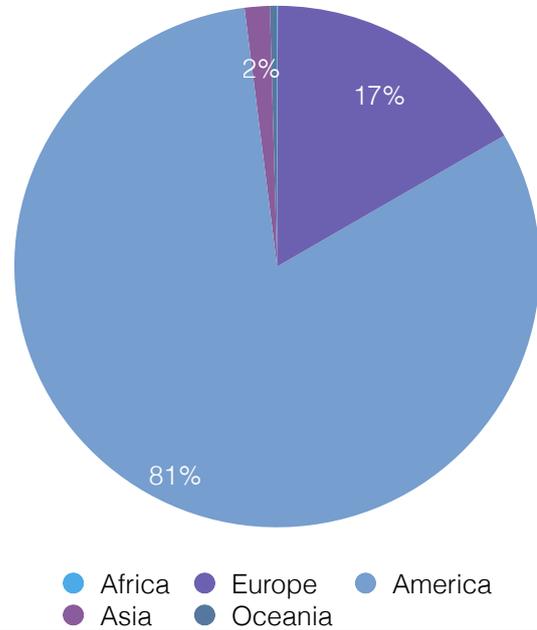
Uruguay's creative goods exports reach \$25.5 million in 2012 despite a decline between 2009 and 2010. Creative services exports increased from \$0.7 million to \$1.51 million in 2012. Design (fashion, interior design and jewellery) accounted for \$12 million in exports, followed by the publishing sector (books) which account for \$6 million of exports. Visual arts (painting and sculptures) were also among the leading export sectors during the period of 2003 and 2012.

Uruguay

Creative goods exports by geographical region, 2003.



Creative goods exports by geographical region, 2012.



TOP 10 EXPORT PARTNERS FOR CREATIVE GOODS, 2003 AND 2012

		2003			2012			
		Values in Million US \$			Values in Million US \$			
Rank	Country	Exports	Imports	Balance	Country	Exports	Imports	Balance
1	Germany	15.68	1.27	14.41	Brazil	4.74	38.46	33.72
2	United States	5.64	8.02	2.38	Argentina	4.62	24.68	20.06
3	Brazil	3.33	4.96	1.62	United States	2.39	28.52	26.12
4	Canada	2.68	0.07	2.61	Chile	2.33	1.91	0.42
5	Mexico	2.49	0.39	2.10	Mexico	1.29	2.88	1.59
6	Chile	1.33	3.19	1.86	Paraguay	1.22	0.49	0.73
7	Spain	1.12	0.80	0.32	Germany	1.05	1.89	0.84
8	Argentina	1.03	5.86	4.83	France	0.63	2.21	1.58
9	Denmark	0.90	0.03	0.87	Venezuela (Bolivaria)	0.54	0.01	0.54
10	Sweden	0.78	0.02	0.77	Spain	0.46	2.34	1.88

America is the main destination market for creative goods exports accounting for 81 per cent of the total market followed by Europe with 17 per cent. The most important trade partners for Uruguay in 2012 were Brazil (\$4.7 million), Argentina (\$4.6 million), United States (\$2.4 million), Chile (\$2.3 million) and Mexico (\$1.3 million).