



Creative Industry
in Middle East
الصناعات الابداعية
الشرق الاوسط

ESCWA Meeting on the
Promotion of Digital
Arabic Content Industry'
مبادرة الإسكوا لتعزيز صناعة
المحتوى الرقمي العربي
عمان 2012



Creative Industry- definition

United Nations Creative Economy Report (2008) defines the creative industries as being “the cycles of creation, production, and distribution of goods and services that use creativity and intellectual capital as primary inputs. They constitute a set of knowledge-based activities, focused on but not limited to arts, potentially generating revenues from trade and intellectual property right. They comprise tangible products and intangible intellectual or artistic services with creative content, economic value and market objectives. They are at the cross-road among the artisan, services and industrial sector, and constitute a new dynamic sector in world trade.” (UN, 2008: 13)

Creative Industry Sectors



Stakeholders

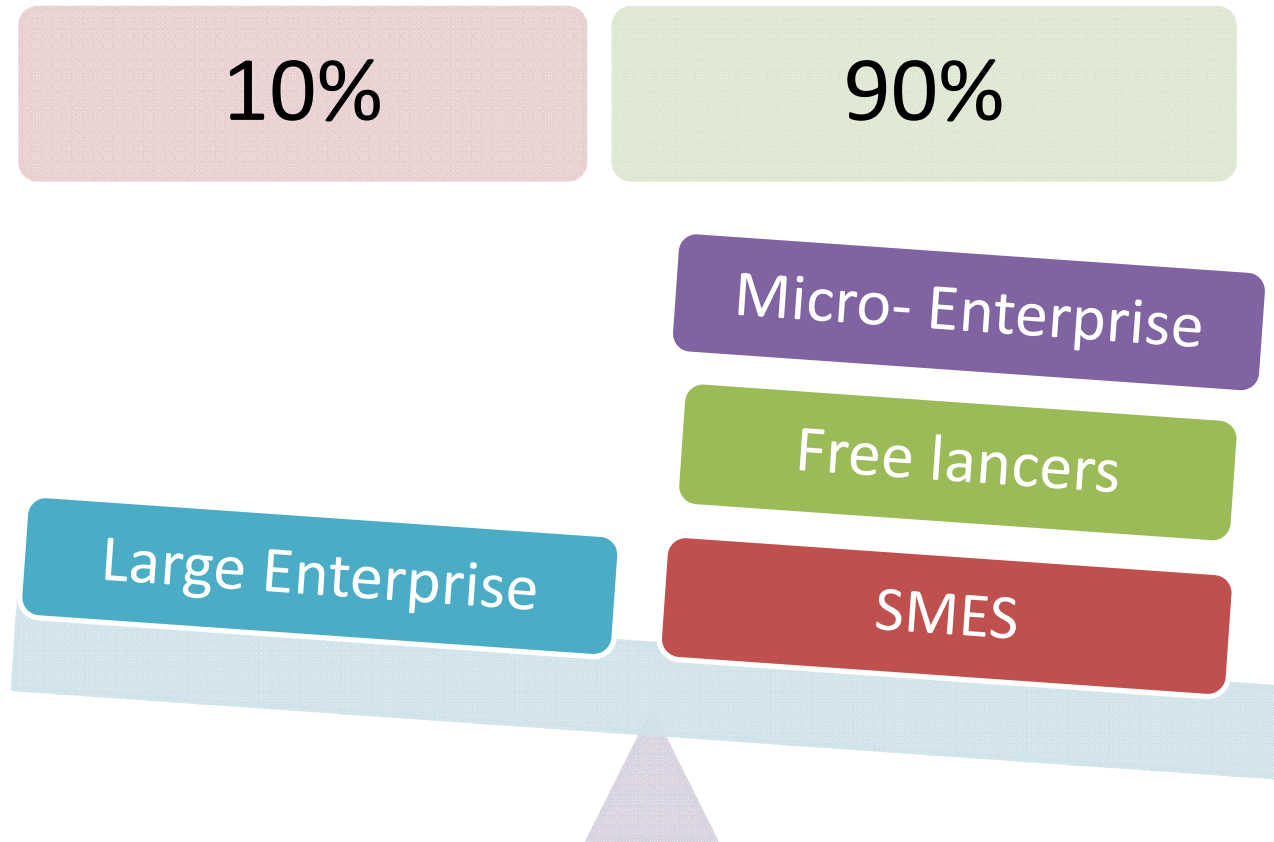
Culture & Creative Industries Sector (mainly profit)

The Public Culture
Sector (mainly non-
profit)

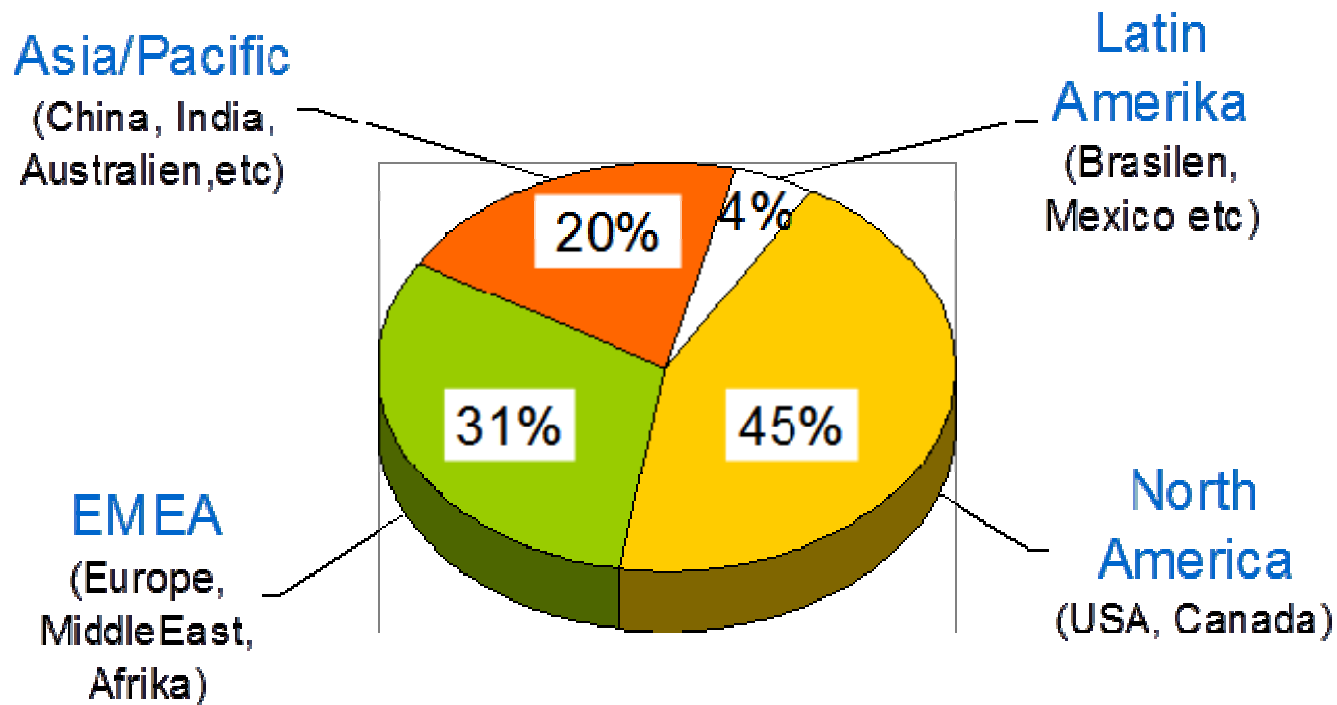
(Government Promoting
-primary cultural needs)

Civil Society Sector
(mainly non-profit &
informal Sector) offer
further cultural services
(New Think Theater)

Scope of Creative Industries



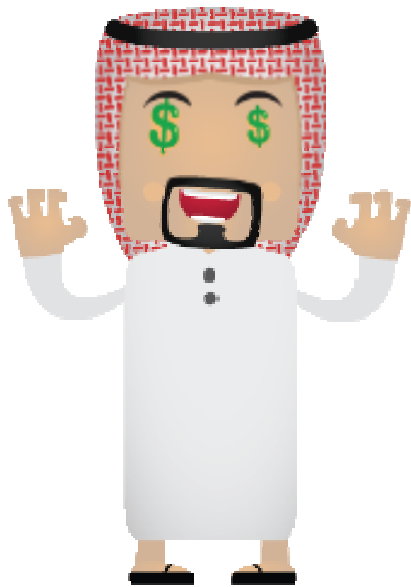
Global Economy – creative Industry



PwC estimates the 2006 global entertainment and media market at about US \$ 1,400 billions

Source: PricewaterhouseCoopers, Global Entertainment and Media Market by Region 2006

Jordan Market Example



What happening in Jordan

- New startups companies created in creative industry increased dramatically since 2010
- EUNIC MENA Creative Jordan



Platform for Visionary Ideas

أردن مبدع

مساحة لأفكار ذات رؤية

17 – 14November 2012

The Hangar + different locations in Amman

In collaboration with



What happening in Jordan

- Creative Industry Mapping 2012-2013
- As part of our strategic plan

Al Urdonia Lil Ebda supported by JEDCO and Spain Aid will open 2 business Incubator / Sector creative industries in Jarash and Madab .

What happening in Jordan



Creative economy MENA region

- Both fragmented & socially inclusive .
- MENA region is rooted in creative economy , but each country is different , there is no one-size fit all .
- Government and right mix of public polices and strategic choices are essential.
- Develop an attractive “ creative nexuse” to attract investors , build creative entrepreneurial practices and offer better ICT access and infrastructures

Creative economy MENA region

Arab Spring....

Arab Uprising

Arab...

proof that out of struggle
a new hope can be created

Thank you

- Reham Gharbiyeh
Al Urdonia Lil Ebda
5 Business Incubators
Facebook & YouTube
al Urdonia Lil Ebda

