

Support for Saint Lucia to Implement the Gender-Responsive National Strategy for the Development of the Four Priority Services Sub-Sectors

TRADECOM II PROGRAMME



BUILDING ACP TRADE CAPACITY
RENFORCER LES CAPACITÉS COMMERCIALES DES ACP

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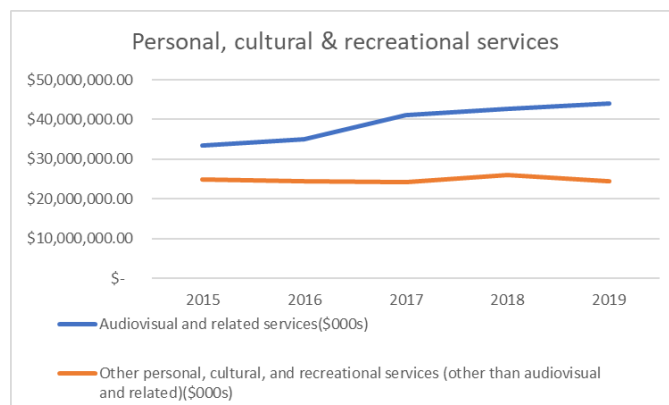


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Creative Industries - Overview

With regards to the Creative Industries a proxy for the performance of these industries is captured in the trends of world imports for “Audiovisual and related services” and “Other personal, cultural, and recreational services”.



The chart at left shows the global trends in the two components of “Personal, cultural & recreational services” and “Audiovisual and related services”. By far, “Audiovisual and related services” is growing the fastest having started at a higher base in 2015 (\$33.4Bn.) than “Other personal, cultural, and recreational services” which stood at \$25.0Bn. in 2015, stagnating or decreasing slightly ever since.

Source: ITC (<https://www.trademap.org/tradestat>)

According to the ITC data, world imports of “Audiovisual and related services” stood at \$ 44.0Bn. USD in 2019 growing slightly (3.0%) relative to their 2018 value of \$ 42.7Bn. USD. “Other personal, cultural, and recreational services” imports stood at \$24.5Bn. USD in 2019 decreasing (-5.8%) relative to their 2018 value of \$26.0Bn. USD. Using this as a proxy for the size of the import demand of creative industries it is seen that the world market is quite buoyant.

Supply

World exports of Audiovisual and related services stood at \$43.9Bn. USD in 2019 growing slightly (1.2%) relative to their 2018 value of \$43.4Bn. USD. Other personal, cultural, and recreational services stood at \$25.7Bn. USD in 2019 decreasing (-4.5%) relative to their 2018 value of \$26.9Bn. USD. Using this as a proxy for the size of the export supply of creative industries it is seen that the world market is quite buoyant.

The ITC does not hold any data on Saint Lucia's exports of creative industries services, even if it is well known that several artistes of international repute regularly export their services to several countries annually. This is part of the justification for the present assignment - to help quantify the size of this sector and help identify markets for its members.