



# International Seminar/Training "Prospects of Creative Industries Development: the Way to Success"

June 25, 2024  
Bishkek, Kyrgyz Republic



# INTRODUCTION



# Rahat Kerimbayeva

*Director of the State Agency for Intellectual Property and Innovation  
under the Cabinet of Ministers of the Kyrgyz Republic (Kyrgyzpatent)*



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# Christopher Athey

*Economic Affairs Officer, Innovative Policies Development Section,  
United Nations Economic Commission for Europe (UNECE)*



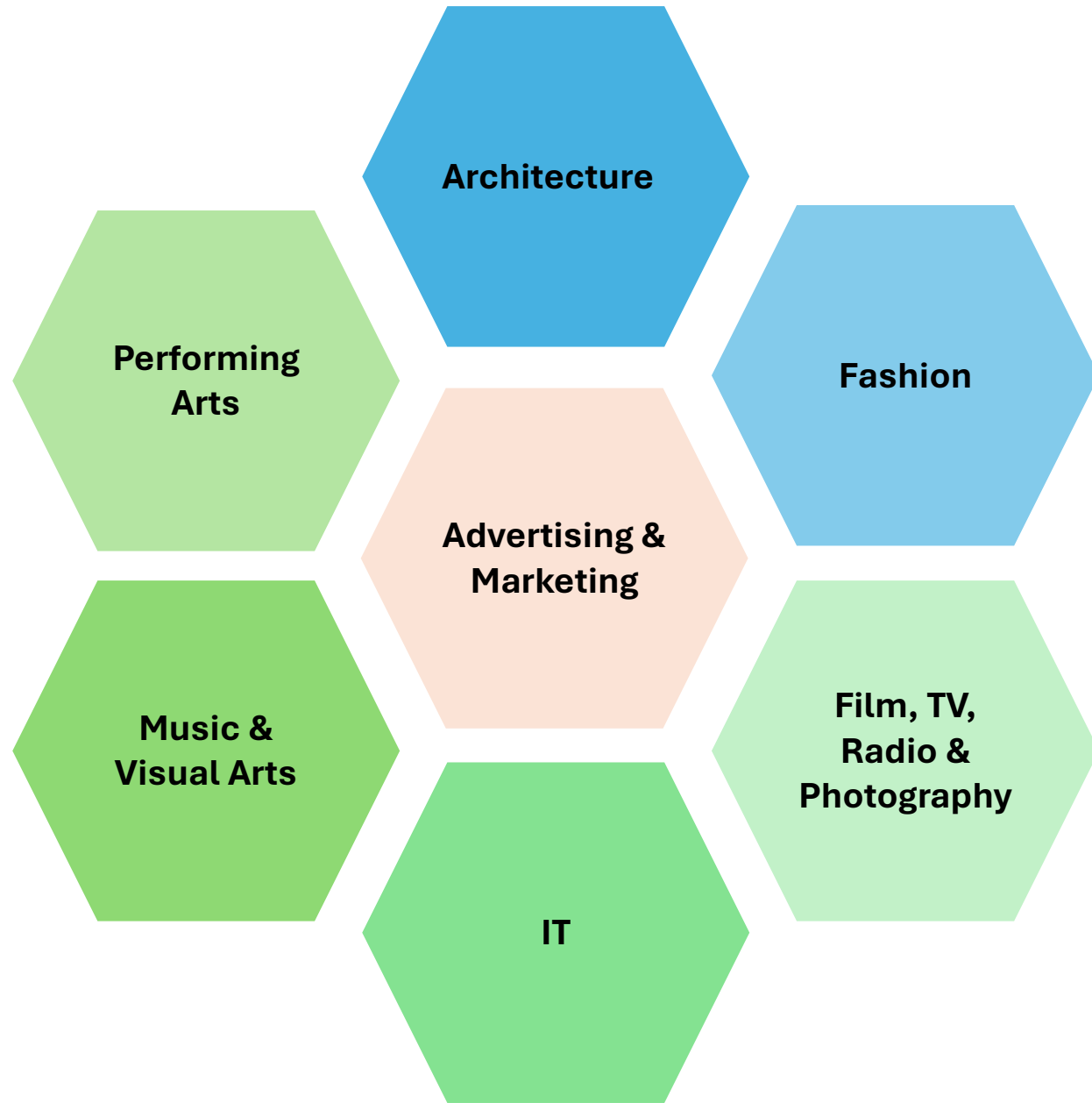
## Session 1

# Professor Yelena Kalyuznova

*Director, Center for Euro-Asian Studies, Henley Business School,  
University of Reading, UK*

Trends in the development of the creative economy and their prospects





## Definition of creative industries

# Why is there a growing interest in the development of creative industries?

- An important channel for economic growth and development.
- Of interest to business and management scholars because of characteristics such as flexible organization, extensive use of technology, and employment of creative and technical talent.
- According to UNESCO, the creative industries generate \$2.250 billion in revenue worldwide each year and are projected to account for more than 10% of global GDP in the coming years.





Global trends: digitalization





# Sustainability and ecology

Consumers are increasingly choosing products and services that are not only creative but also environmentally friendly.



## Social impact

Many brands are now using their platforms to support social issues such as equality and inclusion.



# Forecasts and opportunities

Synergies between technology and creativity

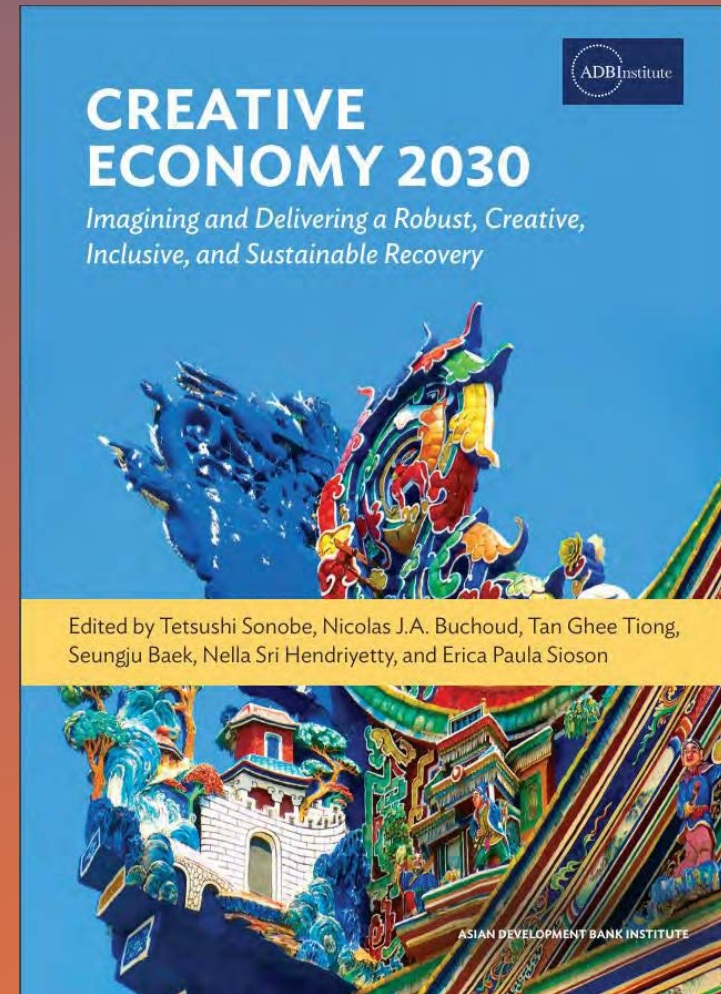




# Policies for creative industries development



# Supporting Creative Industries in Central Asian Regional Economic Cooperation



## Case studies of cerate businesses: Kazakhstan











# **Aisuluu Mustapakulova**

*Head of Innovation Department, State Agency for Intellectual Property  
and Innovation under the Cabinet of Ministers of the Kyrgyz Republic  
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## **Oscar Fast**

*Associate Economic Affairs Officer,  
Innovative Policies Development Section, UNECE*

## **Ekaterina Guznova**

*Consultant, Innovative Policies Development Section, UNECE*

**Topic: Challenges and Prospects for the Creative Economy in Central Asia**

# Definition of the creative economy



There are different definitions for the creative economy ...



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# Definition of the creative economy



The sectors covered by the term "creative industries" are extremely diverse:

## Creative industry market in Kyrgyzstan

Share of each industry in the creative industry market of the Kyrgyz Republic as of 01.01.2021

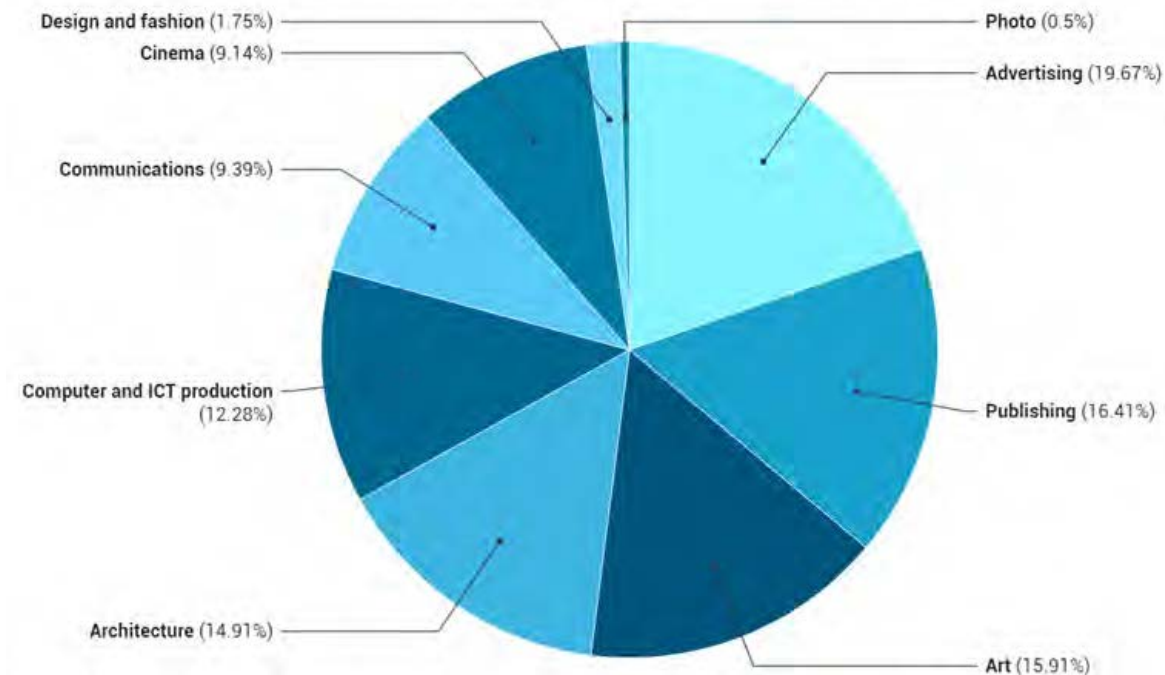


Chart: CABAR.asia • Source: Creative economy concept in Kyrgyzstan • Get the data • Created with Datawrapper

# Governance Architecture



- Creative Economy Development Concept for 2022-2026
- Create4
- Creative Kyrgyzstan Program
- Women's Creative Lab
- Association of Creative Industries of Kyrgyzstan
- Creative Industries Festival Creative Network of Central Asia
- UNDP Program - Creative Tourism in Kyrgyzstan
- Creative Tourism Network



# Creative and innovation facilitators in Central Asia



Central Asia has a significant number of creative and innovative facilitators ...

## Creative agencies

## Incubators / Accelerators

## Business Angels

## Venture Capital

# Creative and innovation facilitators



- **Incubators and accelerators need to improve:**
  - Key performance indicators
  - Financial sustainability
  - Insufficient supply of promising firms
  - Qualified mentors
  - Universal vs specialized approach
  - External performance reviews
- **Limited number of angel investors** - lack of formalized angel networks
- **Need for reforms** to facilitate **venture capital**

# SPECA Network of Business Incubators and Accelerators for Sustainable Development



UNECE



**Members:** Business incubators & accelerators; innovation, technology & entrepreneurship agencies



**Activities:** Workshops; roundtables; trainings; study tours



**Tailored capacity-building activities by UNECE**



# The Innovation Policy Outlook (IPO)



## About the IPO Publication

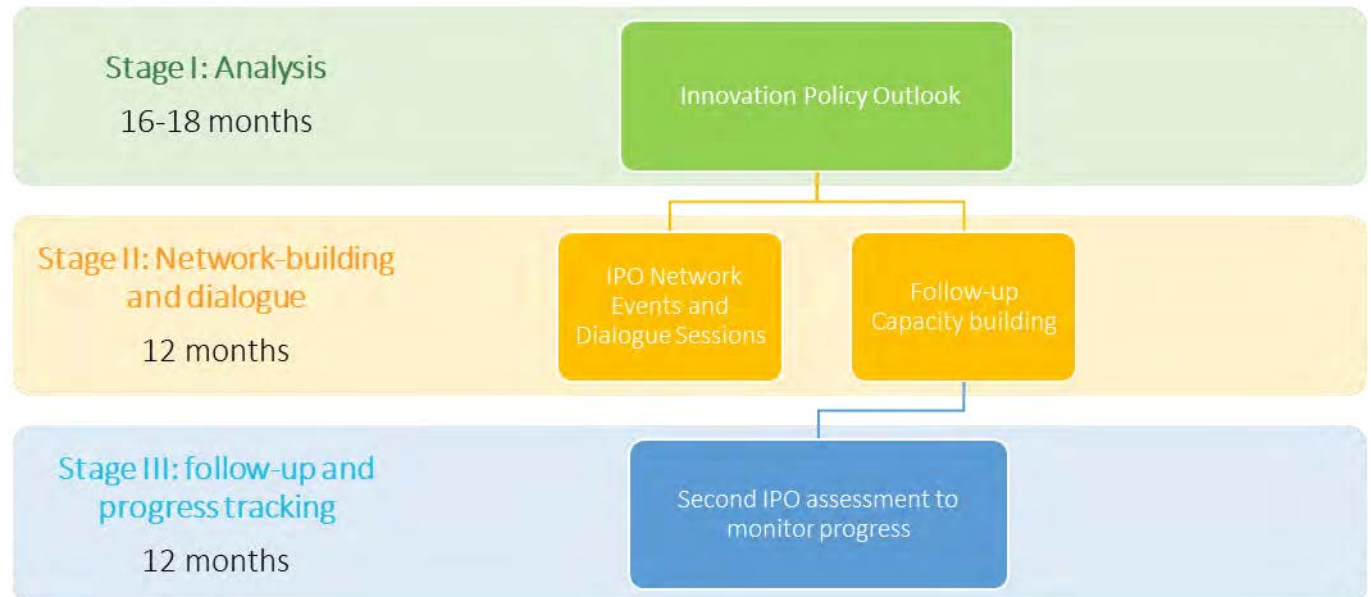


*UNECE flagship initiative that comprehensively assesses and compares innovation governance across countries with shared legacy and institutional features*

- Framework for **region-wide reform**
- IPO publications for in Eastern Europe and South Caucasus very well received
- Methodological **rigour**: > 40 indicators on innovation governance, policy tools, and process
- Evidence base for mutual policy learning, regional cooperation, and dialogue

## The Innovation Policy Outlook Initiative

- Three elements: analysis (the IPO), network-building, capacity building and support
- 24 months
- Complete and synergetic support cycle: analysis, dialogue, technical assistance







## Session 2

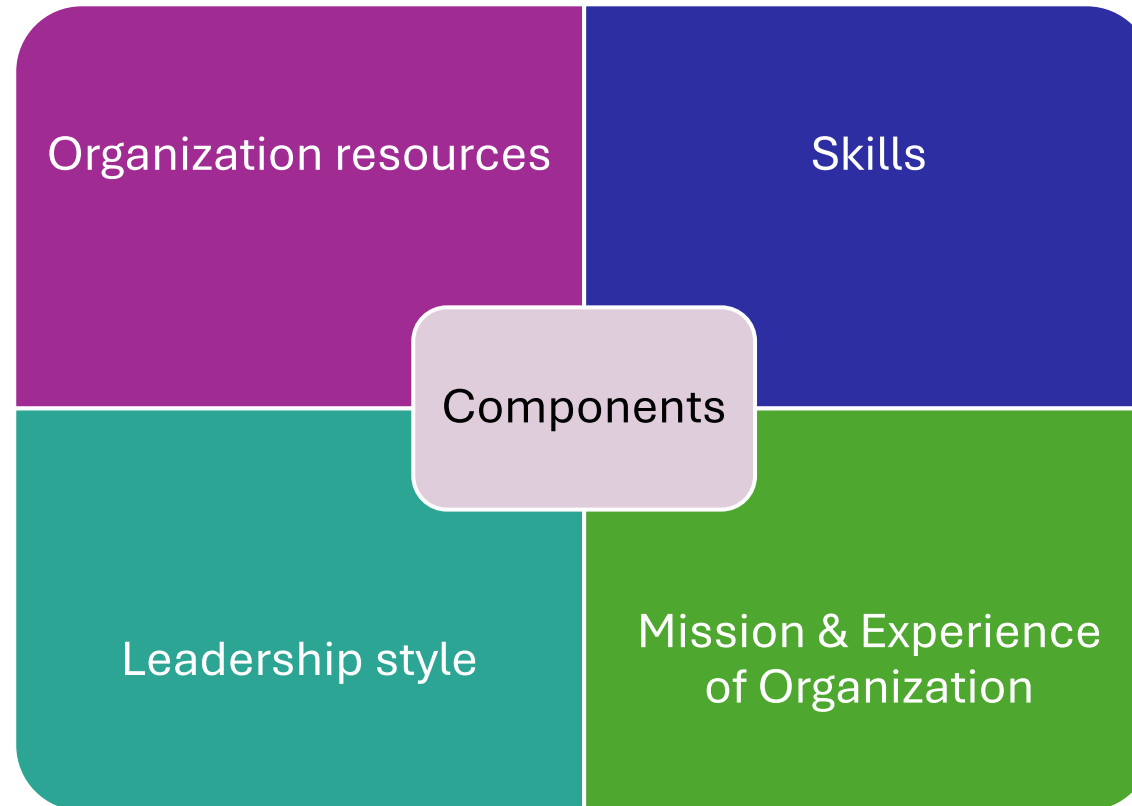
# Dr Olena Khlystova

*Lecturer for Management and Organisational Behavior, Center for Euro-Asian Studies, Henley Business School, University of Reading, UK*

Resilience of creative industries: theory and international experience

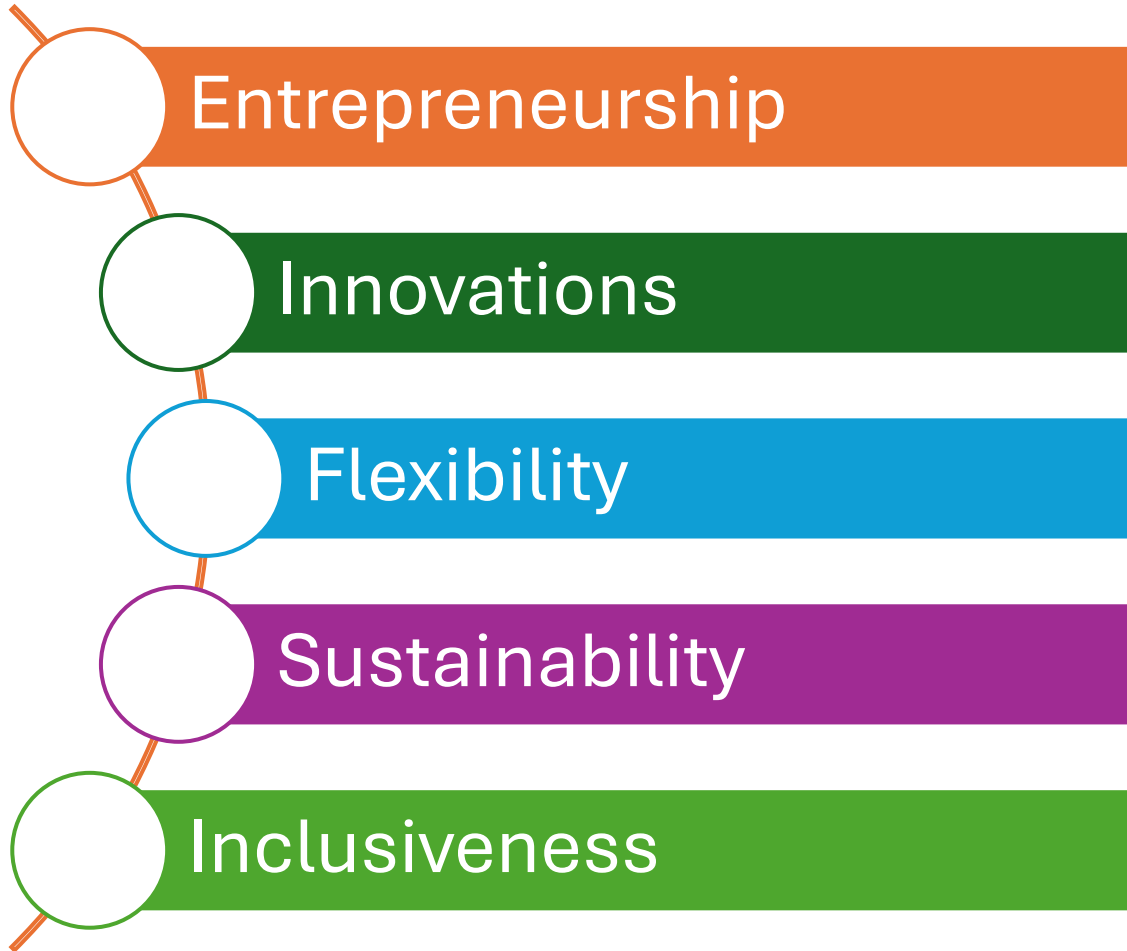
# Resilience in organizations

**Resilience** - the ability of companies to cope with and recover from difficulties by adjusting business activities to improve their performance.



# Resilience: the context of the creative industries

## Characteristics of creative industries



## Key skills



# Resilience of the creative industries: the UK experience

## Characteristics of creative industries in the UK:

Strategic economic sector (economic value of £124.6 billion pounds in 2022);

- SMEs;
- Freelancers;
- IT / Software / Games;
- TV / Radio / Photography;
- Music.

## Changes after the crisis:

Changing the range of skills

Changing business models

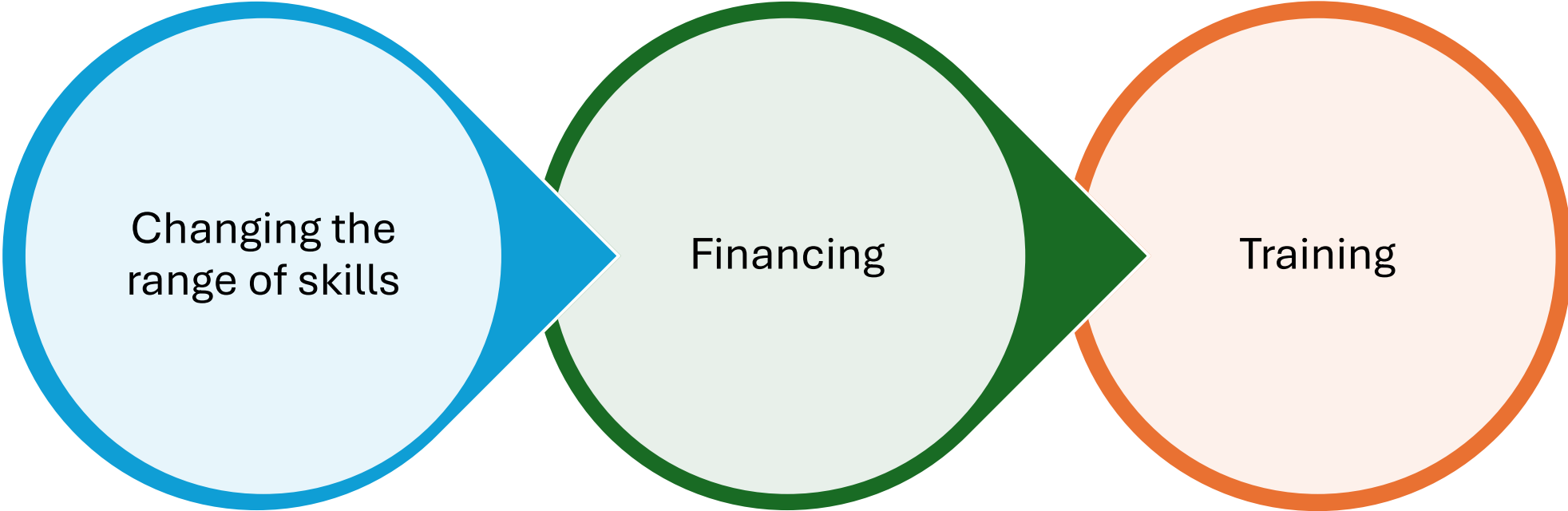
Digitalization

# Case studies for creative economy: UK





# Resilience of creative industries: Turkish experience



# Cases for creative industries: Turkey





# Discussion







# Aisuluu Kozhomkulova

*Regional Director for Central Asia, StrategEast*

"Case studies of technological and innovative solutions in the arts using the UK as an example"



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# **Gulbara Kudaiberdieva**

*Head of Copyright and Related Rights Department, State Agency for Intellectual Property and Innovation under the Cabinet of Ministers of the Kyrgyz Republic (Kyrgyzpatent)*





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**Break**



## Session 3

# Professor Maksim Belitski

*Director of Henley Centre for Entrepreneurship, Henley Business School, University of Reading, UK*

**Topic:** "Creative Entrepreneurship and Financing Creative Businesses"



# Financing the creative industries



# Financing methods / instruments

- **Public funding:** Support programs, grants, tax incentives.
- **Private investment:** Venture capital financing, private investors, business angels.
- **Alternative methods:** Crowdfunding, partnerships, sponsorships.



32 years old



*"Be creative and you'll see the world"*

**CAMILLE DUPONT**

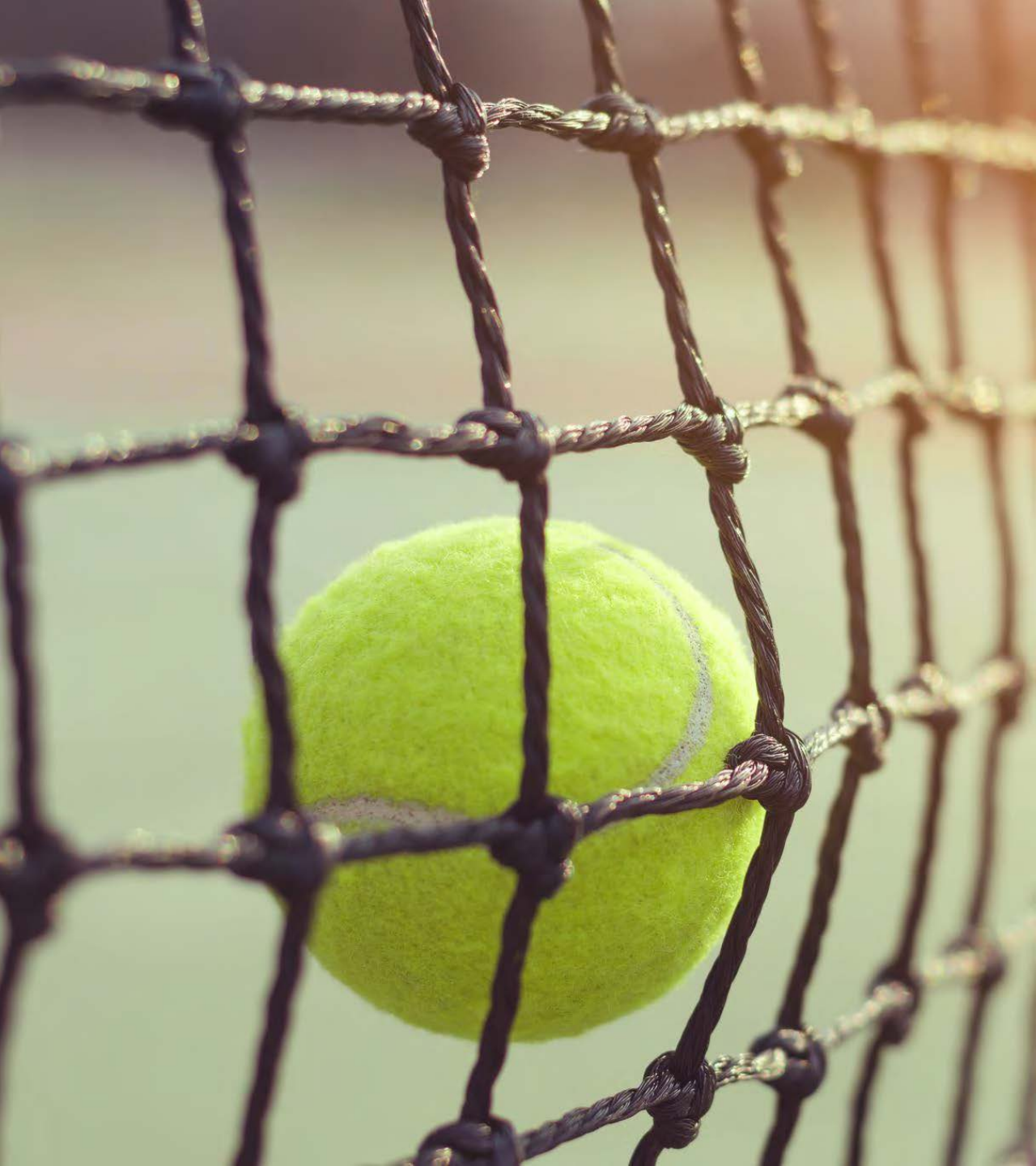
Art director in an advertising agency

 15th arrondissement, Paris

## Business-to-consumer model

- Lifestyle: lovers of culture, travel and art, active Instagram and Pinterest users.
- Interests: Modern art, interior design, art collection.
- Values: recognizing the craftsmanship and history of works of art.
- Motivation: decorating the house, starting a conversation.
- Engagement: Attend quarterly art shows to view art in person, which can help overcome the barrier of buying art online.





# Challenges in financing

- **Key Challenges:** Risk, market uncertainty, limited access to traditional sources of capital.
- **Specific problems:** Underestimation of the value of creative assets, difficulties with intellectual property valuation.





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## Future trends and opportunities

- **Innovations in financing:** New financial instruments, technology platforms for financing.
- **The role of government and politics:** Suggestions for improving policy support for the creative industries.

# Prospects for the development of financing in the creative industries

How to drive further growth and innovation?





# Session 4

## "Challenges and Prospects for the Creative Economy in Central Asia"

**Oscar Fast**

*Associate Economic Affairs Officer, Innovative Policies Development Section, UNECE*

**Ekaterina Guznova**

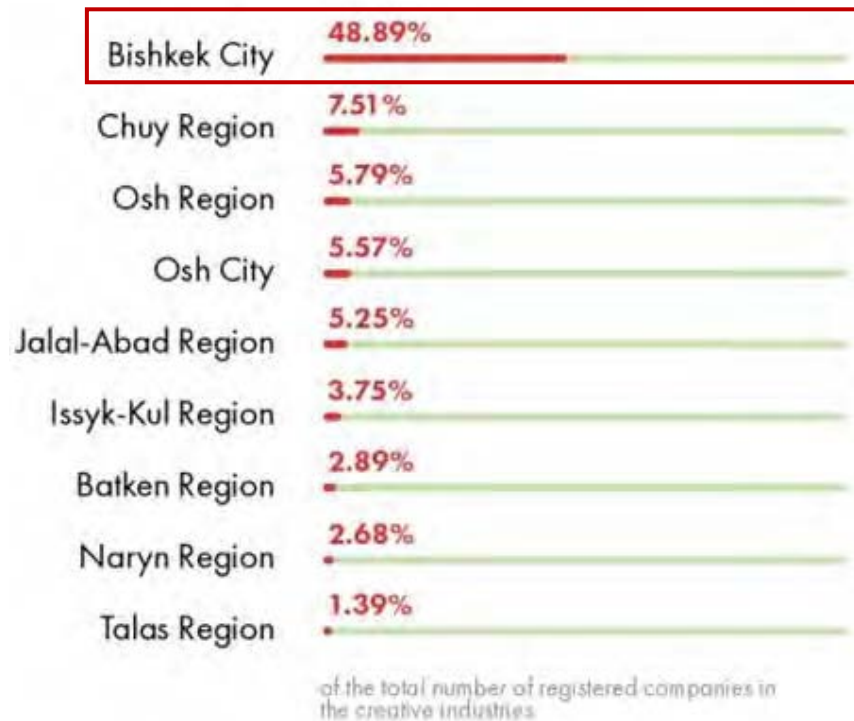
*Consultant, Innovative Policies Development Section, UNECE*



# Centralized vs regional development



## Development of creative industries across the regions:



Source: [UNESCO \(2023\)](#)

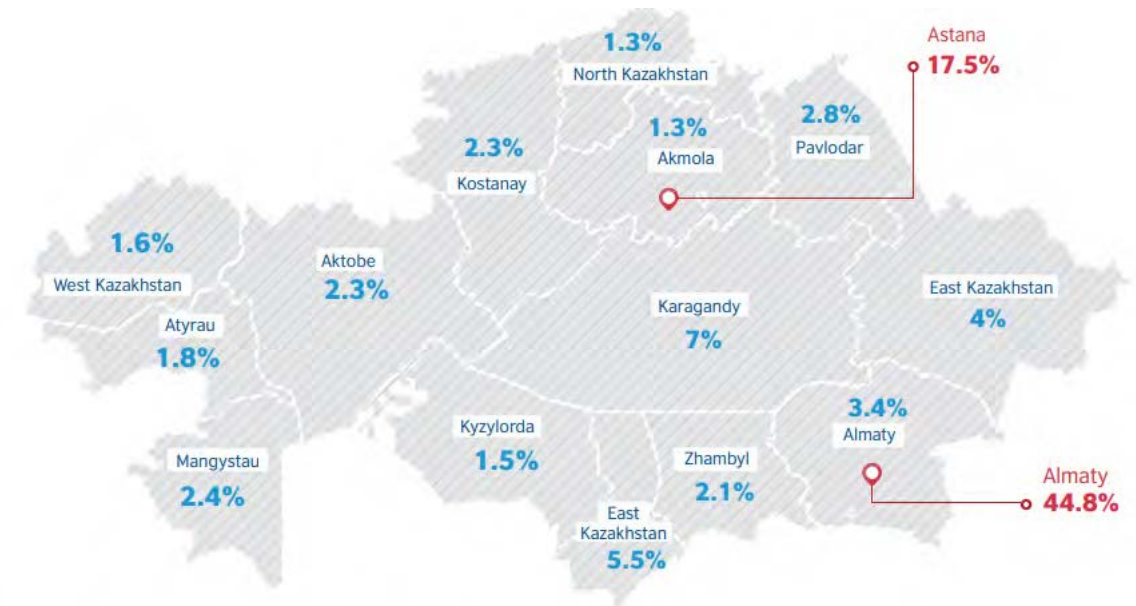


Figure 2: Regional Shares of Creative Industries, 2018 (%)

Source: Open data of Ministry on National Economy – Statistics Committee – List of registered legal entities in regions of the Republic of Kazakhstan



# Centralized vs regional development



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UNDP Program -  
Creative Tourism in  
Kyrgyzstan

Creative Tourism  
Network

OECD report on  
linking tourism to the  
development of  
creative industries



# Sergey Glukhoverov

"Development of Creative Tourism in the Kyrgyz Republic"



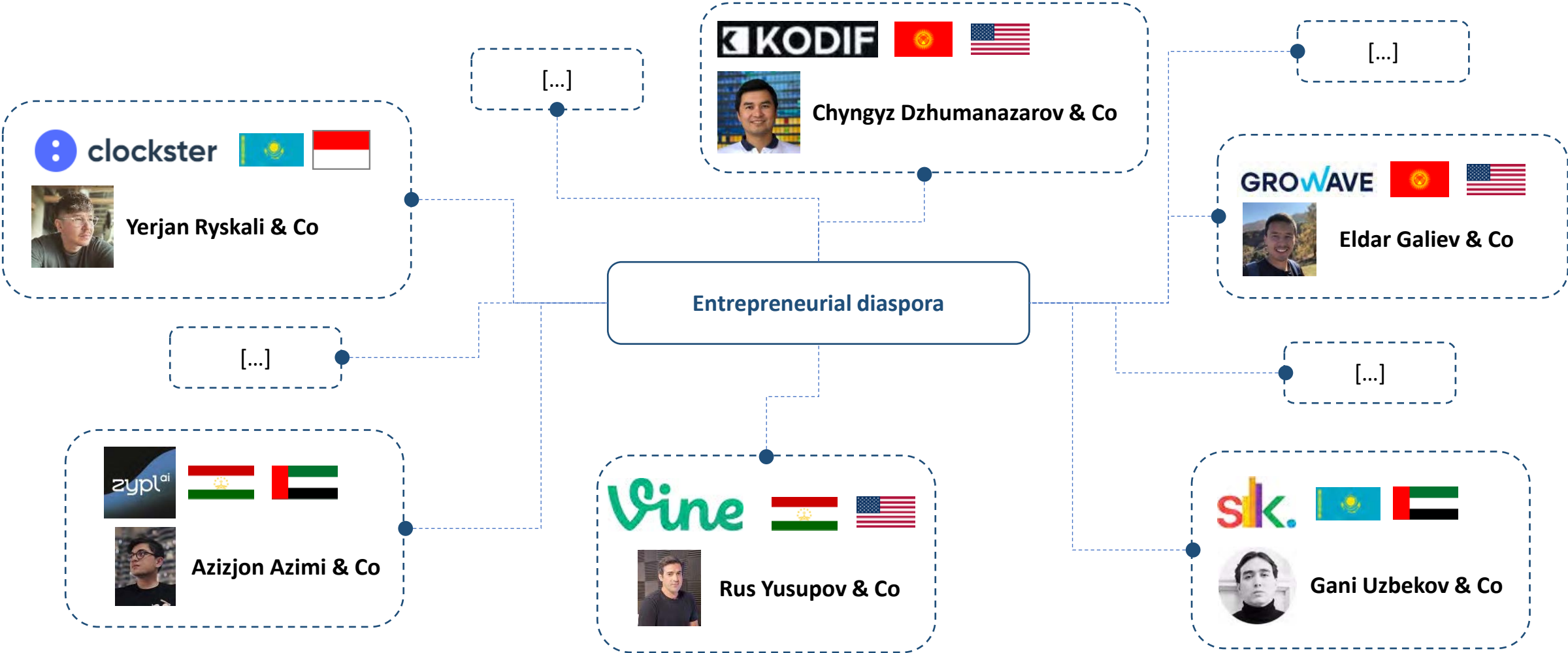
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**Discussion**



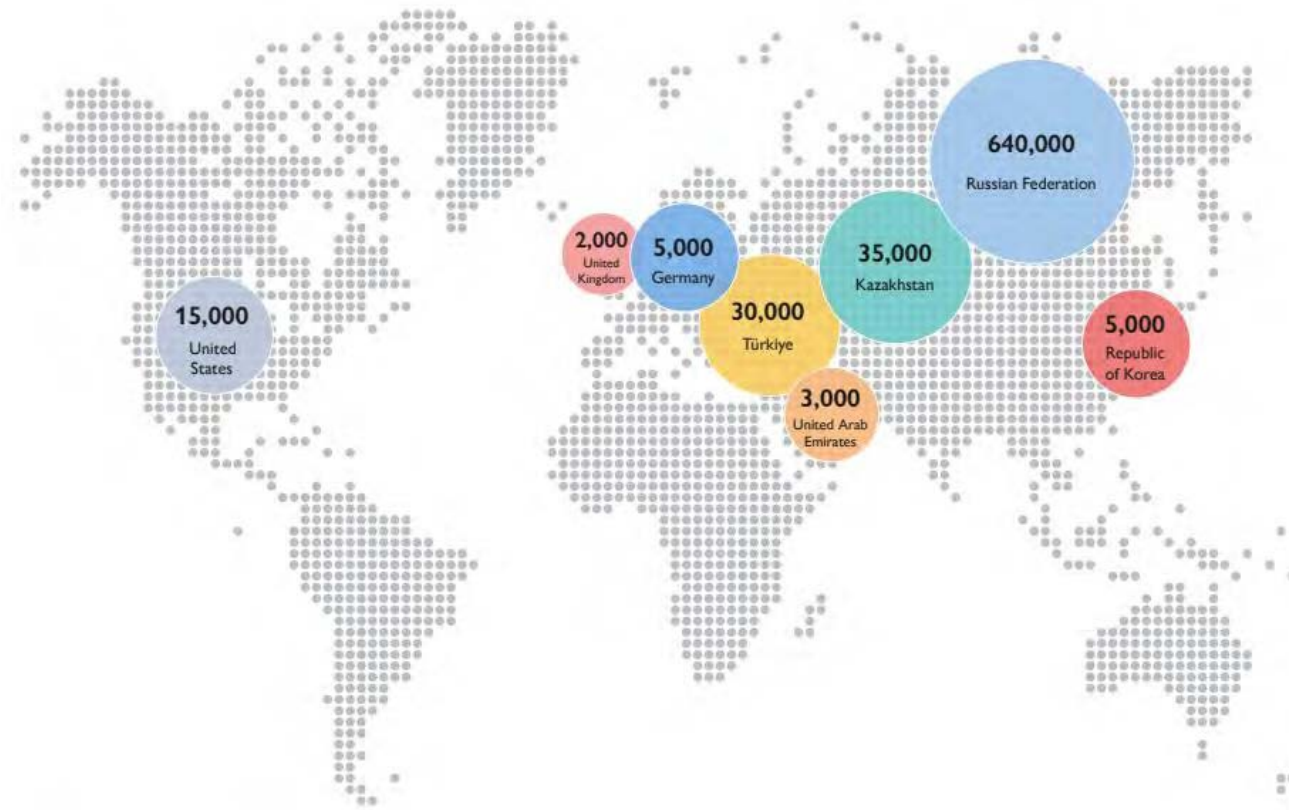
# Diaspora engagement



# Number of Kyrgyz citizens on the migration register by country of destination in 2018



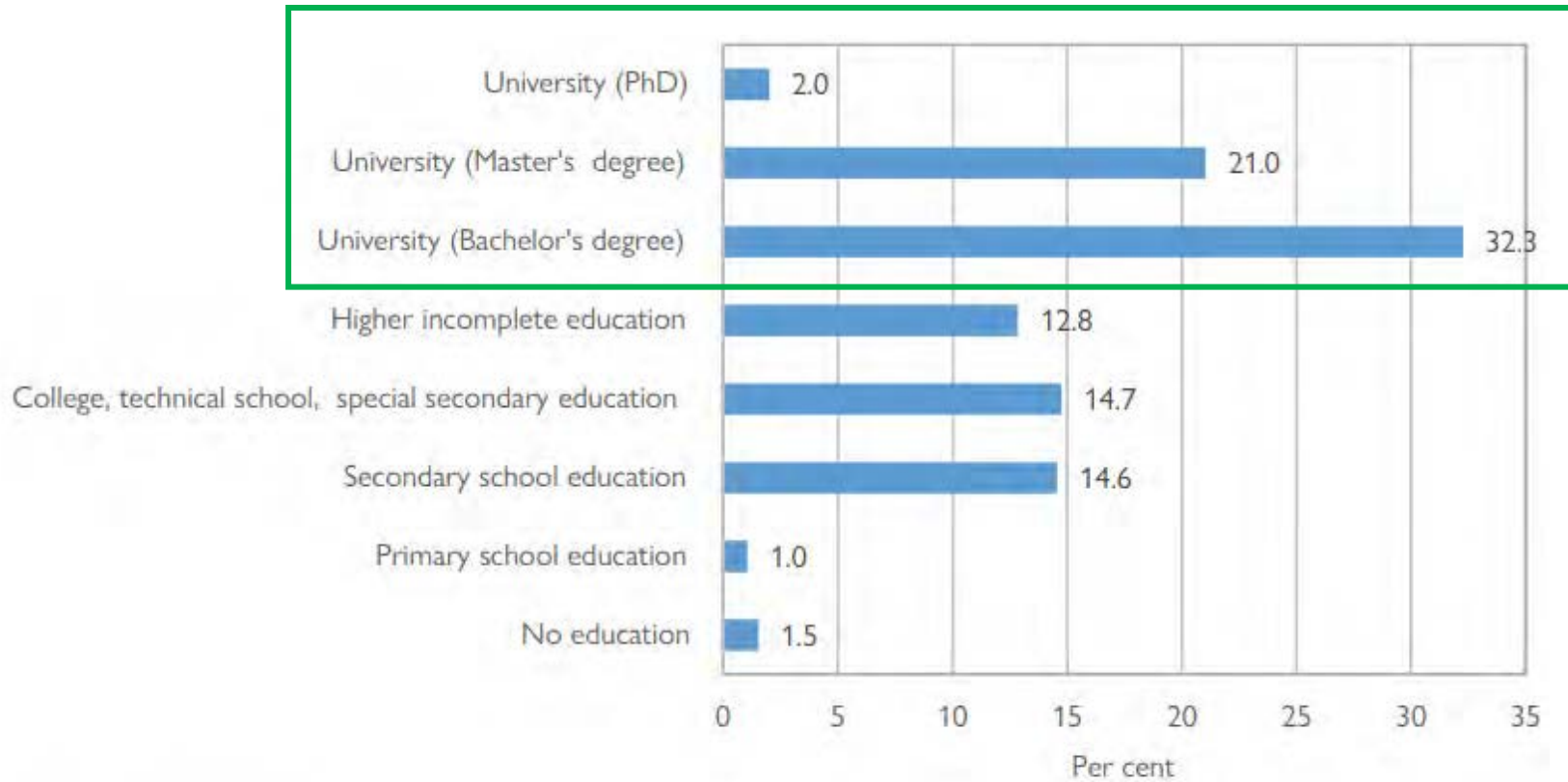
Figure 1. Number of registered migrants, 2018



# Education level of respondents



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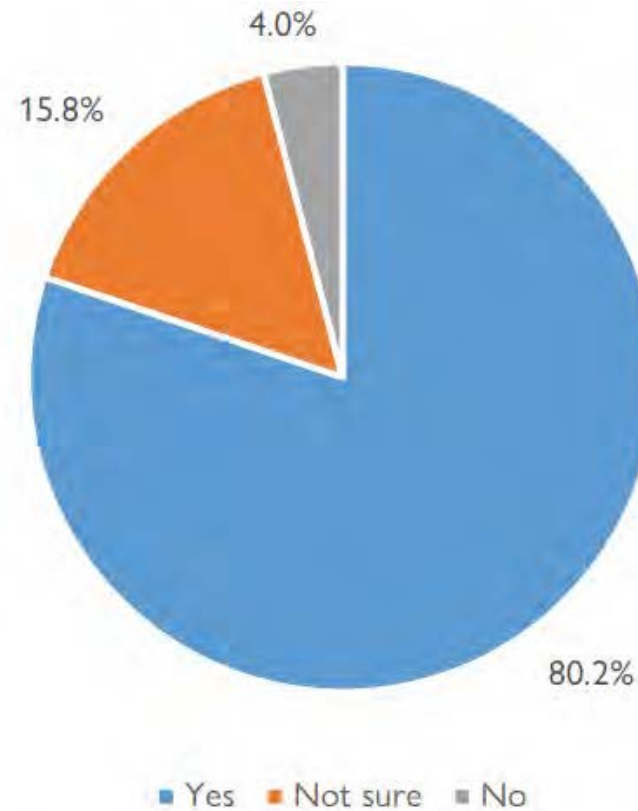
Note: % of n = 1,051.



# Interest in contributing to the development of Kyrgyzstan



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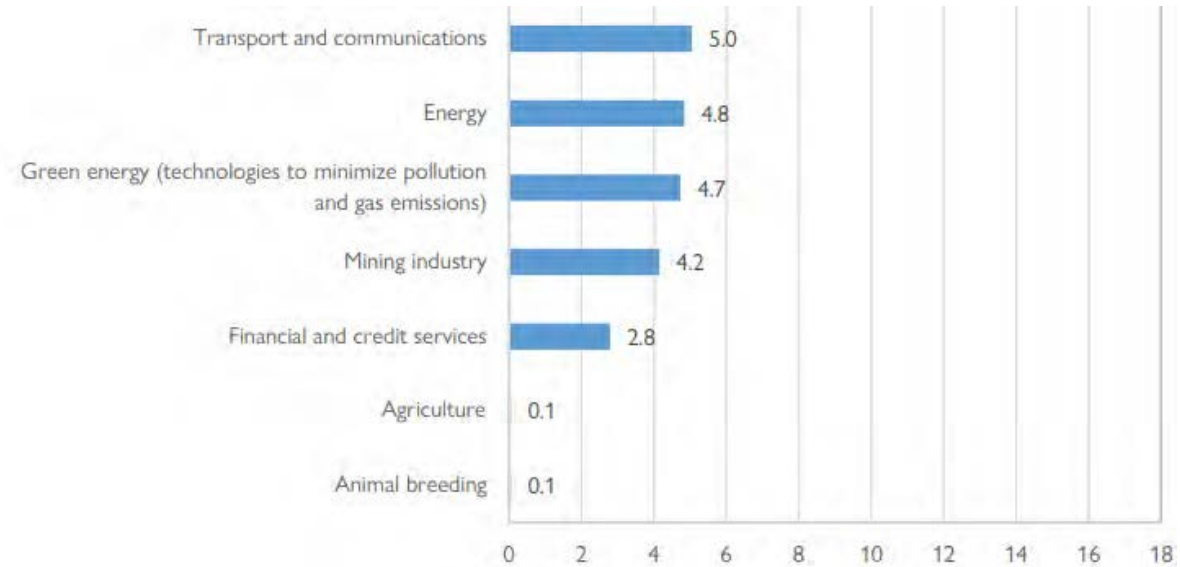
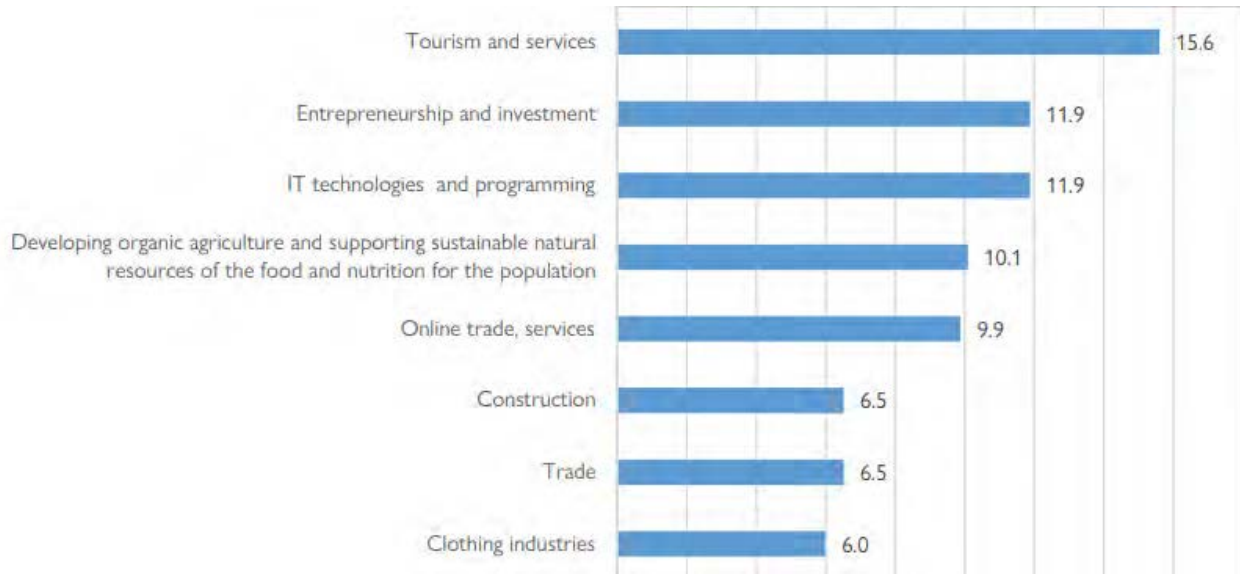


Notes: n = 741. Responses to the question: "Are you interested in contributing to the development of Kyrgyzstan?"

# Preferred sectors for diaspora support (%)



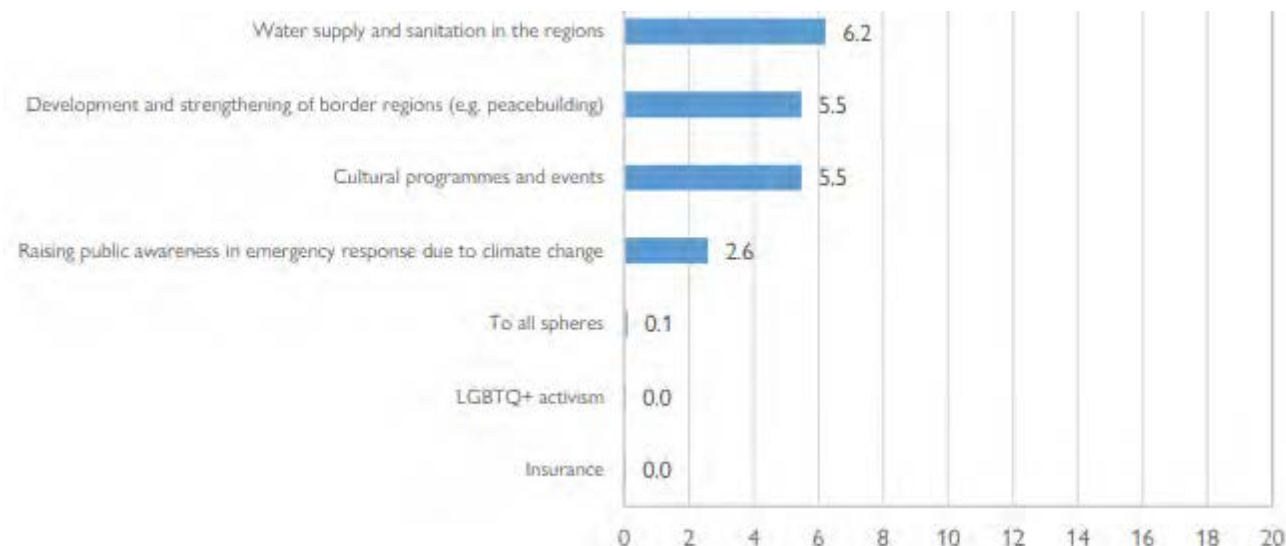
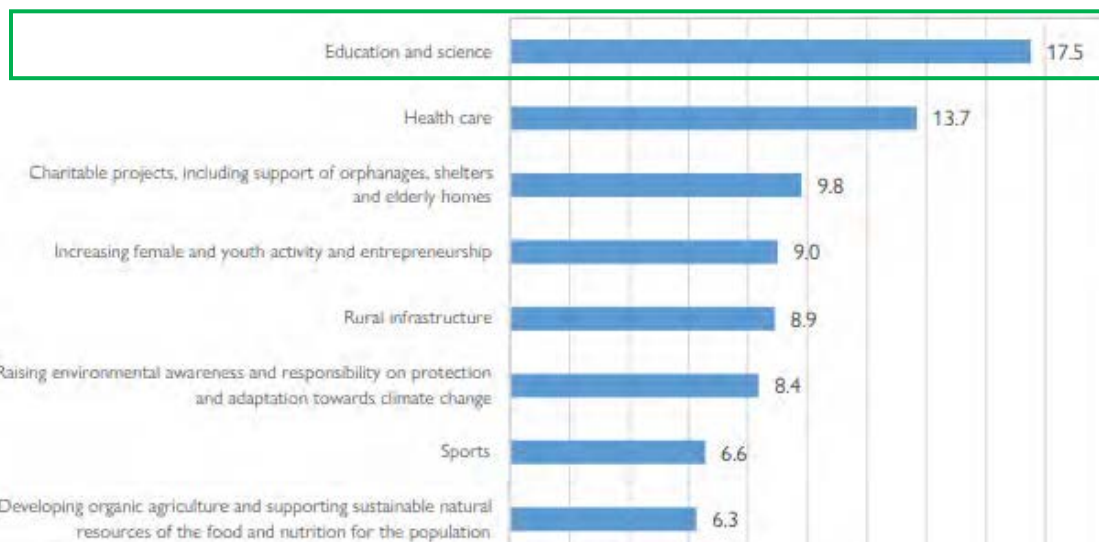
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# "What areas of social and environmental protection and charity in Kyrgyzstan would you like to contribute to?" (%)

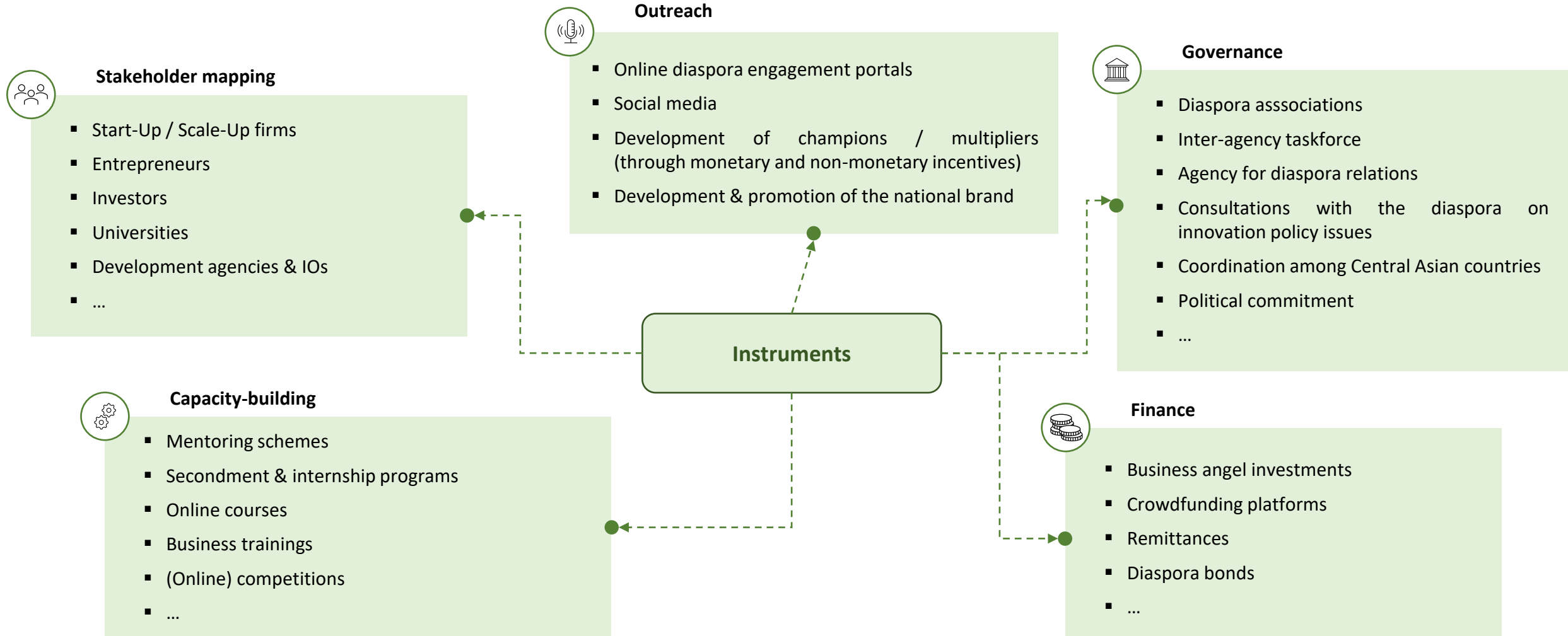


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# Diaspora Engagement - Toolkit





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**Discussion**



**Talantbek Tolobekov**

*Director, "Kyrgyztasmasy" State Film Center*



**Nurlan Mirzamatov**  
*Founder & CEO, Lights Creative Group*

"Creative Economy, YouTube content"





**Mansur Abylaev**

*Director Kyrgyz Handmade*

*"Economics of handcraft companies - Example of Kyrgyz Handmade: present opportunities and risks"*