How the creative economy is igniting APAC's economic and social growth

The creative economy is one of the great powerhouses of our time—and with its diverse countries and vibrant industries, Asia-Pacific is a big player with even bigger potential. It's also a region known for its stories, and these tales of success show us what's possible when ideas and creativity are part of the agenda.

Creative economy (CE) snapshot

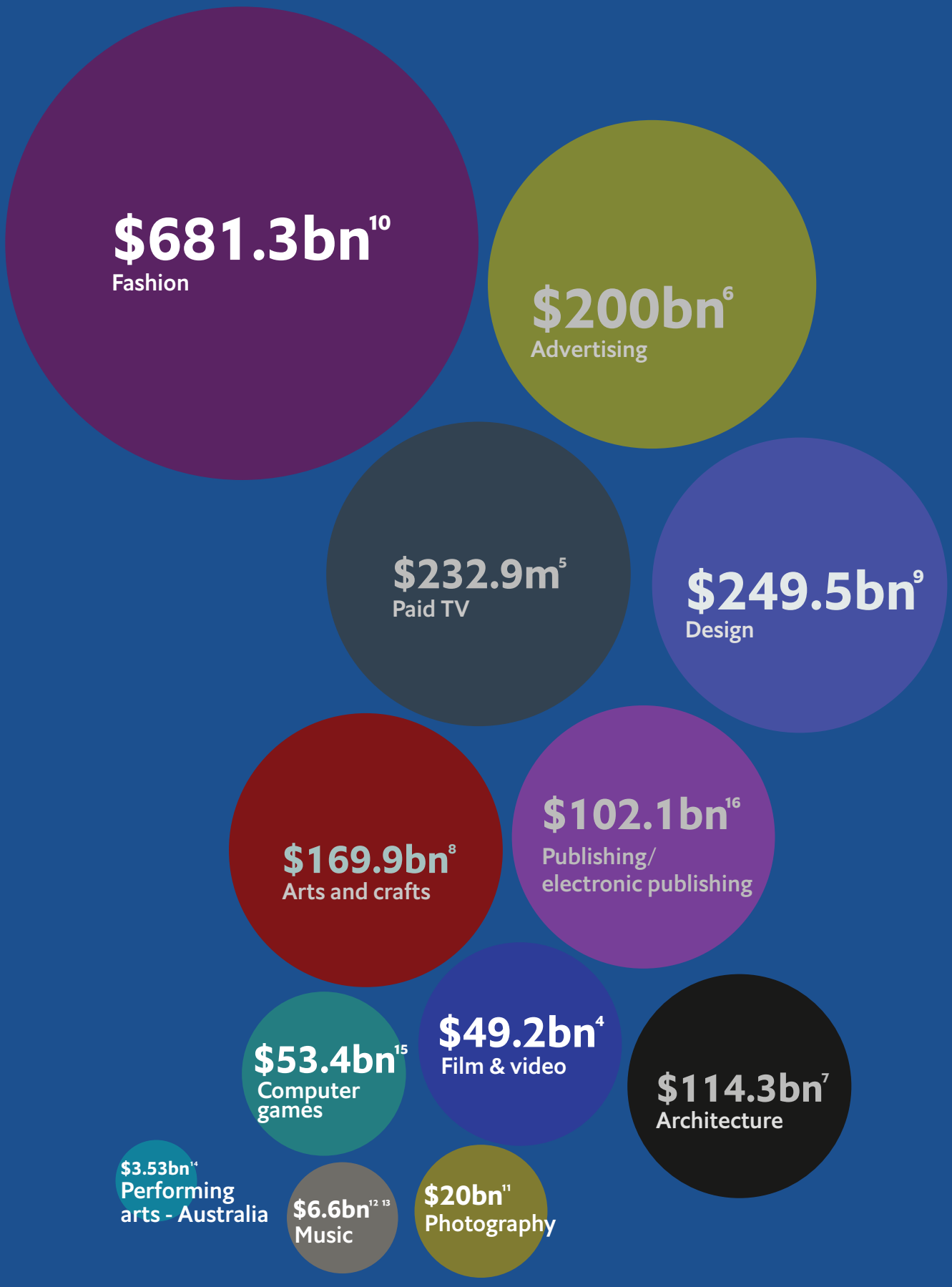
>$2tn[1]
Global creative industries market size

30m[2]
The number of jobs created worldwide

$743bn[3]
The revenue amount of the creative industries market in APAC



Creative and Cultural Industries (CCIs)*



*Based on 2022/23 figures

Why the creative economy matters

Economic growth and job creation

International trade and cooperation

Regional technological innovation

Heritage preservation and conservation

Cultural diversity and understanding

International visitors and tourism

Social inclusion and empowerment

Focus on eco-friendly practices

Sense of community and well-being



Four countries, four creative stories

SOUTH KOREA

INDIA

THAILAND

INDONESIA

650k+[18]
The number of people employed

$679m[17]
CCI

SOUTH KOREA

K-Pop and the Korean Wave (Hallyu)

Huge rise in the global popularity and influence of South Korean popular culture, including K-pop, k-dramas, k-movies, k-fashion, beauty and cuisine.





- Tourism boost
- Export of cultural products
- Increased investments
- Better cultural understanding
- Increased global appreciation



INDIA

New golden age of entertainment

A diverse range of content and innovative storytelling with global reach that's seen the rise of fresh talent, new genres and socially relevant narratives.





- Tourism boost
- Increased investments
- Local job creation
- Better cultural understanding
- Increased inclusivity/tackling taboo issues (women's rights, caste system, LGBTQ+)

8%
The percentage of the workforce in CCIs[20]

$36.2bn[19]
CCI

THAILAND

Creative tourism agenda

Focus on engaging tourists in creative and cultural experiences (art, craft, dance, food, textiles and more), allowing them to actively participate beyond traditional sightseeing.





- Tourism boost
- Increased investment
- Income for local artisans and entrepreneurs
- Preservation of heritage
- Increased cultural diversity

$700
Average monthly CCI income [22]

$64bn[21]
CCI

INDONESIA

Fast and sustainable fashion

One of the top 10 textile producers in the world[25] with a rich and diverse industry, known for producing various fabrics, garments and fashion accessories.





- Increased investments
- Technological developments
- Fashion market growth
- Preservation of ancestral crafts and textiles[26]
- Focus on sustainability through upcycling[27]

19.39m
The number of people the CCIs employ [24]

$82bn[23]
CCI

How to keep building APAC's creative economy

Establish consensus on creative economy definition/scope

Increase government investment in creative infrastructure, funding and supportive policies

Address unequal digital readiness levels

Build strong talent pipeline with specialised education and training

Encourage entrepreneurial activity in creative industries

Develop local creative ecosystems/hubs for SMEs

Strengthen and support the rights of freelancers

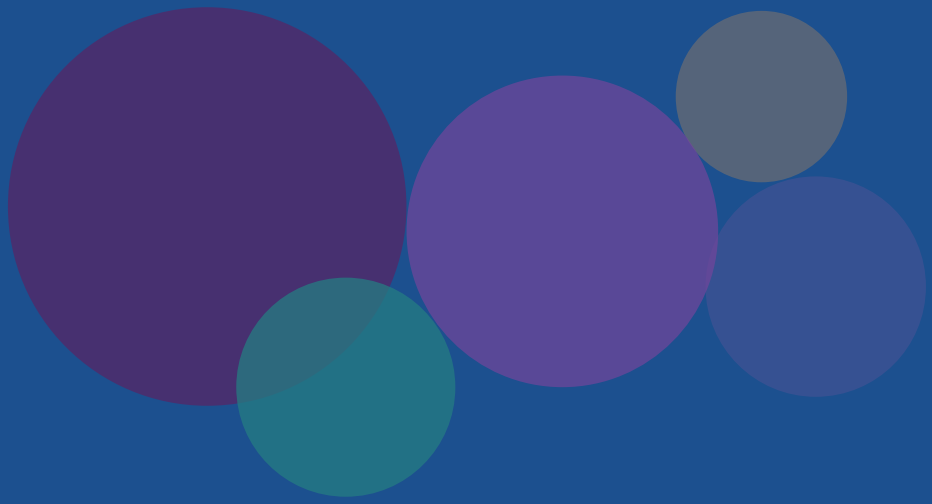
Boost global reach and influence through international collaboration/ partnerships/export

Promote indigenous arts and festivals, traditional crafts, and cultural exchange



The future is bright

With the right collective focus and strategic investment on the creative economy, the future of the APAC region is bright. Economies will boom, cities will undergo vibrant transformations, and creative initiatives will be a catalyst for social change.



Produced by EI Studios for NETFLIX

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