Creative Economy in Peru: balance and perspectives
Conference proposal. Institute of the Americas, University College London.

Coined in the United Kingdom in the early nineties, the creative economy refers to the services and products protected by intellectual property rights, in which the “creative content” plays an essential role. Sectors such as the visual and performing arts, the film industry, publishing, videogames, music or in some cases gastronomy and architecture; are included. As has been demonstrated during the last decade particularly for developed countries, the creative industries play a major role in national economies and international trading, having in some cases a larger impact both in the GDP and in the creation of employment than areas such as construction, mining or agriculture. More importantly, they are crucial in the promotion of citizenship and senses of belongings.

In Peru, the creative economy has been gaining relevance during the last five years. Through the recently created Ministry of Culture and in particular the Direction of Cultural Industries (2011) along with the development of independent studies in the field, the importance of the creative economy is starting to be acknowledged. In 2014, the creative sector was included in the National Plan for the Economic Diversification, a program led by the Ministry of Production which aims to boost new development sources beyond traditional sectors such as the extractive industries. In 2014 and 2015, specific researches in collaboration with the support of the Inter-American Development Bank and the United Kingdom Foreign & Commonwealth Office were developed to map their actors and measure its social and economic impact. For the latter, the Ministry of Culture worked with the assistance of BOP consulting, a consultancy based in London with extensive experience working on the creative sector worldwide. In a local level, some studies have addressed specific sectors such as the performing arts, gastronomy or publishing. (APEGA 2014, Ministry of Culture 2015, PUCP 2016).

Nonetheless, much more research and public discussions are needed. Still, the potentialities and limits of the creative economy in Peru have not been sufficiently debated or are yet entirely unknown. Undoubtedly, it is necessary to strength its relevance and expand the already available information through public discussions. In this aim, the purpose of this event is precisely to discuss the creative economy in Peru by addressing three aspects. First, an introduction about the notion of creative economy and an overview about its current state in the world, paying particular attention to developing countries. Second, a balance on the current state of the creative economy in Peru, based upon the recent mapping study carried out by the Ministry and BOP consulting. Finally, in the context of change of government in Peru, the perspectives and challenges in the near future regarding the issue at hand, focusing in particular in the need for the diversification of the economy and the strengthen of competiveness and innovation. This event is directed to students, researches, professionals and public in general working and or interested in the links between economy and culture in Latin America in general and in the creative economy in Peru in particular.
Convener: Felix Lossio
Suggested date: Wednesday, November the 16th 2016 at 5.30 p.m.
Duration: 1 hour and 30 minutes.

Speakers:

Mr. Andrew Senior, Andrew Senior Associates - Unesco.
Expert in the creative economy, with a particular emphasis on policy making, entrepreneurship and education. In 2011 he was appointed as and expert to UNESCO on the 2005 Convention for the Protection and Promotion of Diversity of Cultural Expression. Subsequently he undertook two, out of a total of thirteen, technical assistance missions as part of an EU-funded programme, working in Buenos Aires and Barbados. In both cases, key recommendations have already been taken up and are being implemented. His appointment to the expert panel was renewed in 2015. In 2004 created the Young Creative Entrepreneur award programme and network for the British Council, the network has members in fifty countries. Substantial experience of award judging and work with creative entrepreneurs and young people. The programme won widespread praise and was identified as a model for a new EU External Services programme. [https://uk.linkedin.com/in/andrew-senior-b94437a](https://uk.linkedin.com/in/andrew-senior-b94437a)

Mr. Richard Naylor, director, BOP consulting
Richard has 20+ years of applied research and consultancy in both the private sector and academia. He leads BOP’s research and evaluation work, with particular expertise in social and economic impact; project and programme evaluation; creative industries mapping and cultural statistics; business support and skills development; urban and regional development, intellectual property, innovation and organisational change. With BOP, Richard has international experience of working in four continents, on contracts that have taken in countries as diverse as China, Taiwan, Brazil, South Africa, Perú, Vietnam, Jordan and Cuba. [http://bop.co.uk/people/richardnaylor](http://bop.co.uk/people/richardnaylor)

Miss Cristina Rosemberg Montes, Technopolis Group
Lead economist and Senior Consultant at Technopolis Group. She has expertise in economic and econometric analysis and impact evaluation in the areas of economic development, research and innovation and the creative industries. She participates and leads projects mainly related with publically funded support to industry and research institutions in the areas of innovation and competitiveness. Cristina’s has recently lead studies commissioned by the Department of Business, Innovation and Skills in the UK, the Department of Enterprise, Jobs and Innovation in Ireland and the European Commission, among others. Cristina has also work with several research and innovation agencies in Latin America. This included supporting Innpulsa (Colombian Innovation Agency) in the design of their ‘innovation voucher’ programmes to support innovative companies, supporting Colciencias (the Colombian Science Agency) in the design of its large-scale scheme, technology and innovation programme, helping CORFO (in Santiago d Chile) to prepare a “business case” for a new national Technology Transfer Fund and developing performance indicators for Ruta N (Innovation Agency in Medellin). [http://www.technopolis-group.com/?staff=cristina-rosemberg-montes](http://www.technopolis-group.com/?staff=cristina-rosemberg-montes)
Mr. Felix Lossio, Newcastle University.
Former General Director of Cultural Industries and Arts at the Ministry of Culture in Peru. PhD (candidate) and Teaching Assistant in Latin American Studies at Newcastle University, carrying out research about nation branding in Latin America, particularly in Peru, Cuba and Colombia. Associate Researcher in the Cultural Narratives of Crisis and Renewal Project (Newcastle University, 2015-2019). MSc in Sociology (Culture and Society) by The London School of Economics and Political Science. BA in Sociology by the Pontificia Universidad Católica del Perú, where he was lecturer at the Social Sciences Department and in the Cultural Studies MA. Several articles published in areas related to cultural industries, cultural policies, film and audience studies and social participation.