

THE CREATIVE INDUSTRIES

A NEW WAY

ARE WE ALL ON THE SAME PAGE?

DO YOU EVEN KNOW?

LOOK WHO IS INTERESTED!

**"THE CREATIVE INDUSTRIES
ARE A DRIVING FORCE OF UK
ECONOMY"**

P.M. Cameron

What are the Creative Industries?

Creative Industries

-- largely characterised by **nature of labour inputs: "creative individuals"**

Examples...

Advertising
Architecture
Design
Interactive
Software
Film and TV
Music
Publishing
Performing arts

Copyright Industries

-- defined by **nature of asset and industry output**

Examples ...

Commercial art
Creative arts
Film and video
Music
Publishing
Recorded media
Data processing
Software

Content Industries

-- defined by **industry production**

Examples ...

Pre-recorded music
Music retailing
Broadcasting & Film
Software
Multimedia services

Cultural Industries

-- defined by **public policy function and funding**

Examples ...

Museums & galleries
Visual arts & crafts
Arts education
Broadcasting & film
Music
Performing arts
Literature
Libraries

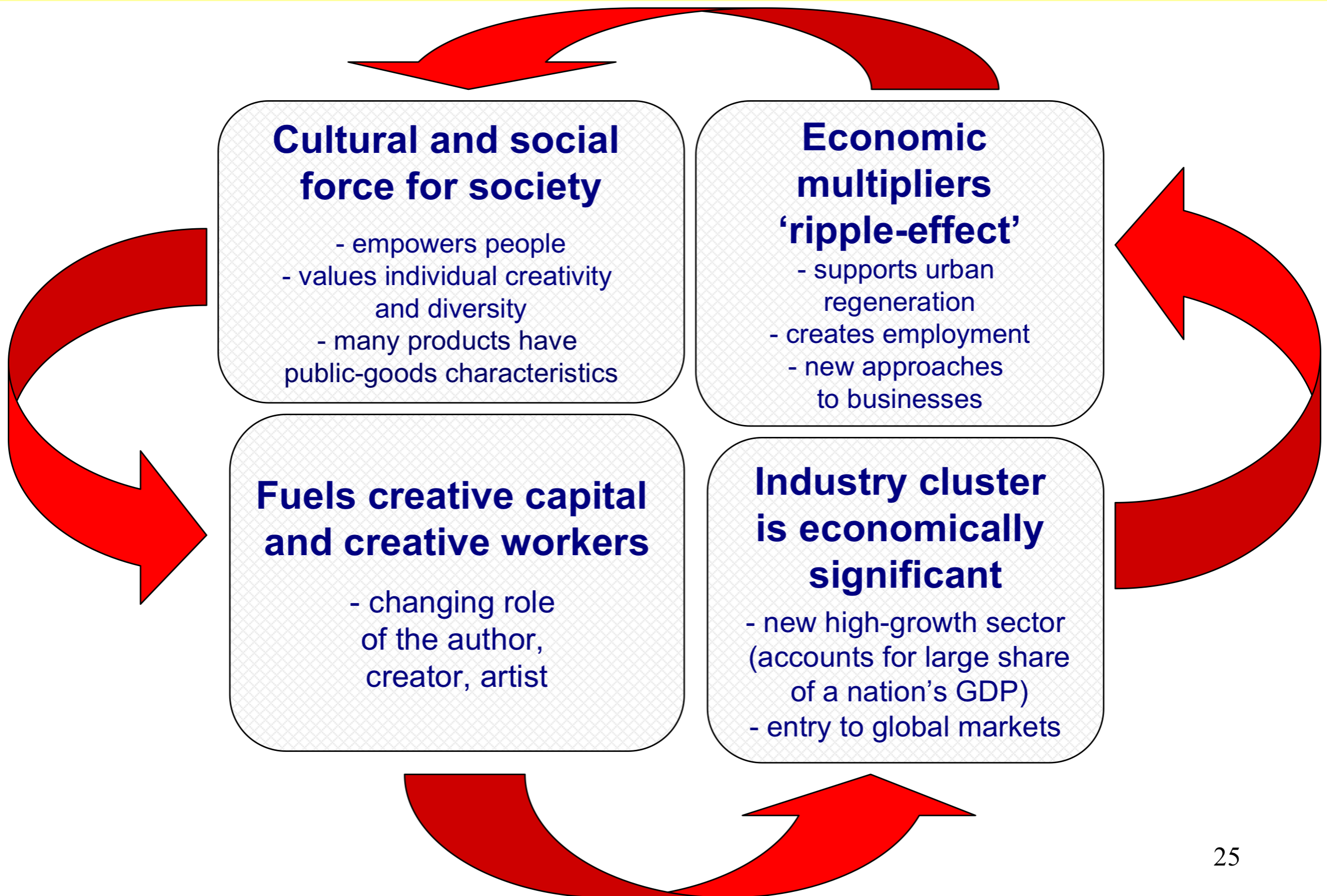
Digital content

-- defined by **combination of technology and focus of industry production**

Examples ...

Commercial art
Film & video
Photography
Electronic games
Recorded media
Sound recording
Information storage & retrieval

Why are the Creative Industries Important?



[HOME](#) » [FINANCE](#) » [YOUR BUSINESS](#)

Creative industries are 'driving force' of UK economy, says David Cameron

'From Asia to America, they're dancing to our music, watching our films and wearing our designers' latest creations'

 270   0  245  515  Email



The Prime Minister has lent his support to a new initiative to help creative start-ups Photo: Paul Grover

Alex 

[Telegraph Top University start-ups»](#)

HAZ CLICK AQUÍ **MIAMI CRUCERO ORLANDO**



3 X 1 UNIVERSAL Orlando \$299 P.P.

¡3 DESTINOS 1 INCREÍBLE PRECIO!

[Financial Guides and Offers »](#)

[Open a Forex Account and Get 60% Bonus on All Deposits. \(IronFX\)](#)

[Weekly update on the financial markets \(MarketViews\)](#)

[Expert financial and political views on Latin America \(MarketViews\)](#)

[Top 10 reasons to invest in income \(MarketViews\)](#)

The UK Creative Industries

VALUE (GVA)

The UK Creative Industries 2014

£84.1 A YEAR **bn**

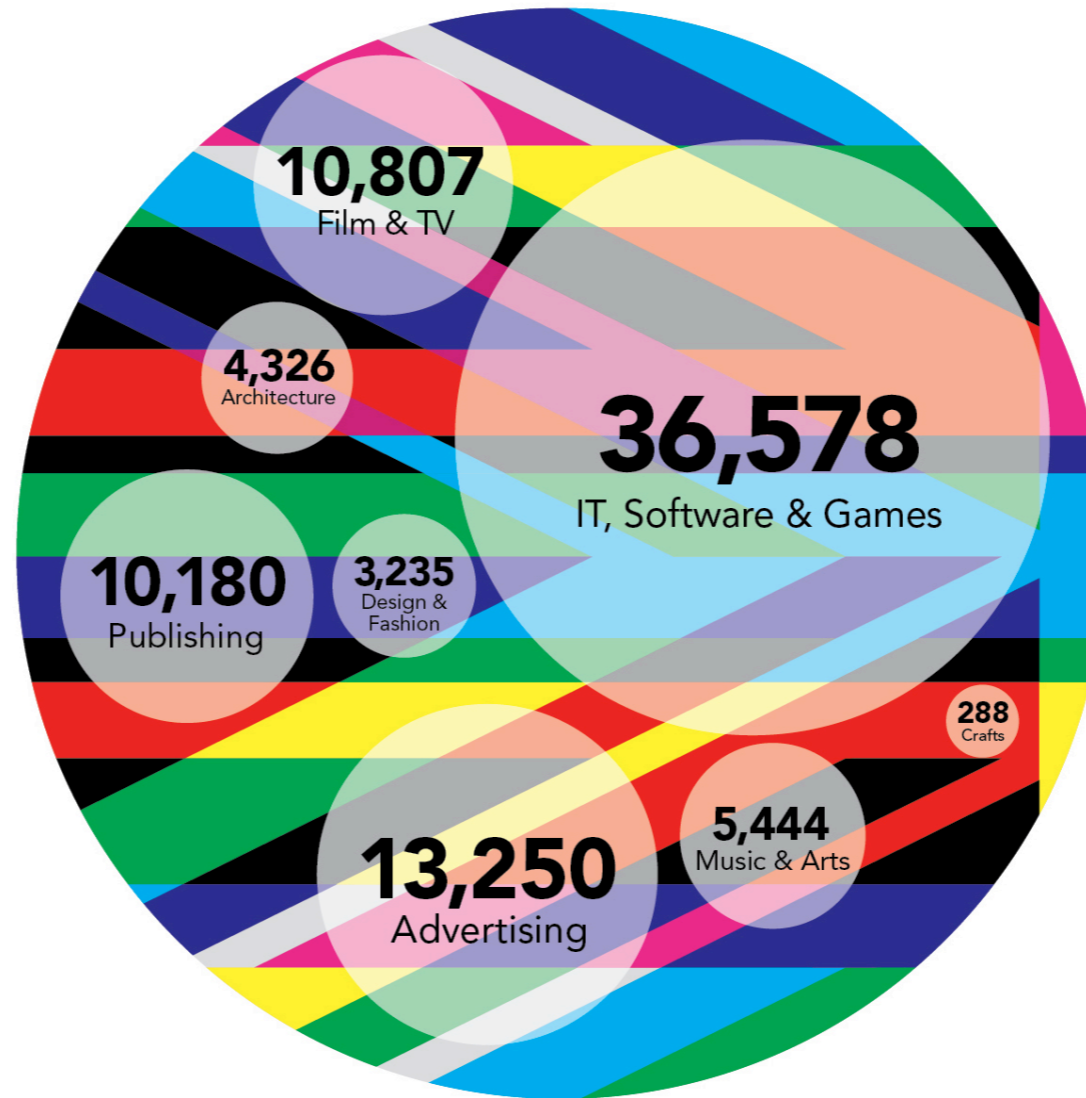
£9.6 AN HOUR **m**

8.9%

INCREASE IN GVA OF THE CREATIVE INDUSTRIES BETWEEN 2013 AND 2014

GVA of UK Creative Industries 2014 (£m)

Total **£84.1bn**



Annual Change in GVA 1997-2014



www.thecreativeindustries.co.uk

Source: DCMS Creative Industries Economic Estimates January 2016



SO...WHAT IS THE
CURRENT STATE

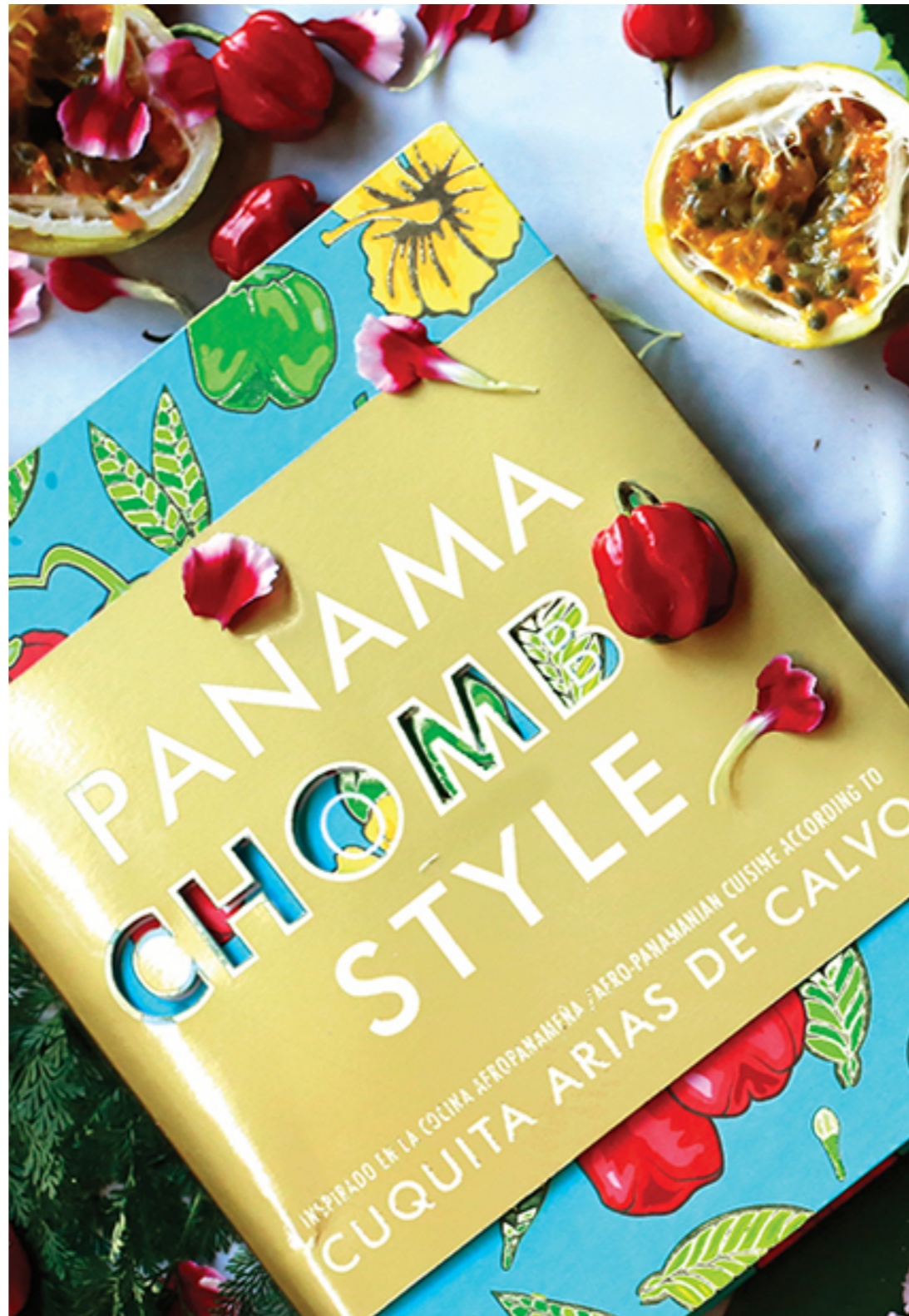
**OF THE INDUSTRIES
IN PANAMA?**



GOOD!!!!

THERE HAS NEVER BEEN A BETTER TIME TO ACTIVE THE C.I.

FOR THE FIRST TIME PANAMANIANIS ARE LOVING ALL THINGS PANAMANIAN.





ENTRADA Y TRANSPORTE GRATIS

MACRO

LA INDUSTRIA CREATIVA

MODA | ARTE
-MÚSICA-
INNOVACIÓN
Y MÁS!

19 Y 20 DE MARZO

PLAZA V CENTENARIO
CASCO ANTIGUO - PANAMÁ

PRESENTAN



INVITAN



QUINTO MARCHE NO TUNE

ENTRA A WWW.MACROFEST.COM

SÍGUENOS EN



ENTRADA Y TRANSPORTE GRATIS

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SEÑOR LOOP



19 Y 20 DE MARZO

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7



8



9



10



11



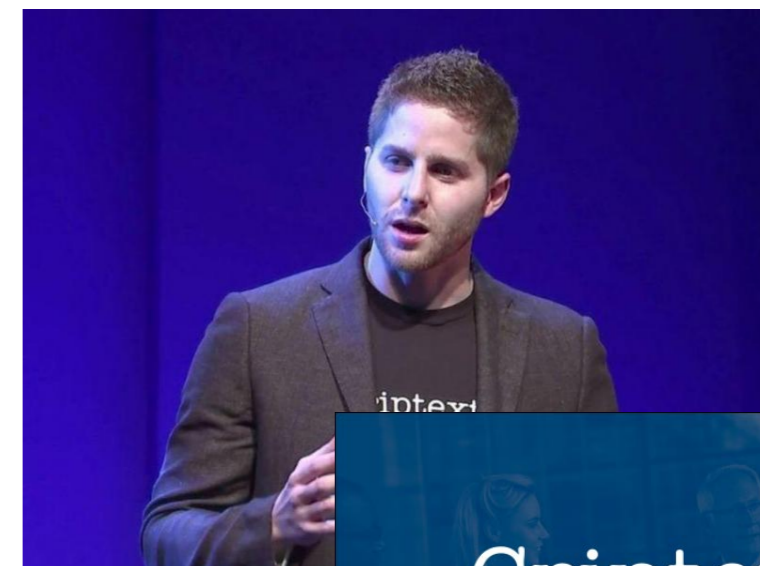
LOCAL BRANDS ARE SOARING

LOCAL TALENT PROMOTERS ARE DOING ALL THE WORK...





MICRO
BREW
★ FEST ★
PANAMÁ



Criptext



CREATIVE PLATFORMS HAVE BEEN KEY

UP UNTIL NOW...

**SO WHAT IS
STOPPING US?**

What does industry mean?

PERCEPTION



Panama Economy Profile 2014

[Home](#) > [Factbook](#) > [Countries](#) > [Panama](#)

Economy - overview

Panama's dollar-based economy rests primarily on a well-developed services sector that accounts for more than three-quarters of GDP. Services include operating the Panama Canal, logistics, banking, the Colon Free Zone, insurance, container ports, flagship registry, and tourism. Economic growth will be bolstered by the Panama Canal expansion project that began in 2007 and is estimated to be completed by 2015 at a cost of \$5.3 billion - about 10-15% of current GDP. The expansion project will more than double the Canal's capacity, enabling it to accommodate ships that are too large to traverse the existing canal. The United States and China are the top users of the Canal. Panama is also constructing a metro system in Panama City, valued at \$1.2 billion and scheduled to be completed by 2014. Panama's booming transportation and logistics services sectors, along with aggressive infrastructure development projects, have lead the economy to continued high growth in 2012. Foreign investment, at around 10% of GDP in both 2011 and 2012, has continued to be a source of growth. Strong economic performance has not translated into broadly shared prosperity, as Panama has the second worst income distribution in Latin America. About one-fourth of the population lives in poverty; however, from 2006 to 2012 poverty was reduced by 10 percentage points, while unemployment dropped from 12% to 4.5% of the labor force in 2013. The US-Panama Trade Promotion Agreement was approved by Congress and signed into law in October 2011, and entered into force in October 2012. Panama also achieved removal from the Organization of Economic Development's gray-list of tax havens by signing various double taxation treaties with other nations.

GDP (purchasing

\$61.54 billion (2013 est.)
\$57.24 billion (2012 est.)



ShareThis

Like 9

G+1 3

Clasificados de Panamá
Vende rápido

Publique su Anuncio



PARQUE LOGÍSTICO PANAMÁ

PLATAFORMA PARA NEGOCIOS GLOBALES



Lotes



Zona Franca



Bodegas

+507 830-8888
plp.com.pa

Solicite más información sobre **Parque Logístico Panamá:**

Su nombre Su empresa Su teléfono Su e-mail **Enviar**

Panama: Increased Spending on Advertising

Private companies and government agencies spent about \$200 million in 2011 on different media, an increase of 8% compared to 2010.

Thursday, March 15, 2012

✉ E-Mail **f Like** 0 **in Share** **G+1** 0

The slicing up the country's **advertising** pie, according to type of media, was as follows: television received 72.7% of the ads, being the favorite, next came newspapers, with 15.35%, then radio, with 4.67%; followed by magazines, with 3.8% and outdoor advertising, with 3.41%.

"The total cost was around \$200 million, estimated by Ibope Media, a Brazilian company specializing in media and marketing research in Latin America and a with presence in **Panama**," reported Prensa.com. This represents an increase of 7.7% compared to the amounts spent in 2010.

Source: Prensa.com

Where, who and what will be built in Central America

- Urbanizations
- Commercial space
- Buildings

[more info...](#)

BUSINESS NETWORK

- **Venta de empresas en Costa Rica y Panamá** (in spanish)
- **Potain grúas MCT 52m pluma trepadora año 2008** (in spanish)
- **Maquinaria de Serigrafía Industrial marca M&R** (in spanish)
- **Grúas Torre Potain 45 a 65m alcance** (in spanish)
- **Telehandlers Manitou - JLG 12 a 16 m. brazo** (in spanish)

CENTRAL AMERICAN BUSINESS NETWORK

Good prices electrical & Electronics products supplies

- **Interlumi Panama**
- **Risk Committee**
- **World Communication Forum in Davos 2015: exploring the new global**

ADVERTISING AND MEDIA

\$200,000,000.00

ACCORDING TO CAPAC, CONSTRUCTION
IN PANAMA IN 2014 WAS

\$447,000,000.00

SO LOCAL ARCHITECTURE FIRMS KEPT

\$8,940,000.00

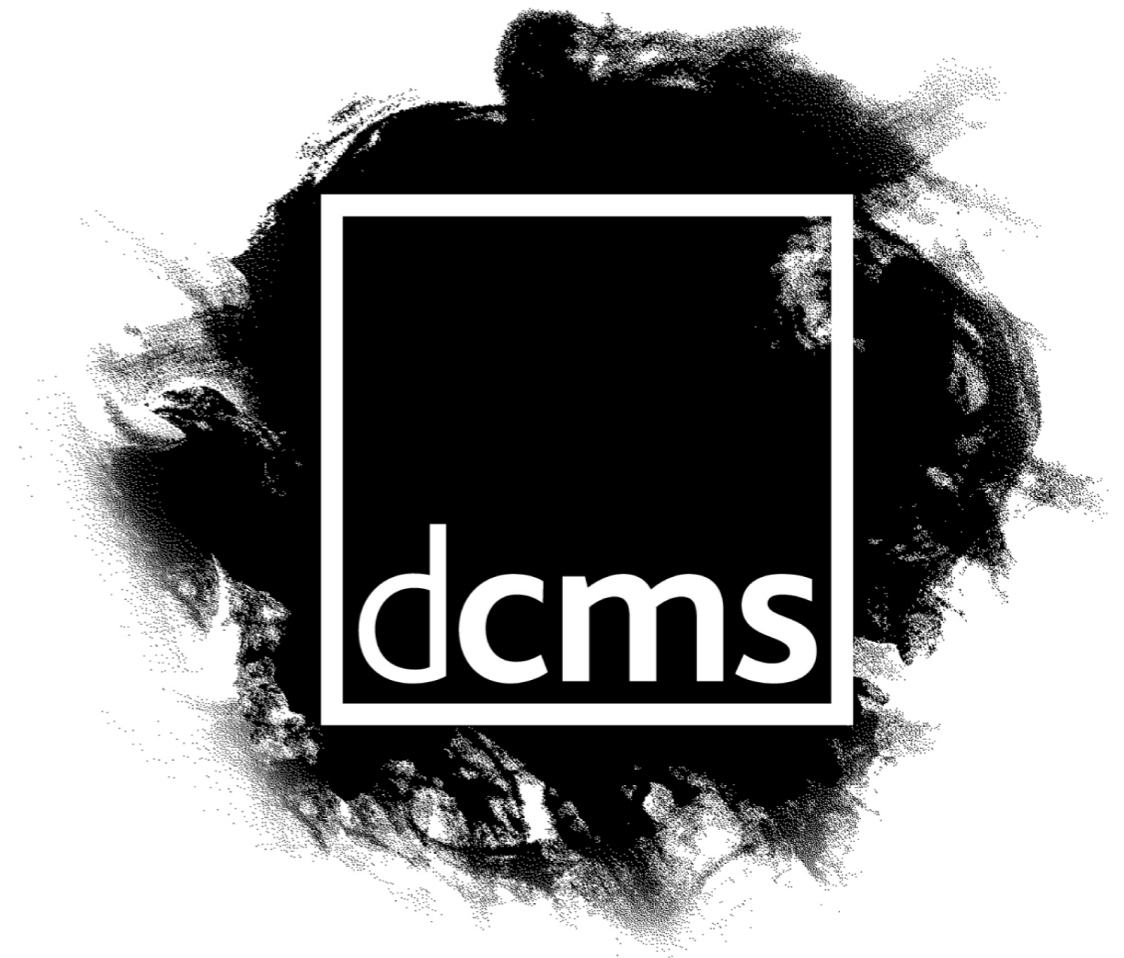
AND THAT'S JUST TWO SLICES OF THE
CREATIVE INDUSTRIES PIE

THE NUMBER ARE BIG!

**WHAT HAS THE UK
TAUGHT ME?**

WE NEED TO GET ORGANIZED!

WE NEED TO HAVE THE NUMBERS.



department for
**culture, media
and sport**

LONDON GENERATES AROUND



LONDON'S CREATIVE INDUSTRIES
£21.4BN

697,000
CREATIVE JOBS IN LONDON
(1 IN EVERY 6 JOBS)




8 OUT OF 10 VISITORS
HERITAGE AND CULTURE
IS THE MAIN REASON
FOR THEIR VISIT

IMPACT OF LONDON'S CREATIVE INDUSTRIES



14M
THEATRE
ATTENDANCES
PER YEAR



£15BN
UK DESIGN INDUSTRY

LONDON IS THE MAJOR CONTRIBUTOR TOWARDS

1.8M MUSIC TOURISTS



MUSIC TOURISM
CAPITAL OF THE UK



£26BN
UK FASHION INDUSTRY



223 UK FEATURE FILMS
IN 2012



£67M
GENERATED EACH YEAR
FROM MUSICAL THEATRE
AND CLASSICAL MUSIC
SALES TO LONDON TOURISTS



£929M
FILM PRODUCTION SPEND

THE CREATIVE INDUSTRIES
PROVIDE OVER
1,808,000
JOBS ACROSS THE UK



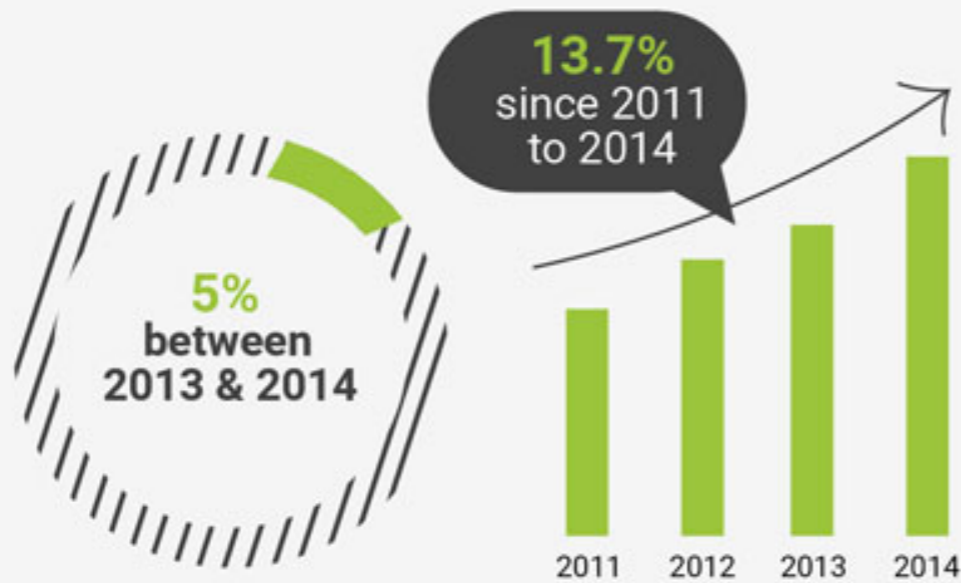
AN INCREASE OF 5.5%
SINCE 2013



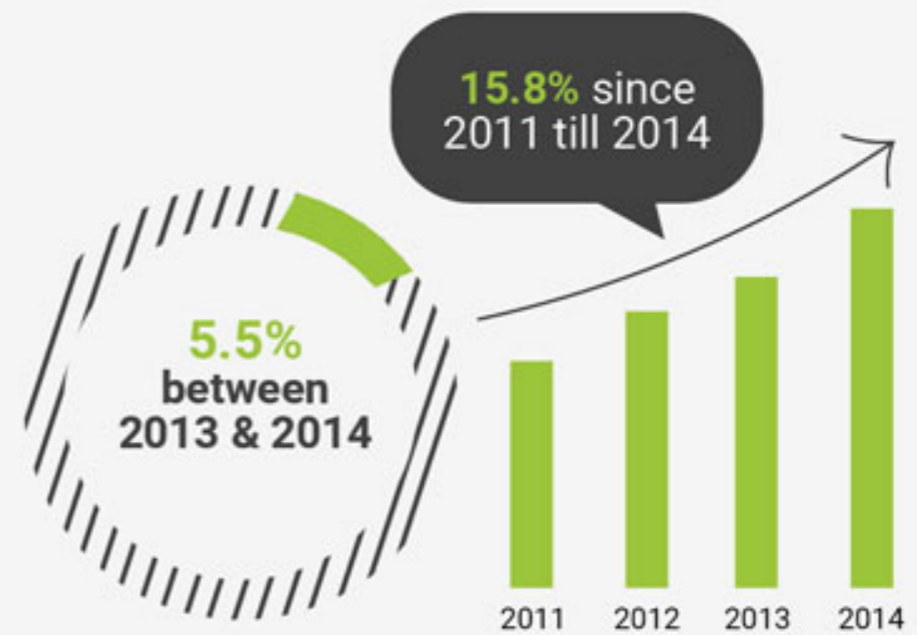
EMPLOYMENT IN THE CREATIVE INDUSTRIES



Total **employment** in the Creative Economy across the UK has increased



Total number of **jobs** increased



CREATIVE ECONOMY

CREATIVE INDUSTRIES

CREATIVE OCCUPATIONS

CREATIVITY IS GREAT

BRITAIN



FROM ART TO ARCHITECTURE; FILM TO FASHION,
BRITISH TALENT LEADS THE WORLD

www.visitbritain.com



An ad for VisitBritain's "Great" campaign.

CREATIVITY IS

GREAT

BRITAIN

WITH UK TALENT WINNING 30 MAJOR
INTERNATIONAL AWARDS IN 2011, CHOOSE
THE UK FOR YOUR NEXT PRODUCTION

*Disney and Tim Burton's
Frankenweenie*
On set at 3 Mills studios, London

Photo: Leah Gallo ©2012 Disney Enterprises, Inc. All Rights Reserved

MUSIC IS GREAT

BRITAIN



FROM GLASTONBURY TO GLYNDEBOURNE;
ADELE TO THE BEATLES, BRITAIN IS HOME
TO THE WORLD'S GREATEST MUSIC

Reading Festival



**SO WE NEED FACTS,
NUMBERS, STRUCTURE
AND INSPIRATION!**

**ALL OF THIS CAN BE
DONE IN PANAMA.**

**WE NEED TO CREATE
A NEW INSTITUTION.**



CAN THE C.I. HELP
OTHER SECTORS?

YOU BET!

**HOTELS-SCHOOLS-INSTITUTIONS-
GOVERNMENT-AIRLINES-C.S.R.-
DEVELOPMENT-YES...THIS WORKS.**