Undersecretary of Creative Economy

Argentina’s Ministry of Culture
Percentage participation of economic sectors

- Agriculture, Livestock, and Hunting: 8.5%
- Mining: 3.9%
- Construction: 3.7%
- Private Health: 2.6%
- Culture: 2.5%
- Energy: 2.1%
- Hotels and Restaurants: 1.8%

Total: $14,800,000,000
Participation of cultural sectors in the cultural VAB (cultural GDP)
Cultural Employment

400,000 jobs

2.5% of the total employment index

Subsecretaría de Economía Creativa

Ministerio de Cultura
Presidencia de la Nación
Employment distribution by sectors

- 25% Audiovisual
- 18% Books and publishing
- 16% Digital content
- 15% Design
- 10% Advertising
- 4% Performing arts and artistic shows
- 4% Cultural education
- 3% Visual arts
- 3% Music
- 1% Material heritage
ARGENTINA

23 Provinces
5 Regions
Historically centralized opportunities in Buenos Aires
There's talent everywhere
There are audiences everywhere
2013 SINCA's poll over 2374 cases through the country

Audiovisual
Yes 88%
No 12%

Music
Yes 97%
No 3%

Publishing
Yes 85%
No 15%

Do you usually watch movies, series or audiovisual content in the last year?

Do you usually listen to music?

Do you read? General content (newspapers, books, magazines, etc, either printed or digital)
We export our contents to INTERNATIONAL AUDIENCES
The secret in their eyes (2009)
Gustavo CERATI
De la Guarda & Fuerza Bruta
Martín Churba - Tramando
Cultural goods export balance

(2014)

U$D 240.920.371
Our goal

To transform it into:

- Community
- Connection
- Sinergy
- Development
- ECONOMY
Connecting
Generating circulation
• Giving support
We build networks ➔ New centralities
Three networks

1. Creative Cities
2. Creative Industries Market
3. Innovation Cultural Centers (Red de Casas del bicentenario)

Platform for our programmes and activities

- Sectoral meetings
- Training and education (AAE+C)
- Economic funding (FADCC)
Creative Cities Network

It encourages:

- **Creativity** as strategic engine for the cities economic development.
- **Collaborative work** throughout the national territory.
- Generate a **development joint agenda**.
- **Mapping** of each creative ecosystem to generate cultural indicators that measure productivity.
- **Touristic cultural activities**.
Córdoba
Creative City
Salta
Creative City
Neuquén
Creative City
Rosario
MICA Network (Argentina’s Creative Industries Market)

Fairs, festivals and markets

Three actions
Development of a Fairs, Festivals and Markets register throughout the country for its survey, diagnosis and subsequent support. The goal is to achieve a joint federal network.
Girart
Feria del libro
Santa Fe Polo Diseño
Buyers and sellers from different creative sectors participate in business rounds, meetings, workshops, trainings and live showcases.

OCTOBER 6, 7 and 8th
Buenos Aires
We expect:

20,000 business roundtables
3,000 registered producers
200 international guests
A regional platform for the visibilization, circulation and commercialization of goods and services generated by the cultural and creative industries all along LatinAmerica.
Participating countries:
Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Perú, Uruguay, Venezuela; and buyers from North America, Europe, Asia and Africa.
A nationwide layout of 117 cultural public centers
Centers for Cultural Innovation

They:

- Provide training programs for local cultural entrepreneurs.
- Strengthen the local creative economy.
- Promote culture as an engine for the community development.
- Provide and encourage networking links alongside the local community, the private and the civil society institutions.
- Develop and promote cultural community projects.
All of these for what?

- More production, diversity and cultural circulation.
- More opportunities for creatives in the job market.
- Increased employment generation in the cultural sector.
- More partnerships and associative work links between creative entrepreneurs from all over the country.
Thank you!

Andrés Gribnicow
Undersecretary of Creative Economy
Ministry of Culture - Argentina