

Concept Paper

World Conference on Creative Economy

Bali, 6 - 8 November 2018

I. BACKGROUND

A. INCLUSIVELY CREATIVE

The Creative Economy has shown its prominence as it continues to grow even during recent global financial and economic crisis. With the growth of technology and increasing incomes from emerging economies, the Creative Economy will become the future of the global economy.

Creative economy which comprises of 11 sectors (television, visual arts, newspapers & magazines, advertising, architecture, books, performing arts, gaming, movies, music, and radio) has generated at least \$2,250 billion in revenues, and has employed 29.5 million jobs (Ernst & Young, 2015). These numbers are equivalent to 3% of the World GDP and 1% of the world's active population. The industries are open to people of all ages and backgrounds, and provide a significant contribution to youth employment and careers. The contribution of the creative economy sectors to the World economy in 2005 is recorded as 1.6%. The number is 20% larger than German economy and 250% at the world military expenditure. According to the United Nations Conference on Trade and Development (UNCTAD), the creative goods and services sector grew 134% between 2003 to 2011. In 2012, entertainment industries alone contributed \$2.2 trillion to the World economy or equivalent of 230 % of the oil export of the OPEC members at the same year.

Creative economy is defined as the sectors which specifically uses talent, including arts and culture-based activities, for commercial purposes. Creative industries refer to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They may also be referred to as cultural industries that combine the creation, production and commercialization of contents which are intangible and cultural in nature; these contents are typically protected by copyright and they can take the form of a good and service (UNESCO).

In supporting the development of creative economy sector, the efforts to endorse talent growth and development for commercial purposes are increasingly important. The integration of creative industries into the economic rationale of nations is particularly challenging in the context of mixed economies. Many countries often overlook the potentials of creativity in their economy. There is an urgent need for partnership and collaboration among countries in identifying ways and means to raise awareness on the strategic importance of creative industries.

The world sees challenges in the development of creative economy, including Indonesia, with its huge potentials for untapped market. One of the most notable challenge includes lack of awareness on the importance of promoting intellectual property ownership, including on how to monetize that ownership to become an added value. Other challenges include, but not limited to, small numbers of institution in charge of creative economy, technology infrastructure, innovation, knowledge-based system, market expansion, capacity building, and financing mechanism.

B. WORLD CONFERENCE ON CREATIVE ECONOMY

Taking into consideration the above-mentioned rationales, Indonesia believes that it is high time for global community to take up and seriously discuss creative economy's opportunities and challenges. Indonesia also recognize the cross-cutting nature of this issue with other relevant global issues discussed at the multilateral fora and/or international organizations such as the United Nations, WIPO, G20, WEF and MIKTA.

Bearing in mind the emergence of the demand on partnership and collaboration between countries in identifying and increase the awareness on the creative industry strategic importance, Indonesian Government through its Agency for Creative Economy initiated an international level conference which is called World Conference on Creative Economy (WCCE), in Bali, Indonesia on 6 – 8 November 2018.

This first ever WCCE will involve multi-stakeholders, consisting of representatives from governments, private sectors, think-tanks, civil society, international organizations, as well as media and experts in this area from all over the world. International organizations such as WIPO, UNCTAD, ITC, UNESCO etc have confirmed their attendance to the Conference.

WCCE is a conference that will discuss issues and challenges on creative economy. Indonesia with the world citizens will discuss new strategies, ways and means to further promote the development of creative economy under the theme of "Inclusively Creative". This theme derives from our belief that creative industry has brought a new era of businesses. It is no longer exclusive for those with huge capital, but has established a level playing field for everyone to take part in the emerging economy. Geographical area also ceases to be a barrier, as the internet and other emerging technologies enable talents from all around the world to collaborate and work together.

The theme "Inclusively Creative" reflects the current changes that the creative economy brings into the world economy as a driver for inclusive and equal opportunities. In times of environmental, social, demographic and urban transitions, creative economy is a bridge for communication and understanding between countries and cultures. It connects urban, metropolitan and rural ecosystems. With the development of technology that provides increased revenue streams from emerging economies, creative economy belongs to the future of the global economy.

Furthermore, Indonesia also values the reinforcement of IP protection for creative economy, sourced from the management and reinvention of cultural heritage, connected with science and technology. The development of the 16 creative industry sub-sectors of the Indonesian Agency of Creative Economy (BEKRAF) is based on the combination of technology, innovation, media, art, and culture.

Under the "Inclusively Creative", the Conference will discuss four main issues, namely social cohesion, regulations, marketing, ecosystem and financing. These issues are identified by the Preparatory Meeting towards World Conference on Creative Economy that was held on 4-7 December 2017 in Bandung with more than 100 participants who represent countries, international organizations, academicians, medias and private sectors. The Prepmeet has produced a Chair's Summary, a document that contains five elements to be discussed further during WCCE in Bali, on 6 – 8 November 2018.

Chair's Summary

In Bandung, Indonesia, 5-7 December 2017, over 100 representatives from the government, civil society, the private sector, think tanks and academics, international organization as well as a number of media have responded to the invitation of BEKRAF, the Indonesian Agency for Creative Economy, to join the Preparatory Meeting for the World Conference on Creative Economy (WCCE). Through five panels, the participants and experts discussed the theme "Inclusively Creative" and the way forward to WCCE in Bali, 6-8 November 2018.

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I. The Butterfly Effect: Social Impacts of Creative Economy (Social Cohesion)

This panel discussed how creative economy can provide equal opportunities for all, how cross-cultural exchanges through creative economy reinforce social cohesion that unite people, and how the Internet of Things (IoT), among contemporary digital changes, can help tear down barriers for entrepreneurship.

The key points arising from this panel discussion are as follows:

A. Governments are called to create more enabling and facilitating environments for creative economy, starting with SMEs and to support long-term growth. From market perspective, creative economy is based upon 3 pillars, the 3Cs of Connect, Collaborate and Commerce, which include creation, production, marketing and distribution. Distribution and marketing need support to reach out to both local and global markets.

B. Creative economy has proven efficient to address issues such as gender inequality, age gaps, intolerance, uneven income distribution and unemployment. However, there are challenges connected with the development of creative economy, that arise especially in globalized metropolitan contexts. This calls for more integrated and multi-stakeholder policies ensuring that investments in innovation also target and support the development of key services and infrastructures; such as education, affordable housing, or easy access to mobility systems.

C. Creative economy is a transformative driver for urban lifestyles. It nurtures shifts in consumption and production patterns from commodities to other goods and services. Positive outcomes at combined micro and macro-economic levels might be leverage for the whole economy promoting recycling and the reduction of cities and industry ecological footprints.

D. With the Internet as digital media of the global marketplace and the development of a global workspace, creative economy provides a vast array of opportunities to create new collaborations among public, private, academic, media and culture and environment stakeholders at global and local levels. In cities, metropolitan areas and mega-regions, creative economy is a driver for community development and critical dimensions, complementary to smart city

investments. It is also a connector between the formal and the informal sectors in the economy.

E. Creative economy has critical role in achieving the Sustainable Development Goals (SDGs). We need to be visionary to enable growth that supports economic and social cultural welfare, empower communities and promote sustainability at all scales. Creative economy is necessary to turn smart cities into more efficient cities for people.

F. The development of creative economy should address common challenges such as labor quality, regulations, access to banking and finance, infra- structure, research and development capacity, and synergy among stakeholders.

G. There is no one single approach in developing creative economy, as different region requires different approach. Knowledge, science and cultural diversity should be the main resources for creativity to be monetized.

H. Creative economy should be directed in drawing up solutions on challenges as well as creating opportunities for the purpose of prosperity and peace. Creative economy is an important but underestimated element in international relations, especially as a soft power tool in connecting people, cultures and nations through diplomacy.

I. Public space and urban investments as well as efforts of social cohesion should take into consideration the long- term added value of creative economy in line with the triple-helix approach.

II. Coming Up with the Right Creative Regulations

The second panel focused on regulatory frame- works dedicated to creating an enabling environment or creative economy, protecting and promoting intellectual property, and supporting financing system. Key points arising from this panel discussion are as follows:

A. Regulations to support creative economy need to be established in an enabling ecosystem involving governments and other stakeholders such as universities, the private sector, civil society and media. Further research and benchmarking will be needed to provide more evidence for future policies and regulations. In addition, a more comprehensive mapping of creative ecosystems is required at all scales.

B. Governments should prioritize the establishment of regulations to promote the development of effective IP system. The effective IP system should be part of the right regulatory framework as it fosters creative economy's growth.

C. Governments should raise the awareness of IP importance and its role in the creative economy value chain.

D. Governments should support IP financing to utilize the value of IP in gaining access to finance. The right regulations and legislation as well as government intervention will address challenges in implementing the IP financing.

E. The governments have the responsibility to facilitate IP commercialization as it provides added value and optimizes the economic benefit of creative works.

F. As an important source of creative economy, traditional culture expressions should be acknowledged under appropriate system including IP systems for new expressions.

G. Governments should be aware of the importance of ethical responsibility to mitigate the unintended consequences of creative economy development.

H. Governments should help relevant stakeholders to further understand the regulatory framework and IP system

related to creative economy.

III. Making the Offer that Creative Industry Can't Refuse

The panel discussed the potential of untapped markets and effective marketing strategies. The key points arising from this panel discussion are as follows:

- A.** As creative economy mainly consists of micro, small and medium enterprises (SMEs), clustering will help micro and SMEs to share support services and technical resources, and foster a more comprehensive workforce participation in the economy.
- B.** International partnership platform that connects entrepreneurs in the creative economy between countries would stimulate more creativity and talents.
- C.** Active engagement between private sector and governments to develop the right branding strategy is required to capture untapped markets and create a multiplier effect. Effective marketing strategy should include market identification and education of core audience.
- D.** To foster innovation, regulations should be adaptive to the rapid changes and disruptive business models of creative economy.

IV. Taking the Creative Economy Ecosystem and Enterprises to New Height

The panel discussed the role of small and medium enterprises, including startups, in the development of creative economy. It identified their values, their constraints and the need to create enabling environment (such as through creative cities) and provide necessary support for the talents through trainings and capacity building. The key points arising from this panel discussion are as follows:

- A.** Creative economy is a people-oriented sector that relies heavily on human talents. Therefore, it requires a stream of supply of skillful and/or educated human capital. In this regard, there is a need for good quality education that stimulates creativity. Besides, existing gaps for the access of startups to capital should be addressed.
- B.** FinTech offers solutions to replace or complement the banking system and could contribute to financial inclusion. It can deliver core needs of banking such as loans/credits, savings, remittance and money transfer. The solutions vary from peer-to-peer lending, crowdfunding, e-wallets, and online payment gateways.
- C.** The financial regulators need to recognize the importance of FinTech and to accommodate its growth within the context of creative economy.
- D.** Governments should develop policy to facilitate e-commerce transformation especially to accommodate growing local markets and local brands.
- E.** In creative economy, product development through public collaboration and/or involvement is important. Producer-consumer collaboration is a unique feature in creative economy.
- F.** It is important to appreciate not only the end product but also the process of production, which would have the consequence to provide standardization and accreditation of professions that are globally valid.

G. Academia can contribute to creative economy by continuously experimenting, creating new experiences and innovation, coming up with new models of co-production among diverse cultures and disciplines.

H. Governments should accommodate the needs of creative talents with no access to formal education in the creative industry.

I. Mapping creative ecosystems, understanding urban problems and potentials, formulating best practices as well as identifying local leaders or agents of change are significant for the development of creative cities.

V. Outlining the Future of Creative Economy

Creative economy has brought a new era of inclusive business that provides equal opportunity to all stakeholders. It also bridges communication and understanding between countries and cultures. With the growth of technology and increasing incomes from emerging economies, it is apparent that the creative economy will become the future of the global economy.

The meeting discussed the way forward for creative economy and the key points arising from this panel discussion are as follows:

A. All participants at the Preparatory Meeting of WCCE held in Bandung, 5-7 December 2017 recognize the high value of creative economy in the global economy. They agree to promote WCCE in Bali 6-8 November, 2018 and to share the outcome of the Preparatory Meeting of WCCE held in Bandung, 5-7 December 2017 together with governments, civil society, the private sector, academia, international organizations and media.

B. All participants agree that WCCE should address the challenges of creative economy development and especially labor quality, regulations in fostering creative economy, access to finance, infrastructure, research and development, and stakeholders' synergy.

C. All participants call for stronger international political commitments to address the challenges and to seize the opportunities of the creative economy for the implementation of the Sustainable Development Goals (SDGs) and Agenda 2030.

D. All participants call for relevant international organizations (United Nations, WIPO, WTO, World Bank, Organization of Islamic Cooperation, etc.) and regional organizations (ASEAN, APEC, EU, African Union, etc.) to tackle the challenges of creative economy and to be part of the advancement of creative economy at the global stage.

E. All participants call for stronger collaboration at bilateral, regional and multilateral levels as an instrument to advance the creative economy.

F. All participants call for constructive participation of global networks, initiatives and partnerships such as the World Economic Forum, the Global Compact, the General Assembly of Partners, G-20, C-40, United Cities and Local Governments (UCLG), MIKTA, ASEM, and towards enhancing the creative economy at all levels.

G. All participants agree that inclusivity and partnerships are key to further developing the creative economy.

H. Government should ensure the full participation of the private sectors in all aspects of the planning and implementation of creative economy. Public-private partnerships will be an essential ingredient in achieving the full social value and benefits of the creative economy.

VI. Closing Session

The participants of the Preparatory Meeting of the World Conference on Creative Economy held in Bandung 5-7 December 2017 underline the richness and quality of the exchanges and of the work during all sessions. They welcome the outcomes of the sessions, to be submitted for further discussion and considerations at the forthcoming World Conference on Creative Economy in Bali, November 6-8 2018. They renew their commitment to advance the creative economy, by sharing and building on the outcomes of WCCE.

Tentative Program

World Conference on Creative Economy 2018

Bali, 6-8 November 2018

I. FRIENDS OF CREATIVE

ECONOMY DAY I - 6 NOVEMBER

2018

| Time | 'Friends of Creative Economy' Meeting | Creative Village |
|---------------|--|---------------------------|
| 10.00 - 10.15 | Opening | All day / Open for public |
| 10.15 - 10.30 | Photo Session and Coffee Break | |
| 10.30 - 12.30 | Session I | |
| 12.30 - 14.00 | Lunch Break | |
| 14.00 - 15.30 | Session II | |
| 15.30 - 16.00 | Coffee Break | |
| 16.00 - 17.00 | Session III | |
| | | |
| 19.00 - 21.00 | Welcoming Dinner | |

DAY II – 7 NOVEMBER 2018

BREAKOUT SESSION – FRIENDS OF CREATIVE ECONOMY

| Time | Activity |
|---------------|--------------|
| 11.00 - 13.00 | Session I |
| 13.00 - 14.30 | Lunch Break |
| 14.30 - 16.00 | Session II |
| 16.00 - 16.30 | Coffee Break |
| 16.30 - 17.00 | Session III |

II. CONFERENCE

DAY II - 7 NOVEMBER 2018

a. *Plenary Session* and Creative Village*

Note: *) All the speakers in the plenary session are still in the process of confirmation

| Time | Plenary Session | Speakers | Topic |
|---------------|--|---|--|
| 10.00 - 11.00 | Opening | Joko Widodo President of Indonesia | Opening Speech on the Country's Vision for Creative Economy |
| | | Crown Prince Mohammed Bin Salman, Saudi Arabia | Keynote Speech - Creative Economy and the Future of a Nation |
| 11.00 - 11.30 | Photo Session and Creative Village Visit | | |
| 11.30 - 13.00 | Session I Policy | H.E. Peter Altmaier Minister for Economic Affairs and Energy, Germany | Maximizing Human Capital in the Future of Creative Economy |
| | | H.E. Francis Gury Director General WIPO | The Future of International Cooperation to Help Local Startups on Intellectual Property Rights |
| | | H.E. Hiroshige Seko Minister of Economy, Trade and Industry, Japan | The 'Cool Japan Initiative' and the Challenges Ahead |
| 13.00 - 14.30 | Lunch Break | | |
| 14.30 - 15.30 | Session II Ecosystem | H.E. Margot James Minister of Digital and the Creative Industries, United Kingdom | UK's Creative Economy: What's Next? |
| | | H.E. Audrey Azoulay Director General of UNESCO | The Role of International Organization in Promoting Millennials' Involvement in Creative Economy |
| | | Hilman Farid Director General of Culture, Indonesia | Boosting Creative Economy in Developing Countries |
| 15.30 - 16.00 | Coffee Break | | |

| | | | |
|---------------|--------------------------------|--|--|
| 16.00 - 17.00 | Session III Social Cohesion | Hon. Sadiq Khan Mayor of London, United Kingdom | The Role of Creative City in Alleviating Poverty and Strengthening Social Cohesion |
| | | Prof. Nicholas Nigroponte Founder of MIT Media Lab | Empowering 65k Artisans to Rise Above Poverty |
| | | Prof. John Howkins Writer of "Creative Economy" | The Role of International Cooperation in Advancing Creative Economy |
| 17.00 - 17.30 | Coffee Break | | |
| 17.30 - 18.30 | Session IV Marketing | Enrico Deiacio Department Head of Agency for Growth Policy Analysis, Sweden | Collaboration among Creative Industries |
| | | Lee Soo-Man Founder of S.M. Entertainment | Maintaining Korean Wave's Domination in World Pop Culture |
| | | Nadiem Makarim Founder & CEO of Go-Jek | Winning the Hearts and Minds of Millennials |

DAY III - 8 NOVEMBER 2018

a. Plenary Session*

Note: *) All the speakers in the plenary session are still in the process of confirmation

| Time | Plenary Session | Speakers | Topic |
|---------------|-------------------------|--|---|
| 9.00 - 10.30 | Session V Inequality | Peter Jackson Film Director, New Zealand | From Film to Social Cohesion |
| | | H.E. Mikael Damberg Minister for Enterprise and Innovation, Sweden | The Best Environment for Raising Unicorns |
| 10.30 - 11.00 | Coffee Break | | |

| | | | |
|---------------|--------------------------------|--|--|
| 11.00 - 13.00 | Session VI <i>Financing</i> | Ma Huateng CEO of Tencent Holdings, China | Smart Creative Economy Investment in ASEAN |
| | | <i>Institute pour le Financement du Cinema et des Industries Culturelles S.A, France</i> | Seizing Investment Opportunities in Film Production |
| | | H.E. Sri Mulyani Indrawati Minister of Finance, Indonesia | Financial Technology and Creative Economy for Development |
| 13.00 - 14.30 | Lunch Break | | |
| 14.30 - 16.00 | Closing/Press Conference | | |

III. CREATIVE VILLAGE

| CREATIVE VILLAGE | | |
|---------------------------------------|--------------------------------|--------------------------------|
| DAY 1 – 6 NOVEMBER 2018 | DAY 2 – 7 NOVEMBER 2018 | DAY 3 – 8 NOVEMBER 2018 |
| Open for public by registration only. | | |

CREATIVILLAGE

at the
World Conference on Creative Economy
Bali Nusa Dua Convention Center 6-8 November 2018

CREATIVILLAGE is the side event alongside the proceeding inside the chambers of World Conference on Creative Economy, at the Nusa Dua Hall 6, with the informal, festive format.

CREATIVILLAGE is set to become the “creative” part of WCCE that visitors look forward to experience, and for countries to look forward to display their creative economy achievements.

CREATIVILLAGE consists of 4 (four) Meeting Rooms, 3 (three) Bilateral Rooms, 50 (fifty) Exhibition Modules (3x3), 4 (four) Meeting Pods, and 2 (two) stages dedicated to participants on first come first serve basis.

Meeting Rooms (Free of Charge)

1. The Meeting Rooms are dedicated for activities that involve approximately 100 participants in the form of workshop, presentation, lecture, or any kind of discussion in line with the spirit of WCCE.
2. Food, snack, and beverages for the Meeting are provided by the
3. Participant who wish to use the Meeting Room/s should inform the organizing Committee in writing before 20 October 2018 to ensure the facilities’ readiness.

Bilateral Rooms (Free of Charge)

1. Bilateral Rooms are dedicated for meetings between governments, organizations, or companies.
2. Snack and coffee/tea are provided.
3. Participants who wish to use the bilateral room are requested to inform the Organizing Committee 24 hours prior to the usage to ensure its availability.

Meeting Pods (Free of Charge)

1. Meeting Pods are designed for small party (maximum 8 persons) meetings for 8 persons.
2. Participants who wish the Meeting Pods are requested to make the reservation to ensure its availability.

Exhibition Modules (Free of Charge)

1. Out of approximately 50 exhibition modules, as many as 30 (thirty) modules are dedicated to international participants to showcase their creative products and ideas.
2. We will provide 10 (ten) booth and 20 modules of spaces. Participant may reserve space for more than one module and may construct their creative exhibitions in line with spirit of the WCCE.
3. The content of the exhibition can be visual display (2 or 3 dimensional), product samples, games and interaction, digital display (video or games), or certain kind of food/drinks (need special approval).
4. No audio-visual display louder than 70dbA (a bit louder than conversational talk).
5. The concept, design and construction of booths and modules should be submitted to the Organizing Committee by 15 September 2018.

Stages (Free of Charge)

1. There two low medium sized stages in the Creativevillage for the participants to present creative (talks, performances, demonstration, short movie screening) in line with spirit of the WCCE.
2. Each activity (talks, performances, demonstration, short movie screening et.) should be no more than 10 minutes long.
3. Small, short timed events such as performing arts (dance, music etc.), panel discussion, and other interactive activities can be displayed in between breaks of the main plenary session. Each break will be around 30 to 90 minutes.
4. The concept/proposal of all presentation should be submitted before 15 October 2018 for curation and scheduling purposes.
5. These activities need to be curated by the Organizing Committee of CREATIVILLAGE to ensure: quality and diversity meet the WCCE expectation, and the balanced and well-represented sub-sectors, profiled countries, and issues.

The exhibits will take place alongside the WCCE:

- a. 6, 7, 8 of November 2018
- b. 6 -7 November 8.30 am – 18.00 pm Bali time
- c. 8 November 8.30 am – 16.00 pm Bali time
- d. The stands will be manned during operational

Notes:

The Organizing Committee will do its best to address each participating country's need to showcase their CE best practices and achievements while striking a balance with the mission of WCCE and the available space (and limited time) at the venue. The Participating Countries are encouraged to communicate with the Organizing Committee as soon as possible to ensure the availability of space and actively coordinate with the PCO for the content and logistics. All communication should be directed to international@bekraf.go.id.

World Conference on Creative Economy

6 – 8 November 2018

Bali, Indonesia

MINISTERIAL ADMINISTRATIVE ARRANGEMENT

1. Dates and Venue

The World Conference on Creative Economy will be held on 6 - 8 November 2018 at the Bali Nusa Dua Convention Center (BNDCC), Bali, Indonesia. The BNDCC contact details are as follows:

Contact Person : Ms. Rina V. Natalie
Address : Bali Nusa Dua Convention Center (BNDCC)
Kawasan Terpadu ITDC NW/1, Nusa Dua, Bali 80363
Indonesia
www.balconventioncenter.com
Phone : +62 361 77 3000 ext. 303
Mobile : +62 811 1368604
Fax : +62 361 77 5400

2. Working Language and Interpretation Facilities

English will be used as the official language of the Forum. The Organizing Committee will provide 3 (three) booths and associated audio equipment to support a simultaneous interpretation. The Organizing Committee will provide interpreters for French – Indonesia, Arabic – Indonesia and English – Indonesia.

3. Delegation Contact Point

Head of Delegation from each country is required to appoint a **Delegation Contact Point (DCP)**. The DCP acts as the primary point of contact/liaison officer between his/her delegations and the Organizing Committee regarding registration purposes, accreditation, logistical or administrative matters.

DCP is responsible for the following:

- a. Coordinate registrations for the respective delegations with accredited Indonesian Embassy to respective country;
- b. Requesting any necessary assistance needed by the delegates to the Organizing Committee;
- c. In charge of receiving ID Badges and Lapel Pins for the respective delegations;
- d. In charge of receiving invitations for the respective delegation members; and
- e. Reserving bilateral meeting room

4. Registration

All delegates are requested to register through Indonesian Embassy accredited to the country. Registration through the Embassy will be closed on **1 November 2018**. The registration form can be obtained from the Indonesian Embassy and WCCE Website (wcce.id/register).

Delegates are invited to collect their ID badges by presenting a photo ID, passport or a diplomatic identity card, and signing the receipt form at the registration desk located in front of **Mengwi 1 & 2, BNDCC, 5 - 6 November 2018 at 9 AM - 8 PM**.

Please be informed that only registered delegates with ID badges are allowed to access the meeting venues.

Use and Issuance of Lapel Pin and ID Badges

Lapel pins will be provided for Head of Delegates. Lapel pins must be worn and visible at all times. They are required for entry into the meeting venues in lieu of a Conference Pass.

ID Badges must be worn at all times at the meeting venue. ID Badges are required for entry into the BNDCC and to designated conference facility or venue on 6 - 8 November 2018. Access will be denied to non-accredited individuals and those who make improper use of their ID badges.

Loss of Lapel Pin and ID Badges

Loss of Lapel Pin and ID Badges should be reported immediately to the Organizing Committee Secretariat. Once Lapel Pins and ID Badges are replaced, the previous pass will no longer be valid.

5. General Security Arrangements

Security Check

In order to provide adequate security throughout the meetings, various levels of security check and screenings will be implemented at each venue. Security checks consist of visual verification of ID Badges, electronic (X-Ray) or physical search of belongings, and walk-through metal detectors. When necessary, individuals may be subjected to a physical search.

Only vehicles with the Special Access Sticker are allowed to park in restricted areas of the BNDCC. The vehicles will be subjected to electronic and physical search prior to entry.

Venue/Hotel Security Arrangements

Appropriate security arrangements will be employed at all venues (including for social functions) and official hotels.

Delegates are subject to various levels of security checks and access control for entry to the meeting venues. Delegates are advised to arrive early to allow time for security checks.

6. Hospitality

Courtesy Accommodation, Vehicles, Liaison Officers and Security Officers

Head of Delegation at Ministerial level (verified by Diplomatic Note) will be provided with 1 (one) VIP Vehicle and motorcade, Security Officer, Liaison Officer and accommodation at the designated hotel starting from 5 November 2018 up to 9 November 2018.

For Head of Delegation not at a Ministerial level but representing invited Foreign Affairs Minister, will need to present the Diplomatic Note from the Ministry of Foreign Affairs of their respective country to be entitled of VIP hospitalities.

Other Minister attending the event will be provided with one VIP vehicle and accommodation at the designated hotel starting from 5 November 2018 up to 9 November 2018.

- Delegates are requested to inform and update their Liaison Officers on the bilateral program and other activities in order to ensure proper protocol and security arrangements.
- The room will be available for check-in on 5 November 2018, 14:00 hrs and check-out on 9 November 2018, 12:00 hrs.
- Mini bar, laundry, room service, phone charge, and other personal expenses will not be covered by the Organizing Committee.
- The designated hotels are as follow:

Nusa Dua Beach Hotel and Spa

Kawasan Wisata Nusa Dua BTDC, Lot North 4, Nusa Dua, Bali 80363, Indonesia

Phone: +62361 77 1210

Fax: +62361 77 1229

Website: www.nusaduahotel.com

The Organizing Committee does not cover the cost of accommodation if the Head of Delegation chooses a hotel other than the designated hotel.

7. Local Transport Arrangements

Shuttle Service

The Organizing Committee will provide scheduled transportation for delegates at regular intervals to travel between the I Gusti Ngurah Rai International Airport and recommended hotels on arrival and departure, as well as between the designated hotels and the venue of the meeting from 5 – 9 November 2018.

Privately-arranged Vehicles

Delegates may rent vehicles at their own expenses. Those who wish to use rented/private vehicles should inform the Organizing Committee in advance to obtain Special Access Sticker, by completing and submitting a copy of the Certificate of Car Registration to the Organizing Committee, **no later than 4 November 2018**. DCP or registered delegates are invited to collect their Special Access Sticker by presenting a photo ID, passport or a diplomatic identity card, and signing the receipt form at the registration counter located in front of **Mengwi 1 & 2, BNDCC, on 5 November 2018 at 9 AM - 8 PM**.

Special Access Sticker will be duly issued and must be displayed on the windscreen of the vehicles at all times. Only cars with access sticker will be allowed to enter designated venues. Please note that additional vehicles will not be included in formal motorcades.

8. *Visa Arrangements*

All delegates are required to possess a valid passport with expiration date of at least 6 (six) months prior to the date of entry into Indonesian territory. The passport must contain at least 2 (two) blank visa pages.

Regarding visa arrangement for each country please kindly contact Indonesian Embassy accredited to respective country.

9. *Arrival and Departure*

VIP in Terminal 1, Soekarno-Hatta International Airport

VIP facilities at Terminal 1, Soekarno-Hatta International Airport, Jakarta, for transit purposes, **will be extended to Head of Delegation with Ministerial level + 2 additional delegates during the transit hours** until their transfer for domestic flight to Bali. The Organizing Committee does not organize trips outside the VIP Room of Terminal 1 during the transit hours.

Head of Delegations and/or the appointed High Ranking Officials representing the invited VIP who will have transit at the Soekarno-Hatta International Airport overnight, are requested to arrange their own accommodation and local transportation through their respective embassies in Jakarta. Those that do not have any mission in Jakarta are kindly requested to arrange their accommodation by themselves from their capitals.

Participating countries are kindly requested to inform the Organizing Committee, Deputy Chairman for Institutional and Regional Relations, Indonesian Agency for Creative Economy with a copy to the Directorate of Protocol of the Ministry of Foreign Affairs of the Republic of Indonesia, of their itineraries no later than **2 November 2018**.

Other Delegates

Other delegates not accommodated at the VIP Terminal 1, can directly proceed to the designated terminal for domestic flights bound for Denpasar, Bali and for international flights bound for destined cities.

VIP in I Gusti Ngurah Rai International Airport

VIP facilities at I Gusti Ngurah Rai Airport, Bali, Indonesia will be extended to Head of Delegation with Ministerial level. Participating countries are kindly requested to inform the Organizing Committee, Deputy Chairman for Institutional and Regional Relations, Indonesian Agency for Creative Economy with a copy to the Directorate of Protocol of the Ministry of Foreign Affairs of the Republic of Indonesia, of their itineraries no later than **2 November 2018**.

Each Head of Delegation with Ministerial level and 2 additional delegates **(1 + 2)** are **entitled to use VIP facilities** at I Gusti Ngurah Rai Airport, Bali. Other delegates proceed through normal entry and exit lanes.

Other Delegates

Other Delegates will have to go through normal entry and exit lanes at the I Gusti Ngurah Rai International Airport. The WCCE Organizing Committee will set up a Hospitality Desk at the airport to provide assistance to all delegates upon arrival and departure from I Gusti Ngurah Rai International Airport. The Organizing Committee will be on duty from 5- 9 November 2018 at the I Gusti Ngurah Rai International Airport.

10. General Information

Internet Facilities

Wireless internet facilities are available in the meeting room and media centre. Office equipment's and internet facilities are located at the hotel business centre. Delegates are responsible for all costs they incur at the business centre.

Currency Exchange

Indonesia's national currency is Rupiah (Indonesian Rupiah = IDR). The exchange rate normally fluctuates between IDR 14.000 and IDR 15.000 for US\$ 1.

Medical Services

Medical facility for delegates will be provided at the venue for minor illnesses. Any major treatment will be carried out at the local hospital, where a 24-hour medical service will be available and a general practitioner will be working on duty throughout the day. Delegates will be responsible for the costs incurred of any hospital treatment, and should therefore ensure that they have appropriate insurance coverage prior to traveling.

Telecommunication

The country code for Indonesia is +62

Local area code for Jakarta is 021 and for Bali: 0361

Omit the 0 (zero) when dialing with the country code, followed by the phone number: +62 21 XXXXXX or +62 361 XXXXXX

For international call: 007 + country code + area code + phone number

Climate and Weather

Bali has a tropical climate with high humidity. The average temperature is 30 degrees Celsius or 86 degrees Fahrenheit.

Local Time

Indonesia is divided into three time zones:

- GMT +7: *Waktu Indonesia Barat (WIB)* / Western Indonesian Time (Sumatra, Java (including Jakarta), West Kalimantan and Central Kalimantan)
- GMT +8: *Waktu Indonesia Tengah (WITA)* / Central Indonesian Time (Bali, Sulawesi, Lesser Sunda Islands, East Kalimantan and South Kalimantan)
- GMT +9: *Waktu Indonesia Timur (WIT)* / Eastern Indonesian Time (Maluku Islands, Indonesian Papua)

II. Organizing Committee

For more information, please contact:

Organizing Committee of the World Conference on Creative Economy (WCCE)

Deputy Chairman for Institutional and Regional Relations,
Indonesian Agency for Creative Economy

The Republic of Indonesia

Address : Jl. Medan Merdeka Selatan no.13 floor of 18th, Central Jakarta, 10110 E-

mail : international@bekraf.go.id

Phone : +6221 212 02 224

+6221 8067 5580 ext 1024

Fax : +6221 212 02 328

Mobile : +62878 8549 8231 (**Mr. K. Candra Negara** – Director for International Relations)

Website : <http://wcce.id/>

World Conference on Creative Economy

6 – 8 November 2018

Bali, Indonesia

GENERAL ADMINISTRATIVE ARRANGEMENT

Non-Ministerial Government Representatives,
International Organization Representatives,
International Speakers,
Academics,
Private Sectors

1. *Dates and Venue*

The World Conference on Creative Economy will be held on 6 - 8 November 2018 at the Bali Nusa Dua Convention Center (BNDCC), Bali, Indonesia. The BNDCC contact details are as follows:

Contact Person : Ms. Rina V. Natalie
Address : Bali Nusa Dua Convention Center (BNDCC)
Kawasan Terpadu ITDC NW/1, Nusa Dua, Bali 80363
Indonesia
www.baliconventioncenter.com
Phone : +62 361 77 3000 ext. 303
Mobile : +62 811 1368604
Fax : +62 361 77 5400

2. *Working Language and Interpretation Facilities*

English will be used as the official language of the Forum. The Organizing Committee will provide 3 (three) booths and associated audio equipment to support a simultaneous interpretation. The Organizing Committee will provide interpreters for French – Indonesia, Arabic – Indonesia and English – Indonesia.

3. *Registration*

All delegates are requested to register through Indonesian Embassy accredited to the country. Registration through the Embassy will be closed on **1 November 2018**. The registration form can be obtained from the Indonesian Embassy and WCCE Website (wcce.id/register).

Delegates are invited to collect their ID badges by presenting a photo ID, passport or a diplomatic identity card, and signing the receipt form at the registration desk located in front of **Mengwi 1 & 2, BNDCC, 5 - 6 November 2018 at 9 AM - 8 PM**.

Please be informed that only registered delegates with ID badges are allowed to access the meeting venues.

Use and Issuance of ID Badges

ID Badges must be worn at all times at the meeting venue. ID Badges are required for entry into The BNDCC and to designated conference facility or venue on 6 - 8 November 2018. Access will be denied to non-accredited individuals and those who make improper use of their ID badges.

Loss of ID Badges

Loss of ID Badges should be reported immediately to the Organizing Committee Secretariat. Once ID Badges are replaced, the previous pass will no longer be valid.

4. *General Security Arrangements*

Security Check

In order to provide adequate security throughout the meetings, various levels of security checks and screenings will be implemented at each venue. Security checks consist of visual verification of ID Badges, electronic (X-Ray) or physical search of belongings, and walk-through metal detectors. When necessary, individuals may be subjected to a physical search.

Only vehicles with the Special Access Sticker are allowed to park in restricted areas of the BNDCC. The vehicles will be subjected to electronic and physical search prior to entry.

Venue/Hotel Security Arrangements

Appropriate security arrangements will be employed at all venues (including for social functions) and official hotels.

Delegates are subject to various levels of security checks and access control for entry to the meeting venues. Delegates are advised to arrive early to allow time for security checks.

5. *Local Transport Arrangements*

Shuttle Service

The Organizing Committee will provide scheduled transportation for delegates at regular intervals to travel between the I Gusti Ngurah Rai International Airport and recommended hotels on arrival and departure, as well as between the recommended hotels and the venue of the meeting from 5 – 9 November 2018.

Privately-arranged Vehicles

Delegates may rent vehicles at their own expenses. Those who wish to use rented/private vehicles should inform the Organizing Committee in advance to obtain Special Access Sticker, by completing and submitting a copy of the Certificate of Car Registration to the Organizing Committee, **no later than 4 November 2018**. Registered delegates are invited to collect their Special Access Sticker by presenting a photo ID, passport or a diplomatic identity card, and signing the receipt form at the registration counter located in front of **Mengwi 1 & 2, BNDCC, on 5 November 2018 at 9 AM - 8 PM**.

Special Access Sticker will be duly issued and must be displayed on the windscreen of the vehicles at all times. Only cars with access sticker will be allowed to enter designated venues.

6. *Accommodation*

Delegates will be responsible for their own accommodation arrangements. While delegates are free to make their own hotel bookings, for convenience and special rate, it is advisable that participating delegates stay in hotels recommended by the Committee. The list of the hotels below and can also be accessed through <https://www.wcce.id/>

Recommended Hotels:

a. Bali Nusa Dua Hotel

Kawasan Terpadu ITDC NW / 1, Nusa Dua, Bali 80363, Indonesia
Phone : +62 361 849 8833
Fax : +62 361 849 8822
Email : info@balinusaduahotel.com
Website : http://balinusaduahotel.com/

b. Nusa Dua Beach Hotel and Spa

Kawasan Wisata Nusa Dua BTDC, Lot North 4, Nusa Dua, Bali 80363, Indonesia
Phone : +62361 77 1210
Fax : +62361 77 1229
Email : reservations@nusaduahotel.com
Website : https://www.nusaduahotel.com/

c. Melia Hotel Nusa Dua

Kawasan Wisata Nusa Dua BTDC Lot 1, Nusa Dua, Bali 80363, Indonesia
Phone : +62361 77 1510
Fax : +62361 77 1362
Email : reservation.meliabali@melia.com
Website : https://www.melia.com/en/hotels/indonesia/bali/melia-bali/index.html

d. Santika Siligita

Jl. Pintas Siligita No. 3A, Banjar Peminge, Nusa Dua, Bali 80571, Indonesia
Phone : +62361 8465777
Email : reservation@siligitabali.santika.com
Website : http://www.santika.com/indonesia/nusa-dua/hotel-santika-siligita-nusa-dua-bali/

e. Grand Whiz Nusa Dua

Blok T, Kawasan Wisata Nusa Dua, Bali 80571, Indonesia
Phone : +62361 8498020
Fax : +62361 8498021
Email : reservation.nusadua@grandwhiz.com
Website : https://www.grandwhiz.com/nusadua/

f. The Laguna Resort and Spa

Lot N2, Kawasan Pariwisata Nusa Dua, Bali 80363, Indonesia
Phone : +62361 771327
Fax : +62361 771326
Email : secretary.thelagunabali@luxurycollection.com
Website : http://www.thelagunabali.com/

g. Courtyard Marriott Bali Nusa Dua Kawasan

Pariwisata, Lot SW 1 Nusa Dua
Phone : +62361 3003888
Fax : +62361 3003999
Website : http://www.marriott.com/hotels/travel/dpscy-courtyard-bali-nusa-dua-resort/

h. Ayodya Resort Bali

Jalan Pantai Mengiat PO Box 46, Nusa Dua 80363, Bali, Indonesia
Phone : +62 361 771 102
Fax : +62 361 771 616
Email : diane@ayodyaresortbali.com

i. Inaya Putri Bali

Kawasan Wisata Nusa Dua, Lot S-3 Bali. 80363. Indonesia
Phone : +62 361 200 2900
Fax : +62 361 774 489
Email : group@inayaputribali.com
Website : <http://www.inayaputribali.com>

7. **Visa Arrangements**

All delegates are required to possess a valid passport with expiration date of at least 6 (six) months prior to the date of entry into Indonesian territory. The passport must contain at least 2 (two) blank visa pages.

Regarding visa arrangement for each country please kindly contact Indonesian Embassy accredited to respective country.

8. **Arrival and Departure**

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9. **Media**

International Media Center

An International Media Center will be established at the **Singaraja Hall 1, BNDCC** in order to facilitate the work of journalists accredited to cover the meetings. The media center will be operating from 6 - 8 November 2018.

Media / Press Registration

Member of the press who wish to cover the events will be required to register online. **Online registration** for members of the press to attend the WCCE 2018 opens until **1 November 2018**.

Any request for registration beyond the specified deadline will not be processed. After successful registration, each applicant will receive confirmation and further notification by e-mail.

Media advisory will also be available at <http://www.wcce.id/>.

Registered foreign journalist entering Indonesia for media coverage of the forum are required to have a visa. Visa can be obtained from the Indonesian mission in their respective countries (<http://www.kemlu.go.id/en/kedutaan/default.aspx>).

Members of the press must personally obtain their badges at the registration desk located at the **Mengwi 1 - 2, BNDCC on 5 - 6 November 2018, at 9 am – 8 pm** by showing their confirmation letter and valid ID.

Please be advised that all updates on media arrangements will be announced through <http://www.wcce.id/>.

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11. Organizing Committee

For more information, please contact:

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mail : international@bekraf.go.id

Phone : +6221 212 02 224

+6221 8067 5580 ext 1024

Fax : +6221 212 02 328

Mobile : +62878 8549 8231 (**Mr. K. Candra Negara** – Director for International Relations)

Website : <http://wcce.id/>

Confirmation Form

Please confirm your participation in World Conference on Creative Economy by completing the information below.

Scan and email to international@bekraf.go.id, or fax it to (+62) 21 212 02 328.

Name : _____
Organization : _____
Title : _____

Contact details

Phone : _____
Fax : _____
Email : _____

I agree to participate in the World Conference on Creative Economy, 6-8 November 2018.

Signature: _____ Date: _____

BRIEFING SHEET
World Conference on Creative Economy” (WCCE)
Bali, 6-8 November 2018

The Conference

1. The Government of the Republic of Indonesia will host the first ‘**World Conference on Creative Economy” (WCCE) in Bali, 6-8 November 2018**. The conference will gather representatives from governments, private sectors, think tanks, civil society, international organizations; as well as media and experts in this area under the main theme “Inclusively Creative”. Indonesia believes that it is high time for the global community to discuss opportunities and challenges in the creative economy sector.
2. The WCCE will discuss issues related to regulation, ecosystem, marketing, and social cohesion of the creative economy. The WCCE is expected to chart future cooperation on creative economy among stakeholders.
3. Leading to the WCCE, the Government of the Republic of Indonesia has organized two preparatory meetings in Bandung and Jakarta to identify ideas and opinions, and concrete recommendations that would be presented and further discussed at the WCCE in Bali, 6-8 November 2018. The meeting also discussed the creation of the Friends of Creative Economy.

Side Events

4. The WCCE is also projected to showcase creative products and services accross the globe with the **Creative Village** to be held parallel with the conference. The Creative Village will offer opportunities for countries to stage their creative producs, services and ideas.

Invitation

5. The invitation of WCCE 2018 is addressed to the Minister for Foreign Affairs and or the Minister related to creative economy in the designated country. Should there be correction required, please kindly reach the contacts below.

Logistics

6. Any logistical arrangement, including registration, will be communicated separately in due course. Further information is available at <https://www.wcce.id/>

Contact:

MINISTRY OF FOREIGN AFFAIRS OF THE REPUBLIC OF INDONESIA

Directorate of Trade, Commodity, and Intellectual Property

Jalan Taman Pejambon 6, Jakarta, Indonesia

Phone: +6221-381-2133, Ext. 5791

Email: wcce@kemlu.go.id

INDONESIAN AGENCY FOR CREATIVE ECONOMY (BEKRAF)

Kementerian BUMN, 18th Floor Jl. Medan Merdeka Selatan No. 13 Jakarta, Indonesia.

Phone: +62 21 212 02 224 +62 21 806 755 80 ext. 1017

Email: international@bekraf.go.id