



Agenda

Regional Training Seminar:

Assessing the Economic Contribution and Performance of Creative Industries to National Economies

**Bay Gardens Beach Resort
Rodney Bay, Gros Islet
St Lucia**

29-31 March 2011

Objectives

- 1. Strengthen the capacity of national and regional statistical offices to collect, analyze, and disseminate economic data on the creative industries sector**
- 2. Increase awareness among policy makers and development partners on the extent and specificity of the sector's data related challenges**

Tuesday 29 March, 2011	
08:30-09:00	Registration
	Opening Session
09:00-09:30	Chair: Jeanette Sutherland, Senior Trade Promotion Officer, International Trade Centre (ITC)
	Welcome and Opening Remarks <ul style="list-style-type: none"> • The Hon. Charlotte Tessa Mangal, Ministry of Commerce, Industry and Consumer Affairs, St. Lucia • Rodinald Soomer, OECS Secretariat • Trevor Clarke, World Intellectual Property Organization (WIPO) • Anders Aeroe, International Trade Centre (ITC) <p style="text-align: center;"><i>(Press invited to this session)</i></p>
09:30-13:00	Copyright & the Creative Industries: A Conceptual Framework Chair: Professor Vanus James, School for Graduate Studies and Research, University of the West Indies (Honorary Senior Research Fellow)
09:30-10:15	Understanding Copyright and its Relevance to the Economy <ul style="list-style-type: none"> • Allison Demas, Business and Legal Consultant
10:15-10:45	The Creative Industries: Concept Development and International Experiences <ul style="list-style-type: none"> • Christopher Kalanje, World Intellectual Property Organization (WIPO)
10:45-11:00	<i>Questions and Answers</i>
11:00- 11:15	Coffee Break
11:15-12:00	Overview of WIPO Methodology on Assessing the Economic Contribution of Creative (Copyright-Based) Industries and Results from Studies <ul style="list-style-type: none"> • Christopher Kalanje, World Intellectual Property Organization (WIPO)
12:00-12:30	Objectives and Organizational Framework for Launching a Study on the Economic

12:30-13:00	<p>Contribution of Copyright-based Industries.</p> <ul style="list-style-type: none"> • McCarthy Marie, Eastern Caribbean Collection Music Rights Organization (ECCO) Inc <p><i>Questions and Answers</i></p>
13:00-14:30	Lunch Break
14:30-18:00	<p>Panel Discussion: Data Collection Challenges</p> <p>Chair: Christopher Kalanje, Counsellor of the Creative Industries Division, World Intellectual Property Organization (WIPO)</p>
14:30-15:00	<p>Identifying and Classification of Creative (Copyright-Based) Industries</p> <ul style="list-style-type: none"> • Allison Demas, Business and Legal Consultant
15:00-15:30	<p>Major Indicators in Measuring the Contribution of Creative (Copyright-Based) Industries</p> <ul style="list-style-type: none"> • Professor Andy Pratt, Kings College, London, UK
15:30-15:45	<i>Questions and Answers</i>
15:45-16:00	Coffee Break
16:00-16:30	<p>Data Sources, Techniques, and Challenges</p> <ul style="list-style-type: none"> • Professor Vanus James, University of the West Indies (UWI)
16:30-17:00	<p>Using the Harmonized System of Commodity Classification in Enhancing Trade Data: Using Trade Map for Analyzing the Creative Industries</p> <ul style="list-style-type: none"> • Christian Delachenal, International Trade Centre (ITC)
17:00-17:30	<p>Assessing the data quality, the ITC methodology to detect quantity outliers</p> <ul style="list-style-type: none"> • Christian Delachenal, International Trade Centre (ITC)
17:30- 17:50	<i>Questions and Answers</i>
17:50-18:00	Wrap Up and Overview of Day 2
19:00-20:30	Cocktail reception

Wednesday 30 March, 2011	
09:00-12:30	<p>Enhancing & Sustaining Data Collection & Data Quality</p> <p>Chair: Christopher Kalanje, Counsellor of the Creative Industries Division, World Intellectual Property Organization (WIPO)</p>
09:00-10:15	<p>The Role of National Statistical Offices in the Process of the Study: Type of Data Collected by NSOs and Specific Challenges facing NSOs in Collecting Data for Creative industries</p> <ul style="list-style-type: none"> • Sherma Beroo-Joseph, Central Statistical Office, St. Lucia. <p>Lead Discussants:</p> <ul style="list-style-type: none"> • Dave Clement, Trinidad & Tobago Central Statistical Office • Lorna Reid, Statistical Institute of Jamaica
10:15-10:30	Coffee Break
10:30-11:15	<p>Monitoring and Evaluation with Continuity: Integration of the Results of the Studies into the Work of the NSOs</p> <ul style="list-style-type: none"> • Dave Clement, Trinidad & Tobago Central Statistical Office
11:15-12:00	<p>Creating Satellite Accounts to Facilitate Data Collection on Creative (Copyright-Based) Industries</p> <ul style="list-style-type: none"> • Professor Vanus James, University of the West Indies (UWI)
12:00- 12:30	<i>Questions and Answers</i>
12:30-14:00	Lunch Break
14:00-15:30	<p>Country Case Studies: Obtaining Policy/Programme Support to Unleash the Potential of Creative Economies</p> <p>Chair: Reginald Budhan, Permanent Secretary, Ministry of Industry, Investment & Commerce, Jamaica</p>
14:00-14:30	<p>Canada</p> <ul style="list-style-type: none"> • Hugh Scheuerman, Department of Canadian Heritage

14:30-15:00	United Kingdom <ul style="list-style-type: none"> • Professor Andy Pratt, Kings College, London, UK
15:00-15:30	<i>Questions & Answers</i>
15:30-15:45	Coffee Break
15:45-18:00	Roundtable Discussion: Building the Results of Studies into Development Strategies for the Creative Industries Sector Chair: Professor Vanus James, School for Graduate Studies and Research, University of the West Indies (Honorary Senior Research Fellow)
15:45-16:15	" Creative Industries: A new vehicle for trade and development gains in the CARIFORUM region" <ul style="list-style-type: none"> • Sudip Ranjan Basu, United Nations Conference on Trade and Development (UNCTAD) "The Creative Industries in CARICOM: Trade Trends, Economic Impact, and Policy Responses" <ul style="list-style-type: none"> • Michael Hendrickson, ECLAC Sub-Regional Headquarters for the Caribbean "Exploiting the EPA for Promoting CARIFORUM's Creative Industries" <ul style="list-style-type: none"> • Allyson Francis, CARICOM Secretariat
16:15-17:15	Lead Discussants: <ul style="list-style-type: none"> • The Hon. Charlotte Tessa Mangal, Ministry of Commerce, Industry and Consumer Affairs, St. Lucia • The Hon. Karl Samuda, Ministry of Industry, Investment, and Commerce, Jamaica • Tracy Davidson-Celestine, Tobago House of Assembly • McCarthy Marie, Eastern Caribbean Collection Music Rights Organization (ECCO) • Ava-Gail Gardiner, Caribbean Audio Visual Network
17:15-17:45	<i>Open Discussion</i>
17:45-18:00	Wrap up and Overview of Day 3

Thursday 31 March, 2011	
09:00-12:00	<p>Role of Regional, Sub-Regional Organizations and Development Partners</p> <p>Chair: Reginald Budhan, Permanent Secretary, Ministry of Industry, Investment & Commerce, Jamaica</p>
09:00-10:30	<p>Potentials of Regional and Sub-Regional Organizations in Facilitating Studies on Economic Contribution of the Creative Industries:</p> <ul style="list-style-type: none"> • Michael Hendrickson, ECLAC Sub-regional Headquarters for the Caribbean • Rodinald Soomer, OECS Secretariat • Dr. Philomen Harrison, CARICOM Secretariat • Neil Paul, University of the West Indies (UWI) • Hubert Escaith, World Trade Organization (WTO)
10:30-11:00	Coffee Break
11:00-12:00	<p>Potential for Increased Collaboration among Development Partners in supporting CARIFORUM's Creative Industries Data Agenda</p> <ul style="list-style-type: none"> • Hubert Escaith, World Trade Organization (WTO) • Sudip Ranjan Basu, United Nations Conference on Trade and Development (UNCTAD) • Christopher Kalanje, World Intellectual Property Organization (WIPO) • Anders Aeroe, International Trade Centre (ITC)
12:00-12:30	<p>Discussions on next steps and Statement from the CARICOM Secretariat</p> <p>Chair: Anders Aeroe, Director, Division of Market Development, International Trade Centre (ITC)</p>

12:30-13:00	<p>Closing Remarks</p> <ul style="list-style-type: none">• The Hon. Charlotte Tessa Mangal, Ministry of Commerce, Industry and Consumer Affairs, St. Lucia• Christopher Kalanje, Counsellor of the Creative Industries Division, World Intellectual Property Organization (WIPO)• Anders Aeroe, Director, Division of Market Development, International Trade Centre (ITC) <p><i>(to be followed by a Press briefing)</i></p>
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List of Participants

	Name	Title	Organization	Contact Information
Seminar Facilitator				
1.	Jeanette Sutherland	Senior Trade Promotion Officer	International Trade Centre	Sutherland@intracen.org
Session Resource Persons				
2.	Anders Aeroe	Director, Division of Market Development	International Trade Centre	aeroe@intracen.org
3.	Sudip Ranjan Basu	Economic Affairs Officer, Creative Economy and Industries Programme	UNCTAD	Sudip.Ranjan.Basu@unctad.org
4.	Sherma Beroo-Joseph	National Accounts Officer	Central Statistical Office, St. Lucia	shermab@stats.gov.lc
5.	Slyvia Charles-Dolcy	Project Assistant	International Trade Centre	scharlesdolcy@carib-export.com
6.	Trevor Clarke	Assistant Director General	World Intellectual Property Organization	Trevor.Clarke@wipo.int
7.	Dave Clement	Director of Statistics	Central Statistical Office, Trinidad & Tobago	Director@Statistics.gov.tt
8.	Tracy Davidson-Celestine	Secretary, Division of Community Development and Culture	Tobago House of Assembly	sec.celestine@yahoo.com
9.	Christian Delachenal	Senior Market Analyst	International Trade Centre	Delachenal@intracen.org
10.	Allison Demas	Business and Legal Consultant		alli.demas@gmail.com
11.	Hubert Escaith	Chief of Statistics Division	World Trade Organization	Hubert.Escaith@wto.org
12.	Allyson Francis	Trade in Services & Investment Specialist; EPA Unit	CARICOM Secretariat	sfrancis@caricom.org
13.	Ava-Gail Gardiner	Executive Secretary/Attorney at Law	Caribbean Audio Visual Network	agardiner@consultant.com
14.	Dr. Philomen Harrison	Head of Statistics Programme	CARICOM Secretariat	harrison@caricom.org
15.	Michael Hendrickson	Economic Affairs Officer	ECLAC Sub-regional Headquarters for the Caribbean	Michael.HENDRICKSON@eclac.org
16.	Vanus James	Professor	School for Graduate Studies and Research, University of West Indies	vanus.james@gmail.com

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	Name	Title	Organization	Contact Information
17.	Christopher Kalanje	Counsellor, Creative Industries Division	World Intellectual Property Organization	Christopher.Kalanje@wipo.int
18.	Minister Charlotte Tessa Mangal	Minister	Ministry of Commerce, Industry and Consumer Affairs, St Lucia	temangal@gosl.gov.lc
19.	McCarthy Marie	Chairman	Eastern Caribbean Collection Organization	mariem@cwdom.dm
20.	Neil Paul	Manager Research & Development & Coordinator Masters in International Trade Policy Programme (MITP)	University of West Indies	neil.paul@cavehill.uwi.edu
21.	Andy Pratt	Professor of Culture, Media and Economy Director, Culture, Media and Creative Industries Research	Kings College	andy.pratt@kcl.ac.uk
22.	Lorna Reid	Director-Administrative Statistics Division	Statistical Institute of Jamaica	lreid@statinja.gov.jm
23.	Minister Karl Samuda	Minister	Ministry of Industry, Investment and Commerce, Jamaica	ksamuda@miic.gov.jm
24.	Hugh Scheurman	Manager, Policy Outreach	Department of Canadian Heritage	gaetan.duguay@pch.gc.ca
25.	Rodinald Soomer	Head, Macroeconomic and Sectoral Policy Unit	OECS Secretariat	rsoomer@oecs.org
Other Participants				
26.	Andrene Collings	Trade Specialist	Ministry of Industry, Investment and Commerce, Jamaica	acollings@miic.gov.jm
27.	Carol Coy	Director-Economic Accounting Division	Statistical Institute of Jamaica	ccoy@statinja.gov.jm
28.	Riane De Haas	Deputy Programme Manager Culture	CARICOM Secretariat	rianehb@caricom.org
29.	Viviana Ditren	Manager-Statistics of Prices and Services	National Statistics Office, Dominican Republic	viviana.ditren@one.gob.do
30.	Agard Evans	Economist	Ministry of Finance, Economy, & Public Administration	aevans@foregin.gov.bb
31.	Margaret Frame	Statistician	Central Statistical Office, Grenada	roldaframe@yahoo.com

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	Name	Title	Organization	Contact Information
32.	Nerissa Gibson	Assistant Director	Department of Statistics of the Bahamas	nerissagibson@bahamas.gov.bs
33.	Elthia George	Statistician	Statistical Office-Central Planning Division, St Vincent and the Grenadines	elgeorge@gov.vc
34.	Ivon Eliana Gonzalez Perez	Analyst of Service Statistics	National Statistics Office-Dominican Republic	ivon.gonzalez@one.gob.do
35.	Merlin A. Gout	TRIPS lawyer	Ministry of Trade and Industry, Suriname	merlingout@gmail.com
36.	Michelle Henry	Research Officer	Ministry of Finance, the Economy & Public Administration, Antigua & Barbuda	nicolehenry2@gmail.com
37.	Majella Louis	Statistician III	Central Statistical Office, St. Lucia	majellalouis@hotmail.com
38.	Cora Lowe	Research and Communications Officer	Caribbean Export Development Agency	clowe@carib-export.com
39.	Jacklin Marroquin	Statistician-Economic Statistics Department	Statistical Institute of Belize	jmarroquin@statisticsbelize.org.bz
40.	Denneth Modeste	Senator	Ministry of Foreign Affairs, Environment, Foreign Trade and Export Development, Grenada	dmmodeste@gmail.com
41.	Ulrick Fils Moliere	Chef de Service des Comptes Nationaux	Institut Haitien de Statistique et d'informatique	umoliere@yahoo.fr
42.	Colin Murdoch	Permanent Secretary	Ministry of Finance, the Economy & Public Administration, Antigua & Barbuda	murdochcolin@hotmail.com
43.	Rene Ogaldez	Manager-Economics Statistics Department	Statistical Institute of Belize	rogaldez@statisticsbelize.org.bz
44.	Augustine Pascall	Statistical Officer	Central Statistical Office-Grenada	pasco007@hotmail.com
45.	Asha Richards	Project Coordinator	WIPO Project, Tobago	akrichar@hotmail.com
46.	Joshua Rudder	Manager, Documentation and	COTT/CCL	jrudder@cott.org.tt

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	Name	Title	Organization	Contact Information
		Distribution		
47.	Janelle Scantlebury	Statistician II	Barbados Statistical Service	jscantlebury@barstats.gov.bb
48.	Denise Sjahkit Wagiman	Deputy Head of National Accounts Statistics	General Bureau of Statistics-Suriname	denisesjahkit@yahoo.com
49.	Edwin St. Catherine	Director of Statistics	Central Statistical Office- St. Lucia	edwins@stats.gov.lc
50.	Craig Stedman	Statistician-Economics Unit	Central Statistical Office-Dominica	stedclyde@hotmail.com
51.	Lorna Stephens	Statistician, Economics Unit	Central Statistical Office-Dominica	lorna.prevost@gmail.com
52.	Andreas Talea	Manager, Economic Statistics Section	General Bureau of Statistics-Suriname	anrotalea@gmail.com
53.	Louise Tash	Senior Statistician	Statistical Office-Central Planning Division, St Vincent and the Grenadines	ltash@gov.vc
54.	Andreas Wickham	Permanent Secretary	Ministry of Foreign Affairs, Foreign Trade and Consumer Affairs, St Vincent and the Grenadines	awickham@gov.vc
55.	Corneil Williams	Social Statistics	Ministry of Sustainable Development, St Kitts	williamscor@gmail.com
56.	Marva Williams	Senior Statistician	Central Statistical Office, Trinidad and Tobago	marva.williams@statistics.gov.tt
57.	Shanell Williams	Statistician	Department of Statistics of Bahamas	shanellwilliams@bahamas.gov.bs
58.	Reginald Budhan	Permanent Secretary	Ministry of Industry, Investment & Commerce, Jamaica	rbudhan@miic.gov.jm