

**Closing Remarks by Hon. Charlotte Tessa Mangal  
Minister for Commerce, Industry and Consumer Affairs**

**ASSESSING THE ECONOMIC CONTRIBUTION AND PERFORMANCE OF  
CREATIVE INDUSTRIES TO NATIONAL ECONOMIES  
March 29-31, 2011, Saint Lucia**

Over the past three days we have been engaged in the important, necessary, and very taxing work of building the statistical framework; that will lead to a firmer understanding of the economic impact of the creative sector, in the OECS common market. Indeed, it has been a very enriching and enlightening experience participating in the various discussions and gaining the perspectives of the several presenters.

You have all contributed to the formalization and recognition, of a body of knowledge that has not been properly acknowledged in the past. Therefore, you can all consider yourselves pioneers in promoting a new paradigm for valuing the economic contribution of cultural and creative industries in the OECS.

In my opening remarks, I made reference to the work that has been undertaken in surveying the impact of copyright-based industries, in our sister CARICOM countries of Jamaica and Trinidad and Tobago.

We recognize the pioneering work to measure the contribution of the copyright industries which have been done initially by the WIPO and ITC, and specifically by Professor James in collaboration with the Jamaica Statistical Institute (STATIN). The WIPO and ITC Consultants have built upon this effort with the collaboration of our Central Statistical Office here in Saint Lucia, using the SUT framework for Saint Lucia's National Accounts.

Working with our statisticians, the consultants have come up with a basic outline of the process which will lead to the measurement of the copyright industries in Saint Lucia. Up to this point in the process therefore, we have some of the basic elements which will lead to the construction of a satellite account, to measure the contribution of the copyright industries to the GDP of Saint Lucia. However, more needs to be done to take this research forward, given the high impact it is likely to have on how policy is defined and pursued, in developing these industries in the future.

Specifically, we need to execute a direct sample survey of the copyright industries to fill out the items to be included in a satellite account of the copyright industries in Saint Lucia; thus building on the adaptation of the informal sector survey, completed here in Saint Lucia in 2008. This must be supplemented by expenditure surveys, the census and all other related data sources. Once this is done for Saint Lucia, a basis will be established for our consultants to come up with an OECS-wide estimate of the contribution of the copyright industries to the GDP of the OECS.

This will serve as a good platform for the continuation of the work in this area, in Trinidad. Also, since there is already high level government financial commitment by the Tobago House of Assembly (THA), Tobago specifically will be able to benefit from the OECS platform.

There is even now a real need to update the previous work performed in Jamaica, since there is now an updated SUT and improved data sources to now inform and measure in Jamaica. To achieve this, we will need the assistance and funding support of our partners the WIPO, the ITC, the EU and others. This is critical to help us establish the framework and structures, since this work will indeed impact policy implementation, not only in the OECS territories, but also in the wider Caribbean region.

I can therefore conclude that with the assistance and guidance of the WIPO and the other technical counterparts, the work that we have undertaken here in Saint Lucia, has advanced the process towards arriving at a common CARIFORUM understanding and approach, for the economic analysis of the Creative industries. This is a significant outcome.

I am also satisfied that this seminar has accomplished the other objectives that we set ourselves; namely:

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

Although this seminar should not be seen as complete, I have been significantly enlightened from my participation. I trust therefore, that the information and outcome of our deliberations will be conveyed with due urgency and dispatch, to all OECS policy makers; through the ongoing efforts of the OECS Secretariat and the national Statistical Departments; as well as the other participants and resource agencies.

I take this opportunity to thank the International Trade Centre, (ITC) and the World Intellectual Property Organization, (WIPO) for their timely assistance at this crucial juncture in our economic development. This seminar has certainly provided us with a tool box to enable us to move forward in the right direction, with credible statistics to guide our decisions.

I urge all the participants to apply the critical analytical skills and the approach that they have been exposed to, when they return to their respective countries and work environments. The creative industries have always been with us, in some aspects it depicts our very heritage and in some aspects it depicts our new and emerging cultural expressions. We are clearly dealing with a complex and dynamic sector and your collective expertise and efforts are required in order to realize its full potential.

That required collective focus is exemplified by the excellent coordinating role played by the OECS Secretariat in putting this exercise together; and ensuring that the OECS member states acquire the necessary skills and share a common understanding of this important sector. I also recognize the professionalism exemplified by the efficient use of time and energy at this seminar. All the presenters were on point, and were building daily towards the objectives.

If this sounds like a vote of thanks, that is indeed my intention.

To the participants from the other member states, particularly those visiting for the first time, I trust that you have made some space in your itinerary to enjoy some good Saint Lucian hospitality before returning to your countries.

Finally I wish to reassure the organizers that we in Saint Lucia and my Ministry in particular, will utilize the salient elements explained and discussed during this workshop, and translate them into working tools towards a new dispensation for creative industries. We will also continue to support the process at the national and regional levels. I am confident that with an integrated approach that involves both public and private sector participation, artistes, artists and administrators, the results will justify the contribution and support that you have provided.

Again I thank you, the organizers for your very timely intervention and we assure you that we will endeavour to apply in our practice, all the lessons that we have learnt from this seminar.