

World's Creative Industry Gets Headquarters in Brazil

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Over one hundred representatives from several countries are meeting from Monday-Wednesday (April 18 to April 20) in the city of Salvador, Northeast of Brazil, to talk about a world policy to promote the so-called creative industries.

They are industries of fashion, music, entertainment, and audiovisual, for example, and value creativity and culture in their production process.

According to the United Nations (UN), they represent approximately 7% of the world Gross Domestic Product (GDP) and, in 2005, will generate up to US\$ 1.3 trillion in the world.

The International Forum on Creative Industries is being promoted by the Ministry of Culture in partnership with the United Nations Conference on Trade and Development (UNCTAD).

During the meeting, the Creative Industries International Center with headquarters in Brazil will be launched.

A task force will be organized, next, with UN agencies and civil society organizations, to structure and implement sector's strategies.

Several Brazilian ministers participated in the event opening ceremony.

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