

**Speech Delivered at the Fourth Ministerial Forum on Cultural Cooperation  
between PR China and Central and Eastern European Countries  
by Mr. Paweł Lewandowski  
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Your Excellencies,  
Honourable Chairman,  
Honourable Delegates,  
Ladies and Gentlemen

It is my great satisfaction to participate in this Forum. I would like to thank You, Dear Minister, for hosting me and Polish delegation in North Macedonia.

Talking about culture and cultural exchanges among various regions, also among 17+1 format, we have to refer generally to human creativity and creative sectors, which are rooted in cultural diversity – the traditions and rich cultural heritage resources.

The phenomenon of globalisation that characterises the contemporary economic environment carries with particular challenges for culture and cultural industries. New communication technologies, digital convergence and the growth of global markets for cultural products have transformed the cultural industries from minor players to a central element in the new economy driven by creativity, innovation and access to knowledge. However, in the headlong rush to embrace the wealth creating potential of the creative economy, there is a danger that public policy loses sight of the cultural importance of the cultural industry. The cultural content of the goods has important policy relevance. Cultural policy then has the task of balancing these two roles of cultural industries. So, very often cultural, rather than economic

considerations are driving discussions about public policy interventions in this field.

It should be stressed that creative industries reflect the fundamental aspects of an economy, not only for the traditional factors of production but also for intangibles such as human capital, animated creative and innovative spirit of citizens and the infrastructure items of education system, development of information and communications technology (ICT), intellectual property regime of patents and copyrights, tourism and hospitality services and affordability of non-traditional tools of creativity.

Nonetheless, coming back strictly to the issue of the economic value of culture it is generally acknowledged that today the creative industries are among the most dynamic sectors of the world economy providing new opportunities for developing countries - countries in transition to leapfrog into emerging high-growth areas of the world economy.

International trade in creative industries showed sustained growth in the last decade proving that creative industries are vibrant sectors of the global economy. It was the only sector of economy which survived successfully the global crisis in 2008. It should be highlighted that creative industries employ mostly young people - they constitute 19,1 % of the workforce of this sector.<sup>1</sup> Increasing demographics, better access to ICTs and dynamic shifts to new lifestyles associated with creative products and services, makes trade in these sectors a promising avenue for future growth of the countries of Central and Eastern Europe and China.

Polish government recognizes the importance of creative sectors not only for the development of local economy, but also its social impact and development of cultural competencies. In 2016 the Strategy for Responsible

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<sup>1</sup> Creative Economy Outlook: Trends in international trade in creative industries, United Nations Conference on Trade and Development

Development was adopted. The Strategy includes so called “Package for Creatives” as a one of its strategic projects. Thanks to the Minister's Program under the heading “Development of Creative Sectors”, 232 innovative projects in the area of music, video games, design, the audio-visual industry and new media obtained financial assistance. In addition, by organizing cyclical events and conferences of creative sector such as Music Export Conference, Mastering the Game, Digital Cultures and Games for Impact – public awareness of the creative industries impact on the economic situation of Poland has increased.

Ministry of Culture and national Heritage pays special attention to the knowledge building and skills development for the creative sectors. Therefore each year Ministry organize Creativity Days, fully dedicated to creative industries, that have become an undertaking recognized both in the country and abroad.

This year's edition of the Creativity Days took place in four cities: Warsaw, Łódź, Kraków and Poznań and it included various events included two cyclic conferences: the fourth edition of the Music Export Conference dedicated to the issues of export and promotion of the Polish music market in the world, and the Mastering the Game conference, dedicated to the legal and business aspects of the home video game market and its creators.

Valuable networking meetings and evening showcases of young Polish artists-musicians have turned out to be the added value of the Creativity Days, while the Music Export Conference proved its quality by the large number of panels related to new technologies. Among the events in Warsaw there were meetings and discussions organized by the Creative Europe Programme Office during the Creative Europe Info Day. In addition, the Filinteractive festival taking place in Warsaw and Łódź joined the Creativity Days conference.

Apart from the past and ongoing successful projects, perspectives for further cooperation are bright and wide. There is much more we can achieve jointly with regard to cultural and creative sectors.

To sum up, I would like to remind you of what I mentioned during the last forum in Hangzhou in 2017 - it is time to work together and take advantage of our meeting at the Forum to establish solid and concrete grounds for exchange of experiences and good-practices in order to benefit together from investing in culture and cultural exchanges. We may discuss the following initiatives boosting the potential of the creative sectors in our regions:

- business development with start-up assistance and business incubators to help small-to-medium enterprises; workshops etc., for the development of entrepreneurial skills in creative business strategy, financial planning, marketing and others;
- exchanges of information concerning regulatory infrastructure: copyright law, antitrust legislation, regulation of competition etc.;
- innovation policy: systems of grants for research projects, public/private partnership in new businesses, facilitating knowledge of transfers e.g. business-to-business communication, establishing channels for the transfers of new knowledge from universities and research centres, use of investments incentives, also to stimulate the growth of creative clusters;
- creative product market development: encouraging establishment of industry advisory bodies, developing specific market segments such as e.g. cultural tourism;
- education and training: supporting exchange of artists and other creative workers to build the talents and skills;
- support toward exchange of creative contents among CEE countries and China, i.e. audiovisual, including gaming and music products, etc.

I would like to thank you again for the invitation and wish everybody successful talks and meetings.

