

**UNSD Regional Workshop on Travel and
International Tourism Consumption**

**Conclusions and Follow-up
to the 2012 WTO CARICOM
Workshop on Statistics of
International Trade in Services with a
special focus on
Creative Industries**

Roseau, Dominica 14-17 May 2013

Creative Industries are...

An opportunity for CARICOM countries to diversify the economy

How can we judge creative industries' potential
without data?

**Workshop on Statistics of International Trade in
Services with a special focus on Creative Industries
(UNSD, UNESCO, WIPO and WTO)**

- Countries were encouraged to **design a regional approach to measure and analyze activities in the creative industries sector** (incl. a **regional statistical framework**);
- the requirement is for developing industry statistics, product statistics, and international trade statistics.

As a prerequisite

Understand the challenges of collecting data for the creative sector

- confidentiality issues,
- informal sector activity (small units),
- reluctance of respondents,
- lack of copyright enforcement,
- social dimension attached to culture
(direct and indirect effect of economic performance),
- the capture of digitised trade, etc.

Statistical frames

- Adapt international statistical frameworks (BPM6, MSITS 2010 and IRTS 2008) in the context of the Caribbean experience to the creative sectors.
- Necessary to investigate what classification should be used.

1) Focus on MSITS 2010 recommendations:

- Implement BPM6 guidelines, in particular for services;
- Based on EBOPS 2010, compile detail where relevant (using CPC version 2 as guide), including information on trade flows by partner (bilateral, at least for the main ones). In this context, details for personal, cultural and recreational services are particularly important;

- To implement ISIC Rev.4;
- Develop full-fledged FDI statistics by activity and main partner;
- Develop FATS basic variables such as sales/output, employees, or number of enterprises;
- In the long-term:
 - full implementation of EBOPS 2010
 - FATS detail
 - trade between related parties
 - information on modes of supply and the number of persons moving under GATS mode 4.

2) Map the relevant BOP service items for more national detail on creative services, using the 2009 UNESCO framework and define what to measure

Necessity of regional coordination (CARICOM) for defining classifications for the Caribbean beyond international guidelines).

Resource agencies will assist in defining such a classification to:

- (i) ensure that such classifications can be comparable to eventual other classifications developed in other regions, and
- (ii) ensure compatibility with international recommendations.

3) Implementing the compilation of the EBOPS2010 complementary grouping "cultural transactions"

- Giving the importance of the provision of these services through mode 2 and mode 4, it is recommended to identify possibilities to use **tourism sources** for collecting relevant information.

An UNSD workshop on statistics on international trade in services with a special focus on tourism/travel will be following up this recommendation.

- Build appropriate business registers, based on lists from professional associations. Look into *additional sources* such as parish associations, big companies supporting cultural events, radio stations. Ensure the update and maintenance of registers or list of other sources.

- Exploit existing sources such establishment surveys by amending/adding questions that allow retrieving additional information on the establishments' activities.
- Draw on the experience of other organizations in compiling data used in the assessment of economic contribution of copyright-based industries in particular in Jamaica, Trinidad and Tobago and in the Member States of the OECS.

Coordination of activities on the statistical frame should take place at regional level, especially for FATS. There is a need to offer the possibility to gather information on regional head offices of multinational companies, aiming at a Caribbean business register.

Mode 4 (presence of natural persons) is an important component of trade in creative services.

First, it is important to fully implement the BPM6 category of personal, cultural and recreational services then to explore ways and means to identifying international transactions relating to mode 4 from mode 1 transactions (cross-border supply).

For mode 4, information on the number of persons crossing borders under GATS regimes are also needed. Sources such as those used for tourism should be explored. Other sources such as migration or labour statistics should also be explored.

A phased implementation and amendment of surveys taking into account human and technical resources is recommended.

Institutional arrangements

- To foster the exchange of information, it is recommended to implement an electronic forum of exchange.
- Improve communication and the exchange of information between different stakeholders including between industry and government but also within the government such as ministries, central banks, statistical offices, etc. In addition, where possible, countries/governments should exchange information with the objective to learn from each other and facilitate data sharing exercise.

Capacity training and building should be built in through long-term efforts. For example, the follow-up with the forthcoming UNSD workshop on statistics on international trade in services with a special focus on tourism/travel should carry the momentum.

Priorities need to be clarified by policy-makers. Human and technical resources need to be planned to guarantee the phased implementation of above recommendations. CARICOM as a regional body should coordinate.

There is a need for combining this development with a long-term strategy that is supported by regional and international institutions.

Summary of actions

Actions	Who	When
Map industry functioning	Caricom in co-operation with industry association	?
Business register	Member countries	2012/2013
Implement BPM6 with priority EBOPS items (personal, cultural and recreational services)	Member countries	2013/2014
Implement ISIC Rev.4	Member countries	2013/14
Develop FDI statistics	Member countries	2013/14
Compile Inward FATS basic variables	Member countries	2013/2014
Extend EBOPS/FATS compilation	Member countries	?
Develop regional classification for creative products	International organizations	2012
Implement EBOPS 2010 Memorandum item "cultural transactions"	Member countries	2014

Where are we now? What about implementation?

**Have you started collecting trade data
on cultural/creative services?**

Are you coordinating with CARICOM?

Did you set up an appropriate business register?