

# VIETNAM MARKET BRIEFING:

## CREATIVE INDUSTRY

---

### Background

Worldwide, creative industries contribute up to 10% of the global GDP and create a commercial value of about US\$592 billion dollars. But in Vietnam, according to unofficial statistics, this percentage figure stops at 3-5%—an extremely small number—but overall there are many bright spots.

As defined by the United Nations Conference on Trade and Development (UNCTAD), in Vietnam the following fifteen professions have are considered creative industries: designing and prototyping; graphic design; advertising and marketing; communications; newspapers and publishing; digital content; handicrafts; fashion design; art performance; music; game and software design; cinema and television; architecture; culinary arts; and creative consulting.

### Promising movement

British Council, in the effort to build up cultural friendship between UK and Vietnam, and also to enhance and promote the position of creative industry in the economic pie of Vietnam, has conducted a number of crucial campaigns.

In July 2014, six of the leading Vietnamese creative and cultural policy makers made a visit to the UK for a whistle stop tour in London and Liverpool of the UK creative industries, which has created a real opportunity for the government officials who will be involved in the implementation of the strategy to find out more about the UK sector. There has also been a strong commitment from Ministry of Culture, Sport and Tourism, Ministry of Science and Technology, Ministry of Construction, Hanoi Trade Promotion Centre, and People's Committees to optimize the creative economy's impact on social and economic growth.

### Opportunity

Chairman and Chief expert at KNV Expert Group, who is very enthusiastic about introducing the concept of creative industries to Vietnam, said that creative industries are relatively new, bringing along significant challenges and changes. Consequently, state-owned enterprises still do not choose to follow this industry. Large-scale private enterprises have also found no appeal in these industries, as they

remain small; and the rest—small businesses—are aware of their potential and are quite interested in creative industries, but they face difficulties due to their limited resources.

From all these things, it can be understood why the contribution of these industries to Vietnam's GDP is still so small.