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LIST OF PARTICIPANTS



Helga Flores Trejo

Principal Specialist at the Inter-American Development Bank (IDB)

Helga Flores Trejo is a Principal Specialist at the Inter-American Development Bank (IDB) and Team Leader for Cultural and Creative Industries. Previously, she was Head of External Relations for the Inter-American Investment Corporation (IIC). Prior to joining the IDB Group, she served as Executive Director of the Heinrich Böll Foundation, one of Germany's largest foundations, promoting transatlantic policy exchange. She has served as Chief of Staff for the Urban Development and European Affairs Minister the Government of the City of Hamburg, as a Senior Advisor for the Organization for Security and Cooperation in Europe, OSCE in Belgrade and as Advisor on Development policy and Latin America in the German Bundestag.

The IDB has supported more than 298 operations for over 1,6 billion USD, including loans and non-reimbursable funding for the "Orange Economy", the term used by IDB when talking about the CCI.

IDB's "Orange Economy" book, launched in 2013, was a milestone in the IDB's approach to the cultural sector. The IDB recognizes the immense potential that exists in leveraging creativity and talent for economic development and for improving lives. Just to name two of IDB supported CCI projects. In 2016 the IDB supported the collaborative project "Innovative Vouchers" for Uruguay, with 1 million USD to foster innovation and partnerships between the CCI and other sectors of the economy. This projects aims to link the CCI to knowledge and technology providers in Uruguay and increasing the number and scope of its clients. Likewise, the IDB is currently working with Panama in preparation of a major loan related to cultural heritage and the creative industries around them.



Emanuela Gregorio

Economist at the African Development Bank (AfDB)

Emanuela Gregorio is an economist and is currently working at the AfDB's Department of Gender, Women and Civil Society Organizations (CSOs) at the African Development Bank (AfDB) in Abidjan, Cote d'Ivoire. She is spearheading the Bank's engagement in the African creative industries through initiatives, such as the AfDB's Fashionomics Africa and AfDB's Food Cuisine Initiative. She gained professional experience in SME development in sectors such as agriculture, natural resource management, energy and women economic empowerment. She builds on her professional experience in the private sector, civil society organizations and with international organizations, such as the International Fund for Agricultural Development (IFAD) and the World Food Programme (WFP).

The African Development Bank (AfDB) approaches the challenge of women and youth unemployment, inter alia, by supporting MSMEs in the creative industry - such as fashion, food and

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film. By fostering value chain development, and in addition to using its traditional public and private sector financing instruments, the Bank is developing innovative and technology-driven tools such as Fashionomics Africa market place and the Africa Food Cuisine knowledge-sharing platform. The aim is to support the growth of MSMEs operating in these sectors to develop and grow their business. These interactive platforms will provide financial and non-financial support to entrepreneurs, with a focus on women and youth, to create and grow their businesses.



Rima Le Coguic

*Director at the Agence Française de
Développement (AFD)*

Rima Le Coguic is Director of the Energy and Digital Transitions / Cultural and Creatives Industries Department at the Agence Française de Développement (AFD). In this position, she is in charge of AFD's projects portfolio in these sectors. She previously held different position within AFD as head of the infrastructure division and as energy and infrastructure project manager. Mrs Le Coguic joined AFD in 2005. She previously occupied various positions in the Digital, telecom and energy sectors.

The French Development Agency is a key player in French development policy, working across various sectors - energy, health, biodiversity, water, digital and training. The French Development Agency has been entrusted with the task of developing a financial support scheme for cultural and creative industries in the Global South. CCIs have a potential for economic and social growth that remains to be unlocked and must incorporate a broader reflection on cross-cutting challenges to development. This is the challenge of this new mission given to AFD.



Friederike Kärcher

*Head of the Culture, Creative
Industries, Media and Sport
Division at the German Federal
Ministry for Economic Cooperation
and Development (BMZ)*

Friederike Kärcher is Head of the Culture, Creative Industries, Media and Sport Division at the German Federal Ministry for Economic Cooperation and Development (BMZ) and based in Berlin. Previously, she held various positions across the Ministry's areas of activity, among them as assistant to Minister Dr. Gerd Müller, as reference person for the G8-Africa partnership and as country manager for cooperation with Kosovo and Serbia. Prior to joining BMZ, she worked for the Permanent Mission of Germany to the United Nations in Geneva as well as for various international organizations (i.a. UNESCO, WTO and UNCTAD). She also completed extended field stays with GIZ (German International Cooperation) in Rwanda and Nepal, Her work focuses on the promotion of economic and employment opportunities in the culture and creative industries sectors in developing and transforming countries.

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The German development cooperation considers culture an essential component of sustainable development. Culture creates identity, strengthens social cohesion and integration, and constitutes an important economic factor. In order to tap the high potential of culture and the creative industries for value creation, income generation, and employment especially for the young and dynamic generation in Africa and the Middle East, the German Federal Ministry for Economic Cooperation and Development (BMZ) intends to launch a pilot project with various key partner countries in 2018. It also has established a new unit within the Ministry specifically towards this end. The creative industries reflects the working world of tomorrow: interconnectedness, digitalization, innovation. It transports the image of Africa as a continent of opportunity unlike any other sector. In addition, in the current political context of refuge and migration, culture offers an important pathway for integration. In summary, German development cooperation regards culture not only a relevant cross-cutting issue in development policy, but will establish it as a field for cooperation in its own right.