T20 Indonesia Summit 2022:

Book Launch on Creative Economy 2030: Imagining and Delivering a Robust, Creative, Inclusive, and Sustainable Recovery

NUISA DUA, BALI, 05 SEPTEMBER 2022. The authors of a new ADBI Press book explored how the Group of 20 (G20) and global partners could boost the post-COVID-19 creative economy during a launch, held alongside the Think20 (T20) Summit in Bali and virtually on 5 September.

Co-editors and a panel of authors of Creative Economy 2030: Imagining and Delivering a Robust, Creative, Inclusive, and Sustainable Recovery discussed the outlook for this emerging yet pandemic-hit sector, which broadly encompasses knowledge-based economic activities underpinning the creative and cultural industries and bridging art, culture, technology, and business.

Drawing upon cross-disciplinary perspectives and case studies, they explained the creative economy’s potential to build economic growth and opportunities for micro, small, and medium-sized enterprises and informal workers, particularly among women, youth, and the vulnerable in developing Asia.

The authors also described prospects for reinvigorating the creative economy after the COVID-19 pandemic, facilitated by the digital marketplace and helping to advance the United Nation’s 2030 Sustainable Development Goals. They went on to detail viable options for global action.

The discussion was followed by an audience question and answer session related to the book, which is co-produced by the Asian Development Bank Institute, Association of Southeast Asian Nations (ASEAN) Secretariat, University of Indonesia Institute for Economic and Social Research, Indian Council for Research on International Economic Relations (ICRIER), British Council, and T20 Indonesia.

To see the full coverage of the summit, please watch our recorded live stream on YouTube: https://www.youtube.com/c/T20Indonesia