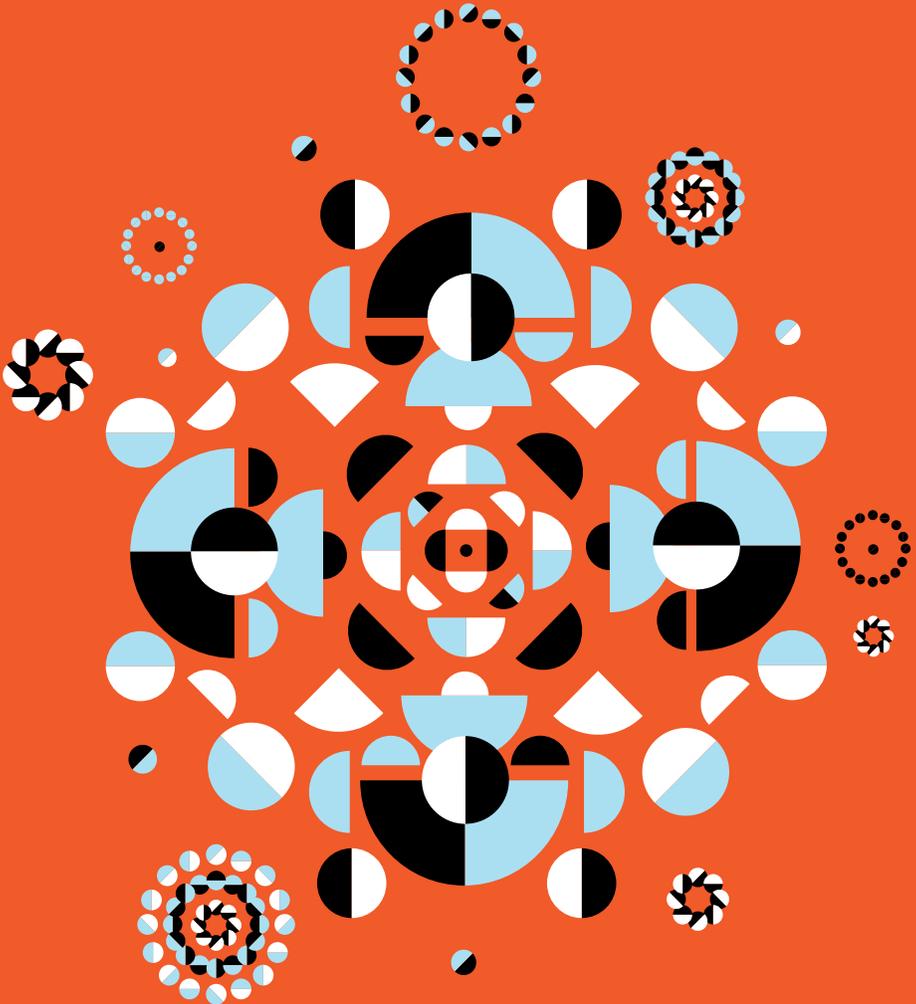


World Conference
on Creative Economy
6 - 8 November 2018
Bali Nusa Dua Convention Center



“I believe that the future of Indonesia will be dominated by the craft and creative industries. This is what I believe.”

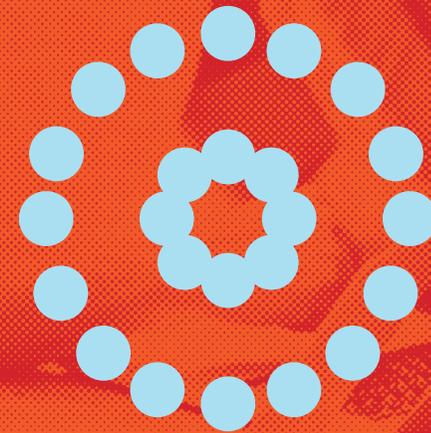
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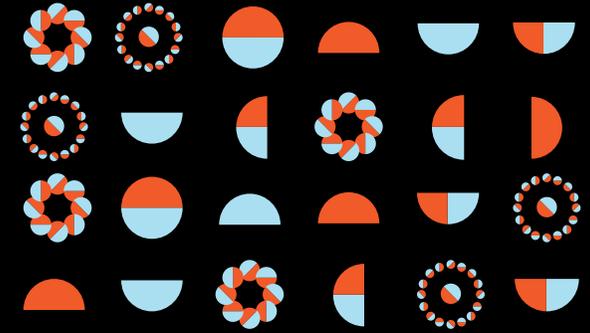
Joko Widodo
7th President of Indonesia

**Inclusively
Creative**

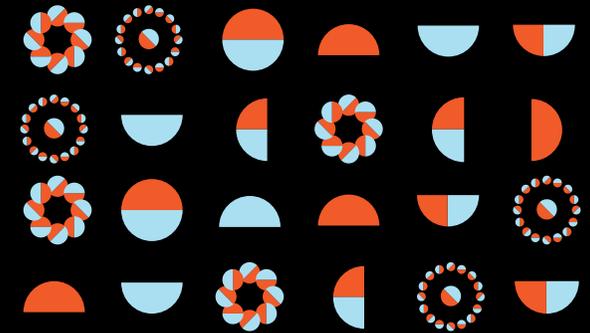
www.wcce.id

Creative Economy has brought a new era of Inclusive Business that provides equal opportunity to all stakeholders that bridges communication and understanding between countries and cultures. With the growth of technology and increasing incomes from emerging economies, it is apparent that the creative economy will become the future of the global economy.





Background



Inclusively Creative

The first ever 'World Conference on Creative Economy' (WCCE) will discuss the theme of "Inclusively Creative" which involves multi-stakeholders, consisting of representatives from governments, private sectors, think-tanks, civil society, international organizations, as well as media and experts the area.

"Inclusively Creative" derives from our belief that the creative industry has brought a new era of businesses. It is no longer exclusive for those with huge capital, but has established a level playing field for everyone to take part in the emerging economy. Geographical area also ceases to be a barrier, as the internet and other emerging technologies enable talents from all around the world to collaborate and work together.

This gives creative economy a unique position as a catalyst for communication and understanding to improve economic and cultural relations. By providing equal opportunity for everyone regardless of age, gender, background, and geographic location, creative economy will bridge cohesiveness across societies.

The Preparatory Meeting Towards World Conference on Creative Economy has declared Chair's Summary document containing five elements to be discussed at WCCE, they are:

> The Butterfly Effect: Social Impacts of Creative Economy (Social Cohesion)

This panel discussed how creative economy can provide equal opportunities for all, how cross-cultural exchanges through creative economy reinforce social cohesion that unites people, and how the internet of things (IoT), among contemporary digital changes, can help tear down barriers for entrepreneurship.

> Coming up with the Right Creative Regulations

The second panel focused on regulatory frameworks dedicated to creating an enabling environment for creative economy, protecting and promoting intellectual property, and supporting financing system..

> Making the Offer that Creative Industry Can't Refuse

The panel discussed the potential of untapped markets and effective marketing strategies.

> Taking the Creative Economy Ecosystem and Enterprises to New Height

The panel discussed the role of small and medium enterprises, including startups, in the development of creative economy. It identified their values, their constraints and the need to create enabling environment (such as through creative cities) and provide necessary support for the talents through trainings and capacity building.

> Outlining the Future of Creative Economy

Creative economy has brought a new era of inclusive business that provides equal opportunity to all stakeholders. It also bridges communication and understanding between countries and cultures. With the growth of technology and increasing incomes from emerging economies, it is apparent that the creative economy will become the future of the global economy.

Therefore, the stakeholders must prepare themselves to face the creative economy issues. Inclusive, open, and comprehensive, those who are present in the conference are expected to open the new and comprehensive resolution globally that related with creative economy.

Speakers

The key speakers at World Conference on Creative Economy are:



Prof. John Howkins

—
Author of “The Creative Economy: How People Make Money from Ideas”



H.E. Sri Mulyani Indrawati, Ph.D.

—
Minister of Finance of Indonesia



Bolanle Austen-Peters

—
CEO and Founder of Bolanle Austen-Peters Production



Le Kexi

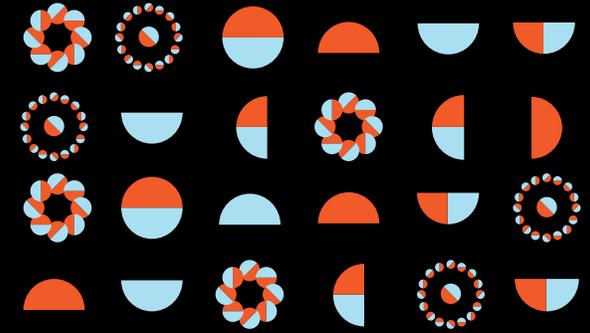
—
President of China Film Group Corporation



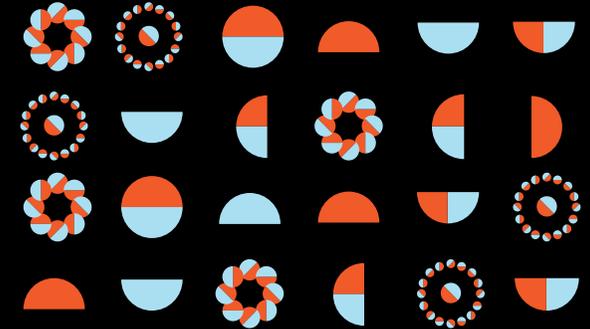
William Tanuwijaya

—
CEO and Founder of Tokopedia

More speakers to be announced, find the updated list on our page soon.

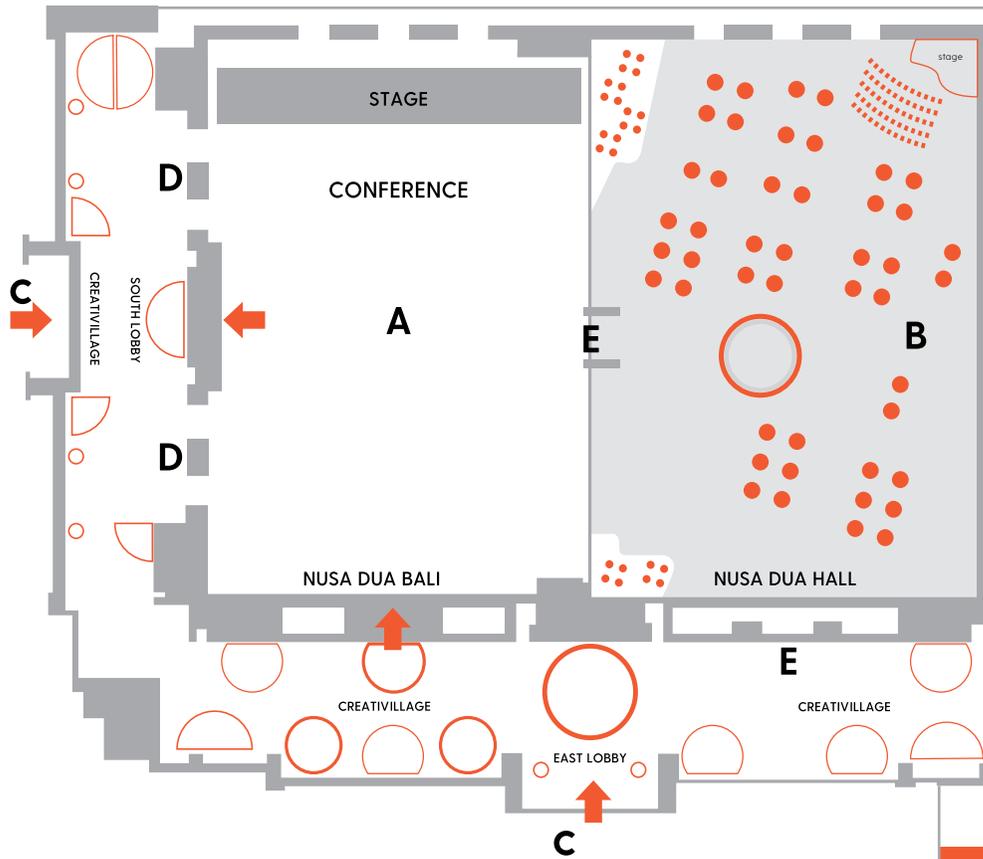


CreatiVillage

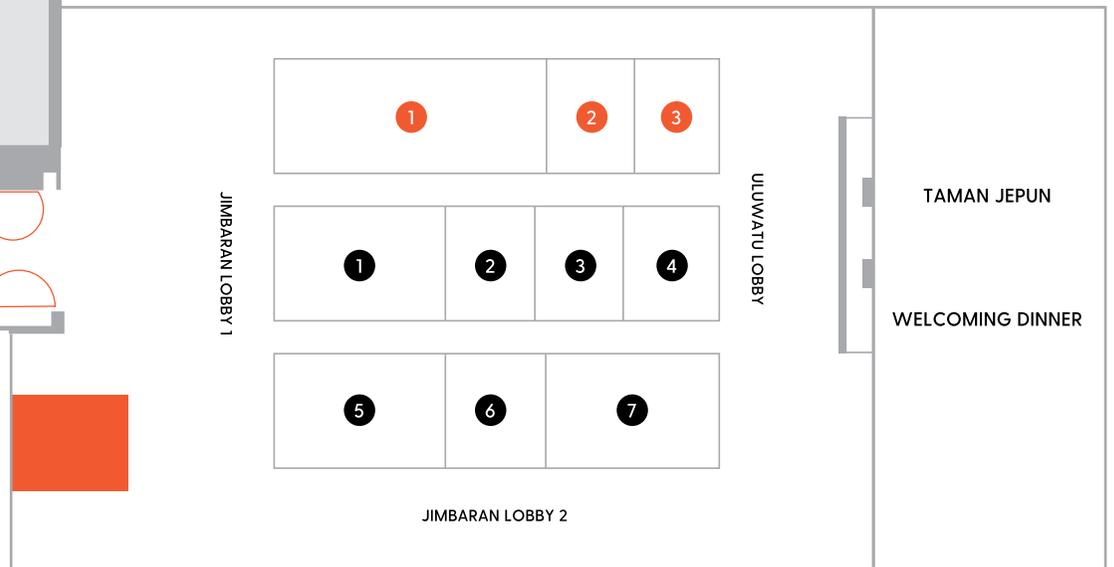


FLOOR PLAN

- A** Convention
- B** CreatiVillage
- C** Entrance to Building
- D** Entrance to Convention
- E** Entrance to CreatiVillage

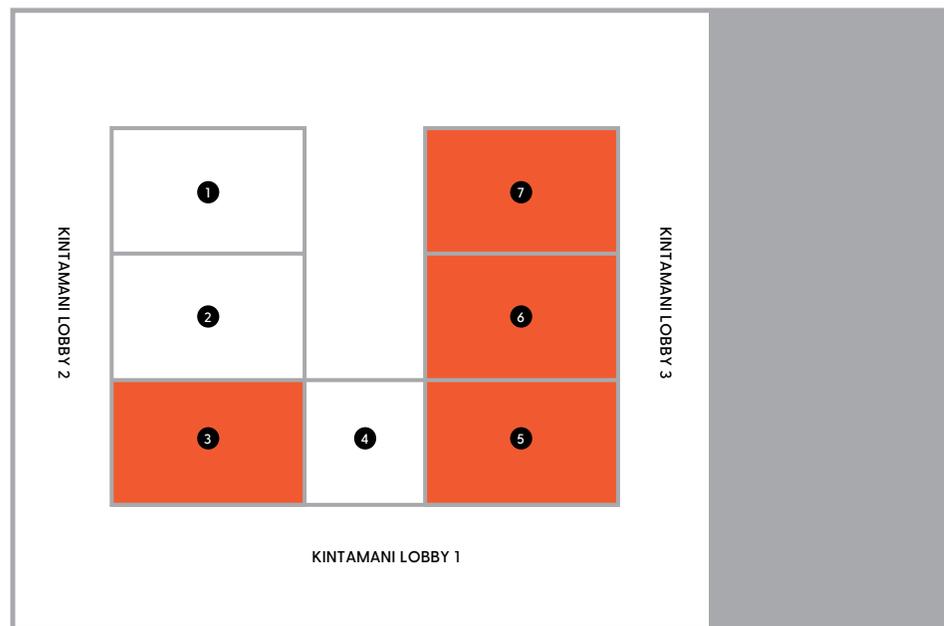


- 1** VVIP ROOM
- 2** TAMAN SARI 1
- 3** TAMAN SARI 2
- 1** ULUWATU 1
- 2** ULUWATU 2
- 3** ULUWATU 3
- 4** ULUWATU 4
- 1** ULUWATU 5
- 2** ULUWATU 6
- 3** ULUWATU 7



FLOOR PLAN

- 1 KINTAMANI 1
- 2 KINTAMANI 2
- 3 KINTAMANI 3
- 4 KINTAMANI 4
- 5 KINTAMANI 5
- 6 KINTAMANI 6
- 7 KINTAMANI 7



What We Offer

- > Two units of module (3x3 meters/module)
- > 3 hours of Meeting Room (100 pax)
- > Speakers Recommendation







The Preparatory Meeting Towards World Conference on Creative Economy

Bandung, 4 – 7 December 2017

In Bandung, Indonesia, December 5 th to 7 th 2017, over 100 representatives from the government, civil society, the private sector, think-tanks and academia, international organization as well as a number of media have responded to the invitation of BEKRAF, the Indonesian Agency for Creative Economy, to join the Preparatory Meeting for the World Conference on Creative Economy (WCCE). Through five panels, the participants and experts discussed the theme “Inclusively Creative” and the way forward to WCCE in Bali, 6-8 November 2018. The topic “In-

clusively Creative” reflects the current changes that the creative economy brings into the world economy as a driver for inclusive and equal opportunities. In times of environmental, social, demographic and urban transitions, the creative economy is a bridge for communication and understanding between countries and cultures. It connects urban, metropolitan and rural ecosystems. With the development of technology that provides increased revenue streams from emerging economies, creative economy belongs to the future of the global economy.

Kick Off Friends of Creative Economy towards WCCE 2018

Jakarta, 2 May 2018

The Kick Off Friends of Creative Economy 2nd Preparatory Meeting of the World Conference on Creative Economy was held by Indonesian Agency for Creative Economy and Ministry of Foreign Affairs from 2nd to 4th of May in Jakarta, Indonesia. The second preparatory meeting of WCCE, called ‘Friends of Creative Economy (FCE)’ was attended by over 50 representative from the government, international organization, private sector, and media. The friends of

creative economy is envisioned to be a group among nations that comprises government from around the globe, complemented by relevant International Organizations, and Non-State Actors, who share common views on the importance of the creative economy in achieving sustainable development.

There are four panels under the theme of ‘Inclusively Creative’: Social Impact, Regulation, Marketing, and Ecosystem.

Diamond Support

- Recognition as Diamond Partner on social media
- Acknowledgement in press conference and media coverage
- Premier placement of logo and recognition as sponsor on WCCE promotion material
- Logo placement on hanging banner display at Bali Ngurah Rai International Airport and along Nusa Dua bypass road
- Promotional event slot at CreatiVillage
- Promotional event slot in meeting room
- Two units space at CreatiVillage
- Front row seat at the conference
- Recognition as sponsor and logo placement on WCCE website
- Recognition as sponsor and logo placement on conference kit
- Sales kit and promotional brochure on conference kit
- Video bumper

Platinum Support

- Recognition as Platinum Partner on social media
- Acknowledgement in press conference and media coverage
- Premier placement of logo and recognition as sponsor on WCCE promotion material
- Logo placement on hanging banner display at Bali Ngurah Rai International Airport
- Promotional event slot at CreatiVillage
- One unit space at CreatiVillage
- Front row seat at the conference
- Recognition as sponsor and logo placement on WCCE website
- Recognition as sponsor and logo placement on conference kit
- Sales kit and promotional brochure on conference kit

Gold Support

- Recognition as Gold Partner on social media
- Acknowledgement in press conference and media coverage
- Premier placement of logo and recognition as sponsor on WCCE promotion material
- One unit space at CreatiVillage
- Recognition as sponsor and logo placement on WCCE website

Partnership Levels & Benefits

Recognition as Sponsor in Social Media Campaign and Promotion

Acknowledgement Listing in Press Conference and Media Promotion Coverage

Premier Placement of Logo and Recognition as Sponsor on WCCE's Banners, Backdrops, ID Badges, Posters, Booklet, and Committee's T-shirts

Hanging Banner (Context = Two Third Part for Event Information, and One Third Part for Logos or Recognition Sponsor)

Promotional Event Slot Allocation in CreatiVillage

Promotional Event Slot Allocation in Meeting Room (Duration = 2 Hours)

CreatiVillage Units Space* (1 unit = 3m x 3m)

Front Row Seat Slot on Conference

Recognition as sponsor and logo placement on WCCE's Website

Recognition as sponsor and logo placement on Conference Kit

Sales Kit and Promotional Brochure on Conference Kit

Video Bumper Promo

Diamond Support in Kind to Approx. 100,000 USD	Platinum Support in Kind to Approx. 75,000 USD	Gold Support in Kind to Approx. 50,000 USD
Diamond Partner	Platinum Partner	Gold Partner
Yes	Yes	Yes
Yes	Yes	Yes
Bali Ngurah Rai International Airport and Along Nusa Dua bypass road	Bali Ngurah Rai International Airport	-
Yes	Yes	-
Yes	-	-
2 Unit Space	1 Unit Space	1 Unit Space
Yes	Yes	-
Yes	Yes	Yes
Yes	Yes	-
Yes	Yes	-
Yes	-	-

* Partners will be charged for construction and design expenses. See section Look and Feel on page 17 for references.

About Bali



TIMEZONE

Bali, Indonesia
UTC / GMT +8

SUNRISE
At 06.00

SUNSET
At 18.44

Day Length
12 Hours 35 Minutes



WEATHER

Bali, Indonesia
27°C - 33°C

Mean temperature is 28°C
Temperature at night: 27°C

Bali is one of the 17,000 islands in the Indonesian archipelago and one of 33 provinces of the Republic of Indonesia. It's located at the western most end of the Lesser Sunda Islands, between Java to the west and Lombok to the east. Its capital, Denpasar, is located in the southern part of the island. Bali is a popular tourist destination, and world's top destination. Many International event was held every year in Bali such as ASEAN Summit, APEC 2013, and Miss World 2013.

Bali is part of the Coral Triangle, the area with the highest biodiversity of marine species. Balinese culture is strongly influenced by Indian, Chinese, and particularly Hindu culture. The southern beaches on the island have white sand, while northern and western beaches boast black sand, all of which are surrounded by coral reefs. Bali has four major lakes surrounded by rain forests. Mount Agung, the island's highest peak, is an active volcano that emits smoke and steam. The Hindu temple Besakih sits on the base of this mountain.

Agriculture remains an important part of Bali's economic life, exporting products such as coffee and rice. Tourism sector is the highest contribution support to Bali's economy. Bali also has adventure tourism, such as exploring rain forests, diving to coral reefs, boating or hiking the mountains. Cultural tourists visit temples, museums, palaces or small villages. Areas along the beaches and near major

cities offer nighttime entertainment, such as bars, restaurants and discotheques. Nusa Dua has sports facilities, shopping centers, and an international convention hall. Bali has more than 100 hotels, resorts and villas located along the beach or near the mountains.

World Conference on Creative Economy will be held at Bali Nusa Dua Convention Center (BNDCC) which is strategically located in the South East of Bali, 20 minutes away from the international airport. Nusa Dua is the premier resort in Bali. The vicinity has an excellent tourism infrastructure with more than 4000 available rooms of international 4 and 5- stars chain hotels, a close by 18-holes Golf & Country Club, Amphitheater, alongside luxurious shop, café and restaurants with a seamless wide sandy beach is located within walking distance.

- Nusa Dua Beach
- Geger Beach Nusa Dua
- Water blow
- Samuh Beach
- Bali National Golf Court
- Museum Pasifika Bali
- BIMC Hospital Nusa Dua
- Bali Collection
- Sogo Department Store
- Art Shops Mengiat Beach
- Puja Mandala

About BEKRAF

Indonesian Agency for Creative Economy

Creative economy has become one of the important pillars of Indonesia's economy, in less than three years, contributing up to 7.3 % of the country's GDP or Rp 852 trillion. According to the Indonesian Statistics Agency (BPS) data on creative economy in 2015, the Creative Economy has absorbed 15.9 million workers (13.90%) and has an export value of US\$ 19.4 Billion (12.88%).

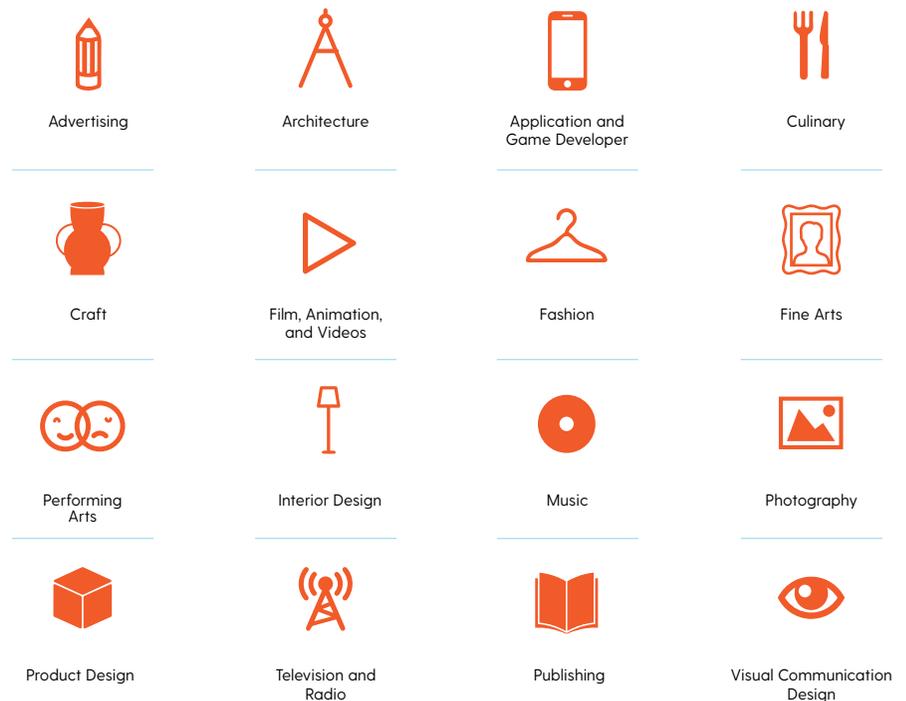
To realize these efforts, on January 20, 2015, through Presidential Regulation No. 6 of 2015 on Creative Economy, Indonesian President Joko Widodo established a new non-ministerial institution called the Indonesian Creative Economy Agency or commonly known as BEKRAF. This body is responsible for the development of creative economy in Indonesia. BEKRAF is in charge of assisting the president in formulating, defining, coordinating and synchronizing policies on creative economy.

The establishment of the Indonesian Agency for Creative Economy (BEKRAF) by the Indonesian President Joko Widodo is a testament to his commitment to explore untapped potentials in the industries. The agency is led by a Chairman, Vice-Chairman and six Deputies that reflects key components of the creative economy ecosystem which are the Deputy of Research, Education, and Development; Deputy of Access to Capital; Deputy of Infrastructure; Deputy of Marketing; Deputy of Intellectual Property Rights and Regulation Facilitation; and Deputy of Institutional and Regional Relations.

BEKRAF's vision is to develop Indonesia into one of the leading creative economic forces in the world by 2030. To achieve that vision, BEKRAF designed six major missions:

- > Unite all of Indonesia's assets and creative potential to achieve an independent creative economy.
- > Creating a conducive ecosystem for the development of creative industries.
- > Encourage innovation in the creative field that provides added value and competitiveness in the global economy.
- > Provide insight and appreciation of the community on all aspects related to the creative economy.
- > Increase awareness and appreciation of intellectual property rights, including legal protection for copyrights.
- > Design and implement specific strategies to place Indonesia on the world's map.

BEKRAF also specify that there are **16 sub-sectors** of the creative industries that are the main focus to be managed and developed. Each deputy then translates the vision and mission above through various programs in the context of the 16 sub-sectors. The establishment of BEKRAF is the government's optimism that the creative economy will surely become the backbone of the national economy. This is the beginning of a new milestone for Indonesia's creative economy.





ORGANIZED BY



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Inclusively Creative

WCCE



www.wcce.id