

UNITED ARAB EMIRATES  
MINISTRY OF CULTURE & YOUTH



# Cultural and Creative Industries Strategy 2021 - 2031

United Arab Emirates



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- CCI Definition

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# Cultural and Creative Industries in the United Arab Emirates

Alserkal Avenue



# UAE CCI Definition Statement

The UAE's CCI consist of **the ideation, creation, production, distribution, and dissemination of goods and services of creative expression and cultural preservation** that generate and sustain socio-economic impact.



*Louvre Abu Dhabi*



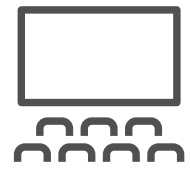
# Cultural and Creative Industries Sectors



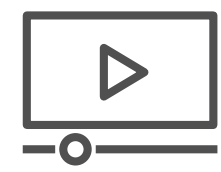
**Cultural and  
Natural Heritage**



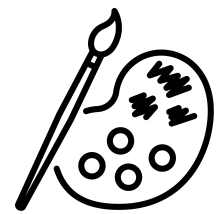
**Books  
and Press**



**Performing Arts  
and Celebration**



**Audiovisual and  
Interactive Media**



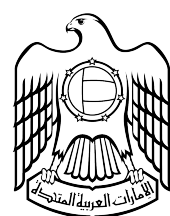
**Visual Arts  
and Crafts**



**Design and  
Creative Services**



Sharjah Art Foundation

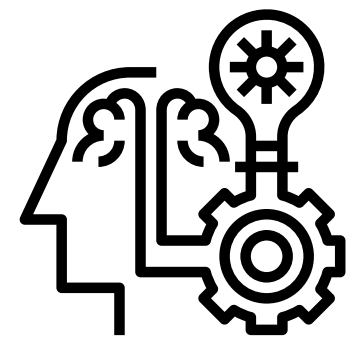


# UAE Cultural and Creative Industries

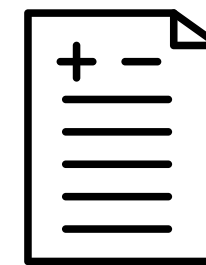
Sectors	Sub-sectors	Domains							
<b>Cultural and Natural Heritage</b>	Museums	Natural History Museums	Galleries	Science & technology museums	Other Museums				
	Archaeological & Historic Places	Historic sites and buildings	Cultural Landscape						
	Natural Heritage	National parks	Aquaria	Zoos and Reserves					
	Cultural Education	Music schools	Visual Art Academy	Performing Arts Schools	Architecture & Design Schools	Film and Media Academy			
	Intangible Cultural Heritage	Oral Tradition	Rituals	Social practices	Expressions & Languages	Translation & Interpretation	Islamic Heritage		
	Culinary Arts	Culinary Traditions	Culinary Education	Culinary Performances	Speciality Foods	Eating Establishments & Catering			
<b>Performing Arts and Celebration</b>	Performing Arts	Theater	Dance & Ballet	Musicals	Opera	Live performances			
	Music	Composition	Production & Recording	Distribution	Concerts & Tours				
	Festivals & Fairs	Festivals	Community Fairs						
<b>Visual Arts and Crafts</b>	Fine Arts	Paintings	Sculptures	Digital art	Engravings	Calligraphy			
	Photography	Commercial	Artistic	Photojournalist					
	Crafts	Glass	Paperwork	weaving	Handicrafts				
	Art Reproductions	Statuettes	Printing	Ornaments					
<b>Books and Press</b>	Books	Books	Audio and e- books	Publishing	Book fairs	Specialized/Thematic Stores			
	Newspaper & Magazine	Newspapers	Magazines	Journals & Periodicals	Printing	Digital Publishing			
	Library & Archives	Library management	Archives Storage & Distribution						
<b>Audiovisual and Interactive Media</b>	Film & Video	Pre-production	Production	Post Production	Distribution	Animation	Exhibition	Other specialized services	
	TV & Radio	Production	Broadcasting	Over the Top TV media					
	Interactive Media	Podcasting	Content creation		Distribution				
	Video games	Online games	Console games	Mobile gaming					
<b>Design and Creative Services</b>	Fashion	Fashion & Jewelry design	Production and distribution						
	Graphic Design	Graphic design	Production and distribution						
	Product Design	Industrial Design Services							
	Interior & Landscape Design	Interior Design	Landscape Planning						
	Architectural Services	Architectural consulting	Urban planning	Other Architecture					
	Advertising Services	Advertising	Marketing campaigns	PR and Communications	Media representation				
	IT & Software	Programming	Software publishing	Emerging Tech					



# Economic performance of the Cultural and Creative Industries in the UAE

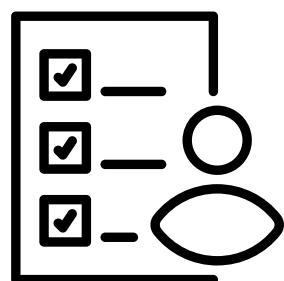


**It includes more than 25 Cultural and Creative sub-sectors** with direct economic outputs, and serves the policy of economic diversification directly and effectively.



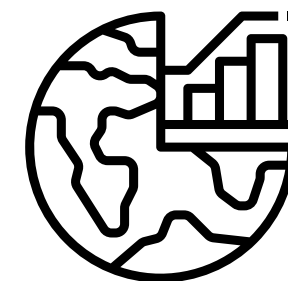
To compare: the contribution of the CCI sector is equaled to the contribution of the electricity and water sector, and **exceeded the contribution of the education and health services sectors.**

\*(Report of the Ministry of Economy for the year 2017)



**It is closely linked to the country's economic indicators**

- Ease of Doing Business Index
- Percentage of the contribution of small and medium-sized companies to the non-oil GDP
- Growth rate of non-oil GDP



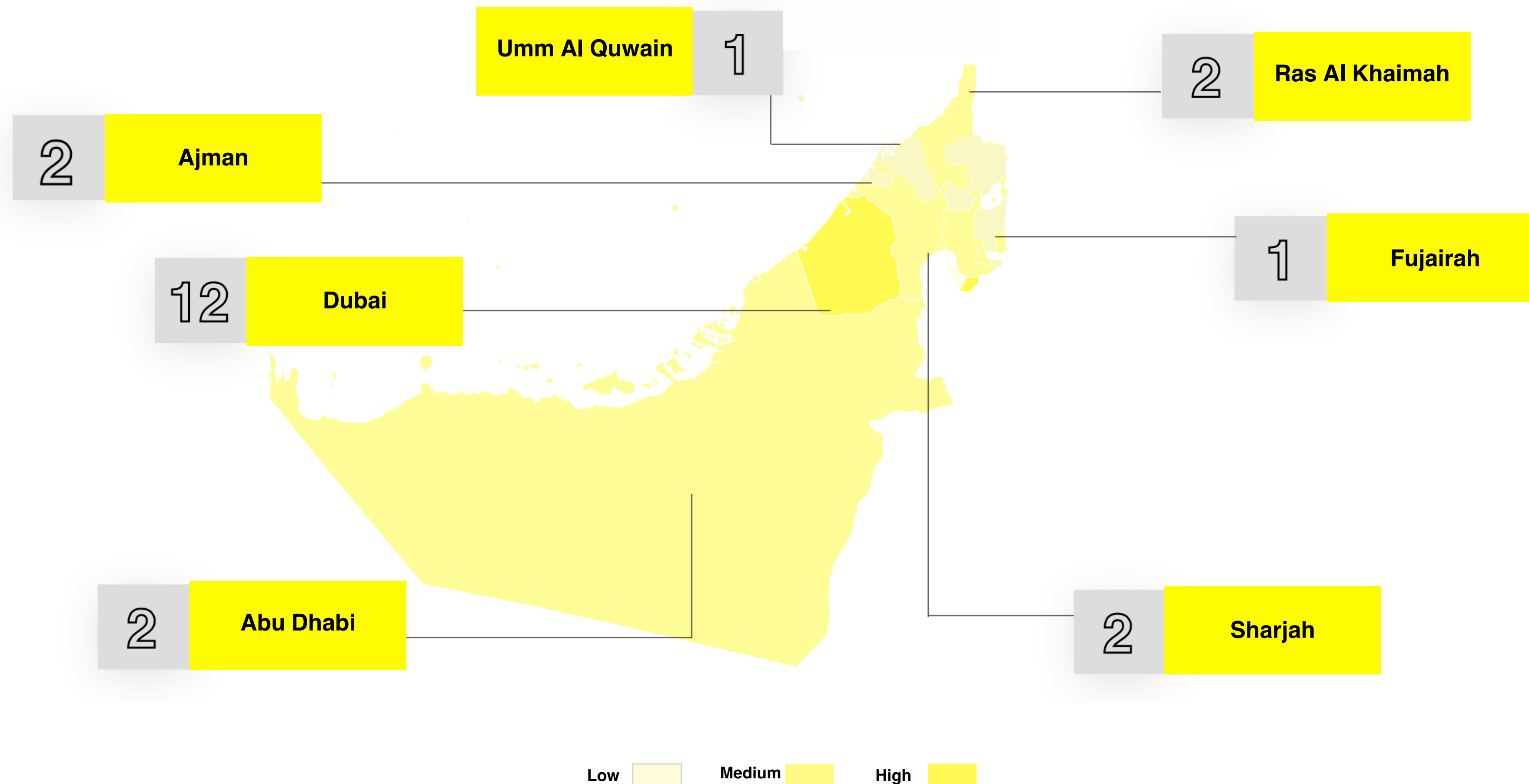
**According to 2018 figures, CCI contributed 2.9% to the GDP**

\*(Estimated percentage from the Federal Center for Statistics and Competitiveness)

- Number of companies operating in these industries from the private sector
- Number of students studying in majors related to cultural industries
- Number of graduates and their flow rate into the labor market
- Number of institutions and entities that provide jobs in this sector



## There are **22** Free Zones across the UAE that cater to the Cultural and Creative Industries



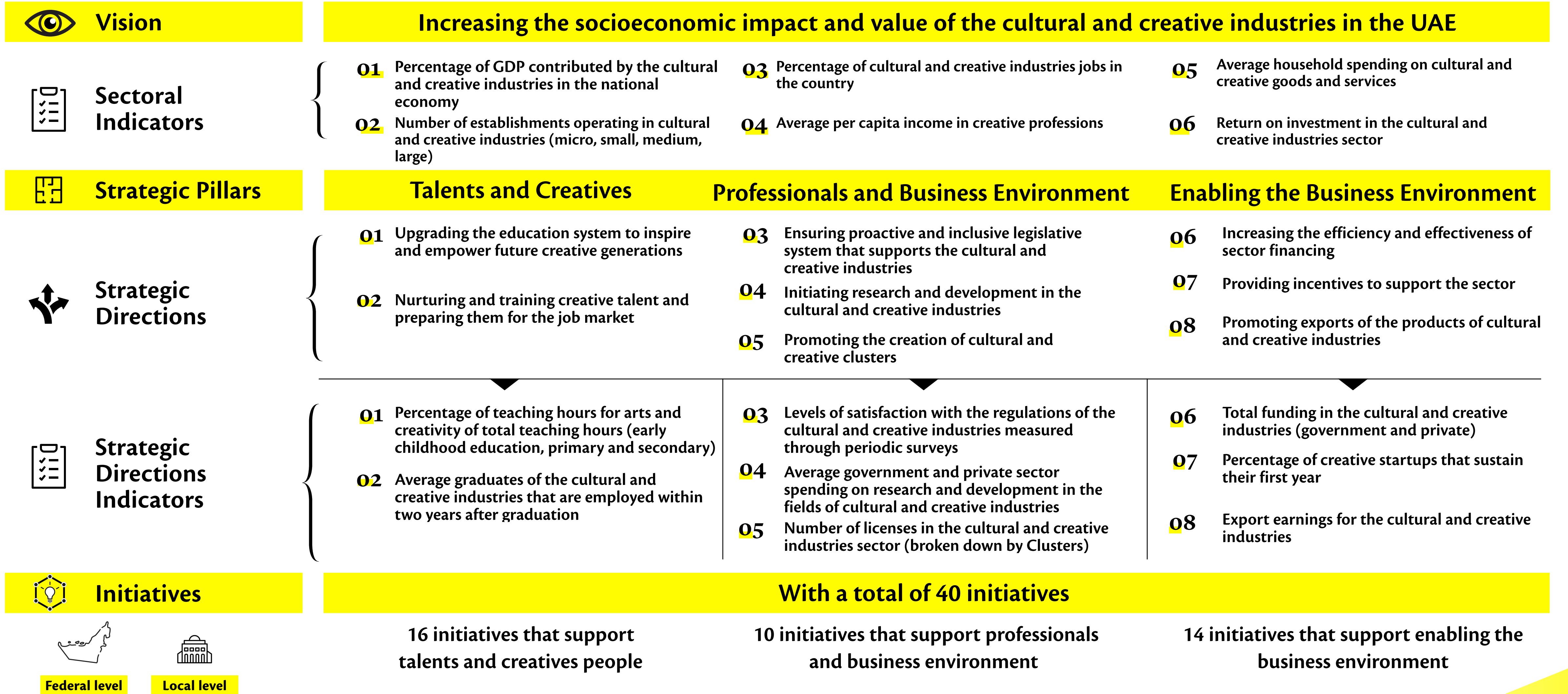




# Cultural and Creative Industries Strategy 2021 - 2031

Launch of UAE Cultural Agenda 2031

# General Framework for Strategy





# Key Partners at the Federal Level

For the Cultural and Creative Industries Strategy



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION



UNITED ARAB EMIRATES  
MINISTRY OF COMMUNITY DEVELOPMENT



المركز الاتحادي  
للتنافسية والإحصاء  
FEDERAL COMPETITIVENESS  
AND STATISTICS CENTRE



UNITED ARAB EMIRATES  
MINISTRY OF INDUSTRY  
& ADVANCED TECHNOLOGY



UNITED ARAB EMIRATES  
MINISTRY OF HUMAN RESOURCES  
& EMIRATISATION



# Key Partners at the Local Level

For the Cultural and Creative Industries Strategy



دائرة الثقافة والسياحة  
DEPARTMENT OF CULTURE  
AND TOURISM

دبي  
للثقافة Culture



دائرة الثقافة  
Department of Culture

دائرة التنمية السياحية  
Department of Tourism Development

حكومة عجمان  
Government of Ajman

حكومة أم القيوين  
GOVERNMENT OF UMM ALQUWAIN

دائرة السياحة والآثار  
DEPARTMENT OF TOURISM AND ARCHAEOLOGY



دائرة الآثار والمتاحف  
Department of Antiquities and Museums



هيئة الفجيرة للثقافة والإعلام  
FUJAIRAH CULTURE & MEDIA AUTHORITY



UNITED ARAB EMIRATES  
MINISTRY OF CULTURE & YOUTH

**Thank you**