



EMBASSY OF THE REPUBLIC OF INDONESIA
AMMAN

Amman, 24 September 2022

No.: 00603/IE-AMM/IX/2022

Mr. Nidal Bitar

Chief Executive Officer
Information and Communications Technology
Association - Jordan

Dear Mr. Bitar,

I hope that this letter finds you in good health.

I have the honour to inform you that the Government of Indonesia will hold the 3rd World Conference on Creative Economy (WCCE) on 5-7 October 2022 in Bali, Indonesia. The WCCE will be held in a hybrid format, meaning that some participants will attend the conference in-person, and some other will be able to attend virtually.

The WCCE seek to facilitate an exchange of views on how to develop the creative economy sector to contribute to the post-pandemic recovery efforts as well as re-energizing the delivery of the sustainable development goals. There will be four main activities in the WCCE: i) Ministerial Meeting; ii) Panel and Spotlight Session; iii) Friends of Creative Economy Meeting; and iv) WCCE Expo.

In this regard, Indonesia is inviting int@j and its members to participate in the WCCE. We believe that your participation will provide insights valuable to the discussion and development of the creative economy sector.

Please find attached, an open invitation letter from the Minister of Tourism and Creative Economy of the Republic of Indonesia, as well as Concept Note, Tentative Agenda, and Administrative Arrangements of the conference.

Further information and registration for the event could be accessed through the event's official website, <https://wcce.id/>.

Please accept, Mr. Bitar, the assurances of my highest esteem.

For the Ambassador,



Muhammad Hartantyo
Head of Socio-Cultural Affairs



**MINISTER OF TOURISM AND CREATIVE ECONOMY /
HEAD OF TOURISM AND CREATIVE ECONOMY AGENCY
REPUBLIC OF INDONESIA**

Jakarta, 12 September 2022

Ref. number : B/77/180/SD.03.03/MK/202
Subject : Invitation to the 3rd World Conference on Creative Economy

Dear Madam/Sir,

I have the honour to extend a warm invitation to you to the **3rd World Conference on Creative Economy (WCCE)** from 5 to 7 October 2022 in a hybrid format in Bali, Indonesia, under the theme "Inclusively Creative: A Global Recovery."

Indonesia believes that, in the midst of global crisis we all face today, the creative economy could contribute to re-energizing the delivery of the sustainable development goals. In that regard, the 3rd WCCE will facilitate exchange of views on how to develop the creative economy sector. Indonesia would like to call for global action and cooperation on integrating the creative economy into national and international post-pandemic recovery strategies.

The 3rd WCCE will facilitate exchange of views through four main activities: i) Ministerial Meeting, ii) Panel and Spotlight Session, iii) Friends of Creative Economy Meeting, and iii) WCCE Expo.

In this regard, I am honored to kindly invite you to participate in the 3rd WCCE, either physical or virtual participation.

Indonesia believes that your participation will provide valuable insights that strengthen collaborative efforts to elevate the creative economy on the global economic recovery and development agenda.

Please kindly find the enclosed detail information regarding the 3rd WCCE for your further reference.

Both physical and virtual participation should be communicated to the Committee through the registration form on the event's official website <https://wcce.id/>.

Thank you in advance for your consideration, and we very much look forward to hearing from you.

Please accept, Excellency, the assurances of my highest consideration.



Sandiaga Salahuddin Uno
Minister of Tourism and Creative Economy/
Head of Tourism and Creative Economy Agency

Contacts: wcce@kemenparekraf.go.id



The 3rd World Conference on Creative Economy

5 – 7 October 2022,

**In a Hybrid Format at Bali International Conference Center,
Bali, Indonesia**

CONCEPT NOTE

Introduction

The creative economy mainstreaming issues have grown vibrantly in recent years. The creative economy has become the fastest growing sector in the world. Around the world, there is a widespread trend of shifting the global economy from natural resources-based to human resources-based growth, which significantly relies on creativity and innovation.

The great potential of creative economy has inspired Indonesia to work to elevating it into world economic and development agenda. In 2018, Indonesia has taken its lead to bring the issue into a global spotlight, by initiating the World Conference on Creative Economy (WCCE). The WCCE was established under the 1.5 track diplomacy, combining the dynamics of governmental policymaking, with the expertise of non-governmental sectors. The WCCE aimed to accommodate the voices of all creative “pentahelix” actors/institutions, ranging from (i) government/policymakers/international organizations, (ii) academics, (iii) business entities, (iv) communities, and (v) media, which shaped the creative economy policies and conversation.

The first WCCE produced the 21 pathways for creative economy development called the “Bali Agenda for Creative Economy”. The Bali Agenda has positively contributed to shaping the global conversation by increasing interest and attention of countries, international organizations, and creatives all across the globe on the creative economy. This has proven by the adoption of an UN GA Resolution which declared the year of 2021 as the International Year of Creative Economy for Sustainable Development. To follow up the Bali Agenda, Indonesia established the Global Center of Excellence and International Cooperation for Creative Economy (G-CINC) as a global hub for capacity building and exchange of experiences in the development of creative economy.

Year 2021 witnessed the outreach of the WCCE to other part of the globe, as its second edition was held in Dubai, the United Arab Emirates. The WCCE 2021 Dubai observed the declaration of WCCE 2021 Agenda, which comprised of 21 points, covering various subjects of the creative economy, among other, economic benefits, the role of youth, ecosystem, and international efforts, as well as the agenda of the next edition of WCCE.

Rationale for hosting the 3rd WCCE

Notwithstanding this broad recognition of the creative economy, this sector still faces numerous challenges, for example, how to make the creative economy more impactful on SDGs, how to enhance its access to international markets, and how to enhance competitiveness through the intellectual property.

To answer such questions, we need to conduct an exhaustive review of the current state of creative economy, exchange views and formulate policy recommendations to enhance the capacity of creative economy and make it more impactful to global macroeconomic growth. It is essential to work together to elevate the creative economy to the next level by strengthening institutions and regulations, developing credible support schemes and pursuing effective policies.

In that regard, Indonesia would like to extend an idea of hosting the Third World Conference on Creative Economy (3rd WCCE) in Bali, Indonesia, from 5 to 7 October 2022. The 3rd WCCE aims to facilitate exchange of views and experiences in fostering global cooperation and collaboration on the creative economy.

The 3rd WCCE is a part of the growing global narrative on the creative economy happening across the globe, ranging from the “orange economy” in Latin America to cultural economy in other parts of the world. For Indonesia, the 3rd WCCE strategically coincides with the G20 Presidency. This momentum presents a great opportunity to continue the enhancement of creative economy, including the possibility of formulating a global set of action, in these trying times.

Previous G20 Presidencies put the creative economy on the agenda. The Saudi Arabia G20 Presidency in 2020 discussed and recognized the growing contribution of culture to the global economy. Culture industries were also firmly on the agenda at the Italy G20 Presidency in 2021, at which several important decisions related to creative economy were adopted, such as digital literacy (including youth and future of works, technology infrastructure) and inclusivity (including culture-based economy, inclusive economy, human-centred recovery).

The Indonesia G20 Presidency this year includes the discussion on creative economy in several platforms, such as the G20 Tourism Working Group (TWG) and the U20. Under the subtheme of “Innovation, Digitalization, and Creative Economy” in the TWG, the G20 discusses the creative economy as a part of a global recovery. Considering the huge potential of creative economy, Indonesia believe that the creative economy needs to be recognized as a means for global economic progression, as well a contemporary option for developing countries to recultivate their economic practices, which are relied upon the non-renewable-based economy.

The 3rd WCCE intends to help reshaping the agenda and conversation of global creative economy which was impacted heavily for the past two years. The WCCE would invite policymakers, creators, businesses, and relevant stakeholders to discuss, connect the dots, solve puzzles and mobilize resources to better develop, promote and elevate the creative economy.

Theme of the WCCE 2022: “Inclusively Creative: A Global Recovery”

Holding the 3rd WCCE is even more relevant in the midst of the current global economic recovery from the COVID-19 pandemic. As the world is racing towards recovery, we have to grab a chance to elevate the creative economy on the global economic agenda, as well as to enhance its significance and effectiveness in delivering inclusive and sustainable growth.

1. Before the pandemic, creative economy was a rapidly rising sector of the global economy, with promising growth perspectives, especially in emerging regions and markets. In Indonesia, for example, the sector was always contributing more than 7% to the national GDP.
2. Since the Covid-19 pandemic outbreak, creative economic sectors, at the crossroads of arts, culture, business and technology, have been hit disproportionately hard, especially in developing countries.
3. Despite these challenges, the creative economy sector displayed agility, resilience, as well as capacity for self-transformation and reinvention. This is proven by the exponential growth of some subsectors of the creative economy whose production are based on digital contents, e-commerce utilization and gaming consumption.

4. For creative economy to contribute to just and inclusive recovery, pre-crisis imbalances and needs for consolidation at macroeconomic level have to be addressed, including with regards to the trade and digital economy nexus (creative economy and the fourth industrial revolution), jobs and future of work support to MSMEs in regional and global COVID-19 recovery frameworks.
5. Rebuilding the creative economy should be placed within the context of the global economic recovery and in line with efforts to achieve the UN Sustainable Development Goals 2030 Agenda.

Acknowledging these aforementioned considerations, the 3rd WCCE will be held under the theme of **“Inclusively Creative: A Global Recovery.”**

Under this theme, the WCCE has a particular vision and ambition to build a common understanding of integrating the creative economy into national and international post-pandemic recovery strategies.

Objectives

By working under that main theme, the 3rd WCCE has some fundamental objectives:

1. Promoting the potentials of creative economy as a sector that answers to the SDG challenges in post Covid-19 recovery, particularly its implementation in the Global South: informal economy within the creative industries and creative economy ecosystem, opportunity for youth and IT, resilient cities, future jobs.
2. Consolidating the mainstreaming of creative economy for concrete impacts at the global level.
3. Exploring and formulating policy options to develop creative economy that takes into account disruptions related to the pandemic, as well as food, fuel and financial crises which have effect on the livelihood of the world majority at an accelerated pace.
4. Accentuating the importance of creativity as means for an inclusive and sustainable economy and putting focus on informal and knowledge-based economy as a resilient, modern option compared to the resources-based economy.
5. Enhancing international cooperation on the development and promotion of creative economy and bringing out recommendations to the G20 Leaders

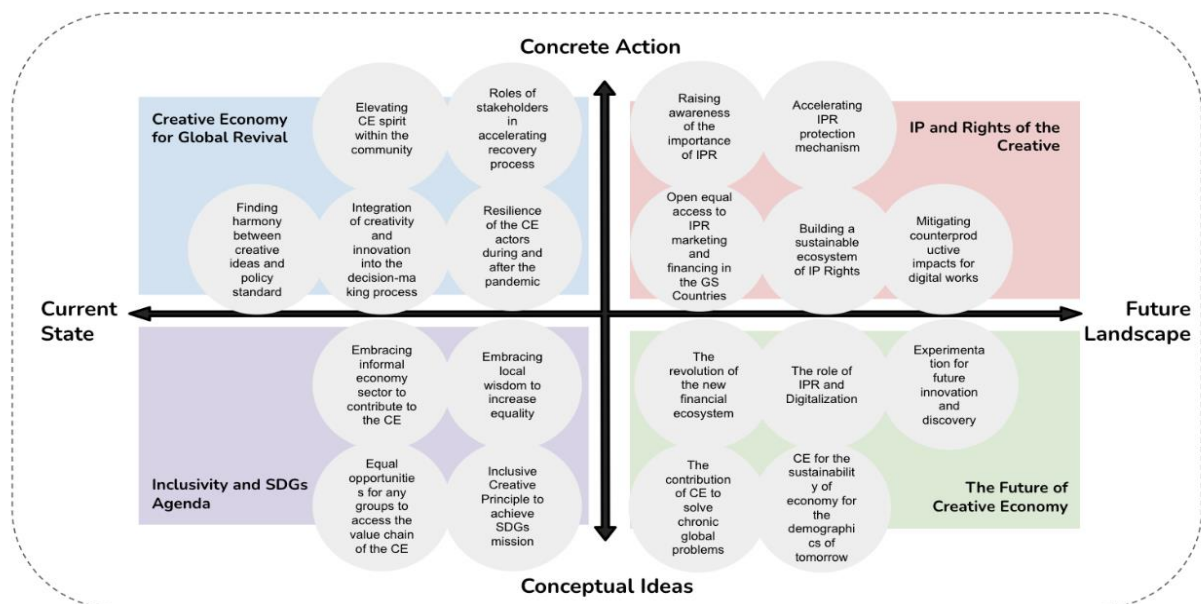
Sub-themes

The main theme of WCCE 2022 consists of four sub-themes (Fig.1.), as follows:

1. Creative Economy for Global Recovery
2. Inclusivity and SDGs Agenda
3. IP and Rights of Creative Economy Stakeholders
4. The Future of Creative Economy

In a theoretical framework, each sub-theme is placed on the x and y-axis; the x-axis positions the sub-themes that are relevant with the current state or the future landscape, and the y-axis positions the sub-themes that are explored thoroughly from the conceptual idea to the possibility to conduct a concrete action.

In the sub-theme of **Creative Economy for Global Recovery**, various experts, from policymakers to activists are invited to explore the issues of the decision-making process to produce multiple policies and other initiatives in the creative economy sector that directly impact the global economic recovery process. Some topics that will be discussed include the efforts to increase the spirit of the creative economy in the community, the role of stakeholders in carrying out economic recovery, seeking a balance between creative ideas and policy standards, as well as efforts to integrate creativity and innovation in the decision-making process. In this sub-theme, the idea of global revival will be centered on the contribution of creativity as part of the policy-making; thus, we are also expecting talks and sharing perspective on this creative process.



Inclusively Creative: A Global Recovery

Fig. 1. Topics scope for each sub-theme quadrant. Each quadrant contains a scope of topics within its spectrum.

The sub-theme of **IP and Rights of the Creative Economy Stakeholders** looks into the efforts to promote IP Protection in the Creative Economy, discusses the raising issues of protecting digital works, and looks further into the impact of the intellectual property that can protect the ecosystem of the Creative Economy. Several of the topics that will be explored further are how to accelerate the IPR Protection mechanism, provide equitable access to financing and marketing for the creative economy actors in Global South countries, build a sustainable IP ecosystem, as well as to formulate the mitigation to respond to the negative impacts for creative actors in the midst of the emerging of the digital technology.

The sub-theme of **Inclusivity and SDGs Agenda** revisits the principle of “inclusively creative” that can contribute to the SDGs agenda. Speakers in this subtheme will explore the opportunities for the Creative Economy sector to be a solution for global issues, based on the collaboration between creative approaches and the local wisdoms in different regions. Several topics will be further discussed, such as the efforts to harmonize the potential of the informal economy in the development of the creative

economy, as well as how to learn and embrace the local wisdom to increase equality in every aspect of the creative economy ecosystem.

In the sub-theme of the **Future of Creative Economy**, scenarios of the world in the next 10 to 50 years are imagined and projected, where creativity contributes to the significant changes. The importance of the Creative Economy's position in maintaining global sustainability will also be included in the dialogue. Speakers will discuss the contribution of the Creative Economy in solving chronic global problems, the potential of the Creative Economy for the future demographic, the creative and innovative thinking in facing the revolution of the financial ecosystem, as well as finding new ways of conducting creative experiments to produce innovations and discoveries.

Expected Output & Outcome

The 3rd WCCE expects to cover a wide range of issues related to the creative economy under the main theme and four subthemes.

Through dialogue, deliberation, and exchange of views, the Conference intends to adopt a document called "Creative Economy Roadmap for Global Recovery." Such joint declaration could become a reference for governments and other stakeholders to accentuate the creative economy and unleash its potential for inclusive and sustainable development.

For delegates and participants, the 3rd WCCE will become a great venue for exploring and pursuing cooperation and collaboration which serve their best interests, such as business deals, networking, and Memorandum of Understandings/Agreements on certain cooperation.

The three-day event will be concluded with a joint closing statement by Vice Minister of Tourism and Creative Economy and Vice Minister of Foreign Affairs of the Republic of Indonesia.

Date and Place

The 3rd WCCE will be held in a hybrid format - physical and virtual - for 3 (three) days at Bali International Convention Center (BICC), Nusa Dua area, Bali Province, Indonesia, from 5 to 7 October 2022.

Participants

The 3rd WCCE intends to provide a unique opportunity for participants from various backgrounds – government, policymakers, representatives of international organizations, business sectors, academics, commodities, media and creative economy actors/entrepreneurs - from all around the world to gather, interact and explore ways to advance the creative economy sector, establish concrete economic cooperation and expand their business networks.



The 3rd World Conference on Creative Economy
5 – 7 October 2022,
In a Hybrid Format at Bali International Conference Center,
Bali, Indonesia

TENTATIVE AGENDA



The 3rd WCCE will consist of (i) **Panel and Spotlight Sessions**, (ii) **Ministerial Meeting**, (iii) **Friends of Creative Economy (FCE) Meeting**, and (iv) WCCE Expo.

The **Panel and Spotlight Sessions** is WCCE's main event. It is open to all participants. Speakers from various backgrounds will share their views and perspectives, in line with four subthemes. President of Indonesia H.E. Joko Widodo is scheduled to deliver key remarks. During the **Panel Session**, speakers who lead the sessions will deliver narrations and presentations as part of panel discussion guided by moderator. Whereas, during the **Spotlight session**, speakers will deliver narrations and presentations in TED Talk Style.

The **Ministerial Meeting** will be attended by Ministers/Vice Ministers/High-level officials of participating countries. The Meeting will facilitate each country's experiences and views in developing the creative economy, and way forward in enhancing international cooperation and partnerships on creative economy. In the conclusion of the Meeting, Ministers are expected to adopt the "Creative Economy Roadmap for Global Recovery."

The **FCE Meeting** will be held on Day One of the WCCE as a senior official and multi-stakeholder forum to discuss a wide range of issues related to the creative economy and the creative economy roadmap for global recovery. The FCE will recommend policy options to be considered and adopted by the Ministerial Meeting.

The **WCCE Expo** is a platform for countries/institutions/communities/business sectors to showcase their creative economy works, best practices and achievements based on the sub-themes of the 3rd WCCE. It will consist of around 30 booths, each of which sizes 3 x 3 meters, and free of charge for booth slot and partition.

TENTATIVE AGENDA WORLD CONFERENCE ON CREATIVE ECONOMY (WCCE) 2022 BALI, 5 – 7 OCTOBER 2022

Day One – 5 OCTOBER 2022 - Friends of Creative Economy (FCE) Meeting

Nusantara Room, BICC

Time	Programme
10.00 – 10.10	Opening remarks by Vice Minister of Tourism and Creative Economy, Indonesia
10.10 – 10.20	Remarks by Director General for Multilateral Cooperation, Ministry of Foreign Affairs, Indonesia
10.20 – 10.30	Adoption of Agenda and Organization of Works
Morning General Debate	
10.30 – 11.45	"Pertinent Issues and Progress on Creative Economy"
11.00 – 11.15	Networking break



12.00 – 13.15	“Resilient Creative Economy for Global Goals”
13.15 – 14.15	Lunch break
Afternoon General Debate	
14.15 – 15.30	Introducing the Creative Economy Roadmap
15.30 – 15.45	Networking Break II
15.45 – 16.45	Global Creative Economy: What's Next?
16.45 – 17.00	Final Readout of the Roadmap and Closing Session

DAY 2 – 6 OCTOBER 2022 – WCCE’s Main Event (Panel and Spotlight Sessions) & Ministerial Meeting

Panel and Spotlight Sessions: Mangunpura Hall, BICC
Ministerial Meeting: Nusantara Room, BICC

08.00 - 17.00	<i>Registration</i> <i>WCCE Expo</i>
09.00 - 09.30	<u>Opening Session of the WCCE 2022</u> Remarks by H.E. Sandiaga Uno, Minister for Tourism and Creative Economy Remarks by H.E. Retno L.P. Marsudi, Minister for Foreign Affairs Remarks by H.E. Daren Tang, Director-General of WIPO Remarks by H.E. Rebecca Grynspan, Secretary-General of UNCTAD Opening Remarks by the President of the Republic of Indonesia
	<i>Subthemes 1: Creative Economy for Global Recovery</i>
09.30 - 10.30	Rise Up!: Advancing Creative Recovery
	Gayane Umerova, Executive Director, Art and Culture Development Foundation, Uzbekistan (UZB)
	Chakrit Pichyangkul - Executive Director, CEA Thailand (THA)
	Triawan Munaf, Deputy at KADIN (INA)
10.00 – 12.15	Ministerial Meeting (simultaneous, held in another room)
10.30 - 10.50	SPOTLIGHT 1 Creative Power for Creative Economic Policy Sri Mulyani Indrawati, Minister of Finance, Indonesia
10.50 - 11.10	Networking Break
11.10 - 12.10	Collabor-action: When Public meets Private
	Darren Ong, Head, Public Policy – Digital Services & Global Selling, Amazon SEA (SGP)
	Margaret Collins, Center of Creative Economy - NC (USA)

	Christopher De Venecia, Chair, House Committee on Creative Industry and Performing Arts (PHL)
12.10 - 12.30	SPOTLIGHT 2 Supporting an Epic Creative Economy Albert, Co-Founder of Traveloka (INA)
12.30 - 13.30	Lunch Break
	Subthemes 2: IP and Rights of the Creatives
13.30 - 13.50	THE POLICYMAKERS The Future of IP-Financing Carsten Fink, Chief Economist, WIPO
13.50 - 14.50	Funding the Creatives: IP-based Financing Eric Khoo, Head of Global Engagement, IPOS International (SGP) Lyliclaire Bellamy, Executive Director, JIPO Jamaica (JAM) Melvin Hade, Partner, Global Founders Capital (INA)
14.50 - 15.10	SPOTLIGHT 3 The Dynamite of Hallyu: Korea's Explosive Creative Economy Jung Gil-Hwa, President, KOFICE (KOR)
15.10 - 15.30	Networking Break
15.30 - 16.30	HODL-ing Creativities: The New Modes of Appreciation David Stephen Ku, CEO & Co-founder, 4 stages (MAS) Feby Babyrose, Founder, TROMARAMA (INA) Barbara Gessler, Head of Unit, Creative Europe, European Union (BEL)
16.30 - 16.50	SPOTLIGHT 4 Embracing Cryptocurrency for Creators William Sutanto, CTO, IndoDax (INA)
16.50 - 17.30	High-Level Segment (*Depending upon the availability of Ministers/Cabinet Members of Delegates) Closing Day 2 / Plenary Day 1
19.00 – 20.45	Gala Dinner for Ministers, Vice Ministers, Heads of Delegations, Invited Guests

*This agenda is subject to change based on speakers' confirmation.

Ministerial Meeting

Time	Programme
10.00 - 10.10	<ul style="list-style-type: none"> Opening remarks by Minister of Tourism and Creative Economy, Indonesia Adoption of Agenda and Organization of Works
10.10 – 10.15	Setting the scene "Enhancing the Role of Creative Economy"
10.15 – 10.20	Report by Co-Chairs of the Friends on the Creative Economy and Presentation on



	the Draft Outcome Document
10.20 – 10.25	Presentation by UNCTAD on “UNCTAD Creative Economic Outlook”
10.25 – 11.40	Interventions by Ministers, Vice Ministers and Heads of Delegations
11.40 – 12.00	Discussion and adoption of the Outcome Document
12.00 – 12.05	Closing
12.05 – 12.15	Photo Session for Ministers, Vice Ministers and Heads of Delegations

DAY 3 – 7 OCTOBER 2022 – WCCE's Main Event (Panel and Spotlight Sessions)

Mangunpura Hall, BICC

DAY 3 – 7 OCTOBER 2022	
08.00 - 17.00	Registration WCCE Expo
	Subtheme 3: Inclusivity and SDGs Agenda
09.00 - 10.00	Creatively Sustainable: Practicing the Preach
	Ernesto Ottone R, Assistant Director-General for Culture of UNESCO
	Unathi Lutshaba, Director, South African Cultural Observatory (RSA)
	Daniar Amanaliev, founder of ololo & Chair of Kyrgyzstan Creative Industries Assoc. (KGZ)
10.00 - 10.20	SPOTLIGHT 5 Connecting People from the Palm
	Simon Borrero, CEO & Founder, Rappi
10.20 - 10.40	Networking Break
10.40 - 11.40	Creative Inclusion towards Equal Pedestal
	Nicky Clara, COO, Thisable Enterprises (INA)
	Mike Webb, Independent Auslan Interpreter (AUS)
	Phiona Okumu, Head of Music, Subsaharan-Africa, Spotify (RSA)
11.40 - 12.40	Lunch break
12.40 - 13.00	THE POLICYMAKERS Recognizing the Power of Creativity
	UNCTAD
	Subtheme 4: The Future of Creative Economy
13.00 - 14.00	The Future of our Creative World
	Alan Marshall, Futurist, Lecturer at Mahidol University (NZL)
	Sandra Chege, Head of Arts, Kenya, British Council (KEN)
	Emiliano Duch, Lead Private Specialist, Global Markets & Technology Unit of Finance, Competitiveness and Innovation Global Practice, World Bank Group (USA)

14.00 - 14.20	SPOTLIGHT 6 Gita Wirjawan, Founder & Chairman, Ancora Group The Global Megatrends: Perspective for Creatives
14.20 - 14.40	Networking Break
14.40 – 15.40	Onward: The Creative Economy Roadmap
	Marisa Henderson, Head of Creative Economy Programme (UNCTAD)
	Dina Dellyana, Coordinator, <i>G-CINC (IND)</i>
15.40 - 16.00	THE POLICYMAKERS The Creative Economy Vision: Should We be Hopeful for the Future? Audrey Azoulay, Director General, UNESCO
16.00 - 16.10	Closing Statements by Vice-minister for Tourism and Creative Economy DVice-minister for Foreign Affairs of Indonesia
16.00 – end	Handover Ceremony and Closing Day 3 / Plenary Day 2 / Closing WCCE

*This agenda is subject to change based on speakers' confirmation.

Information Notes

I. Friends of Creative Economy (FCE) Meeting

Friends of Creative Economy (FCE) Meeting is a multi-stakeholder forum where various stakeholders, including governments, creative economy entrepreneurs, business sectors, academics, communities and media, exchange views, experiences and insights in creative economy. The meeting discusses a wide range of issues related to creative economy and intends to formulate policy recommendations in enhancing the creative economy and addressing challenges the sector faces.

The FCE Meeting was held **for the first time in 2018**, during the **1st WCCE in Bali, 6 – 8 November 2018**. The 1st FCE Meeting was attended by 200 delegates from 37 countries and international organizations. The Meeting discussed and recommended a set of policies to be adopted by the 1st WCCE called the “Bali Agenda for Creative Economy,” which consists of 21 actions for the countries to further advance their creative economy sector and promote the creative economy to the global development and economic agenda.

The **2nd FCE Meeting** was held in Bali, **2-3 September 2019**. Organized as a follow up of the 1st WCCE, the 2nd WCCE was held under the theme “Reviewing the Implementation of the Bali Agenda.” The Meeting discussed a number of issues related to creative economy, including (i) Collaboration and Collective Behaviors of FCE; (ii) Enabling Ecosystem Development; and (iii) Celebration, Promotion, and Enablement of SDGs, Cultural Heritage, and Diversity.

The Meeting also acknowledged and appreciated the establishment of the Global Center of Excellence and International Cooperation for Creative Economy (G-CINC), as a global hub for capacity building and exchange of views and experiences in the development of creative economy. Furthermore, the 2nd FCE Meeting provided substantive guidelines for the preparation for the 2nd WCCE in Dubai, the United Arab Emirates.



The 3rd FCE Meeting was held on 11-12 November 2020. Since the pandemic constrained the possibility of in-person meeting, the 3rd FCE Meeting was held in a hybrid format, with limited physical meeting in Serpong, Indonesia. Participants came from various backgrounds including governments, international organizations, creative economy actors, and academics, representing 55 countries and 8 international organizations. The Meeting focused on the preparation for the implementation of Resolution No. A/RES/74/198 of the 74th session of the United Nations which established year 2021 as the International Year of Creative Economy for Sustainable Development, and how the creative economy sector should deal with COVID-19 challenges.

The 4th FCE Meeting was held in Dubai on 7 December 2021 during the 2nd WCCE.

The FCE Meeting at the 3rd WCCE will be attended by senior officials of governments, representatives of international organizations, academics, business sectors, creative economy entrepreneurs and various stakeholders. Despite its multistakeholder setting, delegates will be seated by country name and international organization name. Therefore, Governments are encouraged to, whenever possible, include representatives from non-state institutions/individuals in their delegations. Delegates which cannot be accommodated by this arrangement will be seated at an overflow seating area inside the room.

The meeting serves such a senior-level meeting which exchange views and formulate policy recommendation for the preparation of the Ministerial Meeting, which will be held on 6 October 2022. In each session of the FCE Meeting, two or three speakers will share their views to trigger discussions. Co-Chair will introduce speakers and invite them to make 5-7 minutes presentations. Following their presentations, Co-Chairs will invite questions/views/opinions from the floor.

In the end of the FCE Meeting, participants will be given an opportunity for a final readout on Outcome Document of the 3rd WCCE and agree to forward it to the Ministerial Meeting for adoption.

II. Ministerial Meeting

Ministerial Meeting will be held on shortly after the conclusion of the Opening Ceremony of the 3rd WCCE on Thursday, 6 October 2022 in Nusantara Room, from 10.00 to 12.15.

It will be held simultaneously with the ongoing WCCE Panel and Spotlight Sessions. The Ministerial Meeting will be convened by H.E. Mr. Sandiaga Uno, Minister of Tourism and Creative Economy of the Republic of Indonesia. It will be attended by Ministers, Vice Ministers, Heads of Delegations, and Representatives of International Organizations in a one-plus-two setting.

After setting the scene, Chair will invite intervention from the floor. Intervention should not exceed the three-minute limit and is expected to address the following matters:

- (i) Key challenges and opportunities in the development of creative economy,
- (ii) Next steps and suggested policy recommendation, and
- (iii) Potential areas of international cooperation, collaboration and partnerships.

After hearing the interventions, the Ministerial Meeting will proceed with discussion and adoption of the Outcome Document.



The 3rd World Conference on Creative Economy 5 – 7 October 2022

**In a Hybrid Format at Bali International Conference Center,
Bali, Indonesia**

GENERAL ADMINISTRATIVE ARRANGEMENT

THE 3rd WCCE 2022 - 03A

1. Dates and Venue

The Third World Conference on Creative Economy will be held on 5 - 7 October 2022 at the Bali International Convention Center (BICC), Bali, Indonesia. The BICC details are as follows:

Address : Bali International Convention Center (BICC)
Kawasan Pariwisata Nusa Dua, BTDC Lot N-3,
Benoa, South Kuta, Nusa Dua, Bali 80363 Indonesia
www.baliconvention.com

Phone : +62 811 3885 727, +62 361 771906

Email : BICC.bali@westin.com

2. Registration

Registration to participate in the WCCE, both physically or virtually, should be made through our website <https://wcce.id/>

Attendance of Ministers and High-level officials should be communicated to our contact persons: **Ms. Herlina** (+62 821-4419-0636, wcce@kemenparekraf.go.id) and **Ms. Ekklesia Sopaheluwakan** (+62 878-7724-3242, ekkleisia.ss@kemlu.go.id).

Delegates are invited to collect their ID badges by presenting a photo ID, passport or a diplomatic identity card, and signing the receipt form at the registration desk located in main lobby of BICC, 5 - 7 October 2022 at 9 AM - 5 PM.

Please be informed that only registered delegates with ID badges are allowed to access the meeting venues.

Use and Issuance of ID Badges

ID Badges must be worn at all times at the meeting venue. ID Badges are required for entry into The BICC and to designated conference facility or venue on 5 – 7 October 2022. Access will be denied to non-accredited individuals and those who make improper use of their ID badges.

Loss of ID Badges

Loss of ID Badges should be reported immediately to the Organizing Committee Secretariat. Once ID Badges are replaced, the previous pass will no longer be valid.

3. Visa Arrangements

The Government of Indonesia has gradually lifted some restrictions for entering the country.

Diplomatic and service passport holders could refer to the agreement between Indonesia's Government and several countries on short visit visa-free for diplomatic and service passport

holders. Further information and the list of agreements on Mutual Visa Exemption between the Republic of Indonesia and 91 Countries can be found in kem.lu/visaddservice.

Delegates with nationalities from countries on the said list and using diplomatic and service passports can enter Indonesia without a visa.

Delegates with diplomatic and service passport holders who are not exempted from the agreement, Delegates who travel on ordinary passports, and Delegates with UN laissez passer should apply for a visa at the Embassies or Consulates of the Republic of Indonesia accredited to or stationed in the respective countries. To apply for a visa, delegates must possess a valid passport with a minimum validity term of six months.

Indonesia also implements Visit Visa Exemption or Visa on Arrival for travellers from 75 Countries. (<https://www.imigrasi.go.id/en/2022/07/20/how-to-get-visa-on-arrival-in-indonesia/>)

To apply for a visa, delegates are required to submit the following documents:

A valid passport with expiration date of at least 6 (six) months prior to the date of entry into Indonesian territory, which must contain at least 2 blank pages.

1. Proof of return flight ticket to home country.
2. Proof of hotel reservation during stay in Indonesia.
3. 2 (two) pieces of 4x6 centimetres colored photograph taken no later than 3 (three) months, white background, wearing formal attire, face straight ahead not wearing glasses, the whole face shall be clearly seen when wearing hijab with colour other than white.
4. Official WCCE 2022 invitation letter and approved delegation accreditation from the Government of Indonesia.
5. Visa recommendation letter of assignment from their foreign affairs ministry or other relevant ministries.
6. Travel insurance document covering COVID-19 care.
7. Certificate of a complete dose of COVID-19 vaccination.

For further inquiry regarding visa process, delegates may contact clearance.konsuler@kemlu.go.id for delegates with diplomatic and service passports, and humas@imigrasi.go.id for delegates with ordinary passports.

4. COVID-19 Health Protocols

All of the Delegates (from abroad), must comply to the following provisions/requirements:

1. As the health situation has improved, there are partial relaxation of some containment measures. Delegates need not to take a RT-PCR test result before travel to Indonesia.
2. Having said that, in accordance to the Circular Number 19 of 2022 on Health Protocol concerning Health Protocol for International Travel during COVID-19 Pandemic, the general travel requirements to be allowed to enter the territory of Indonesia includes the requirement to present COVID-19 vaccination certificate (physical or digital), the use of PeduliLindungi application and electronic Health Alert Card (e-HAC) Indonesia.
3. The safety of all delegates and the surrounding local community is of the utmost importance. The Indonesia's COVID-19 protocols oblige everyone to use masks in indoor settings, sanitize hands routinely, and observe physical distancing.

4. Delegates may be required to have a non-reactive test result, valid for 24 hours, to enter the meeting venue. In that regard, PCR / rapid antigen tests will be facilitated by the Organizing Committee.
5. It is highly recommended that each delegate has adequate travel insurance that will cover internationally. For the latest arrangements regarding health protocols that apply in Indonesia please visit www.covid19.go.id.

5. Media Arrangement

International Media Center

An International Media Center will be established at the venue in order to facilitate the work of journalists accredited to cover the meetings. The media center will be operating from 5 – 7 October 2022.

Media / Press Registration

Member of the press who wish to cover the events will be required to register online through <http://wcce.id/>. **Online registration** for members of the press to attend the WCCE opens until **1 October 2022**.

Any request for registration beyond the specified deadline will not be processed. After successful registration, each applicant will receive confirmation and further notification by e-mail. Registered foreign journalist entering Indonesia for media coverage of the forum are required to have a visa. Visa can be obtained from the Indonesian mission in their respective countries.

The journalist's list of equipment must be legalized by the nearest Indonesian Mission abroad for importation and exportation purposes. Media representatives are encouraged to have CBP/ATA Carnets in order to expedite the customs clearance process.

Members of the press must personally obtain their badges at the registration desk located at the **Main Lobby of BICC on 5 October 2022, at 9 am – 5 pm** by showing the confirmation letter and valid ID.

Please be advised that all updates on media arrangements will be announced through <http://wcce.id/>.

6. Arrival and Departure

Delegates will have to go through normal entry and exit lanes at the I Gusti Ngurah Rai International Airport. The WCCE Organizing Committee will set up a Hospitality Desk at the airport to provide assistance to all delegates upon arrival and departure from I Gusti Ngurah Rai International Airport. The Organizing Committee will be on duty from 4 – 8 October 2022 at the I Gusti Ngurah Rai International Airport.

7. General Security Arrangements

Security Check

In order to provide adequate security throughout the meetings, various levels of security check and screenings will be implemented at the venue. Security and health checks consist of visual verification of ID Badges, body temperature check, PeduliLindungi App QR Code Scan, electronic (X-Ray) or physical search of belongings, and walk-through metal detectors. When necessary, individuals may be subjected to a physical search.

Only vehicles with the Special Access Sticker are allowed to park in restricted areas of the venue. The vehicles will be subjected to electronic and physical search prior to entry

Venue/Hotel Security Arrangements

Appropriate security arrangements will be employed at the venues (including for social functions) and official hotels. Delegates are subject to various levels of security checks and access control for entry to the meeting venues. Delegates are advised to arrive early to allow time for security checks.

8. Local Transport Arrangements

Shuttle Service

The Organizing Committee will provide scheduled transportation for Head of Delegates (from abroad) and Speakers to travel between the I Gusti Ngurah Rai International Airport and the venue of the meeting from 4 – 8 October 2022.

Privately-arranged Vehicles

Delegates may rent vehicles at their own expenses. Those who wish to use rented/private vehicles should inform the Organizing Committee in advance to obtain Special Access Sticker, by completing and submitting a copy of the Certificate of Car Registration and **Registration Details**, to the Organizing Committee, **no later than 3 October 2022**. Registered delegates are invited to collect their Special Access Sticker by presenting a photo ID, passport or a diplomatic identity card, and signing the receipt form at the registration counter located in main lobby of **BICC on 4 October 2022, 09.00 – 17.00 Local Time**.

Special Access Sticker will be duly issued and must be displayed on the windscreen of the vehicles at all times. Only cars with access sticker will be allowed to enter designated venues.

9. Working Language and Interpretation Facilities

English will be used as the official language of the Conference. The Organizing Committee will provide simultaneous interpretation facilities in English language

10. Accommodation

Delegates will be responsible for their own accommodation arrangements. While delegates are free to make their own hotel bookings, for convenience and special rate, it is advisable that participating delegates stay in hotels recommended by the Committee. The list of the hotels below and can also be accessed through <https://www.wcce.id/>

Recommended Hotels:

a. The Westin Resort Nusa Dua, Bali (* * * * *)

Kawasan Pariwisata Nusa Dua, ITDC Lot N-3, Nusa Dua, Bali 80363, Indonesia

Contact : Mrs. Reny
Mobile : +62 811 3885 727
Phone : +62 361 771 906
Fax : +62 361 771 908
Email : reny.ribawanti@westin.com
Website : www.westinresortnusaduabali.com

b. Nusa Dua Beach Hotel and Spa (* * * * *)

Kawasan Wisata Nusa Dua BTDC, Lot North 4, Nusa Dua, Bali 80363, Indonesia

Contact : Mrs. Dwi Ariani
Mobile : +62 812 3770 508
Phone : +62361 77 1210
Fax : +62361 77 1229
Email : sales@nusaduahotel.com
Website : <https://www.nusaduahotel.com/>

c. Melia Hotel Nusa Dua (* * * * *)

Kawasan Wisata Nusa Dua BTDC Lot 1, Nusa Dua, Bali 80363, Indonesia

Contact : Mrs. Laras Winda
Mobile : +62 822 3632
Phone : +62361 77 1510
Fax : +62361 77 1362
Email : reservation.meliabali@melia.com
Website : www.melia.com/en/hotels/indonesia/bali/melia-bali/index.html

d. Santika Siligita (* * *)

Jl. Pintas Siligita No. 3A, Banjar Peminge, Nusa Dua, Bali 80571, Indonesia

Contact : Mrs. Ni Wayan Yoni
Mobile : +62 819 1622 5649
Phone : +62361 8465777
Email : sales@siligitabali.santika.com

Website : <http://www.santika.com/indonesia/nusa-dua/hotel-santika-siligita-nusa-dua-bali/>

e. Grand Whiz Nusa Dua (* * * *)

Blok T, Kawasan Wisata Nusa Dua, Bali 80571, Indonesia

Contact : Mrs. Eva

Mobile : +62 821 46496067

Phone : +62361 8498020

Fax : +62361 8498021

Email : reservation.nusadua@grandwhiz.com

Website : <https://www.grandwhiz.com/nusadua>

f. The Laguna Resort and Spa (* * * * *)

Lot N2, Kawasan Pariwisata Nusa Dua, Bali 80363, Indonesia

Contact : Mrs. Maya Sujana

Mobile : +62 811 3804 968

Phone : +62361 771327

Fax : +62361 771326

Email : maya.sujana@marriott.com

Website : <http://www.thelagunabali.com>

g. Courtyard Marriott Bali Nusa Dua (* * * * *)

Kawasan Pariwisata, Lot SW 1 Nusa Dua

Contact : Mrs. Putri

Mobile : +62812 3842 842

Phone : +62361 3003888

Website : <https://www.marriott.com/en-us/hotels/dpscy-courtyard-bali-nusa-dua-resort/overview/>

h. Merusaka Nusa Dua (Inaya Putri Bali) (* * * * *)

Kawasan Wisata Nusa Dua, Lot S-3 Bali. 80363. Indonesia

Contact : Mrs. Eryka

Mobile : +62819 36244377

Phone : +62 361 200 2900

Fax : +62 361 774 489

Email : eryka.ia@meruhotels.com

Website : <https://meruhotels.com/hotels/merusaka-nusa-dua>

i. Bali Nusa Dua Hotel (* * * * *)

Kawasan Terpadu ITDC NW/1, Nusa Dua, Bali 80363, Indonesia

Contact : Mrs. Angeline Sugianto

Mobile : +62 813 3717 8528

Phone : +62 361 849 8833

Fax : +62 361 849 8822

Email : info@balinusaduahotel.com

Website : <http://balinusaduahotel.com/>

j. Novotel Bali Nusa Dua Hotel & Residences (* * * * *)

Kompleks ITDC, Jl. Pantai Mengiat, Benoa, Badung, Bali 80363, Indonesia

Contact : Mrs. Citra Pertiwi

Mobile : +62 812 4630 6680
Phone : +62 361 848 0555
Fax : +62 361 848 0556
Email : dos2@novotelnusaduabali.com

11. General Information

Internet Facilities

Wireless internet facilities are available in the meeting room and media centre. Office equipments and internet facilities are located at the hotel business centre. Delegates are responsible for all costs they incur at the business centre.

Currency Exchange

Indonesia's national currency is Rupiah (Indonesian Rupiah = IDR). The exchange rate normally fluctuates between IDR 14.000 and IDR 15.000 for US\$ 1.

Medical Services

Medical facility for delegates will be provided at the venue for minor illnesses. Any major treatment will be carried out at the local hospital, where a 24-hour medical service will be available and a general practitioner will be working on duty throughout the day. Delegates will be responsible for the costs incurred of any hospital treatment, and should therefore ensure that they have appropriate insurance coverage prior to traveling.

Telecommunication

The country code for Indonesia is +62

Local area code for Jakarta is 021 and for Bali is 0361

Omit the 0 (zero) when dialing with the country code, followed by the phone number:

+62 21XXXXXX or +62 361 XXXXXX

For international call: 007 + country code + area code + phone number

Important Contact numbers

Main Emergency Number: 112

Police: 110

Fire Department: 113

Search and Rescue: 111, 115, or 151

Climate and Weather

Bali has a tropical climate with high humidity.

The average temperature is 30 degrees Celsius or 86 degrees Fahrenheit.

Local Time

Indonesia is divided into three time zones:

- GMT +7: *Waktu Indonesia Barat (WIB)* / Western Indonesian Time

- (Sumatra, Java (including Jakarta), West Kalimantan and Central Kalimantan)
- GMT +8: *Waktu Indonesia Tengah (WITA)* / Central Indonesian Time (Bali, Sulawesi, Lesser Sunda Islands, East Kalimantan and South Kalimantan)
- GMT +9: *Waktu Indonesia Timur (WIT)* / Eastern Indonesian Time (Maluku Islands, Indonesian Papua)

The WCCE will use local time of Bali, at the GMT +8h Time Zone

12. Organizing Committee

For more information, please contact:

Organizing Committee of the World Conference on Creative Economy (WCCE)

Directorate of Inter-institutional Relations,
Ministry of Tourism and Creative Economy/
Tourism and Creative Economy Agency
The Republic of Indonesia

Address : Floor 18, Sapta Pesona Bld, Jl. Medan Merdeka Selatan No.17, Central Jakarta, 10110
E-mail : wcce@kemenparekraf.go.id
Phone : +6221 381 0325
Mobile : +62 821 4419 0636 (Ms. Herlina)
 +62 812 8134 6013 (Ms. Windy)
Website : <http://wcce.id/>

Opportunity to Open an Exhibition Booth at the WCCE Expo

WCCE Expo is the side event alongside the World Conference on Creative Economy with the informal, festive format of exhibition, music, audio-visual display and rotating performances, demonstrations, or talks on a small stage.

WCCE Expo captures the essence of Creative Economy and projects the spirit of the inter-cultural collaboration of WCCE.

Benefits of Opening an Exhibition Booth at WCCE Expo

➤ Product Showcase and Awareness

WCCE Expo is set to become the “creative” part of WCCE that visitors look forward to experience, and for creative stakeholders to raise awareness on the role of Creative Economy for global recovery.

➤ Best Practices and Achievements

WCCE Expo as a platform for countries to showcase their creative economy best practices and achievements.

➤ Networking and New Collaborations

With the spirit of Inclusively Creative, the WCCE Expo welcome all creative stakeholders to capture the essence of Creative Economy and project the spirit of inter-cultural collaboration.

Key Features

- 3x3 meters per booth
- Free of charge (booth slot and partition only)
- First come first served basis
- Open for participations (approx. 30 booths)

Express your interest to open a booth to wcce@kemenparekraf.go.id