

Creative economy in the Arab world: policies and results

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Abstract

This article aims to shed lights on the challenge of creative economy in the Arab world by giving several priorities for change the life in the Arab world, which must pass by taking in account to realize the creative climate

The quality of education system, the desires of people to express themselves artistically and the openness of a society towards different culture, the policies practiced by governments in different fields determine the creative climate in a country. The analysis confirms that a favorable creative climate has a positive effect on the creativity of a country. A more favorable creative climate results in more ideas and more creativity, which turn increases R and D and design not only develop new ideas but also shape them into commercially attractive new products and processes, thus increasing innovation.

Creative education shows the strongest relation to innovate, and policies aimed at improving levels of education attainment and creative thinking in education will have a positive effect on an innovative performance; and that is which the Arab countries must take with more credibility and seriousness in order to provide the suitable conditions for the flourishing of the science in the Arab world.

Introduction:

Despite that creativity is founded everywhere in the world and is an inexhaustible resource. However, it can be argued that some countries have been greatly benefiting from the dynamism of the creative economy while the great majority of developing countries, among them Arab countries, are not yet doing so, despite greater awareness and growing political interest.

A number of questions have been raised, but there are no simple answers or a unique recipe. Why are developing countries net importers of creative goods and services accumulating deficit in their trade balance of creative products? What are the structural factors limiting creative capacities in the Arab world despite the profusion of creative talent? How we can build capacities and make the best creation and use of the creativity an innovation.

These are questions which I try to give their answers in this article

What do we mean by creativity?

Creativity is an ability to do or to produce something new and surprising, and is manifested for instance in the form of new ideas, meanings, interpretations, practices and products

can also be defined as the process by which ideas are generated, connected and transformed into things that valued

In other word creativity is the use of ideas to produce new ideas. That means creativity is the application of knowledge and skills in new ways to achieve a valued goal, and to achieve that; the learners must have:

The four key qualities: which are:

- the ability to identify new problems; rather than depending on other to define them
- The ability to transfer knowledge gained in one context to another in order to solve a problem.
- A belief in learning as an incremental process; in which repeated attempts will eventually lead to success.
- The capacity of focus attention in the pursuit of a goal or set of goals.

Creativity has also been described in relation to various processes of thought and experience summarized by Ryhammer and Brolin (1999) and including the following:

- Thinking in opposite analogies and metaphors.
- Intuition.
- Inspiration.
- Intelligence.
- Various processes of mental representation.
- Specific perception processes.
- Problem finding.
- Problem solving

For all the above we can distinguish between:

- Artistic creativity: involves imagination and a capacity to generate original ideas and novel ways of interpreting the words; expressed in text; sound and image.
- Scientific creativity: which involves curiosity and willingness to experiment and make new connections in solving problem.
- Economic creativity: is a dynamic process leading towards innovation in technology; business practices; making; etc. and is closely linked to gaining competitive advantages in the economy.

Characteristics of the creative person

A creative person can be described as having the following characteristics summarized by brolin(1992):

ays to stimulate creativity:

The three major studies were undertaken-one in Europe (Ekvall; 1991; 1996) and two in the USA (Amabile, 1988, Isaksen, 1995)-which explored the organizational climate which serve to stimulate creativity. The result from these three programmers has converged at several major points, suggesting that, in a creative climate, the participant in the organization:

- Feel challenged by their goals, operations and tasks.
- Feel able to take initiatives and to find relevant information.
- Feel able to interact with others.
- Feel that new ideas met with support and encouragement.
- Feel able to put forward new ideas and new views.
- Experience much debate within a prestige-free and open environment.
- Feel uncertainty is tolerated and thus risk-taking is encouraged.

Seltzer and Bentley (1999) suggest in their recommendations on knowledge and skills for the new economy that creativity can be learned and that the school curriculum should be restructured to reflect forms of learning which develop creative ability. And that requires to:

- Involving children in higher level thinking skills.
- Encouraging the expression of ideas and messages through a wide variety of expressive and symbolic media.
- Encouraging the integration of subject area through topic holding meaning and relevance to the children's lives.
- Offering adequate time for the in depth exploration of specific topics which may arise from spontaneous interest

What is innovation?

Innovation is a new invention, product, service or action model of commercial or economic significance, developed from the level of ideas to produce within the economy or in society. For that we can say that innovation is invention plus introduction, and it is increasingly seen as crucial for economies and government alike. it lead to expand economy which does not mean produce more of the same product, but rather even more new products with additional value. Innovation is the art of creating something new, whether a poem; a writing; a flowering plant, mathematical theorem, a medical advance or invention.

For all above; innovation is today the most important driver of economic growth. It relies upon a social climate supporting entrepreneurship within a culture of economic and intellectual freedom.

Making innovation happen is a craft and an art. Understanding how it happens is a science because innovation is grounded as deeply in psychology and culture as a science and technology.

Innovation requires entrepreneurs, and they in turn need a supportive environment, an innovation ecosystem of business and finance people, education and regulation that together create a climate within which new and established businesses can innovate and thrive.

Shifting from a traditional to an innovative economy requires real social change, openness to new practices and a commitment to developing the diverse skills required to a society of innovation, which pass by the culture that allow their people to dream, innovate and produce will be the winners in the race for economic independence. And all above can be called an innovation ecosystem which can be examined in terms of both idea generation and the execution of ideas

Secrets of innovation:

In an age that values innovation, companies and countries have a harder time than ever, encouraging and profiting from science. but does that mean that science policy is now impossible?.

Certainly not, and successful region and countries have learned several secrets of the innovation, among them there are:

1. There is no simple linear relationship between science and business. That's to say the idea that discoveries in pure science inevitably drive advance in applied science that lead to new technologies and business is wrong. Moving ideas from laboratory to the living room is not a mechanical process. Well-built innovation cultures don't just support innovation; they give its roots.

2. Translating scientific discoveries into products is a unique talent, but too often we fail to recognize that new discoveries don't easily translate into new products. This kind of translational, systems-building activity is a talent of its own, and it requires people who can move between the world of science and business, identify opportunities and build network that turn ideas into innovative technologies.

3. The interconnection between science and business are growing. until recently, science has had a big impact on manufacturing and product development, but its effect on fields such as human resources has been spottier.

For that we can say that the challenge for companies and countries is to invest in business that combines cutting-edge science with local culture and resources to build links between sciences and business while letting each flourish.

Innovation ecosystem.

A good ecosystem contains numerous factors that together provide a fertile soil for the generation of new ideas and their execution in the form of products, services and new paradigms. Roughly speaking, idea generation requires knowledge, skills and, above all, creative individuals, whereas the execution and exploitation of ideas requires effective organization and companies. Innovations are new, practical things that are pure to use. the innovation ecosystem is the very environment for the generation and commercialization of ideas

According to Florida, creative process flourish in places which offer a comprehensive ecosystem that feeds and support creativity and channels it into innovation, new companies and, ultimately, economic growth and a rising standard of living (Richard Florida 2002)..

There is a great variety of component that need to be present in innovation ecosystem, notably:

- World-class universities and research institutes produce new knowledge and educate skilled professionals for the need of companies and society at large.
- Organizations financing R&D and capital investors secure funding for product development and for the establishment and growth of knowledge-based companies.
- Specialized business services support the start up and success of companies (legal issues, marketing, management, realty services, design, business acceleration;...etc)
- Sufficient supply of specialized labor, both accomplish intellects and capable hands, secure the establishment and growth of companies.
- The international companies operating in the region help new companies with pulling force.

These factors relate to the generation of knowledge and ideas, their commercialization and business activities. But these are not all the success factors in innovation ecology. the region itself and the culture prevailing there are crucial factors in an ecosystem. the dynamics of the innovation ecosystems are largely dependent on the attitude climate, and that defined by

Charles Landry as the creative milieu, which is a place that contains the necessary requirement in terms of hard and soft infrastructure to generate a flow of ideas and inventions.

Intellectual property rights and innovation

Intellectual property regime is the legal right that results from intellectual activities in the industrial, scientific, literary and artistic field. It is an effective system for protecting patents, copyrights, and other intellectual in order to promote innovation by balancing exclusive rights with accessibility. It includes patents, industrial design, and trademark.

The aim of intellectual property system: it aims to:

- Encourage the creative activity of local artists and business and support the transformation this activity into products that reach the market, both local and global. .
- Safeguard creators and other producers of intellectual goods and services by granting them certain time-limited right to control the use made of those production.

Government and innovation:

Efficient government policies can have positive impact on domestic companies' ability to innovate. Consistent government policies that address workforce quality, the payback from innovation and the ease of utilizing the results of government efforts will have the biggest impact.

A critical driver of growth, competitiveness, and shareholder value, innovation is cited by senior executives around the world as integral to their company's success, but innovation benefits countries, too. Those with thriving industries have higher incomes, a better quality of life, and a higher standard of living than their less-robust peers

A skilled, educated workforce is the most critical element of innovation success, yet finding the quality talent is an ongoing challenge for company's government can improve workforce quality by investing in effective

education and making sure that immigration policies support rather than hinder, innovation which takes time and careful planning.

Government can improve the case and efficiency of developing and commercializing ideas through research and better access, by promoting education and knowledge level which must pass by:

- The expanding freedoms and building institutions
- The creation of suitable economic environment based on; a responsible freedom and a balanced economy, enough opportunities to access knowledge, and that pass by providing education for all which lead to form human capital quantitatively and qualitatively through the promotion of the quality of education and training of any person in the different stages of learning.

Whereas the economic role of government is conventionally taken to comprise public interventions to promote:

1. Efficient resources allocation in the economy.
2. Full employment, price stability and external balance.
3. Equitable distribution of income and wealth.

The need for systematic analysis of creative economy

The formation of policy strategies to foster the development of the creation economy at the local, national or international level cannot proceed in a vacuum. These requirements are critical to providing the sort of information and analysis upon which sound policy can be based.

They are:

1. Systematic understanding of the structure of creative economy, which the stakeholders are, how they relate to one another, and how the creative sector relates to other sectors of the economy.
2. Sound methods to analyze the functioning of the creative economy and to assess the contribution it makes to economic, social and cultural life.

3. Comprehensive statistics to quantify the analytical methods and provide a systematic basis for evaluation of contribution of the creative sector to output, employment, trade and economic growth.

In theory, four groups of economic indicators might eventually be applied, if data were available, to assess the impact of creative industries on national economy. They are:

1. Primary economic impact: measures direct contribution on the economy, using GDP and employment .
2. Second economic impact: measures indirect quantifiable contribution as activity in the creative industries induces spin offs in other sector.
3. Tertiary economic impact: measures direct yet less quantifiable contribution resulting from innovation in creative industries that spill over into other sector.
4. Quaternary economic impact: measures indirect, non quantifiable contribution to quantify of live, education and cultural identity.

The challenge of building an operating model of creative economy

The challenge of building an operating model of the creative economy is to develop economic indicators for measuring the contribution of the creative economy to society and to the overall economy. these measures can measure the contribution of the creative economy in:

Employment: a recent method associated with the growth of the creative economy has focused on ways to measure employment generated which means people that are categories as creative workers, but one problem with this sort of measurement is that people may have more than one job, the creative occupation may pay less, and the creative occupation is often undercounted.

Time use: the most established measure of creative activities is that provided by use surveys pioneers is Australia try to capture both economic and non economic activity by measuring the time that people spend on particular activities.

Trade and value added: the measurement of trade in relation to creative economy is problematic in practice. the recent growth of the creative economy has been expanding increasing of trade. Much of the value of creative economy inheres in the trade of physical product that hold relatively low value as materials but contain their real value in intellectual property conventional trade measuring focus on the flow of material goods.

Copyright and intellectual, property rights issues. World intellectual property organization has been developing a new methodology and data sets for measuring the impact of copyrights –based creative industries on national economies in terms of employment and contribution to GDP.

Public investment: Much cultural activity is funded by public resources or managed by not profit agencies. Conventional market indicators are not so good at describing this activity..

Structure of creative industries:

The creative economy comprises a productive sector, a distribution and marketing network and a body of consumes who demand creative output in its various form. However there are likely to be differencing between countries in the relative importance of the different components of the creative economy depending on countries Different stage of development. A creative economy is characterized by:

1. Predominance of small and medium sized enterprises.
2. Large scale corporate enterprises.
3. Public or quasi public cultural institutions.
4. Individual artists and Producer.
5. Creative economy includes consumers, those demands; ultimately determine what is produced and how it is distributed.
6. Changing demographics and new consumption technologies are combining to cause significant shifts in pattern of cultural consumption around the world in developed and developing countries alike.
7. The incidence of creative industries in countries is influenced by national culture, taxation ,education, industrial policies and level of ambition

The contribution of the different group in world creative economy

The global market of traded goods and services of the creative industries has enjoyed an unprecedented dynamism in the recent years

Exports

The value of world exports of creative industries (goods and services) reached 592 billion in 2008, up to 267 billion in 2002 according to UNCTAD. During the same period, the creative industries gained shares in global market, and growing at an annual rate of 14 per cent this upward trend is likely to continue, given the positive prospects of global demand even in turbulent time.

Exports of creative goods accounted for the vast majority of world trade of creative industries. by 2008, they reached 407 billion nearly twice as high as the 205 billion in 2002, and representing an average annual growth rate of 11.5 per cent. export of creative services increased by 17 per cent annually, rising from 62 billion in 2002 to 185 billion in 2008. although, this also reflects the growing number of reporting countries. The creative industries constitute a new dynamic sector in world trade.

The magnitude and the potential of the global market of creative industries products are vast and have only recently been recognized. The creative economy in general and the creative industries in particular, are indeed opening up new opportunities for developing countries to leapfrog into high growth sector of the world economy, and increase their participation in global trade in 2008

Creative goods: exports, by economic group, 2002 and 2008 (in million\$)

	world		Developed c		Developing c		Transition E	
	2002	2008	2002	2008	2002	2008	2002	2008
All creative industries	204.948	406.992	127.903	227.103	75.835	176.211	1.210	3.678
ALL crafts	17.503	32.323	8.256	11.443	9.202	20.715	45	164
Audiovisuals	462	811	425	726	35	75	3	10
Design	114.692	241.972	60.967	117.816	53.362	122.439	362	1.716
New media	17.365	27.754	114.422	13.248	5.908	14.423	36	82
Performing arts	9.689	26.136	8.947	22.539	698	3.323	43	274
Publishing	29.817	48.266	25.970	38.753	3.175	8.138	690	1.376
Visual arts	15.421	29.730	11.916	22.578	3.474	7.097	31	56

Source: UNCTAD; creative economy report 2010

Imports

World imports of creative goods rose even higher than exports during the period 2002-2008; increasing from 226 billion in 2002 to 421 billion in 2008.

The share of developed economies declined from 83 per cent in 2002 to 75 per cent in 2008. In 2008, developing countries imported 22 per cent of all creative goods with a value of 94 billion. The developed economies were the largest importers of creative goods during the period 2002-2008 as shown below.

Creative goods: imports, by economic group, 2002 and 2008 (in million\$)

	world		Developed c		Developing c		Transition E	
	2002	2008	2002	2008	2002	2008	2002	2008
All creative industries	225.590	420.783	187.170	317.058	36.692	93.721	1.728	10.003
ALL crafts	20.341	29.272	15.336	20.836	4.858	7.641	147	795
Audiovisuals	411	699	326	483	83	181	2	34
Design	129.232	248.358	106.388	185.810	21.905	56.376	939	6.172
New media	17.681	36.361	14.519	26.878	3.031	9.064	132	420
Performing arts	11.134	28.011	9.651	22.241	1.421	5.322	61	458
Publishing	29.633	49.107	25.166	36.351	4.068	10.318	399	1.841
Visual arts	17.158	28.964	15.784	24.460	1.327	4.222	48	282

Source: UNCTAD; creative economy report 2010

For all above, Arab countries must take decisive decision in the field of encouraging creativity and innovation in order to reach, at least, some developing countries such as Malaysia. But what have they done to realize that?

The contribution of the Arab world creative economy

The socio- economic situation in Arab world

Arabs are young; over 30% of the population of Arab world is less than 15 years of age. This is a double-edged sword for Arab decision makers. Young population can stimulate the growth and create dynamic societies;

particularly, if they are well trained and well educated. However, the inability of Arab government to provide the young with schooling or university education or to expand the productive capacity to create a repository of jobs may well result in social upheaval.

The world bank estimates the region will have to create over 100 million job by 2020 to employ the young men and women joining employment market, whereas the problem of unemployment may prove to insurmountable in some of the poorer Arab countries like Yemen, it will be manageable for those which count among the richest in the world: Qatar, Kuwait and united Arab emirates.

The Arab countries may be grouped into three categories in their per capita income. the first one: is characterized by almost total economic dependence on oil, with highest GDP per capita income reached (PPP US\$65182)in Qatar and lowest in Oman (PPP US\$22695).some 37 million people belong to this group of countries, represent around 11% of the population.

The second one: encompass: Algeria, Iraq, Jordan, Lebanon, Libya, morocco, Syria Tunisia and occupied Palestine, with per capita income highest in Libya at (PPP US\$7773) and lowest in Egypt at (PPP US\$1505).although the countries in this category have modest oil reserve-with the notable exception of Iraq and Libya. They boast relatively mature higher education infrastructure, this includes some of the oldest universities in the Arab world; including Cairo University, the American university of Beirut, Ezzitouna University in Tunisia and the University of Al Karaouine in morocco

The population of this group amounts around 219 million constituting 70% of the population in the Arab world. Egypt is not wealthy but is nevertheless considered regional leader in terms of S&T human resources and scientific publication.

The third group of countries is characterized by limited or underdevelopment of natural resources; possess some of the lowest GDP per capita in the world which classifies them as least developed countries, include: Comoros ,Mauritania; Yemen and Sudan, represents around 19% of the total population of the world Arab.

The S&T landscape

Innovation is not yet parts of S&T parlance, in spite of that the universities and research centers were founded when most countries gained independence, in the beginning of 1960's by governments. National S&T policies would come much later.

Today many Arab countries still possess no national policies or strategies for S&T .however, they are in the process of taking this important first step where S&T policies do exist , they are either too ambitious or ambiguous. All Arab countries nevertheless have sectoral policies such as those for agriculture, water resources and the environment

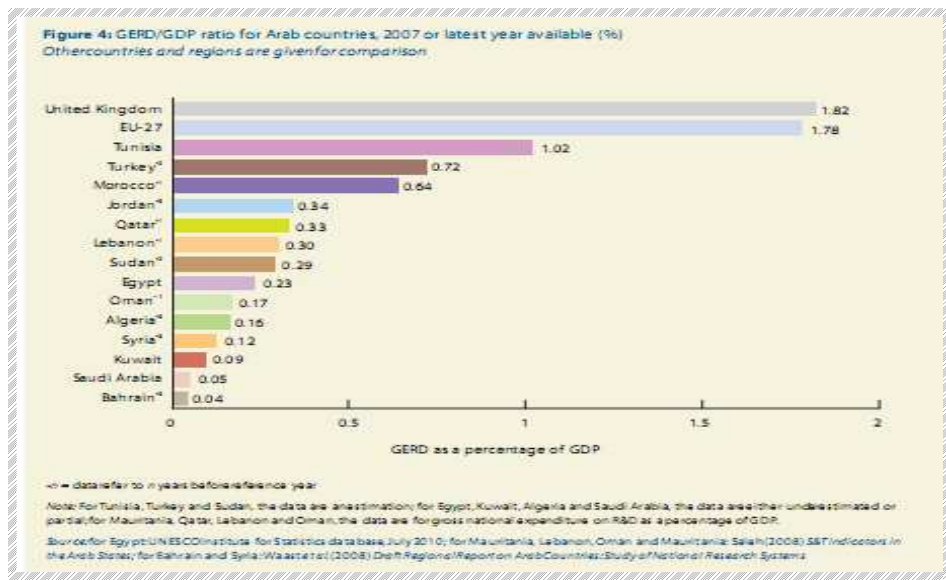
But why should any Arab country have an S&T policy in the first place?.What would the objective be of such a policy?.

In answer to these questions, we can cite two examples from beyond the Arab world; Malaysia which is often cited by Arab decision-makers as a developing country that has achieved economic success thanks, in part, to the contribution of S&T .as for the USA , this world leader in science is developing bilateral scientific relations with a number of Arab countries , including Algeria and Libya

The former prime minister of Malaysia, Dr mahathir Muhammad, declared back in 1992 that the basic objective of Malaysia S&T policy was help Malaysia become fully developed by 2020. The same was happened with USA after 1961.When the American addressed the programme to put a man on the moon before the end of the decade.

Trends in R&D expenditure

Gross expenditure on research and development (GERD) as a percentage of GDP has been consistently low in the majority of Arab countries for over the four decades. It was much lower than the world average. It varies from 0.1 to 1 % of the GDP on R&D as shown in the figure below.



Arab countries have not produced critical mass of full time equivalent researcher in the majority of disciplines. Moreover links between universities and research centers remain weak. This lead to little or no coordination at the national level between research communities. But in spit of precedent policies:

1. Higher education, forming the S & T labor forces, where the number of students in higher education has increased considerably from 5.4 million in 2000 to 7.3 million in 2008, but these increases have not been uniform across Arab countries. This is due not only to the lack of financial resources in some countries but also to factors related to policies, social values and so on.
2. the expenditure that oriented to education field; the standards in high education still low for many reasons; which are:

- pressures practices on Arab universities to fulfill many complementary yet conflicting roles, knowledge transmission, knowledge generated and knowledge preservation and diffusion universities; government in the majority of Arab countries remains unsteady, unable to assume one or other of these roles successfully.
- Arab universities and research centers have been unable to develop a smart R& D environment over the pass four decades because these universities were away from the experimental research because there is no

enough opportunities to materialize those researches because there is not productive economies in the majority of Arab countries.

Inter-industry analysis:

One of the most long-standing techniques for studying inter-industry relation is input-output analysis. Its capacity to depict the way in which output is produced and distributed in the economy, and to capture the direct and indirect and induce effects on industries, consumers and government of a range of external stimuli is well known.

One aspect of inter-industry relationship that may not be fully picked up in the above-mentioned forms of analysis is the existence of beneficial spillovers from the creative sector to other parts of the economy. Generally, it is very difficult to capture the external effects without specific survey and measurement tool. Nevertheless, such positive externalities might include:

1. Knowledge spillovers: where firms benefit from new ideas, discoveries or processes developed by other firms, that's to say through their R&D activity.
2. Product spillovers: where the demand for a firm's product increases as a result of the product development of another firm, such as when the demand for CD players rises as a result of the development of the CD.
3. Network spillovers: where firms gain benefits from other firms that are located nearby. Such as in the clustering of film production services in particular areas.
4. Training spillovers: when labor that is trained on one industry moves to another.
5. Artistic spillovers: where the innovative work of an artist or a company advances an art form to the benefit of other artists or companies.

But no one of the above spillovers applied on the Arab countries, because there rarely exist:

- Enterprise which has a center for R&D.
- Enterprises which depend one another in the way that leads to expand the development.
- Growth poles which create the externalities.

- Industry which gives training that can benefit the other industries.

And their researches and publications, which were away from the world parameters qualitatively and quantitatively, still less than the world indicators as shown below.

Key indicators on scientific publication in the Arab world 2002 and 2008

	Scientific publication per million		Scientific articles published in Arab world		Scientific co-published in the Arab world	
	2002	2008	2002	2008	2000	2008
Egypt	35.2	48.6	2304	3963	683	1421
Tunisia	76.4	496.2	540	2026	264	967
Saudi Arabia	61.6	70.8	1321	1745	304	720
Morocco	36.3	36.9	1041	1167	605	688
Algeria	15.4	37.5	410	1289	256	711
Jordan	101.4	157.1	459	928	153	420
United Arab emirates	91.1	147.2	270	660	144	434
Kuwait	191.9	222.5	469	607	149	248
Lebanon	80	140.9	256	591	108	329
Oman	95.4	113.1	185	315	78	184
Syria	5.8	9.6	106	198	55	144
Qatar	68.7	152.2	38	195	13	152
Iraq	2.4	6	55	184	15	82
Sudan	2.5	3.5	76	146	46	97
Libya	7.5	15.9	41	100	19	74
Bahrain	63.2	126.4	49	98	10	53
Yemen	1.6	2.4	35	56	25	40
Mauritania	5.1	4	16	13	15	12
Djibouti	1.3	2.4	0	2	0	2
Comoros	1.8	4.7	/	/		//

Source: UNESCO science report 2010

According to Thomson Reuters Inc, the total number of scientific research articles originating from Arab countries stood at 13574 in 2008, up from 7446 in 2002. In terms of articles per million population, it is Kuwait which ranks first followed by Tunisia, where the average of Arab countries is only 41, compared to a world average of 147. For all that, researchers can't innovate and create new knowledge and can't practice the efficient research which leads, and for that also the contribution in the creative economy remains very weak, in spite that the creative economy report 2010 said that the region of middle east and north Africa is rich by traditions and cultures

which help it to be an exporter of creative economic products especially in field of arts and music which has a great cultural and economic value in all societies, and it is not only a form of cultural expression, but also a dynamic industry in global trade and a big business in the world economy responsible for million of jobs and income generation worldwide.

Exports (f.o.b)+ Imports (C.I.F) (in million of \$)

Country	2002		2003		2004		2005		2006		2007		2008	
	exp	imp	exp	imp	exp	imp	exp	imp	exp	imp	exp	imp	exp	imp
Algeria	5	117	5	183	5	224	5	306	3	253	4	230	3	295
Egypt	-	-	-	-	-	-	-	-	-	-	-	-	703	522
Morocco	190	290	159	380	162	435	178	489	178	560	207	796	217	799
Sudan	-	-	-	-	-	-	-	-	-	-	-	102	0	99
Tunisia	106	307	129	380	138	459	150	482	202	537	237	625	262	667
North Af	301	714	293	943	304	1.118	333	1.277	334	1.350	447	1.754	1.185	2.381
Bahrain	16	122	10	108	14	106	26	143	21	121	32	148	-	-
Jordan	59	146	110	160	156	270	217	416	245	455	203	455	198	457
Kuwait	-	-	-	-	-	-	-	-	56	721	54	873	-	-
Lebanon	148	285	125	268	154	329	120	305	188	260	218	301	278	389
Occupied p	-	-	-	-	-	-	-	-	-	-	14	40	19	48
Oman	21	127	08	7	25	150	36	180	18	227	18	304	45	390
Qatar	-	-	-	-	-	-	17	360	9	470	27	628	15	636
Saudi Ar	206	837	307	869	471	1.046	311	1.286	522	1.356	514	1.494	-	-
Syria	-	-	-	-	-	-	56	91	263	61	241	55	-	-
emirates	-	-	-	-	-	-	1.532	4.977	-	-	2.915	7.467	4.760	9.442
Yemen	-	-	-	-	-	-	-	-	6	42	6	62	2	66
Arab countries in Asia	448	1.517	560	1.412	820	1.901	1.948	1.758	1.328	3.064	4.945	11.827	5.317	11.427
All Arab countries	749	2.231	853	2.355	1.124	3.019	2.281	3.029	1.662	3.414	5.392	13.581	4.502	13.808
Turkey	2.154	913	2.629	1.177	3.200	1.538	3.456	2.063	3.900	2.547	4.890	3.208	5.369	3.523
Iran	-	-	783	-	774	-	812	50	843	259	-	153	-	86

Source: UNCTAD; creative economy report 2010

Despite of creative goods and services changed in the world, the Arab world remained away from the level suitable to human and material that it owns.

Except for United Arab Emirates which the creative economy became a key sector to diversify its overall economy because it became representing a considerable percentage of its imports and exports, all the other Arab countries still away to say that creative economy has an importance in its plans and strategies because it represents low percentage of it.

According to the Abu Dhabi economic vision 2030, the government intends to make quality media production in Arabic language content vector of economic development. Large investment is being made particularly for the development of new media. As part of the strategy to develop a favorable

environment for the creative industries; a governmental organization was set up in 2008 to cater to the films; broadcast, digital, gaming, publishing and music industries moreover, Abu Dhabi is seeking to become a cultural center within the middle east region.

The new media city complex in Dubai has turned the United Arab Emirates into a center of broadcasting and publishing. The massive production city grown in the deeper desert of United Arab Emirates, seeking to do for Dubai what Hollywood did for Los Angeles. A secure operational environment and incomparable logistical advantages have made Dubai and the United Arab Emirates a preferred destination for pre and post production activities of global television and film companies.

Despite that the Arab region encompasses remarkable cultural similarities as well as high distinct political and economic systems with heterogeneous social fabric. Its peoples share a commonality of language, history and religion, but their societies are at variance in term of natural wealth, governance, currency, traditions and socio-economic systems, which can be considered factors of creative development of goods and services if were exploited rationally. But unfortunately and despite all that, the Arab countries suffering from the less production of creative goods and services and the less exploitation of those factors as shown in the precedent table, where we remark that all Arab countries are importers than exporters, which means that they have the opportunities to make more efforts in this field in order to create more jobs for their citizens, and to liberate their economies from the dependency on oil.

Conclusion:

From all which has been discussed above, I can say that creativity is not exclusivity of developed countries but it is a human behave can be exploited by them with more efforts must be done by individuals under the help of governments through more and better training and education, which results in more productivity lead to increase the GDP and make it independent from the external effects; and make individuals more creative and more productive and that make countries more exporter.

In order to enhance the creative economy, several constraints have to be tackled in an effective and strategic manner. And government are encouraged to address national bottlenecks and pre condition for diversifying their creative industries and finding new opportunities to better place of the creative economy for development.

This concluding section is intended to assist not only policy makers, but also the decision makers and the creative people engaged in the day to day business of the creative economy, to identify areas requiring policy interventions and concrete private sector initiatives.

The challenges facing Arab countries in S&D are enormous; however, they can be overcome with vision, commitment and hard work. For facing those challenges, Arab decision makers have been increasing expenditures on education; there is still little political patronage of science and the scientific endeavor, despite a legacy of creativity and innovation. Lack expenditure on R&D is a major cause of the poor output of the Arab STI system.

The major contemporary problems Arab countries face which require scientific or technological solutions are well known. High-Tec exports from Arab countries are negligible. The acquisition and application of technologies is a function of an enabling environment, yet this environment is almost non-existent in many parts of Arab world. there is very little linkage between universities and industry when it comes to research output and thus little wealth generation via the commercialization of R&D. In the majority of Arab states, intellectual property regimes are very weak, providing little protection for the output of scientists.

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