POLICY MAKING OF CREATIVE INDUSTRIES IN THAILAND

Presented at the High Level Seminar on the Creative Economy and Copyright as Pathways to Sustainable Development, 6-8 December in Bangkok, Thailand

BY ALONGKORN (AL) PARIVUDHIPHONGS, PHD.
ALONGNUM@GMAIL.COM
Alongkorn (AL) Parivudhiphongs, PHD.

PRESENTER

- **Lecturer/Researcher**
  Faculty of Communication Arts
  Department of Journalism and Informatics

- **Assistant to the President**
  for Social Outreach and Global Engagement
Why Creative Economy…?

- Low competitiveness amidst High competition
- Uncertainty Global Economy
- Limited natural resources
- Economic shifts
- Knowledge-base economy
- Technological advancement
- Cultural and consumption changes
  Etc.
KEY QUESTIONS

• WHAT HAVE BEEN DEVELOPMENTAL TRAJECTORY AND SUBSTANTIVE EMPHASES OF CREATIVE INDUSTRIES POLICY-MAKING (CIP) IN THAILAND DURING THE PAST 15 YEARS?

• WHAT MAJOR LESSONS CAN WE LEARN FROM CI POLICY MAKING IN THAILAND?
## III. CLUSTERING PROBLEM

### Classification of Creative Economy: Cross-country Comparison

Source: NESDB

<table>
<thead>
<tr>
<th>Industries/Services</th>
<th>DCMS (UK)</th>
<th>Symbolic Texts</th>
<th>Concentric Circles</th>
<th>WIPO</th>
<th>UNCTAD</th>
<th>UNESCO/UIS</th>
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<td>13. Sports</td>
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<td>14. Performing arts</td>
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CE Scope of each country/International Organizations has similarity & difference, depending on identity & social context, along with the level of priority & support given.
SCOPE OF CIP IN THAILAND

• THE MAKING OF CREATIVE INDUSTRIES POLICY (“CIP”) IN THAILAND BETWEEN THE EARLY 2000 AND LATE 2015

• NO AGREEMENT ON WHAT CONSTITUTED CI AND, IN PARTICULAR, WHAT SHOULD BE THE CENTRAL TENETS OF CIP EMERGED.

• SEVERAL ATTEMPTS AT ESTABLISHING CIP AS A CLEARLY CIRCUMSCRIBED POLICY FOCUSED ON THE PROMOTION OF A SELECTED NUMBER OF SECTORS SEEN TO BE DEFINED BY THEIR “CREATIVE ELEMENTS”

• CI AS A CONCEPT CREPT INTO THAI ECONOMIC POLICY AND, TO A LESSER EXTENT, CULTURAL POLICY; BUT IT DID NOT INSPIRE A FAR-REACHING REORIENTATION IN EITHER.
CI and CE: Distinct or Interchangeable?

Core Creative Industries

Total Sector

Creative Economy
• Local Resources and Systems that support creativity-driven economy

Core Creative Industries
+ 
Related and Supporting Industries that have multiplier effects towards Core Creative Industries

• Economic sectors driven by human creativity in order to create new items or new meaning to existing products and service.
INCUBATION PERIOD
(EARLY 2000S TO MID-2008)

• PLANTING SEEDS OF IDEAS FOR CE AND CI POLICY-MAKING

• KEY ACTORS: PM THAKSIN SHINAWATRA (2001-2006)
   NESDB, MINISTRY OF CULTURE, MINISTRY OF ICT,
   AND OKMD, TCDC AND SIPA, NIA

• KEY IDEAS: ART AND CULTURE PROMOTION
   LOCAL WISDOM AND RURAL ECONOMIC DEVELOPMENT
   ICT AND INNOVATION
   KNOWLEDGE-BASED ECONOMY
   INTELECTUAL PROPERTY PROTECTION

• OUTCOMES: CREATIVE SPACES, COMMUNITY-BASED PROJECTS, SMES
POLICY FORMULATION PERIOD
(LATE 2008 TO MID-2011)

• TOWARDS A FULLY-FLEDGED THAI CIP
• AGENDA-SETTING AND POLICY DEVELOPMENT FOR CIP
• KEY ACTORS: PM ABHISIT VEJJAJIVA (2008-2011)
  DEPARTMENT OF INTELLECTUAL PROPERTY (DIP), MINISTRY OF CULTURE
  AND NESDB, TCDC
• KEY IDEAS: VALUE CREATION
  INTELLECTUAL PROPERTY/COPYRIGHT
  COMMERCIALISATION OF ARTS AND CULTURE
  KING’S SUFFICIENCY ECONOMY PHILOSOPHY
  SUSTAINABLE DEVELOPMENT
Proposed Classification System for Creative Economy in Thailand

Cultural Heritage
- Crafts
- Historical & Cultural Tourism
- Thai Food
- Thai Traditional Medicine

Arts
- Performing Arts
- Visual Arts

Media
- Film
- Publishing
- Broadcasting
- Music

Functional Creation
- Design
- Fashion
- Architecture
- Advertising
- Software

Source: NESDB, Draft Report on Thailand’s Creative Economy (work in progress)
POLICY FORMULATION PERIOD:

• OUTCOMES:
  • CREATIVE ECONOMY YEAR 2009 AND CREATIVE THAILAND 2010
  • STIMULI PLAN 1-2 (STRENGTHEN THAI OPERATION)
  • THAILAND INTERNATIONAL CREATIVE ECONOMY FORUM IN 2010 AND 2012
  • THAILAND CREATIVE ECONOMY AGENCY (TCEA), UNDER PM OFFICE
  • PROPOSED BUDGET AT 1 BN THB (20 MIL £)
  • THE 11TH NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN (2012-2016)
Creative Economy in Thailand

Thailand’s National Strategy on Creative Economy

Developing Thailand’s Creative Economy

By John Howkins
Creative economy commitment and initiatives (High Level)

1. Thailand creative economy agency
2. IP infrastructure
3. ICT infrastructure

Creative infrastructure

Creative education and HR

4. Curriculum
   - Creative Hours – M. of Education
   - Learning Center ศูนย์การเรียนรู้
   - Excellence Center ระดับชาติ

5. Specialists
   - Scholarship in Design and Creative Industry

Creative society and inspiration

6. Creative clusters
   - Thai Craft Design Center
   - Creative Cluster – Tax Benefit (Creative mapping by TCDC)
   - Cultural Tourism – Technology- cultural integration - Creative Town: สุรินทร์ / อนุสาวรีย์ / จิตตนาการ – Route of Golden Land

7. Hall of fame

8. Creative space
   - International fair
   - Local Fair (Monthly)
   - Establish “Art Area”

Creative business and investment

9. CE fund
   - Creative Fund / Special Loan

10. Investment promotion
    - Tax structure – BOI
    - Tax benefit for filming industry

11. Marketing and commercialization
    - Build on strong potential industry – in depth market research / trend setting
    - ASEAN creative hub through international events

12. SP2 (TKK)
RECONFIGURATION PERIOD  
(MID-2011 TO LATE 2015)

• POLICY-MAKING UNDER CONDITIONS OF POLITICAL INSTABILITY  
KEY ACTORS: YINGLUK SHINAWATRA (2013-2014)  
MILITARY JUNTA

• KEY IDEAS:  
“THE NEW ECONOMY BASED ON KNOWLEDGE, TECHNOLOGY, CULTURE AND LOCAL WISDOMS”
THE EMERGENECE OF DIGITAL ECONOMY (MID 2014-PRESENT)

• OUTCOMES: REDUCING CI SECTORS AND NEW SECTORAL EMPHASES  
ORGANISATIONAL RESTRUCTURING  
TRANSFORMATION FROM CI TO CE?  
HIBERNATION OR TERMINATION?
LESSON 1: KEY ACTORS

• THE STRONG ROLE OF THE PRIME MINISTER AND HIS ADVISERS IN DRIVING POLICY AND THE SETTING UP OF A RELATED ORGANIZATIONAL INFRASTRUCTURE.

• THE DEVELOPMENT OF STRATEGIES AND POLICY UNDER THE NESDB, TCDC, WHILE ECONOMIC OBJECTIVES BY DIP, SME

• INTER-AGENCY PROBLEMS/ FRAGMENTED COLLABORATION

• THE AMBIGUOUS ROLES OF EXTERNAL ACTORS
LESSON 2: KEY IDEAS

• VALUE ADDED/VALUE CREATION
• COMMERCIALISATION OF ARTS AND CULTURE
• KNOWLEDGE AND INNOVATION
• HUMAN CAPITA – CREATIVITY
• KING’S SUFFICIENCY ECONOMY
• INTELLECTUAL PROPERTY/COPYRIGHT PROTECTION
• DIGITALISATION OF CE/CI SECTORS
LESSON 3: POLICY MAKING

• THE DYNAMICS OF THE POLICY-MAKING PROCESS
• DEFINITIONAL AND CONCEPTUAL ISSUES
• POLICY-MAKING ISSUES
  CONFLICTS AMONG ACTORS, IDEAS, ANTECEDENT POLICIES
• POLICY CRITIQUE: THE SEARCH FOR POLICY SUBSTANCE
  • CREATIVE INDUSTRIES OR CREATIVITY IN INDUSTRIES?
  • OLD WINE IN A NEW BOTTLE? CULTURAL VS CREATIVE ECONOMY
  • CREATIVITY-DRIVEN INDUSTRIES WITHIN EMERGING DIGITAL ECONOMY
THANK YOU...ขอบคุณ....