



## Mexico, a global player in creative industries

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In this era of transformation, creativity and knowledge are fast becoming powerful means of fostering development gains. In this context, the interface among creativity, culture, economics and technology, as expressed in the ability to create and circulate intellectual capital, has the potential to generate income, jobs and export earnings while at the same time promoting social inclusion, cultural diversity and human development.

According to the United Nation's "Creative Economy 2008" report, Mexico is one of the world's 20 leading exporters in the global market for creative goods and it ranks 6th among developing countries. In fact, Mexico is the only Latin American country in the top 20 rank.

**Creative goods: Top 10 exporters among developing economies, 2005**

Rank	Exporter	Millions of dollars 2005	Market share (%) 2005	Growth rate (%) 2000-2005
1	China	61,360	18.3	17.6
2	China, SAR of Hong Kong	27,677	8.3	0.8
3	India	8,155	2.4	21.1
4	Turkey	5,081	1.5	18.3
5	Thailand	4,323	1.3	5.1
6	Mexico	4,271	1.3	0.5
7	Malaysia	3,233	1.0	7.8
8	Singapore	3,067	0.9	17.5
9	Republic of Korea	2,942	0.9	2.8
10	Indonesia	2,833	0.8	0.1

Source: UNCTAD.

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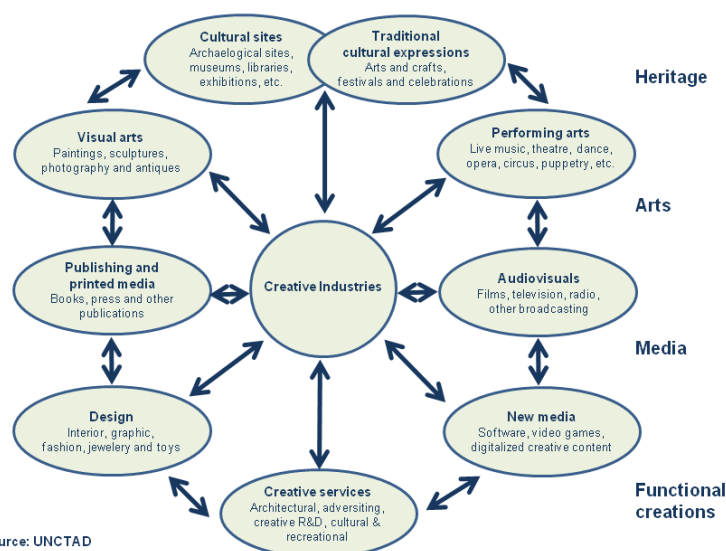
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## Profile of creative industries

Creative industries comprise the cycle of creation, production and distribution of goods and services that use intellectual capital as their primary input. Today's creative industries involve the interplay of traditional, technology-intensive and service-oriented subsectors.

They range from folk art, festivals, music, books, paintings and performing arts to more technology-intensive subsectors such as the film industry, broadcasting, digital animation and video games, and more service-oriented fields such as architectural and advertising services. All these activities are intensive in creative skills and can generate income through trade and intellectual property rights.

UNCTAD classification of creative industries



Source: UNCTAD

## Creative industries in Mexico

For Mexico, design constitutes the most important group of creative products, accounting for 73% of Mexican exports, followed by publishing (9.8%), music (5.8%), arts and crafts (5.2%), visual arts (4.6%), new media (1.5%) and audiovisuals (0.3%). It is worth to highlight the following three top sectors in terms of exports in Mexico.

Mexico: Exports of Creative Goods

	Millions of dollars 2005	Ranking Developing Countries	Market share (%) 2005
Design	3,109	6	72.8
Publishing	417	5	9.8
Music	249	1	5.8
Arts and crafts	222	>10	5.2
Visual arts	198	5	4.6
New media	65	6	1.5
Audiovisuals	11	2	0.3
<b>All creative industries</b>	<b>4,271</b>	<b>6</b>	

Source: UNCTAD.

## Design

Design deals with the creation of forms and the appearance of products. Creative design is expressed in several ways: through the creation of decorative luxury items such as jewellery, by the uniqueness of the graphic design or as utilitarian mass-produced goods such as an interior object.

According to the UN's Report, design was found to be the leading group in the world market for creative goods which exports reached 218.1 billion dollars in 2005, accounting for 65% of total world sales of creative goods. These figures are based on trade data considering subsectors such as: interior objects, graphic design, jewellery, toys and fashion.

On the field of design products, Mexico exported 3.1 billion dollars in 2005, ranking 6th among developing countries. Within this sector, the most important subgroup for Mexico is interiors (48%) in which the country has the second position among developing economies, followed by jewellery (19%), graphics (12%) and toys (11%).

## Publishing

The intellectual assets and the creativity driving the publishing and printed media are broadly expressed in the form of literary production translated into all kinds of

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Mexico's Total Trade in September  
(billion US\$)

	2008	2009	%
<b>Total</b>	53.3	42.6	-20.1
<b>Exports</b>	25.3	20.7	-18.0
<b>Exports (excluding oil)</b>	21.7	18.0	-17.2
<b>Imports</b>	28.0	21.8	-22.1

Source: Banco de México

Mexico's Trade with EU and EFTA  
(million US\$)

	2008	2009	%
<b>January - September</b>			
<b>Exports to the EU</b>	14,025.2	8,163.0	-41.8
<b>Imports from the EU</b>	29,603.6	19,815.8	-33.1
<b>Exports to the EFTA</b>	486.3	342.2	-29.6
<b>Imports from the EFTA</b>	1,347.9	1,016.9	-24.6

Source: Banco de México

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books (novels, poetry, educational, professional, etc.) and the printed media translated into all kinds of news circulated as newspapers, magazines, etc. Publishing and printed media still constitutes an important subgroup of the creative industries from both the cultural and the economic point of view.

The global market for internationally traded goods from the publishing and printed media industries amounted to 44.3 billion dollars in 2005 and accounted for 10% of total trade of all creative goods.

In Mexico, publishing is also the second most important group of creative products, which exports reached 417 million dollars in 2005, therefore the country ranked 5th among developing economies.

Within the publishing group, the most traded subsector in Mexico was "other printed materials", accounting for 58% of total exports, in which the country has the 4th position among developing countries. This subgroup includes: catalogues, brochures, advertising material, posters, calendars, maps, greeting cards, etc.

### Music

Music is not only a cultural expression and a form of entertainment but also a very dynamic creative industry in global trade and big business in the world economy, responsible for millions of jobs and income generation worldwide. In fact, trade figures for physical goods alone, such as sales of CDs and tapes, cannot capture the huge contribution of the music industry to the economies of many countries.

On the basis of available figures, world trade of recorded music tripled from 5 billion dollars in 1996 to 14.8 billion in 2005, accounting for 4.4% of total exports of creative goods. This spectacular increase –13.5% annual growth during the period 1996-2005– represents the highest rise in growth rates among the exports of all the creative industries.

In the music industry, Mexico is the leading exporter among developing countries, with external sales that reached 249 million dollars in 2005, and accounts for 18% of the total exports of developing economies.

### Economic contribution of the copyright-based industries

Developed by the World Intellectual Property Organization (WIPO) and a team of international experts in 2003, the *"WIPO Guide on Surveying the Economic Contribution of the Copyright-Based Industries"* outlined a methodology in economic terms to provide a measurement of the contribution of the creative industries to national economies. It provided the basis for undertaking a comparative analysis of the size of the creative sector in various countries that is built on reliable data and common methodologies.

Based on this guide, the WIPO also produced the report *"National Studies on Assessing the Economic Contribution of the Copyright-Based Industries"* in which it is pointed out that, in the case of Mexico, the economic contribution of the copyright-based industries in terms of gross domestic product was 4.77% in 2003.

Furthermore, the dynamics in the creative industries as an employment generator are indicative of the development potential of this sector in social terms. In Mexico, the contribution of the copyright-based industries in terms of employment was 11.01%. In fact, the creative industries employed more people than many of the traditional sectors of the Mexican economy.

For more information, please visit:

[www.unctad.org/Templates/webflyer.asp?docid=9750&intltemID=2068&lang=1](http://www.unctad.org/Templates/webflyer.asp?docid=9750&intltemID=2068&lang=1)

[www.ompi.ch/ip-development/en/creative\\_industry/economic\\_contribution.html](http://www.ompi.ch/ip-development/en/creative_industry/economic_contribution.html)

#### Mexico's Economic Indicators

**Inflation rate:** 0.3% (October, 2009); 4.50 % (2009, annual)  
**Industrial Gross Domestic Product:** -5.7% (Sep. 2009 / Sep. 2008)  
**Manufacturing:** -8.4%; **Construction:** -7.3%, **Mining:** 3.1%  
**General Index of Economic Activity:** -6.9% (Aug. 2009 / Aug. 2008)  
**Consumer Confidence Index:** 77.0 pts. (October 2009)  
-6.1 percentage points (October 2009 / October 2008)  
**Open unemployment rate:** 6.41 % (Sept. 2009)

Source: INEGI

#### Mexico's Financial Indicators

**Foreign exchange rate:** 13.16 peso/dollar (Nov. 11, 2009)  
**International reserves:** \$79,928 million dollars (Nov. 6, 2009)  
**Mexican stock market index (IPC):** 31,098 (Nov. 11, 2009)  
**Interest rate treasury bonds CETES 28 days:**  
4.52 % (November 12, 2009)

Source: Banco de Mexico

## Mexico's Official Gazette Notices

- **01/10/2009** Decree promulgating the modifications of Annex 401 of the North American Free Trade Agreement, formalized by the exchange of letters dated April 11th 2008, between the Governments of the United Mexican States, Canada and the United States of America.
- **05/10/2009** Preliminary resolution of the annual review of countervailing duties imposed by the final resolution of the antidumping investigation on the imports of table apples of the variety red delicious and its mutations, and golden delicious, from the United States of America, regardless of the shipping country. This product is classified under tariff item 0808.10.01 of the General Imports and Exports Tariff Law.
- **14/10/2009** Agreement modifying the instrument which publishes the Explanatory Notes of the Tariff Schedule, regardless of the shipping country, published on November 21st, 2008.
- **15/10/2009** Resolution that concludes the review, eliminates the temporary countervailing duty and terminates the price undertaking over imports of malation from the Kingdom of Denmark, regardless of the shipping country. This product is classified under tariff items 2930.90.12 and 3808.91.99 of the General Imports and Exports Tariff Law.
- **22/10/2009** Agreement adopting a temporary exemption for the utilization of materials produced or obtained outside the free trade area, in order to allow certain clothing goods to benefit from the preferential treatment established on the Free Trade Agreement between the United Mexican States and the Republics of El Salvador, Guatemala and Honduras.

## EU Official Journal

- **06/10/2009 L262** Council Regulation (EC) No 925/2009 of 24 September 2009 imposing a definitive anti-dumping duty and collecting definitively the provisional duty imposed on imports of certain aluminium foil originating in Armenia, Brazil and the People's Republic of China.
- **06/10/2009 L262** Council Regulation (EC) No 926/2009 of 24 September 2009 imposing a definitive anti-dumping duty and collecting definitively the provisional duty imposed on imports of certain seamless pipes and tubes of iron or steel originating in the People's Republic of China.
- **06/10/2009 L262** Commission Decision of 5 October 2009 terminating the examination procedure concerning the measures imposed by the Eastern Republic of Uruguay affecting the importation and sale of whisky in Uruguay.
- **08/10/2009 L264** Commission Regulation (EC) No 936/2009 of 7 October 2009 applying the agreements between the European Union and third countries on the mutual recognition of certain spirit drinks.
- **16/10/2009 L272** Council Decision of 13 July 2009 on the signature and provisional application of the Interim Partnership Agreement between the European Community, of the one part, and the Pacific States, of the other part.
- **31/10/2009 L287** Commission Regulation (EC) No 948/2009 of 30 September 2009 amending Annex I to Council Regulation (EEC) No 2658/87 on the tariff and statistical nomenclature and on the Common Customs Tariff.

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