



## Create|2030 - Culture in the CARIFORUM-European Union Economic partnership agreement: Rebalancing trade flows between Europe and the Caribbean?

Tuesday 5 November 2019

Island Inn Hotel, Bridgetown, Barbados

Trade barriers, scarcity of preferential treatment measures and limited human and financial capacities continue to hamper developing countries' penetration of cultural goods markets in the global North.

Digital distribution platforms, exchange networks and export strategies are helping global South countries enter the international market of cultural goods and services. And yet, evidence collected in the UNESCO Global Report Re-Shaping Cultural Policies (2018) shows that countries of the Global South still do not participate equitably in the exchange of cultural goods and services in the world: outside China and India, developing countries account for only 26% of world exports of cultural goods.

Addressing imbalances in the global market place is at the heart of the 2005 Convention on the protection and promotion of the diversity of cultural expressions, now ratified by 146 countries around the world. Its Article 16 on "Preferential Treatment" is a binding provision that requires from developed countries to facilitate access to cultural goods and services from developing countries, and to address mobility barriers for their artists, for example through special visas or reduced fees.

While Article 16's potential for dynamic cultural exchanges is evident, its actual implementation and impact on the ground remain underdeveloped, amidst global security concerns, increased travel restrictions, and at a time of contested multilateralism. This poses great challenges to the advancement of the 2030 Agenda on Sustainable Development Goals (SDGs), in particular SDG 8 on Decent work and economic growth (target 8.A on Aid for Trade) and SDG 10 on Reduced Inequalities (target 10.A on special and differential treatment for developing countries).

In order to inform policy action, UNESCO published in June 2019 a first [impact study on the Economic Partnership Agreement \(EPA\) concluded in October 2008 between CARIFORUM States and the European Union](#).

This agreement was one of the first North/South regional trade agreement compatible with WTO rules seeking to effectively improve market access opportunities and ensure wider and more balanced exchanges, with the inclusion of a dedicated Protocol on Cultural Cooperation. The study reveals that all opportunities arising from the EU-CARIFORUM EPA

provisions have not been fully exploited and that its Protocol on Cultural Cooperation has yet to be activated –especially those related to the movement of artists and co-productions in the audio-visual sector.

This public discussion will serve to address the following questions:

- How can the position of culture in the EU/Cariforum EPA be further advanced?
- How can EU countries be held accountable for providing preferential treatment in the culture sector?
- How can mechanisms, policies and strategies be better articulated for the creative sectors in the Caribbean?
- Have creative industry actors from the Caribbean region been sufficiently mobilized in the call for preferential treatment?

**Create|2030 brings together key policy officials and cultural professionals to talk about culture in today's trade discourse, and the level of commitment taken under the 2005 Convention to enact preferential treatment provisions for developing countries.**

# Agenda

**3 pm – 3:15 pm** Welcoming remark, by Hon. John A. King, Minister of Creative Economy, Culture and Sports (Barbados) (*to be confirmed*)

**3:15 pm – 3:45 pm** **Setting the scene: making the case for preferential treatment in culture**

- Percival Marie, Director General, CARIFORUM
- Ambassador Daniela Tramacere, Head of Delegation of the European Union to Barbados, the Eastern Caribbean States, the OECS and CARICOM/CARIFORUM
- Danielle Cliche, Secretary of the 2005 Convention on the Promotion and Protection of the Diversity of Cultural Expressions

**3:45 pm – 5:15 pm** **Public discussion**, moderated by Taiana Mora-Ramis (Dominican Republic), Managing, Director NEX consulting

3:45 pm – 4:05 pm "*What have we learned? Key Findings and Recommendations*", with Mira Burri (Senior Lecturer, Faculty of Law, University of Lucerne, Switzerland) and Keith Nurse (Principal/CEO of the Sir Arthur Lewis Institute Community College, Saint Lucia).

4:05 pm – 4:25 pm Responses and reactions

- Hilary Brown, Programme Manager Culture and Community, CARICOM Secretariat
- Sobers Esprit, Competitive Business Unit, Organisation of Eastern Caribbean States
- Allyson Francis, Services Specialist, Caribbean Export Development Agency
- A representative from Caribbean Development Bank (*to be confirmed*)

4:25 pm – 5:30 pm Q&A with public

**5:30 pm – 6 pm** **The way forward?**

- Alexis Downes-Amsterdam, Director, CARIFORUM-EU EPA Implementation Unit
- Adam Wisniewski, Trade Policy Manager, Delegation of the European Union to Barbados, the Eastern Caribbean States, the OECS and CARICOM/CARIFORUM
- Danielle Cliche, Secretary of the 2005 Convention on the Promotion and Protection of the Diversity of Cultural Expressions

**6 pm** **Cocktail**

This debate will be followed on 6 and 7 November by a closed regional workshop on Preferential Treatment for Culture, coordinated by the UNESCO Secretariat of the 2005 Convention and the UNESCO Chair on the Diversity of Cultural Expressions (Laval University, Quebec, Canada).