



MAPPING THE CREATIVE INDUSTRIES IN KAZAKHSTAN

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The creative economy globally: putting Kazakhstan on map



- UNCTAD estimate that in 2015, trade in cultural goods was worth over 500 billion USD and eight of the top 20 exporters were emerging market economies
- Cultural Economy grew on average at 8.8% p.a. in C.21st
- Growth in Developing world (inc. transitional economies) average 12% p.a.
- Kazakhstan growth rate: exports increase 32% p.a, imports 19 % p.a.
- Balance of trade negative for creative goods
- Kazakhstan's relative position is stable
 - creative economy growing at same rate as other transitional economies

What does this mean?



- Kazakhstan economy remains dominated by mineral products
- But,
 - the creative economy is establishing a small position in the economy
 - Cultural economy rate of growth is high
- Overall employment in agriculture is declining, is stable in manufacture, and growing in services
 - Services growth from 50% to 61% :2005-15
 - But, the data and understanding of the cultural economy is poor.
 - ✦ Data sources are inadequate
 - ✦ Understanding or description of the creative economy is poor
 - ✦ Policy expertise is limited

Aims, and background of study



The Central Asia Programme of British Council

- to assist in the understanding of the creative economy
- advise on policy approaches for its development

Beginning with Kazakhstan:

- to develop a robust definition of the cultural economy, consistent with other national mapping exercises (such as the UK DCMS study, or the UNESCO framework for statistics).
- to investigate the availability of data collected by the national data on the creative economy
- to analyse that data and thus produce a measure of the scale of the cultural economy.

Methodology: challenges and comments



- Why it is difficult to measure the creative economy
 - Its new
 - Its different
- Statistical agencies have not asked about it
- Statistical agencies don't have a 'category' (or, one that is sufficiently sensitive)

Establishing new statistical questions and surveys is expensive, and takes time.

stage one: what can be done with existing sources?

-By creative industry, by location, by year

-Gross value added, employment, skill, companies (number, size)

stage two: what can/should be done in the future?

Key Findings: Urban, Young, Fast growing



- The creative industries are a significant part of the business base of Kazakhstan.
 - 18,000 creative industries businesses registered in Kazakhstan in January 2018,
 - representing 3.8% of the current national business population
- Creative industries are urban (even more so than the rest of the economy)
 - Astana and Almaty account for 62% of all creative industry businesses in Kazakhstan. (compared to 42% of all businesses)
 - Almaty has 45% of all creative businesses
- Creative Industries are small
 - 75% less than 5 persons
- Business services type of creative industries dominate
 - Advertising, architecture, software
 - Information and communication
 - Arts and culture represent 5-7% of the creative economy

What we still do not know



- How many people these businesses employ, or which skills are most important
- Who their markets are
 - We know from trade data that it is mostly internal
- The turnover, or size of business that produce it
- The role of the state v private market as consumer
- The production ecosystem that links businesses
 - Key strengths or vulnerabilities
 - Which industries are most important (scale and growth)

The wider context : national economy changes



- Population growth 2012-2017: 7%
 - 27% national growth in Astana and Almaty
- Overall employment growth has stalled since 2012
 - But cities are growing employment as the regions are losing
- Decline in medium size businesses
- Growth in small businesses, self employed and micro-business
- Gross Regional Product (GRP) of non-oil, and urban regions is 39%
 - Growth in Almaty and Astana GRP per capita, matches oil regions

What we still need to know about the relationship between the national economy and the creative economy



- Detailed turnover data by industry/ sector
- Whom the markets are (location and industries)
- How efficient creative businesses are
- Where investment comes from/ availability
- Challenges to growth (export, and within country/region)

What next? More insight into employment, education, skills



- More data, and analysis
 - National statistics
 - Local survey of the cultural ecosystem
 - ✦ Linkages
 - ✦ External environment
 - ✦ Skill/ expertise/ experience
- More knowledge on skills
 - The role of the education system in understanding the creative economy

Towards future capacity building, and the Central Asia region



- Local capacity building in the creative economy
 - Professional networks
 - Trade associations
 - Employee networks
 - 'Real services'
 - Access to finance
 - Space for businesses
 - Evaluation of the strengths and weakness of the regulatory environment
- Regional collaboration
 - Comparable data/ understanding
 - Regional markets
 - Regional capacity building