

**CLMVT Forum 2018**  
**Day 2 – 17 August 2018 (10.45 – 12.30 Hrs.)**  
**Discussion Paper for**

**Young Dialogue: Opportunities for All: Strategies for Inclusive Economy in the Era of New Technology**

**ROOM 2: Creative Economy: Creativity in the Digital Age for Economic Inclusion**

**Lead Discussants:**

- **Mr. Kittiratana Pitipanich**, Deputy Managing Director, Thailand Creative and Design Center
- **Ms. Kommaly Chanthavong**, Director, Phontong-Camacrafts Handicrafts Cooperative and Mulberries, Lao PDR
- **Mr. Thaug Su Nyein**, CEO, Information Matrix Co., Ltd.
- **Ms. Aliza Napartivaumnuay**, Co-Founder, SocialGiver, Thailand
- **Mr. Ronnapong Kamnuanthip**, Chief Commercial Officer, BEC World Public Company Limited, Thailand
- **Mr. Natt Mintrasak**, CG Animation & Visual Effects Technical Director, Walt Disney Animation Studios, USA

**Moderator: Dr. Sarit Chokchainirand**, Managing Partner & Founder, Effinity Co., Ltd.

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### **Background and Overview**

The role of culture and creativity in generating innovation and economic growth can never be overemphasized. Notwithstanding its disruptive impact on the creative industry, the digital technologies, when combined with creativity and cultural diversity, can potentially change the way creative industry generates economic growth and inclusion.

Recent years have witnessed many examples of how digital platform can contribute to developing new business model and opportunity for smallholder producers to take part in the value chains. Many countries are thus dedicated to develop an economy, which utilizes the richness of culture, modern design and digital channels, to create value and to popularize new products and services.

SMEs and social enterprises also combine creativity with community development, using digital platform to connect rural families to sustainable tourism-related business as well as tech-savvy professionals. As a result, we can see that more and more communities have been facilitated to adopt farming techniques, utilization of database, and to broaden access to new markets, which ultimately will lead to better livelihood among low-income people.

In this roundtable, our discussion will bring together some successful businesses to share their ideas and inspirations on how to utilize digital technology in the way to support creative and inclusive economy, as well as to develop ecosystem conducive to trigger creative thinking, design, and marketing.

**Possible Points for Discussion:**

1. How should we make use of digital technologies in the way to enhance value creation in products and services?
2. What are key challenges hindering adoption of technologies by smallholder enterprises and rural communities?
3. What needs to be done to mitigate those challenges in order to enhance creativity and economic inclusion?

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