The 5th World Conference on Creative Economy
Inclusively Creative: Collective Continuity

21 – 23 October 2026

Jakarta International Expo (JIEXPO), Jakarta, Indonesia and Online

GENERAL INFORMATION NOTE

INTRODUCTION

Eight years ago, the first World Conference on Creative Economy (WCCE) was initiated by the Government of Indonesia with a common intent of mainstreaming creative economy issues globally. As a major multilateral initiative originating from the Global South, the WCCE has brought together government and non-government stakeholders in the creative economy under one platform. The mission continues amidst the multiplex and complex world we are living in.

The 5th World Conference on Creative Economy (WCCE 2026) will not just connect the policymakers and creative stakeholders into one platform, it also carries a strong vision for the sector: the inclusion of creative economy to the development agenda, moving them from the footnotes of economic development into a future-proof economic alternative.

OBJECTIVE

The WCCE serves as a unique multilateral shaper that facilitates the exchange of ideas, perspectives, and best practices in creative economy not only among policymakers, but a diverse range of stakeholders across disciplines, groups, and communities that make up the ecosystem of the creative economy. As a participatory platform, WCCE aims to provide a common space for dialogue among policy actors and stakeholder groups in the creative economy whose conversations may otherwise remain disconnected, contributing to greater continuity and coherence in the global discourse on the sector and a stronger, more collective momentum towards its future advancement.

THEME

The foundational vision of WCCE is anchored by a core principle that has consistently guided its avenue, first introduced as the core theme of its inaugural edition: "Inclusively Creative". The theme has become the defining tenet of WCCE's subsequent iterations and continues to shape its fifth edition this year. It reflects the centrality of inclusion to the creative economy as a whole: allowing everyone to create, cultivate, and celebrate human civilization with the limitless resource of creativity that transcends borders, age, gender, geographical area, and other attributions.

Building upon this enduring baseline on its fifth iteration this year, the WCCE takes a uniting theme of **Inclusively Creative: Collective Continuity**. This theme reflects on two powerful terms.

First, the "collective" idea extrapolates meaningful values where creatives all around the world share one intent for a creative economy that is inclusive and egalitarian,

clarifying its role as the new engine of global economy. Secondly, "continuity" presents a mindset of sustainability, reiterating the uninterrupted connection that persists through time and place, just like the WCCE and other initiatives in the cultural and creative economy globally.

Calling the previously designed public consultation, through three blocks of programming of LEARN, SOLVE, and INSPIRE, the WCCE will take on four topical approaches:

1. Technology, Artificial Intelligence, and Digital Transformation
2. Sustainability, Circular Economy, and Regenerative Designs
3. Intellectual Property, Fair Economy, and Creative Rights
4. Inclusion, Creative Ecosystem, and Community Empowerment

EXPECTED OUTPUT & OUTCOME

The WCCE has driven many global and regional policy outcomes that reflect the vitality of the creative economy to the global economic and development agenda. Reflecting on two successful United Nations General Assembly Resolution of 74/198 and 78/133, as well as the ASEAN Creative Economy Sustainability Framework, the WCCE is committed to maintain and expand the creative economy issues and dialogues that are inclusive and universal.

Driven by these milestones, our goal this year is to formulate a reflective outcome that covers the development of creative economy issues that is future-proof, grounded in communities, and matters to all creative stakeholders. The Jakarta Vision on Creative Economy will be a symbolic outcome of the WCCE 2026 that will collectively gather inputs and perspectives from many stakeholders, both policymakers and creative stakeholders.

This outcome-making process will align the vision to put the creative economy at the center of economic development, while pursuing the mission to spotlight the sector prominently. The **Jakarta Vision on Creative Economy** will be a precedent, alongside many similar global initiatives, to include the creative and cultural policy and to center the mission of putting the creative economy into the post-2030 development agenda.

DATE AND PLACE

The main event of the WCCE 2026 is scheduled to take place on October 21–23, 2026 and will be held in a hybrid format, with the offline event taking place at Jakarta International Expo (JIEXPO) in Jakarta.

EVENT FORMAT & PARTICIPATION

The WCCE 2026 will consist of (i) The Friends of Creative Economy (FCE) Meeting, (ii) Ministerial Meeting, (iii) Creativillage, (iv) WCCE Plenary, and (v) Creative Session.

The Friends of Creative Economy (FCE) Meeting

Held on day one of the WCCE, this meeting serves as the primary platform for Senior-Officials-level government, hexahelix representatives, and creative actors to craft recommended policy options for ministerial consideration and adoption.

Acting as the 1.5 track diplomacy, this process will be commenced with the public consultation process called the **FCE² (FCE Square)**, a virtual meeting that connects creative stakeholders to stocktake and build the outcome of this year's WCCE. The FCE Square will be conducted every month, starting from July, August, and September 2026.

At the FCE Meeting, creative hexahelix stakeholders will gather to finalize their inputs and synthesise insights from the preceding process to build and curate foundational issues; discussing the current state and the future of creative economy, as well as declaring the outcome of the WCCE.

The Ministerial Meeting

Attended by Ministers, Vice Ministers, or High-Level Officials representing participating countries, this session provides a collaborative arena to share national experiences and views in developing the creative economy, balanced with ministerial interventions regarding the results of the FCE Meeting. At the conclusion of the meeting, Ministers are expected to adopt the Jakarta Vision on Creative Economy, which was built by the creatives in a collaborative manner.

Creativillage

Operating as a prominent hub within the main framework, this component acts as an exhibition platform designed specifically for nations, institutions, and business sectors to showcase their ideas, concepts, products, best practices, and achievements. Featuring more than 100 booths, this expanded showcase brings together partnerships with **Kult Kreo**, focusing on craft, culinary, game development, fashion, and music, alongside **Screenverse**, focusing on screen-based creative economy sectors like movies, gaming, OTT/Streaming, and screen technology.

WCCE Plenary

Organized as the main conference open to all participants, this forum explores the "Collective Continuity" theme through dedicated programming blocks across three main subthemes—LEARN, SOLVE, and INSPIRE—driving the global discourse on the creative economy. The session features keynote remarks from the President of the Republic of Indonesia, while the official declaration of the next WCCE 2028 host will take place during a separate, concluding ceremony.

Creative Session

Designed to engage a wider community, this component offers the general public an immersive glimpse into the dynamic creative economy through film screenings, sharing sessions, outreach programs, and game simulations. In collaboration with partners and relevant directorates, these special sessions deliver deeper insights and tailored knowledge through coaching sessions, business pitching forums, or workshops.

INQUIRIES

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