PLENARY SESSION 2: CREATIVE & SECONDARY CITIES IN ASEAN

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DWINITA LARASATI, SECRETARIAT, BANDUNG CREATIVE CITY FORUM
NELIA NAVARRO, DEPARTMENT OF TRADE AND INDUSTRY DIRECTOR, CREATIVE CEBU COUNCIL

PLENARY CHAIR: DR. NEIL KHOR JIN KEONG, SENIOR FELLOW, THINK CITY
GEORGE TOWN AS A CREATIVE SECOND CITY: INTRODUCING THE SOUTHEAST ASIAN CREATIVE CITIES NETWORK

BY DR NEIL KHOR
SENIOR FELLOW, THINK CITY
GLOBAL PERSPECTIVE

- **Urbanization** has become an important contributor to the global social, environmental and economic development.

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**Per capita GDP has risen in tandem with increases in the urbanization rate**

*Per capita GDP and urbanization*¹

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1. Definition of urbanization varies by country; pre-1950 figures for the United Kingdom are estimated.
2. Historical per capita GDP series expressed in 1990 Geary-Khamis dollars, which reflect PPP.

**SOURCE:** Population Division of the United Nations; Angus Maddison via Timetrics; Global Insight; Census reports of England and Wales; Honda in Steckel & Floud, 1997; Bairoch, 1975
GLOBAL PERSPECTIVE

Cities are a critical fabric to the nation and the world, presenting opportunities and challenges.

Cities are the engines of the economy through economic density. Cones’ on the map represent economic output per square kilometre; the cities with higher ‘cones’ are more economically dense. The economics of geography suggests that high density localities will be best placed to attract new firms and exploit economies of scale.

Cities are growing in number with the emergence of secondary cities. According to McKinsey, the emerging 440 cities (Secondary) in the world account for nearly 50% of the economy.

Cities are increasingly home to the world population. By 2020, more than 70% of Malaysians will live in urban areas.

MARKET ASSESSMENT

18003% live in cities
195030% live in urban areas
203070% live in cities

10th Malaysia Plan identifies cities as the most important engines of future growth and by 2020, more than 70% of Malaysians will live in urban areas.

Cities have a growing set of issues with increasing complexity.

According to McKinsey, the emerging 440 cities (Secondary) in the world account for nearly 50% of the economy.

Infrastructure
Sustainability
Public Transport
Education
Brownfield / Abandoned
Waste
Developments
Management
Crime
Culture & Heritage
Affordable Housing
Clean Water
Urban Poverty
Pollution
MALAYSIA’S RESPONSE TO THE CHALLENGE

- Malaysian Government identified 4 major urban conurbations in National Physical Plan 2

1. **By 2020 → FOUR MAJOR CONURBATIONS**
   - Kuala Lumpur Conurbation
   - George Town Conurbation
   - Johor Bharu Conurbation
   - Kuantan Conurbation

2. **By 2020 → 75% Urbanisation rate in Peninsular Malaysia of which 70% of Urban Population will be in these 4 Conurbation**

   - Malaysia must cultivate and encourage organizations like Think City that are more nimble, have access to talent and insights to support the Government in shaping the future urban transformation agenda
Who is Think City?

Think City is Malaysia's first urban regeneration organization. It delivers **catalytic bottom-up** urban regeneration programmes that are led by **local communities**. It aims to be a:

- Thought leader on sustainable cities and urban regeneration
- Catalyst in the shaping of city development
- Centre for capacity building for researchers, city administrators and policy makers
- Regional incubator for innovative ideas and local solutions addressing key urban challenges

How does Think City deliver?

Think City follows a clear approach in delivering in each space:

- **Research** → **Demonstrate** → **Capacity Build** → **Document** → **Advocate**

Where and When does it deliver?

In each space it operates in, it takes a phase approach in order to build credibility and institutionalized capability:

- **Pilot (6M – 1Y)** → **Programmes (2-3 Years)** → **Institution (>3 years)**
Protecting the City’s Outstanding Universal Values

Research
- Visions of Penang
- Baseline Study
- Population Census
- Land Use Study
- Special Area Plan

Demonstrate
- 210 Projects in 4 Years
- 110 Buildings restored

Capacity Building
- Community-based City Managers
- Urban Planning Design

Documentation
- Baseline Study Report
- Urban Markets Report
- Community Publications

Advocacy
- Penang Story Lectures
- International Lectures
- Conferences Workshops
GTGP’s Bottom-Up approach has built relevant experience and

- Physical conservation for a building

- Extending it across the entire street

- Creating and improving shared/public spaces

- Broader community engagement and capacity building

- Strategic counsel and advisory at specific urban areas/zones

- Top-down spatial planning at the state and at the national level
GEORGE TOWN AS A PROXY for Second Cities

- Non-primary, non capital cities
- A need to reflect on its identity
to:
  - Differentiate
  - Identify core competencies
  - Develop niche(s)
  - Generate comparative advantage
- A source of strength!
- Qualities: nimble, different culture, lifestyles, etc.
The Creative Economy

• How we define it:
  • Agglomerating creative people and industries to nurture and inspire creative processes that is then channelled into the creation of value-added products and services.

• How it contributes to “city-making”
  • exploring the role of arts, heritage and culture as catalysts in social, cultural and sustainable urban transformations.

• Identifying our niches:
  • George Town - Heritage, cultural identity
  • Chiang Mai - Education, design & product development
  • Bandung - Community mobilization & urban resilience
  • Cebu - Creativity as a focus for trade & investments
Why Network?

- Enhances regional cooperation
- Strengthens the creation, production, distribution, and enjoyment of cultural goods and services at the local level
- Exchange of ideas, expertise and resources to
- Encourage the development of talent

- Promotes Southeast Asia as a destination for investment
- Develops a common promotion, branding and marketing digital platform for creative economy players in Southeast Asia
Niche Sectors - Life Sciences & Medical Health

55 out of 190 medical health firms located in Penang
2\textsuperscript{nd} largest medical health industry in Malaysia

- Penang is Malaysia’s 3\textsuperscript{rd} Engine of Growth (90% urbanisation rate)
- Penang recorded 2\textsuperscript{nd} highest GDP growth in Malaysia in 2010
- Penang contributed 36\% of Malaysia’s FDI in 2010
- Penang is a major hub for technology-based manufacturing (accounts for 46\% of Malaysia’s electronic exports)
NICHE SECTORS: Animation, Gaming, and Film

In 2013, film and television industry (Malaysia)
- US$1.7 billion (RM5.6 billion) in GDP
- 59,831 jobs.
- US$220 million (RM713 million) in tax

Tropfest SEA – 25 January 2014, Penang
- The largest short-film festival in the world
- Exhibition and content generation platform

Indian Summers
- International collaboration
- Showcasing the colonial heritage and architecture of the island
- Restoration of certain heritage buildings
- Penang government stands to receive rental proceeds of RM 1.1 million for filming at the Crag Hotel and Woodside Bungalow for a 5 year period.
SOME KEY QUESTIONS FOR THE PANEL

IF ASEAN INTEGRATION IS TO BE SUCCESSFUL, IS A “BOTTOM UP” APPROACH, AT A PEOPLE TO PEOPLE LEVEL INTERACTION THE FIRST STEP?

HOW WILL ECONOMIC INTEGRATION – AN ASEAN ECONOMIC COMMUNITY – IMPACT LOCAL ECONOMIES AND SECOND CITIES?

THE WELL-SPRING OF DISSENT AND FRUSTRATION WITH DEVELOPMENT IS OFTEN IS GROWING SOCIAL, ECONOMIC AND POLITICAL DISPARITIES, WHAT ARE THE MESSAGES FROM THE GROUND?

FINALLY, SECOND CITIES HAVE TO BE RESILIENT SPOKES TO CAPITAL/GLOBAL CITIES YET WE ARE ALSO A REGIONAL HUB, HOW CAN WE REMAIN ATTRACTIVE WITH IDENTITIES OF OUR OWN?
Creativity: A Competitive Edge in Trade and Investments

The Cebu Experience

Nelia V. Flores-Navarro
Convenor, Creative Cebu Council
Outline of Presentation

• About Cebu

• Creativity - Cebu’s Competitive Edge

• Opportunities and Challenges in the ASEAN Economic Community

• Way Forward
ABOUT CEBU

Cebu is strategically located in Asia
CEBU: TOP TOURISM DESTINATION

• Premiere Gateway to Central Philippines
• One of the Best Places in the World to Retire - Live and Invest Overseas, Retire Overseas
• 2010 Best Travel and Leisure Destination (Short Haul) Award – Travel and Meetings Industry Awards, Travel Weekly China
• 2010 Best Honeymoon Destination – World Travel Fair, Shanghai
• 2010 3rd Best Island in Asia – Travel + Leisure Magazine

Source: DOT-7
Cultural & Heritage Destination

CEBU TOURISM
It's more fun in the Philippines
Cebu City rises as 8th Best Location for IT/BPOs in the world

World-class service provider for English-speaking IT-enabled BPO & creative services... at globally competitive wages, in an IT-enabled cosmopolitan setting, all embedded in a resort environment.
Creative Cebu Council

British Council

ASEAN City of Culture
Cebu’s Competitive Edge

Game development and animation

Custom game design & development

- Nat Geo Explorer: Contraband Mystery
- Venus: The Case of the Grand slam Queen
- National Geographic Traveler: Italy
- The Shopping Cart Game
- Christopher The Hamster
- Balloon Journey Around the World
Cebu’s Competitive Edge

Independent Filmmakers in Cebu

New media and digital creative services

visual effects
Cebu’s Competitive Edge
Tradition + Innovation = Cebu-made furniture

The list of brands and places could go on and on, but it won’t be as long as the list of furniture items that are sourced in Cebu. The Philippines exports nearly $300 million worth of middle to high-end furniture, and over 60% of these exports come from Cebu.
Global Philippine Brands

- Jollibee
- Figaro Coffee Company
- Chowking
- Max's Restaurant
- San Miguel Beer
- Samahang Walang Katulad
- U2
- Oishi
- Penshoppe
- BENCH
- kamiseta
- Philippine Airlines
Some Well Known FDIs in Cebu

- Lexmark
- Timex
- Pentax
- NEC
- Teradyne
- Mitsubishi
- Lear
- Epson
- Olympus
- Taiyo Yuden
- FBM
- Fairchild
- Enomoto
Creative Services FDIs in Cebu
**MEGA CEBU 2050 VISION STATEMENT:**
A vibrant, equitable, sustainable and competitive environment that embraces Cebu's creativity and its cultural, historical and natural resources, with strong citizen participation and responsive governance.

<table>
<thead>
<tr>
<th>CULTURAL &amp; HISTORIC:</th>
<th>INNOVATIVE, CREATIVE &amp; COMPETITIVE:</th>
<th>INCLUSIVE, EQUITABLE &amp; LIVABLE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The fusion of a vibrant and sustainable environment that embraces Cebu’s cultural, historical and natural heritage, with a sense of identity and belonging</td>
<td>A proactive, adaptive, effective and quality educational system and globally competitive business environment that maximizes key economic drivers and livelihood opportunities</td>
<td>A developed, responsive and efficient physical and social infrastructure that provides safe, secure and healthy living environment for all members of society</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTERCONNECTED &amp; COMPACT:</th>
<th>GREEN:</th>
<th>INTEGRATED, COORDINATED &amp; PARTICIPATIVE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physically, economically and socially integrated Metro Cebu communities where individual growth areas are compact and walkable</td>
<td>Sustainable and Resilient development that preserves and nurtures the unique national environment</td>
<td>A strong citizen’s participation and collaboration together with responsive and accountable governance that identifies, plans, and delivers integrated solutions</td>
</tr>
</tbody>
</table>
Opportunities and Challenges in AEC

Ten member states at varying levels of economic development

Population of 616 million people

Combined income (GDP) of US$ 2,306 billion

Average GDP per capita of US$ 3,744

Total exports (to world) of US$ 1,265 billion

Total imports (to world) of US$ 1,243 billion

Total intra-ASEAN trade of US$ 33 billion

Source: World Economic Outlook October 2013 Database, IMF, Trade Map ITC
Way forward…

A collaborative platform
“...The main point is not whether governments should be leading or responding to calls from their creative industries but how to put in place a plan of action and effective mechanisms to articulate tailor-made policies to stimulate creativity and improve the competitiveness of creative products with the best competitive advantages in world markets while preserving cultural identity...”

Source: UNCTAD & UNDP Creative Economy Report 2008
Creative Chiang Mai: Economic Development and City Making by leveraging creativity and innovation

Martin Venzky-Stalling
Senior Advisor
martin@creativichiangmai.com
Initial “Signed” SEA CCN Members
Each city is unique, but there is overlap in interest areas and greater similarity.

And we all already have many international partners and influences that we can share.
Introduction

Chiang Mai is Thailand’s second city with a population of about half a million people. Situated 800 kilometers North of Bangkok, Chiang Mai is a city of culture and tradition in transition.

The city has a distinct culture (“Lanna”), with more temples than any other cities in Thailand, and a lot of historical sites including portions of an old city wall that are still intact.

Building on its 700 years of history and heritage as the Northern Capital of culture, administration, trade and commerce, the city has turned into a tourist, logistical and educational hub and now has over 100,000 students at eight universities.
City in Transition – Tradition meets Change and Modernization
Largest software and digital content cluster outside of Bangkok, also a large number of digital nomads and freelancers.
Comparison of **Thailand** and **North Thailand** (17 provinces) and **Chiang Mai**

Chiang Mai (province) accounts for only 2% of Thailand with a relatively low growth. The North, 17 provinces, accounts for 9-10%, 19% of the population and only 7% of Government Expenditures.
Renewed interest in cities and clusters - ENGINES (similar to ICT itself!)

- Working with other clusters
- Involve and activate
- Universes
- Companies
- Policy makers & governmental org.
- Science Parks & Research organisations
- Service Providers
- Policies
- Regula%on
- Soft factors
- Cluster
Ignite through a small set of catalyst actions

Chiang Mai needed a catalyst, a small set of highly symbolic actions that bring together the various ingredients in such a way that they "ignite" and create sustainable momentum.
Launched in 2010, Chiang Mai Creative City (CMCC) is a Governor endorsed local, bottom up, voluntary initiative, think tank, and network consisting of over 40 organisations.

We aim to keep the beauty and charm of Chiang Mai, but also **develop new jobs and grow the economy** by leveraging innovation and creativity.
A Vision For Chiang Mai & Region

**Current and future Pillars of the Chiang Mai Economy**

- Crafts/Cultural Industries
- Clear Tourism Propositions
- Software / Media / IT / Design
- Services / Logistics / Education
- Food / Agro-Industry / Biotech
- Cosmetics / Life Sciences

**Conceptual**

- dynamic, productive, competitive companies
- Av. National GDP +2%
- 5,000 new jobs in 5 years
- Robuster & Sustainable Economy

**Institutions**

- Cooperation
- Outward Looking Focus
- Creativity and Innovation, Openness
- Human Resources
- Policies and Regulations
- Investment / Funding
- Local Ownership / Leadership

**Creativity and Innovation, Openness**

**Cooperation**

**Outward Looking Focus**

**Human Resources**

**Policies and Regulations**

**Local Ownership / Leadership**
Potential Targets – Prosperity, Economic Opportunity, City of Life

1. **Attract Investment**
   - Catalyst Implementation Actions
     - Action 1
     - Action 2
     - Action 3

2. **Innovation & R&D for competitiveness (incl Science Park)**
   - Catalyst Implementation Actions
     - Action 1
     - Action 2
     - Action 3

3. **Creative Economy and City (CMCC)**
   - Catalyst Implementation Actions
     - Action 1
     - Action 2
     - Action 3

4. **Health/Wellness Tourism**
   - Catalyst Implementation Actions
     - Action 1
     - Action 2
     - Action 3

5. **Food & Cosmetic Valley**
   - Catalyst Implementation Actions
     - Action 1
     - Action 2
     - Action 3

6. **Chiang Mai MICE**
   - Catalyst Implementation Actions
     - Action 1
     - Action 2
     - Action 3

7. **Diversity economy, grow new clusters**
   - Catalyst Implementation Actions
     - Action 1
     - Action 2
     - Action 3
So this is my office at the moment - until the construction of the Science Park has been completed.

Creative Chiang Mai Secretariat @ Chiang Mai University Science & Technology Park (CMU STEP) 2nd floor Research and Technology Transfer Building Faculty of Engineering, Chiang Mai University 239 Huay Kaew Rd., Suthep, Muang, Chiang Mai, Thailand, 50200

http://www.step.cmu.ac.th
www.facebook.com/TDCI.CMU
www.creativechiangmai.com

Telephone: 053-942-088-91 ext. 208
Mobile phone: (66)-8-1969-6919
Fax: 053-942-088-91 ext. 413
Science & Technology Park by Chiang Mai University and Ministry of Science & Technology, Design Center, Coworking Space
4 Focus Industries of NSP

- Agriculture and Food
- IT Software and Digital content
- Medical and Bio-technology
- Energy technology and material
Lanna is the name for the Northern Region of Chiang Mai

LANNA COSMETIC VALLEY INITIATIVE
Thailand
Country strategy

Kitchen to the world

Northern Food Valley (TFV)
Budget Allowance 400m Baht

Food Innovation Zone (FIZ)
Budget Allowance 40m Baht

Government
Industry
Academic

Southeast Asian Creative Cities Network
Food Innovation and Packaging Center (FIN) “Enabling Factor in Northern Food Innovation System”

35 mBa
ht

Product and Packaging Development

Testing service

Food research for Thailand strategy

Food Collaborative R&BD (university and industry)
Attend. Buy or apply for tickets now...
www.amiando.com/tedxchiangmai2014

27 September 2014 วันนี้ต้องอยู่เสียงไอน์
600 seats, 20 speakers, 8:30am-6:30pm
27 กันยายน 2557, วันอาทิตย์ 20 ที่นั่ง, 8:30-18:30 น.
Chiang Mai Design Awards and Chiang Mai Design Week 2014 in December 2014
CNXP - Chiang Mai Experience – Tech – Music – Photo/Film
6/7 December 2013 http://www.cnxpfest.com/
handmade-chiangmai Phase 3
www.handmade-chiangmai.com

“Intellectual Property
Supporting Social Entrepreneurships
and Creative Industries”

While traditional cultural tourism is based on “visiting”, “viewing”, “seeing” and “contemplating” (e.g. visiting museums, art galleries, concerts, ballet performances).

Creative tourism is based on “experiencing”, “participating” and “learning” (e.g. not only observing icons or icon painting but taking courses in icon painting in the destination).
ช่วยกันใช้โลโก้ของเชียงใหม่สร้างสรรค์เจ้า

เชียงใหม่สร้างสรรค์
www.creativechiangmai.com

Creative Chiang Mai
www.creativechiangmai.com
Bandung: Creative City?
Responsive Citizens!

Dr. Dwinita Larasati, MA
General Secretary, Bandung Creative City Forum
ABC Forum, Singapore, 9 September 2014
BANDUNG

Capital of West Java Province
The 4th biggest city in Indonesia

Populated by 3 million people
60% are below 40 years old
Since the colonial era, Bandung has been a center for fashion, design and architecture.
Creating problem solving prototypes by social experiments through creative products, technologies and programs, to inspire more stakeholders in the city

Bandung is home for 50+ universities, mainly in architecture, design, art fields

Creating a new type of “Cultural industry”

TECHNOLOGY

TALENT

TOLERANCE

(Florida, 2000)
BANDUNG

Issues to approach the emergence of creative-based cultural industries (Soemardi, 2006): The making of place | The creative culture of cities | Implications for planning policy

Currently proposing to be a member of UNESCO Creative Cities Network in the field of Design
BANDUNG CREATIVE CITY FORUM

Bandung has three main potentials that determine the creative economy qualities of the city: **People | Place | Ideas**

**Bandung Creative City Forum (BCCF)**
Since 2008 BCCF has been conducting collective events, festivals, and many urban intervention programs.
BANDUNG CREATIVE CITY FORUM

BCCF programs 2014 onwards: expanding to regional and international scope
BANDUNG CREATIVE CITY FORUM

Roadmap for implementation of Design Thinking & Urban Acupuncture strategies in order to create a Livable, Lovable Creative City.

- **AWARENESS**
  - 2013: National festivals
  - 2014: National entrepreneurship kampung & community classes

- **DISSEMINATION**
  - 2015: Regional workshops on hospitality, etc integrated with entrepreneurship

- **TAKING EFFECT**
  - 2016: International independent kampungs
    - Community networks

- **DESIGN CITY**
  - 2017: Regular international event
  - Tourist destination
  - Creative agents & institutions

- **LAUNCH!**
  - Course & workshops on hospitality, etc offshore

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Southeast Asian Creative Cities Network
COMMUNITY MOBILIZATION AND URBAN RESILIENCE: EXAMPLES

Three programs that represent Community Mobilization and Urban Resilience:
LIGHTCHESTRA | KAMPUNG KREATIF | DESIGNACTION.BDG
COMMUNITY MOBILIZATION AND URBAN RESILIENCE: LIGHTCHESTRA
COMMUNITY MOBILIZATION AND URBAN RESILIENCE: KAMPUNG KREATIF

DETERIORATING QUALITIES OF URBAN HABITAT

COMMUNITY ENGAGEMENT, ADVOCACY

CREATIVE EVENTS, WORKSHOPS

GAINING PRIDE AND SELF-CONFIDENCE
COMMUNITY MOBILIZATION AND URBAN RESILIENCE: DESIGNACTION.BDG

QUADRO-HELI: A B C G

DESIGN THINKING: EMPATHY, REFRAMING, PROTOTYPING

URBAN ISSUES

INNOVATIVE, APPLICABLE SOLUTIONS

Southeast Asian Creative Cities Network
COMMUNITY MOBILIZATION AND URBAN RESILIENCE
KEYWORDS: CONNECT, COLLABORATE, COMMERCE

GOVERNMENT

Supports in policy & infrastructure

BUSINESS SECTOR

Supports Business hub

COMMUNITIES

Network Community hub

ACADEMICS

R&D Workshops

3C
COMMUNITY MOBILIZATION AND URBAN RESILIENCE STRATEGIES

Input from academics in the fields of art, design and creativity, with diverse backgrounds & progressive mindset
COMMUNITY MOBILIZATION AND URBAN RESILIENCE STRATEGIES

Supported by events: competitions, awards, festivals, workshops, etc.
Identification of competitive values: local natural and human resources, storytelling qualities, rich traditional references, familiar consumers
COMMUNITY MOBILIZATION AND URBAN RESILIENCE STRATEGIES

Enhancing local contents and resources, roles of four stakeholders, complete branding & packaging, targeting defined markets/ consumers
THANK YOU

bandung creative city forum
http://www.bccf-bdg.com
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THANK YOU