

Creative Economy as A New Driver of Growth: A Vietnamese Perspective

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As Viet Nam aims for ambitious development targets by 2030 and 2045, promoting high growth becomes an important priority. To do so, Viet Nam needs to explore new space for growth. Creative economy then emerges with importance, given virtually infinite potential of human creativity. Available statistics show some good performance of Viet Nam in promoting creative economy, especially in terms of exporting creative goods and making use of digitalization. Nevertheless, Viet Nam needs a comprehensive strategy for further enlivening creative economy, focusing on developing a concrete regulatory framework, nurturing talents, and market development. In doing so, international cooperation can play a pivotal role.