



**Asia-Pacific
Economic Cooperation**

2025/HLD-CCI/JMS

Joint Ministerial Statement – High-Level Dialogue on Cultural and Creative Industries 2025



**High-Level Dialogue on Cultural and
Creative Industries
Gyeongju, Korea
26-28 August 2025**

APEC 2025 High Level Dialogue on Cultural and Creative Industries

Joint Statement

Gyeongju, Republic of Korea | 27 August 2025

1. We, the Ministers and high-level representatives responsible for the Cultural and Creative Industries from the 21 Asia-Pacific Economic Cooperation (APEC) economies convened in Gyeongju, Republic of Korea, from August 26 to 28, 2025, for the APEC High Level Dialogue on Cultural and Creative Industries (HLD-CCI), which was chaired by the Minister of Culture, Sports and Tourism of the Republic of Korea and under the main theme of “CCIs: New Horizons for Prosperity.”

2. The rich cultural heritage and dynamic creativity of each APEC economy, in harmony with innovative technologies such as Artificial Intelligence (AI), contribute to the economic impact of culture, while the cultural and creative industries (CCIs), are increasingly recognized as valuable contributors to fostering economic growth in the APEC region. We recognize the increasing role of cultural and creative industries in the economic growth and their role in encouraging better understanding and mutual respect among member economies in the Asia-Pacific.

3. In line with the main theme and the three key priorities of APEC 2025 Korea, "Building a Sustainable Tomorrow: Connect, Innovate, Prosper," we discussed three lines of action for cooperation to achieve further economic growth in the region based on the cultural and creative industries.

Theme 1. Connect: CCIs as a New Catalyst for Economic Cooperation within APEC

4. We acknowledge that CCIs are poised as one of the sectors that positively contributes to economic growth in the APEC region, including by creating jobs and expanding opportunities for trade while respecting intellectual property rights. We believe that CCIs may promote cross-sectoral connections between economies, whilst expanding opportunities for people and businesses, including MSMEs. We also believe that CCIs may enhance dialogue and people-to-people connectivity, preserve cultural heritage, and encourage tourism, leveraging their significant synergies.

5. We recognize the growing role of CCIs in economic and cultural exchanges in the region, and the role of CCIs in expanding the digital services economy and attracting investment. We note previous efforts by member economies to promote economic growth in this regard as in the Lima Roadmap to Promote the Transition to the Formal and Global Economies (2025-2040).

Theme 2. Innovate: Developments in CCIs Driven by Digital and AI Innovation

6. We share the recognition that advances in digital technologies, including AI, are pushing the boundaries of creativity by widening access to cultural expressions for different audiences and enabling innovation across the entire process of creation, production, distribution, and consumption of cultural and creative products in the APEC region. Digital technologies also offer new opportunities to support accessibility, preservation, safeguarding, and management of both tangible and intangible cultural heritage.

7. We recognize the profound impact of AI on the cultural sector, including the opportunities it offers to business models and jobs. We further recognize the need for collective attention and efforts aimed at ensuring rapid changes, in digital tools and AI, foster economic growth in the region including by supporting creators in the cultural sector and bridging digital skills gaps.

Theme 3. Prosper: Advancing a Prosperous Asia-Pacific Community through CCIs

8. We encourage economies to continue promoting dialogue on CCIs within the APEC region. To this end, we encourage member economies to explore practical measures for cooperation through existing APEC mechanisms. These may include training initiatives as well as sharing knowledge and best practices on voluntary and mutually agreed terms. We also support education and training programs within CCIs, and responses to changes driven by digital and AI innovation. We also recognize the growing contribution of cultural and creative industries to cross-border trade, and the role of CCIs in expanding the digital services economy, attracting investment, and supporting MSMEs. We recognize the importance of supporting businesses and creators, including in accordance with the La Serena Roadmap for Women and Inclusive Growth (2019-2030).

9. We note the progress being made in the Asia-Pacific region to reaffirm the value of CCIs, and to convene APEC 2025 HLD-CCI. These developments serve as an opportunity to reaffirm that CCIs are enablers and drivers of economic growth, and this Dialogue has contributed to enhancing our understanding and cooperation among members.

10. We thank the Republic of Korea for its cordial hospitality and for successfully hosting the APEC 2025 High-level Dialogue on Cultural and Creative Industries.