

## SPECIFIC REFERENCES TO CREATIVE INDUSTRIES IN THE GES: GROWTH SECTORS

We are committed to maintaining and further developing a Supportive Business Environment. Our overall framework will focus our efforts and resources to create an environment that:

- Is attractive to growth companies;
- Enables companies to take advantage of opportunities in new international growth markets; and
- Helps to build up the growth sectors of the economy which have the potential to drive future growth.

Helping to build up the growth sectors of the Scottish economy will maximise value added and create high quality and sustainable jobs. Scotland has real international comparative advantages within a number of exciting sectors. Supporting a portfolio of niche opportunities in these sectors both exploits our competitive advantage and will provide greater longer-term resilience to economic shocks.

To deliver a supportive business environment with a focus on growth companies, growth sectors and growth markets we will take forward a range of measures in the following areas –

1. International trade and investment
2. Supporting business growth
3. Helping small businesses create jobs
4. Growth sectors
5. Innovation and commercialisation
6. Taxation

The Growth Sectors identified are Creative Industries (including digital), Energy (including renewables), Financial and Business Services, Food and Drink (including agriculture and fisheries), Life Sciences, Sustainable Tourism and Universities.

Fiona Hyslop, Cabinet Secretary for Culture and External Affairs states the importance of the creative industries.

“A key success of the Government Economic Strategy has been the emphasis on targeting support towards the development of growth sectors. These sectors have the potential to drive sustainable growth in the long-term through the development of Scotland’s assets and comparative advantages, and through their potential to be successful in global markets. For example, Scotland’s creativity is recognised throughout the world and we have a strong international reputation for excellence. The creative industries are worth more than £5 billion to Scotland, support over 60,000 jobs; and overall creative industry exports represent around 5% of Scotland’s

total international exports. Scottish art, film, fashion, music and literature are well recognised as its design, IT and computer gaming industries. The sector has grown rapidly over the past 10 years and with appropriate support has potential to grow further, as was underlined in the creative industries strategy that I launched in March of this year.”

The specific commitment is “Supporting a number of investment opportunities, through Creative Scotland, in our Creative Industries”.