

Creative Economy: An important component of the creation of wealth of the fourth industrial revolution

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Introduction

With the advent of the digital age, the analog world was left behind, giving way to great transformations, making people around the world connected through computers and mobile devices with great processing power, unlimited storage and access to knowledge.

The era of the fourth industrial revolution brings with it the possibility that emerging technological advances will multiply in areas such as artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3D printing, nanotechnology, biotechnology, materials science, energy storage and quantum computing according to the World Economic Forum in 2016.

Therefore, the creative economy, a concept in which ideas take value and their scope is related to an industrial society that values science, novelty, innovation, technology and intellectual property rights, make goods and services tangible and intangible wealth-creating resources.

This paper aims to describe the creative economy as an important component of wealth creation of the fourth industrial revolution, through a comprehensive review of existing literature, a statistical database of organisms comparing the economies of Latin America and especially the Mercosur countries.

First, it will begin with the development of a theoretical reference framework, the methodology used, the presentation of the results, its analysis and discussion, to finally set out the final considerations.

Literature Review

According to Gilchrist (2016) the fourth industrial revolution is in the fusion of technologies that integrate into manufacturing processes. For Caruso (2017, p. 2) “The essential element of this transformation is considered the intersection between production, processing and online information flows and devices that communicate independently with each other the length of the entire value chain”.

In recent years, both creativity and innovation have brought about a change in production systems, so several authors said that there was a third industrial revolution, new information technologies and Communication. Therefore, according to the (United Nations Educational, Scientific and Cultural Organization [UNESCO], 2005) technological advances created an information society based on technological progress.

Later, a much broader concept called a knowledge society was given way that encompasses much broader social, ethical and political dimensions, in which the knowledge economy allows for the widest possible exploitation of the potential of productivity of workers' human capital with new possibilities for coding, collection and transmission of information, and that many so-called intangible activities related to research, education and services tend increasingly a major impact on the global economy.

According to the McKinsey Global Institute, by 2025, twelve disruptive technologies will transform life, business and the global economy, which, depending on their potential to create new wealth, would be: mobile internet, automation of the work of knowledge, the Internet of Things, cloud technology, advanced robotics, autonomous and quasi-autonomous vehicles, next-generation genomics, energy storage, 3D printing, advanced materials, advanced exploration and recovery of oil and gas, in addition to renewable energy (MANYIKA ET AL., 2013).

From the above-mentioned list, technologies such as; Mobile internet, internet of things, cloud technology, energy storage, 3d printing and advanced materials are the ones that are part of the so-called Orange economy, which at the same time allow to add added value through innovation and create new business models (BUITRAGO & DUQUE, 2013).

Methodology

The research is of an exploratorial nature and descriptive. The research used the bibliographic methodology, through the comprehensive review of the literature, referring to the main authors of the area, documents and reports of international organizations aimed at promoting the creative economy. Data from the quantitative analysis were used for the conduct of the quantitative analysis from different national and international statistical institutions.

Results and Discussion

In 2011, global trade in creative goods and services was US\$624 billion, with exports of this sector growing 12.1% in developing countries in 2002-2011.

In 2013, the profits from the cultural and creative industries in Latin America and the Caribbean were approximately 124 billion U.S. dollars, employing a total of 1.9 million people. The most notable item was television with 41.9% of the total profits obtained and in terms of employment, it was the visual arts with the 376,000 people employed (EY, 2015).

In 2012, Brazil was the country with the highest level of exports with a total of 11,226.12 million U.S. dollars, the other countries of Mercosur had deficits in their balance Commercial. Design goods, which accounted for USD 636 million, followed by New Media com USD 111 million, were among Brazil's top export goods. Advertising and Architecture were the fastest growing creative services.

For Argentina, it has significantly increased its market share in the creative industries. Due to a significant increase in exports of creative services, including advertising, architecture and research and development.

In Paraguay's case, it was exports of audiovisuals, design and the fastest growing crafts in 2012. While digital music sales increased by 69.1%, it is one of the fastest growth rates in the region.

Uruguay, design accounted for USD 12 million in exports, followed by the publishing sector with USD 6 million. Visual arts were also among the main export sectors in 2012.

On average 12% of exports from the Latin American region it is made up of high-tech manufacturing, this situation caused it to have raised its dependence on technology services imported from abroad, especially in countries such as Argentina, Brazil and Chile, in the case of cross-border licensing, the purchase of intellectual property, R&D services, the procurement of engineering and other technological services generate payments that generally exceed revenue from these concepts.

Conclusions

Innovation and creativity are two components that have marked changes in recent years in society and especially in business as a source of differentiation and competitiveness, which has allowed, to create greater added value, generate new business models and mainly contribute to the economic and social development of countries.

Global trade in creative goods and services has grown in recent years, so it has been very beneficial for developing countries.

In the case of Mercosur, the largest producer of creative goods and services is Brazil, following Argentina.

An important aspect is that Latin America is increasingly demanding technological services, which highlights the growth in the production of high-tech manufacturing.

The creative industry plays a very important role in Industry 4.0, among the protagonists is the design and technology that have changed the business models of traditional companies

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