

Newcastle's creative economy in global spotlight as international experts gather in the city

Creativity in Newcastle and the North East has been making headlines recently, and now leading economists from across the world, including: Singapore, Italy, Belgium, France, Ireland, Latvia, Turkey and South Korea are joining UK experts at Newcastle University to find out more about the city's success and share ideas on cultural and economic development. The conference is hosted by the Creative Industries Policy and Evidence Centre (Creative PEC) which is funded by the UKRI Arts and Humanities Research Council and based at the University.

Guests will meet at Newcastle University Business School on 28–29 April for an international conference that further cements Newcastle University's position as a leading centre for research on the creative industries – one of the eight priority sectors in the Government's Industrial Strategy.

The UK's creative industries contribute £145.8 billion GVA, representing 5.82% of UK GVA. It is one of the fastest growing sectors in the UK. The North East has been identified as a city-region with high growth potential in the creative industries. The event will also spotlight global cultural research trends, such as the phenomenal rise in Korean cultural exports, as well as examples from several countries including the US, Ireland and Belgium.

Professor Christopher Smith, AHRC Executive Chair, says:

“From music, film and TV to performance and gaming, Newcastle and the North East play a critical role in the UK's creative industries, a sector which is vital to our future prosperity and wellbeing.

“This conference will showcase how this hotbed of creativity and innovation is acting as a key driver of growth, and ensure that we learn from a diverse range of perspectives from around the world to build on this international success story.

“UKRI is committed to ensuring that we capitalise on this enormous opportunity through our R&D Strategy for the Creative and Cultural Economy, and investments such as the Creative Industries Policy and Evidence Centre, led by Newcastle University.”

Professor Jo Fox, Pro-Vice-Chancellor, Humanities and Social Sciences, says:

“The Creative PEC Symposium highlights Newcastle University’s leadership in creative industries research and policy, while celebrating the innovative and inclusive cultural initiatives flourishing across the city and the wider North East. We are delighted to welcome delegates from around the world to our vibrant city and university. This is a moment for Newcastle to demonstrate the full breadth of its creativity, talent, and ambition on the global stage.”

Professor Giorgio Fazio, Research Director and Chair of the organising committee, Creative PEC says:

“We are delighted to see so many distinguished scholars from across the UK and the world gather in Newcastle to present and attend an intensive two-day research programme such is the strength of creative industries research in our city. As a policy and evidence centre embedded in a research-intensive university, we’re delighted to be playing a key role in steering the creative industries research debate nationally and internationally, as the UK Government prioritises the Creative Industries in its growth plans.”

Keynote speakers include: Pierluigi Sacco, University of Milan and Joanna Woronkovicz from Copenhagen Business School as well as experts from across the UK nations. A Policy Panel will explore place-based approaches to unlocking creative industries growth.

This conference comes soon after the significant new investment of £104m was announced to boost the North East's creative industries including the plans for a major new film studio, a new arena and support for grassroots venues and live events. With increasing investment, academic expertise and industry momentum, the Northeast is positioning itself as a key centre for creative growth, innovation and opportunity.

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Spokespeople for the Creative PEC are available for comment and interview.

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Notes to editors:

1. About the Creative Industries Policy and Evidence Centre (Creative PEC)

Creative PEC works to support growth of the UK's Creative Industries through the production of independent and authoritative evidence and policy advice. Led by Newcastle University with the Royal Society of Arts and funded by the UKRI Arts and Humanities Research Council, the Centre comprises a core consortium of; Newcastle University, Work Advance, Sussex University and the University of Sheffield. The PEC works with a diverse range of industry partners.

For more details visit www.pec.ac.uk, follow us on [LinkedIn](#) and [Bluesky](#), or [sign up to our newsletter](#).

2. About The UKRI Arts and Humanities Research Council

The UKRI Arts and Humanities Research Council (AHRC) invests in the examination of

Creative Industries Policy and Evidence Centre

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our past, the understanding of our present and the imagination of our future. By championing creativity, enabling critical thinking and sharing cultural insights, we drive growth across the creative economy, strengthen the UK's global leadership, and help shape a more prosperous, resilient and connected society. Our funding supports people, infrastructure, wherever ideas are made and performed, informs public policy, and enriches lives, placing arts and humanities at the heart of science for all.