

INTERNATIONAL CLASSIFICATION OF CREATIVE GOODS

Another internationally reputed approach to study creative economy is by analysing the trade of creative goods and services¹. Statistical standards in this area are set by the UN Conference on Trade and Development (UNCTAD). Creative goods are a relatively large category of material products, which can be both unit and mass produced; manufactured manually or with the help of modern industrial equipment; having aesthetic value and functional purpose. Such goods are created, manufactured, and distributed for commercial purposes, whilst having creative content, economic and cultural value [UNCTAD, 2018].

Based on specified criteria and Harmonized Commodity Description and Coding Systems of the World Customs Organization, all creative goods were broken down into seven general groups [UNCTAD, 2020].

Analysis of foreign trade of Moscow' creative goods is based on the Eurasian Economic Union's Commodity Nomenclature of Foreign Economic Activity and Russian Federal Customs Service data.

ART CRAFTS

- Celebration
- Other art crafts
- Paperware
- Wickerware
- Carpets

DESIGN

- Architecture
- Fashion
- Glassware
- Interior
- Jewellery
- Toys

VISUAL ARTS

- Antiques
- Painting
- Photography
- Sculpture

AUDIOVISUALS

- Film
- CDs, DVDs, tapes

PERFORMING ARTS

- Musical instruments
- Printed music

NEW MEDIA

- Recorded media
- Video games

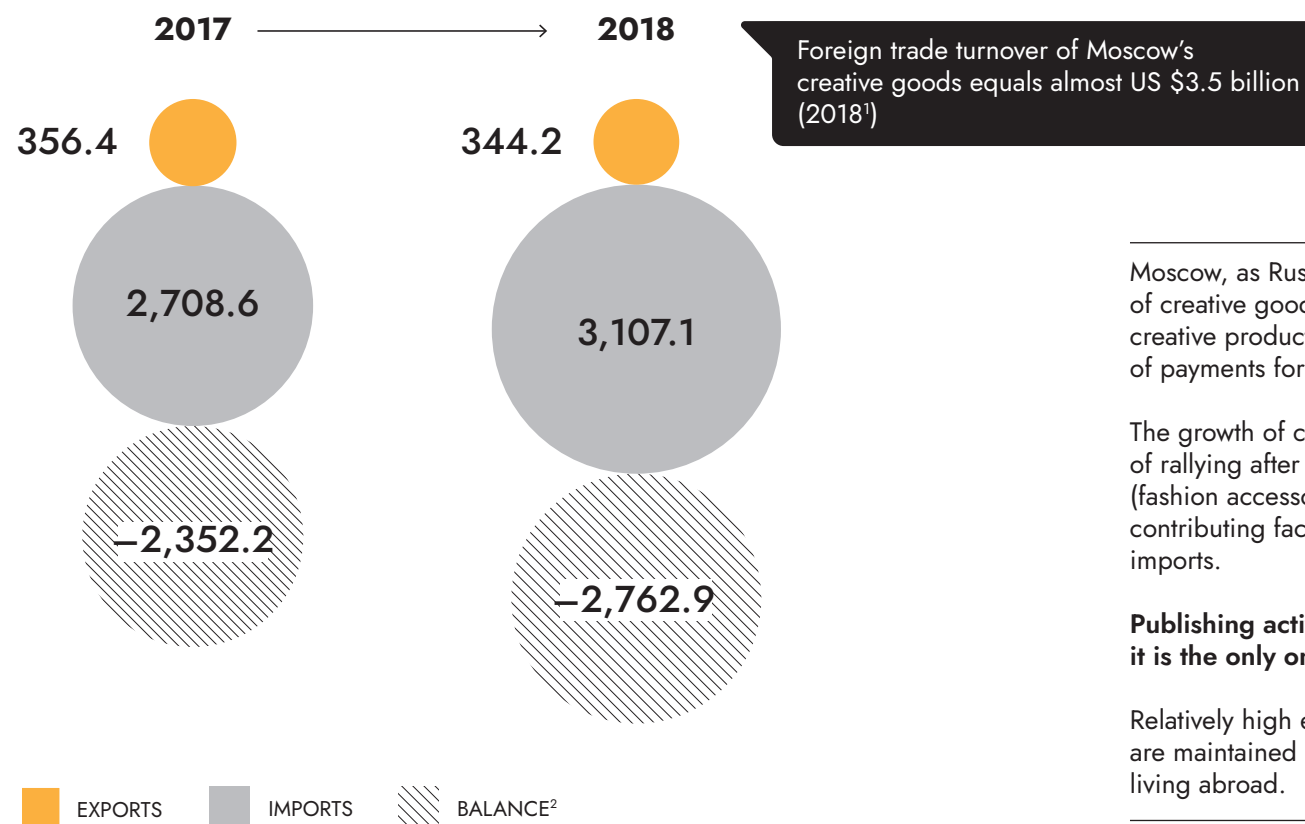
PUBLISHING

- Books
- Newspaper
- Other printed matter

¹ This publication does not include the trade of creative services, because the necessary statistical data for Moscow are not reported in necessary detail.

FOREIGN TRADE OF MOSCOW'S CREATIVE GOODS

RECEIPTS FROM EXPORTS AND PAYMENTS FOR IMPORTS OF CREATIVE GOODS, MILLION USD



Moscow, as Russia in general, has a clear-cut prevalence of imports of creative goods over exports. In 2017–2018, receipts from exports of creative products decreased by 3.4% with simultaneous increase of payments for imports by 14.7%.

The growth of creative goods imports took place against the backdrop of rallying after the 2014–2016 economic crisis. Designer goods (fashion accessories, toys, interior design articles, etc.) were the major contributing factor: they occupy three quarters of creative goods imports.

Publishing activity also maintains a stable position, it is the only one industry managing a positive trade balance.

Relatively high exports of books, brochures, and newspapers are maintained by a high number of Russian-speaking people living abroad.

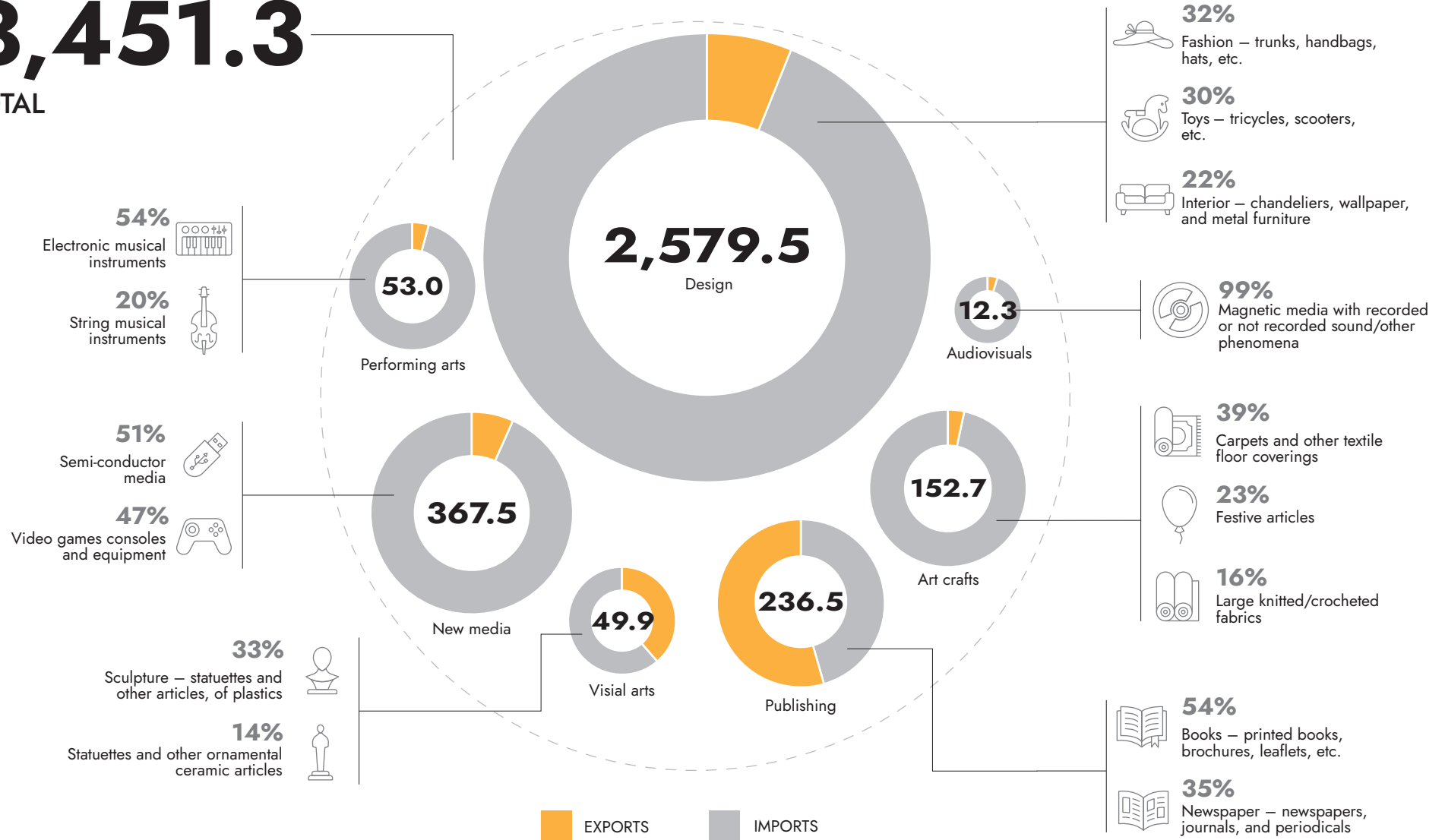
¹ In 2016–2018, a share of creative goods in Moscow's foreign trade turnover only reached an average of 1.14% (considering the shipment of fuel and energy products (2.42%) is excluded from the calculations).

² Difference between receipts from exports and payments for imports of creative goods.

FOREIGN TRADE TURNOVER OF MOSCOW'S CREATIVE GOODS BY GROUP: 2018, MILLION USD

3,451.3

TOTAL



MOSCOW'S SHARE IN EXPORTS AND IMPORTS OF RUSSIAN CREATIVE GOODS: 2018



Considering that Moscow is a logistics centre, in particular for a significant volume of trading operations performed via its customs, Moscow's presence on the Russian creative goods market is exceedingly substantial.

The city imports over a half of all products related to creative activity, and exports – 20.3%. Such a proportion is specific mostly for goods of mass production (books, fashion accessories, toys, etc.), whereas the trade of visual arts and crafts is for the most part performed by other regions. Moscow's share is considerably higher in exports and imports of audiovisuals and musical instruments, as a result of high concentration of consumers and manufacturers of these categories of goods in the capital.

