

## Creative and Cultural Industries in North Macedonia

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The neoliberal concept of CCI sector was introduced quite late in North Macedonia compared to other countries. The first mapping, as a first step of development of this sector, was proposed by the Ministry of Culture (Mapping of Creative Industries) in 2009, in collaboration with the British Council. The strategy for the development of this sector was initiated afterwards, however, it was never developed fully. The sector was only recognised as a potential, not only for the cultural sector, but also as a generator for economic growth. However, the explicit cultural policy instruments in this area have not been well developed yet.

According to the World Bank data catalogue (2020)<sup>1</sup>, there are approximately 2,083,380 inhabitants in 2021, with 58% of the population living in urban areas. Nowadays, the Republic of North Macedonia has an open economy that integrates into international trade, with a total trade-to-GDP ratio of 129%<sup>2</sup> and Gross national expenditure in millions of Euros (2020)<sup>3</sup> of 12,2.

**Classification of CCI:** 40 subsectors (10 cultural domains and/or codes included in North Macedonian conception are not part of the ESSnet and four from ESSnet are not part of the North Macedonian conception)

**Number of entities CCI (2020):** 1630<sup>4</sup>

**Cultural employment (2020):** 3,3 % (percentage of total employment)

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<sup>1</sup> [datacatalog.worldbank.org](https://datacatalog.worldbank.org) .

<sup>2</sup> <https://data.worldbank.org/indicator/NE.TRD.GNFS.ZS>

<sup>3</sup> <https://data.worldbank.org/indicator/NE.DAB.TOTL.CD>

<sup>4</sup> It is important to note that the figures given in this section are not in absolute numbers, as the State Statistical Office are counting the entities per sector/subsector only if more than three entities are active. In addition, only active entities, the one that has shown annual balance sheet in the Central Register office.

**Participation of selected CCI sector in GDP (%) (2019):** information and communication 3,5%; Professional, scientific, and technical activities 2,43%; Art, fun and recreation 1,99%.

**Added value at factor costs (CCI 2019) in million euro:** 193,47

**Challenges in data collection:** The cultural and creative industries are difficult to classify and measure because they are interconnected with other sectors. The classification depends of the understanding of the CCI sector. Given the multi-dimensional nature of culture, statisticians use various methodologies (for example, differences in data between EUROSTAT and MAKSTAT), which reflect on the classifications that are specific to statistical areas. For instance, when analysing cultural employment, the sectors are classified in a different manner (in some data employment and occupations); for trade statistics, goods and services classifications are used; cultural participation is surveyed using a list of culture-specific activities. The 'practical' coverage of culture statistics differ from the theoretical scope and vary between statistical domains.