

About the Authors

Q&A - *The Orange Economy: An Infinite Opportunity*



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Iván Duque Márquez, Chief of the Cultural, Solidarity and Creative Affairs Division of the IDB. With more than 10 years of experience in economic and financial issues at the Treasury Ministry of Colombia and the Board of Executive Directors at the IDB, he has also worked as chief advisor at the Department of Political Affairs at the United Nations, a private consultant, university professor, writer, columnist and commentator with various news media. He has authored the books “Maquiavelo en Colombia” (2007) and “Pecados Monetarios (2010)” and numerous articles on topics related to the Orange Economy. With a law degree from Universidad Sergio Arboleda (Bogota), he has Masters Degrees in Public Policy from Georgetown University (Washington, D.C.) and Economic Law from the American University (Washington, D.C.), as well as high level studies at the business and government schools at Harvard University (Cambridge, Massachusetts).



Felipe Buitrago Restrepo, consultant at the Cultural, Solidarity and Creative Affairs Division at the IDB. For more than 11 years he has addressed the development of the Orange Economy from various angles: at the Culture Ministry in Colombia, the British Council, the Ibero-American Copyright Observatory, as an independent consultant and as a university professor. His experience in more than a dozen countries around the world includes research, international negotiations and design and assessment of development policy and programs. He has worked with numerous publications, including Mapeo de las Industrias Creativas de Bogotá y Soacha (2002), Creative Lebanon (2009), A Tanzania for the Creatives (2009) and Una Ventana a la Economía Creativa de Valparaíso (2010). An economist from Universidad de Los Andes (Bogota), he has a passion for history and holds a Masters in International Public Policy from Johns Hopkins University - SAIS (Washington, D.C.).



Q&A - The Orange Economy: An Infinite Opportunity

What is the Orange Economy?

It is the chain of activities that transform ideas into goods and cultural services (*mentalfactures*) whose value is determined by intellectual property content rather than use value.

Why orange?

The color orange has long been associated with culture and creativity. From ancient Egyptian hieroglyphics to modern Halloween celebrations, orange has been used in rituals and cultural, artistic, and religious events. Some cultures also have made connections between orange and

leadership, creativity, and the social good. And if this is not enough, Frank Sinatra said "Orange is the happiest color." It is precisely the joy contained in our cultural expressions and its development possibilities that we wish to celebrate in this book.

Why is the IDB publishing this book?

The Bank wishes to reaffirm its support for a sector that can produce tremendous development opportunities for our region. Our countries are full of talent and the potential for enormous growth based on a greater production and ownership of intellectual property and connectivity. Our cultural heritage is a treasure whose competitive advantage can and should be exploited at an international level. Culture stimulates and drives development. For this reason, we believe that culture presents us with an infinite opportunity.

How large is the Orange Economy?

The global Orange Economy in 2011 totaled US\$4.3 trillion. If the Orange Economy were a single country, it would be the fourth largest economy in the world (or 120 percent of the German economy, or two-and-half times the cost of world's military). It would be the ninth largest exporter of goods and services, worth US\$646 billion (more than twice the value of Saudi petroleum exports); and have the fourth largest labor force in the world, with more than 144 million workers (nearly the same as the total number of workers in the United States).

And the Orange Economy in the Americas?

It would be the third largest economy in the hemisphere, worth US\$1.93 trillion; the seventh largest exporter, with goods and services worth US\$87 billion; and the fourth largest labor force, with 23.3 million workers (equivalent to the labor force of Colombia).

And in Latin America and the Caribbean?

It would be comparable to the economy of Peru, with a total of US\$175 billion dollars; equivalent to the value of Panama's trade, with US\$18.8 billion; and have a workforce of more than 10 million people, equivalent to Guatemala, Honduras, and El Salvador combined.

Why did the IDB present this subject in a different format used in many Bank documents?

It is not easy to make the link between economy and culture. We wanted the content to be accessible to the different audiences that can benefit from the information that we are presenting. The book's lively, quick-to-read, easily digested, and accessible format is meant to serve that purpose. Our aim is to spark interest, spur conversation, and make rapid connections among topics. In the digital age, ideas are no longer presented in a conference format, but as in a conversation. We believe that this approach makes it easier for people to participate.

Who is involved in the project?

It is led by the Culture, Solidarity, and Creativity Affairs Division of the IDB's External Relations Office, with support from the Santillana Foundation for production and distribution of the printed products.

How is the book organized?

The book's seven chapters take the reader from the most basic definition of the subject to current models of analysis for the design of public policies. It is organized around three central areas.

The first is the Orange Economy and why it presents an infinite opportunity for Latin America and the Caribbean. The second is an examination of the economic dimension of the Orange Economy based on data collected in a study commissioned by Oxford Economics through a partnership between the IDB, the Organization of American States, and the British Council. The third is an analysis and recommendations for the development of the Orange Economy of Latin America and the Caribbean.

After getting this conversation underway, what is the next step?

There will be infinite opportunities. Once interest has been sparked, many options and a great variety of possibilities for developing projects in the Orange Economy will emerge. We hope that this book will generate proposals from stakeholders, build partnerships, change points of view, and turn this subject into a priority for governments.

For example, several universities have already shown interest in developing fields of studies based on the Orange Economy. Similarly, conversations are being carried out with the United Nations Institute for Training and Research to create a professorship on the Orange Economy at the global level. Through such approaches, the themes of culture and the opportunities it presents would not be developed in isolation, but rather as part of our countries' economic and social development. The opportunity is infinite!

The book will be available on the IDB web site as of October 31 (Orange Day). [Click to download](#).