

## FIAM / IFMA GLOBAL NETWORK FOR WSIM 2010

### **Creative Economy & Industries Programme, United Nations Conference on Trade and Development (UNCTAD)**



Established in 1964, UNCTAD promotes the development-friendly integration of developing countries into the world economy. UNCTAD has progressively evolved into an authoritative knowledge-based institution whose work aims to help shape current policy debates and thinking on development. The Creative Economy & Industries Programme has been proactive in promoting international action and advancing the policy and research agenda in this area. Highlights of recent work include: convening a High Level Panel on Creative Industries to advance the intergovernmental dialogue; launching the Creative Economy Report 2008 – the first UN multi-agency report on this topic; launching UNCTAD's Global Data Bank on World Trade and Creative Goods and Services; implementing the multi-agency project to strengthen creative industries through trade and employment in Fiji, Mozambique, Senegal, Zambia, Trinidad and Tobago; Creative Africa Initiative to promote a robust creative economy in Africa and; promoting networking and sharing knowledge through its Creative Economy E-news. ([www.unctad.org](http://www.unctad.org))

### **Division for Knowledge Management and operations & Special Unites for South-South Cooperation (SU/SSC), United Nations Development Programme (UNDP)**



UNDP is the UN's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. It is on the ground in 166 countries, working with them on their own solutions to global and national development challenges. UNDP's focus is helping countries build and share solutions to the challenges of Democratic Governance, Poverty Reduction, Crisis Prevention and Recovery, Environment and Energy, HIV/AIDS. The annual Human Development Report, commissioned by UNDP, focuses the global debate on key development issues, providing new measurement tools, innovative analysis and often controversial policy proposals. The Special Unit for South-South Cooperation (SU/SSC) was established by the United Nations General Assembly in 1978. Hosted in the United Nations Development Programme (UNDP), SU/SSC primary mandate is to promote, coordinate and support South-South and triangular cooperation on a Global and United Nations system-wide basis. ([www.undp.org](http://www.undp.org))

### **United Nations Educational, Scientific and Cultural Organization (UNESCO)**



UNESCO, The United Nations Educational, Scientific and Cultural Organization, is a specialized agency of the United

Nations established on 16 November 1945. Its stated purpose is to contribute to peace and security by promoting collaboration among nations through education, science, and culture in order to further universal respect for justice, for the rule of law, and for the human rights and fundamental freedoms affirmed by the Charter of the United Nations. (2010) (<http://www.unesco.org>)

### **Invest & Technology Promotion Office-China (ITPO-CHINA), United Nations Industrial Development Organization (UNIDO)**



The United Nations Industrial Development Organization (UNIDO) is a specialized agency of the United Nations. Its mandate is to promote and accelerate sustainable industrial development in developing countries and economies in transition, and work towards improving living conditions in the world's poorest countries by drawing on its combined global resources and expertise. UNIDO has 36 country representatives' offices and the regional offices, and 15 investment and technology promotion offices (ITPO), plus a dozen international technology centers (ITC). UNIDO emphasizes on "3E"s - "Competitive Economic, Sound Environment and Effective Employment" to meet the challenge of the developing countries. UNIDO ITPO-China is a UNIDO field operational office with diplomatic status. It provides a wide range of professional services that facilitate China's access to investment resources, technology and know-how, marketing and managerial skills as well as inward and outward investment and technology transfer. ([www.unido.org](http://www.unido.org))

### **Creative Industries Division, World Intellectual Property Organization (WIPO)**



WIPO is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property (IP) system. WIPO was established by the WIPO Convention in 1967. There are currently 184 [Member States](#). WIPO's strategic goals currently are: balanced evolution of the International Normative Framework for IP; provision of Premier Global IP Services; facilitating the use of IP for development; coordination and development of Global IP Infrastructure; world reference source for IP information and analysis ; international cooperation on building respect for IP; addressing IP in relation to Global Policy Issues; a responsive communications interface between WIPO, its Member States and All Stakeholders; an efficient administrative and financial support structure to enable WIPO to deliver its programs. ([www.wipo.int](http://www.wipo.int))

### **Institute of Digital Francophonie (IFN), Organization Internationale de la Francophonie (OIF) / France**

OIF is an institution based on a shared French language and values. It currently has 56 member countries and 14 observers who admitted a total population of 803.44 million including 200 million speakers of French. Presenting on five continents, it employs nearly one third of Member countries of the United Nations. The OIF brings to its Member States support in the development or consolidation of their policies and carry out multilateral



cooperation, in line with the broad mission set by the Summit of La Francophonie. IFN is a subsidiary organ of the OIF, created by the Ministerial Conference of La Francophonie in 1998, Bucharest (Romania). The Institute was transferred to Paris in 2007.

The IFN's mission is to contribute to the integration of Francophone countries in the information society. The Institute specializes in supporting local partners in a real dynamic of South-South cooperation. IFN is closely networking with The Ministry of Foreign Affairs French as well as Institut francophone des nouvelles technologies de l'information et de formation (INFIF). ([www.francophonie.org](http://www.francophonie.org)  
[www.ifn.francophonie.org](http://www.ifn.francophonie.org))

### **International Institute for the Management of Major Metropolises (IIMMM), World Association of Major Metropolises (Metropolitics) / Canada**

#### **metropolis** ●

#### **INTERNATIONAL INSTITUTE**

As a component of the World Association of Major Metropolises (Metropolis), the Institute offers applied management training in various urban sectors aiming to strengthen cities capacity building. Also, it provides technical assistance and networking opportunities for local authorities. The Institute's main objectives are: to offer training and professional development training programmes geared to participants' needs; to foster the acquisition of functional competence that can be directly applied to the participants' work; to update participants' knowledge and management methods; and to enable participants to develop professional relations. Since its creation in 1997, the Institute has organized several training programs for cities in different countries. Its achievements enabled it to develop a strong understanding of local and metropolitan challenges and a solid experience in governance and capacity building

### **The International Federation on Ageing (IFA) / Canada**



**INTERNATIONAL FEDERATION ON AGEING**  
Global Connections

The International Federation on Ageing (IFA) is an international non-governmental organization with a membership base of NGOs, the corporate sector, academia, government, and individuals. The IFA believes in generating positive change for older people throughout the world by stimulating, collecting, analyzing, and disseminating information on rights, policies, and practices that improve the quality of life of people as they age. The IFA has long been established as a point of connection, information sharing and exchange, research and advocacy, and policy knowledge. The IFA takes a lead to inform, educate and promote policies and practice to improve the quality of life of older persons around the world. Through its work, the IFA works to influence and promote positive change for older people globally. ([www.ifa-fiv.org](http://www.ifa-fiv.org))

### **Pricewaterhousecoopers LLP Canada / Canada**



PricewaterhouseCoopers (PwC) LLP, Canada, is a member firm of PricewaterhouseCoopers International Limited and is one of the "big four" accounting firms. Our 5,200 partners and staff in 23

locations across the country provide industry-focused assurance, advisory and tax services for public, private and government clients in all markets. In 2008, PwC partners and staff in 766 offices and 153 countries around the world generated US\$25.2 billion in aggregated revenues. We help business solve problems by providing an extensive selection of services, including Audit and Assurance, Consulting, Deals and Tax. We help clients across a diverse selection of industries. Our industry groups are divided into three areas: Consumer and Industrial Products and Services (CIPS), Financial Services (FSIP) Technology, Information Communications and Entertainment and Media (TICE) ([www.pwc.com/ca/fra](http://www.pwc.com/ca/fra))

## N|A|T|I|O|N|A|L (Canada)

As Canada's largest public relations firm, NATIONAL helps organizations manage reputation and communicate more effectively with their stakeholders. We invite you to find out more about our people, the services we offer and the values we bring to every client relationship.

(<http://www.national.ca/> )

### Royal Bank of Canada (RBC) / Canada



Royal Bank of Canada is Canada's largest bank as measured by assets and market capitalization, and among the largest banks in the world, based on market capitalization. RBC is one of North America's leading diversified financial service companies, and provide personal and commercial banking, wealth management services, insurance, corporate and investment banking and transaction processing services on a global basis. RBC has approximately 77,000 full- and part-time employees who serve more than 18 million personal, business, public sector and institutional clients through offices in Canada, the U.S. and [53 other countries](#). RBC holds strong market positions in its five [business segments](#), including: [Canadian Banking](#) , [Wealth Management International Banking](#), [Capital Markets](#) and [Insurance](#).

### Microsoft Game Studios / USA




Microsoft Game Studios is a [brand](#) owned by [Microsoft](#) and introduced in 2002 to represent the company as a [video game publisher](#), coinciding with the launch of the [Xbox](#). Games published by Microsoft under the MGS label are typically released for the [Windows](#) and/or Xbox ([360](#)) platforms exclusively, regardless of whether the [developer](#) is a first or third [party](#). The [Xbox](#) is a [sixth-generation video game console](#) manufactured by [Microsoft](#). The [Xbox 360](#) is the second [video game console](#) produced by [Microsoft](#), and the successor to the [Xbox](#). The Xbox 360 competes with [Sony's PlayStation 3](#) and [Nintendo's Wii](#) as part of the [seventh generation](#) of video game consoles.

## **Sony Computer Entertainment America LLC (SCEA) / USA**




Sony Computer Entertainment America LLC continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the groundbreaking PlayStation®3 (PS3™) computer entertainment system and its online and network services the PlayStation®Network and PlayStation®Store. Recognized as the undisputed industry leader, Sony Computer Entertainment America LLC markets the PlayStation family of products and develops, publishes, markets and distributes software for the PS one, PlayStation 2, PSP and PS3 systems for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America LLC serves as headquarters for all North American operations. "PlayStation," "PS one" and "PSP" are registered trademarks and "PS3" is a trademark of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.

## **International Digital Media and Arts Association (iDMAa) / USA**



The International Digital Media and Arts Association is a non-profit association formed to promote the development, application, and understanding of digital media and arts in the U.S. and throughout the world where the constituents include educators, practitioners, scholars, artists, and organizations with interest in digital media and arts. Through conferences and exhibitions held coast to coast in the U.S. and also in Canada, it brings together academic industry and art interests who teach, practice, create and do business in this evolving arena of digital creativity and entrepreneurial activity. Its partnerships, networking and collaborative activities provide its members with extraordinary reach and interaction in this field. ([www.idmaa.org](http://www.idmaa.org))

## **Academy of Interactive Arts & Sciences (AIAS) / USA**



Founded in 1996, the Academy mission is to promote and advance common interests in the worldwide interactive entertainment community; recognize outstanding achievements in the interactive arts and sciences; to enhance awareness of the interactive art form. The Academy also strives to provide a voice for individuals in the interactive entertainment community. In 2002 the Academy created the D.I.C.E. (Design, Innovate, Communicate, Entertain) Summit, a once yearly conference dedicated to exploring approaches to the creative process and artistic expression. The Academy also oversees *Into the Pixel*, a juried exhibition of art from games, and started the Randy Pausch Scholarship fund for students in the games industry. The Academy has more than 20,000 members from the games industry: publishers such as Electronic Arts, Microsoft, Sony and Nintendo, as well as developers Bioware/Pandemic, Day One Studios, Epic Games and Insomniac Games. ([www.interactive.org](http://www.interactive.org))

### **International Animated Films Association (ASIFA) / Croatia**



ASIFA is the only international animated film association in the world, dedicated to the art of animation. ASIFA was founded in France in 1960 with the aim of: «establishing links between all of those who work in animation film throughout the world; to inform governmental bodies and the public of the importance of animation film». Currently there are over 5000 members in 58 countries on all continents. ASIFA is affiliated with UNESCO, which encourages international peace and universal respect by promoting collaboration among nations. ASIFA took part in the foundation of the most important international animation festivals and stated the festivals basic quality standards. Its main activities include: promotion of animation art, information, international exchange of films, ideas and artists, and cooperation with festivals. (<http://asifa.net>)

### **Latin America, Caribbean & Spain ICT Industry Federation (ALETI) / Argentina**



ALETI was founded in 1998 and then evolved to a Federation in 2005. ALETI provides a platform across Latin America, The Caribbean and Spain. Its permanent members include around 16 leading organizations from the ICT sector of countries across the region and Spain, including Argentina, Bolivia, Chile, Colombia, Dominican Republic, El Salvador, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru, Spain, Uruguay, Venezuela, etc. ([www.aleti.org](http://www.aleti.org))

### **Australian Interactive Media Industry Association (AIMIA) / Australia**




Founded in 1992, AIMIA is the peak industry body for interactive content and digital media in Australia. AIMIA's membership represents the full spectrum of the digital media industry in Australia. Our members range from Australia's top digital media powerhouses, including the ABC, Sensis, Yahoo!, Google, BigPond, Foxtel, Disney, ninemsn and Fairfax Digital, to the country's best known interactive advertising, mobile content, web development, games design, and special effects companies. AIMIA members (over 4,400 individuals) include developers, creators, producers, investors, service providers, educational institutions and students. ([www.aimia.com.au](http://www.aimia.com.au))

### **SwissMedia Association (SMA) / Switzerland**



SwissMedia (SMA) is a Swiss IT & Multimedia Association. It hosts the European Office in Vevey, Switzerland for International Federation of Multimedia Associations (FIAM) which has the Head Office in Montréal, Canada. SMA has edited *Dictionary of the Digital Medias* (2002). The Dictionary is composed more than one thousand terms and abbreviations in English, French and German. Introducing multimedia, internet and related digital communication and information technology into everyday life, the Dictionary is welcomed by schools, public services, companies as well as private individuals. ([www.swissmedia.ch](http://www.swissmedia.ch))

## **DigiBC (The Digital Media and Wireless Association of BC) / Canada**

 DigiBC — The Digital Media and Wireless Association of BC – is a member-supported, non-profit organization, based in Vancouver, BC Canada. His members include world-class companies such as EA (Electronic Arts), Disney Interactive, Rainmaker Entertainment, Nokia Vancouver, Sierra Wireless and others. There are over 1,300 companies in the sector, creating innovative products in wireless and mobile, video gaming, animation and VFX, web 2.0 and social media, interactive marketing and e-learning. Collectively, the sector employs 22,000 people and generates revenues of \$3 billion a year – making it one of the most significant contributors to British Columbia’s economic well-being. ([www.vxperience.com](http://www.vxperience.com))

## **Digital Hub Development Agency (DHDA) / Ireland**



The Digital Hub is an Irish Government initiative to create an international centre of excellence for knowledge, innovation and creativity, focused on digital content and technology enterprises. Over the next decade, the initiative will create a mixed-use development of enterprise, residential, retail, learning and civic space delivering a new ‘digital quarter’ for Dublin. The Digital Hub Development Agency (DHDA) is the statutory government body charged with developing The Digital Hub and also providing leadership to the development of the new Digital Content sector in Ireland. The first phase of the Agency’s development creating 15,000 sq m of offices and learning facilities is now complete. 160 digital media companies have been developed with 97 currently resident in the Hub. Nationally, the sector has now grown to encompass 7000 new jobs. The Hub has also delivered 30 learning programmes to over 10,000 participants. ([www.thedigitalhub.com](http://www.thedigitalhub.com))

## **Virtual Reality & Multi Media Park (VRMMP) / Italy**



VR&MMP – a technology Park born of an initiative by local public bodies and supported by the European Union – is a state-of-the-art facility operating in the audiovisual and multimedia sector since 2000. Among its assets: a surface of 10.000 square meters, 4 studios, one of the biggest *Blue Screen* in Europe, a pool for underwater filming, a centre for audiovisual production, character animation and 3D development. Equipped with cutting-edge technology and services, Virtual Reality & Multi Media Park is specialized in virtual reality applications, in film, television, video and multimedia production and post-production. The Park collaborates with research centre, institutions, universities and businesses, operating in a two-fold capacity by monitoring the evolution of technology and developing projects and prototypes through its in-house laboratories: *Format lab* (analysis, creation and development of multimedia content), *ASA lab* (multimedia research and applications), and *Area VR* (virtual reality research and production). ([www.vrmmp.it](http://www.vrmmp.it))

### **Centre of Digital Media (CDM ) at Northern Way Campus (GNWC) / Canada**



The Centre for Digital Media is a multimedia facility at the Great Northern Way Campus in Vancouver, British Columbia, which houses a Master's Degree program in Digital Media. The Centre, and the Masters of Digital Media Program which it houses, are primarily funded by a 2006 grant of CAD 40.5 million from the Government of British Columbia. The Masters of Digital Media Program has additional funding from industry affiliates including Electronic Arts. (<http://mdm.gnwc.ca>)

### **Redux Media / Canada**



Redux Media is one of the fastest growing online media companies. With offices in Toronto and Montreal we deliver 4 billion impressions per month and reach over 60 million unique users. Redux Media partners with high quality brand sites such as Monster, Tickle.com, and many others to bring advertisers the right content for their campaigns. We also offer various levels of service to publisher sites, ranging from revenue share partnerships to exclusive premium site representation. Advertisers can target campaigns across our content publisher network on a site specific basis, across specific targeted channels, or run of network placement. ([www.reduxmedia.com](http://www.reduxmedia.com))

### **Information Technologies and Advanced Telematic Services Center (CITMATEL) / Cuba**



CITMATEL is a Cuban company in the ICT sector. The main strength of CITMATEL lies in its capacity for innovation and interaction with academia, as well as its alliance with leading institutions. Provides Internet services in all Cuban territory (ISP) and ccTLD.cu domain name registration. It has a powerful multimedia Publisher with more than 200 titles on CD and DVD. Provides a wide range of comprehensive solutions on computer networks: services of consulting, projects, training, technical support, sales and installation of equipment, software, and after-sales services, development of software solutions, designing applications for Internet and mobile (SMS, WAP), virtual forums, online courses and e-commerce. ([www.citmatel.cu](http://www.citmatel.cu))

### **Netexplorateur / France**



Nexplorateur, based in Paris, focuses on exploring the digital world of tomorrow, through the Netexplorateur Observatory and the Netexplorateur Forum. Its goals are to explore and observe worldwide the Web and digital innovations; to reveal and meet the digital innovators every year; and to enable decision-makers to understand current and imminent changes. The Netexplorateur Observatory is involved in the annual study to analyse the movements and their likely influence on consumers, business and society. The Netexplorateur Forum allows participants to

gain an understanding on how Internet culture and the intangible economy will transform their environment and the way they work. The 4<sup>TH</sup> Netexploateur Forum was held on February 3<sup>rd</sup> and 4<sup>th</sup>, 2010 at UNESCO, Paris. ([www.netexplorateur.org](http://www.netexplorateur.org))

### **Aquitaine Europe Communication (AEC) / France**

Aquitaine Europe Communication (AEC) est l'agence Aquitaine des initiatives numériques. Elle agit depuis 15 ans dans le champ du numérique et des TIC. AEC accompagne les pouvoirs publics dans la définition et la mise en œuvre de leurs stratégies numériques. AEC se positionne comme tiers de confiance, médiateur d'informations qualifiées, fournisseur d'analyses stratégiques, coproducteur de dispositifs innovants et développe une attitude de proximité dans l'élaboration et l'accompagnement de projets. AEC inscrit son action dans le cadre des priorités suivantes: le développement et la compétitivité des PME, l'éducation, la formation et l'emploi tout au long de la vie, la lutte contre les fractures numériques. ([www.aecom.org](http://www.aecom.org))



### **e-Pharmacy, Information and Communication Technology Service (STIC), University of Angers (UA) / France**

STIC (Le Service des Technologies de l'Information et de la Communication), located in University of Angers (UA), provides e-learning interactive courses divided into 7 modules by multimedia contents (images, animations, video, sound). One of advantages of these courses allows students to edit educational documents to different media: either web or in hard copy or as a slideshow. Using e-learning technology, the e-Pharmacy of STIC pays an attention to the projects of e-health and e-pharmacy for developing a digital university based on our 24 French pharmacy universities. With the contribution of francophone universities, it is planning to create a large and quality online training content for worldwide needs of health professionals and students. ([www.univ-angers.fr](http://www.univ-angers.fr))



### **Future Instruments / Switzerland**



Future Instruments intends to revolutionize the way we play electronic music live. The company was created in order to commercialize the most promising output of the collaborative research network Future-instruments.net. This includes the Multitouch Everywhere® technology, an innovative system which can be used to transform any flat surface into a Multitouch interface. Applications are found in museum, exhibition, events, digital arts, education, point-of-sales and, naturally, music. *Future instruments* own products include the *Surface Editor*, a software tool for creating musical interfaces with a Multitouch input device, and the *Airplane*, a particular incarnation of the Multitouch Everywhere technology for the music market. Other applications of the Multitouch Everywhere technology are developed through partnerships with third party companies. ([www.future-instruments.com](http://www.future-instruments.com))