

CREATIVE ECONOMY

The cultural and creative industries generate nearly US\$2.3 trillion in annual revenue globally, contributing 3.1% to the world's gross domestic product (GDP).

Creative Economy Worldwide



Culture and creativity account for 3.1% of global GDP (2023)



They generate 6.2% of all jobs worldwide (2023)



Estimated value of the global creative economy: US\$3.04 trillion (2023)

Source: Creative Economy Outlook, 2024, United Nations.

Creative Economy In Brazil

In Brazil, the creative economy accounts for 3.11% of the GDP and generates 7.4 million jobs.



The creative economy represents 3.11% of Brazil's GDP (2022)



It generated 7.4 million direct and indirect jobs (2022)



The creative economy's GDP is estimated at R\$314 billion (2022)

Source: National Industry Observatory (ONI). "The Future of the Creative Economy: The Sector Will Create One Million Jobs by 2030 in Brazil," September 2023.

Creative Economy In Sergipe

The Creative Economy in Sergipe is dynamic in cultural development, supported by the protection and promotion of the diversity of cultural expressions, delivering originality, uniqueness, and growth potential.

It offers a development path guided by Diversity, Culture, Sustainability, Innovation, and Social Inclusion.

The United Nations Conference on Trade and Development (UNCTAD, 2010) developed a classification to help guide governments in supporting this rich sector of the economy. This classification is reflected in Sergipe through creative activities and their meanings, such as:

Cultural Sites: Museums of anthropology and archaeology, art, architecture, and linguistics, as well as history museums and railway cultural heritage.

Cultural Expressions: Traditional June festivities (quadrilhas juninas), arts and crafts, festivals, and celebrations.

Performing Arts: Music, theater, dance, and circus.

Visual Arts: Painting, sculpture, photography, and antiques.

Audiovisuals: Film, television, radio, and other broadcasting derivatives.

Publishing And Print Media: Books, press, and other publications.

New Media: Software, video games, and digitized creative content.

Creative Services: Architecture, advertising, research and development, cultural and recreational activities.

Design: Interior, graphic, web, and fashion design.

Creative Economy as a Driver of Development in Sergipe

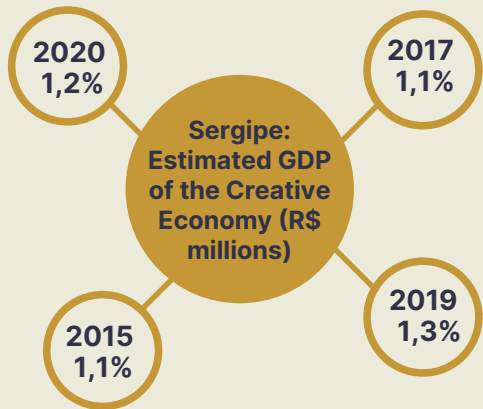
The creative economy is emerging as one of the most dynamic sectors in Sergipe, gaining a strategic position in the state's economic development. With a contribution of 1.2% to the state GDP, Sergipe ranks third in the Northeast region, showcasing its regional leadership.

The economic impact of the creative economy is significant: in 2022, the sector generated approximately R\$ 688 million. Public policy initiatives implemented by the state



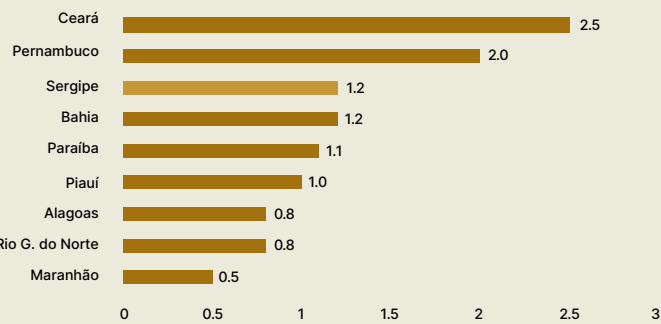
government aim to ensure the continued expansion of this growth in the coming years, fostering an environment conducive to innovation and the diversification of Sergipe's

which enabled the state to rank 3rd in the Northeast region in per capita public investment in culture in 2023.



Source: Mapping of the Creative Industry in Brazil. Firjan. Various years

Northeast: Estimated Rate of Participation of the Creative Economy in State GDPs (%)



Source: Mapping of the Creative Industry in Brazil. Firjan, 2020. Compiled by Desenvolve-SE

Public Investment in Culture

Investment in culture is a fundamental pillar for social and economic development, as it strengthens local identity, generates jobs in the creative sector, and promotes cultural tourism. In addition to preserving traditions and historical heritage, cultural funding fosters artistic innovation, stimulates critical thinking, and provides access to non-formal education through museums, libraries, and cultural centers.

Economically, all the money invested in culture tends to yield multiplied returns through the creative economy, tourism, and the strengthening of local businesses. The Government of Sergipe has demonstrated a strong commitment to cultural investment,

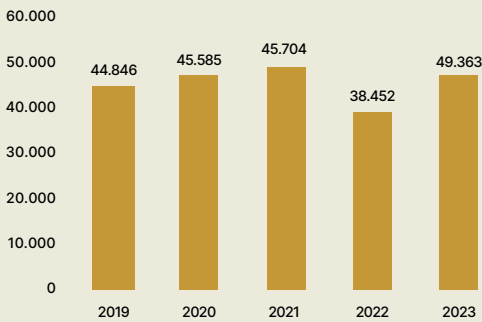
Labor Market Dynamics in Sergipe's Creative Economy

2023 marked a turning point in the trajectory of job creation (both formal and informal) in the creative economy. Not only did it recover the losses from the previous year, but it also established a new benchmark for the sector.

This growth represented a 28.4% increase in the number of workers compared to 2022 and exceeded the number of workers recorded in 2019, pre-pandemic, by 10.1%.

In 2023, Sergipe led the nation in job creation within the creative economy.

Sergipe: Number of Workers in the Creative Economy in the 4th Quarter (2019-2023)



Source: Itaú Cultural Observatory Data Panel (2024)

The 2023 results signal a new cycle of expansion for the Creative Economy in the state.

The Human Capital of the Creative Economy is Strong

Sergipe is the second state in the Northeast region with the highest proportion of technology professionals in the creative industry (38.5%). This indicator highlights a mature technological ecosystem within the creative industry, strengthening the integration between technology and the creative economy.

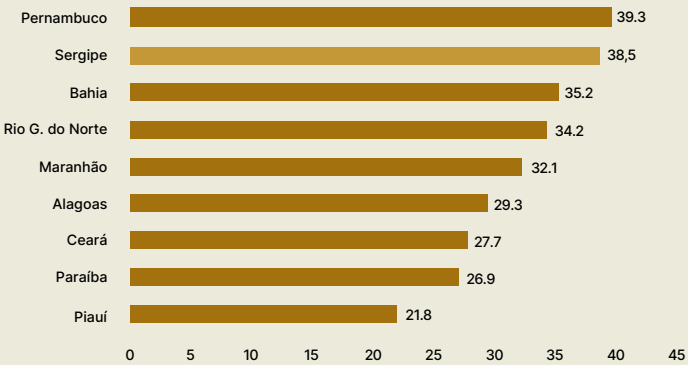
Additionally, the participation of media professionals in Sergipe's creative industry is 13.9%, above the national average of 9.1%. This shows the sector's importance in the state's creative economy.



Competitive Advantages of Our Human Capital

- Talent concentration above the national average
- Favorable ecosystem for innovation in digital media
- Potential for developing differentiated creative solutions
- Fertile environment for startups in digital marketing, content production, media platform development, digital communication solutions, and related areas

Northeast: Participation of Technology Professionals in the State's Creative Industry (%)



Source: Mapping of the Creative Industry in Brazil, Firjan, 2020

Opportunities in the Software and Services Market in Sergipe

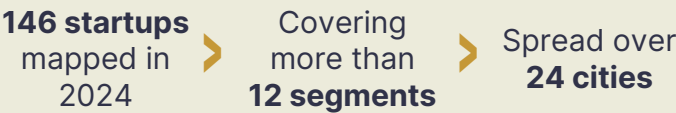
Between 2021 and 2023, the software segment grew by 45.1% and technology services by 151%. The year 2023 marks a significant moment for the sector, with revenues from both reaching US\$ 66 million each.

This parity suggests a maturing market where both software and services hold equal importance in generating revenue and employment in Sergipe. These results strengthen the local technology and innovation ecosystem in Sergipe.

Investment Opportunities in Startups in Sergipe

Sergipe is a growing state in the Brazilian startup ecosystem, presenting a diverse and promising landscape, especially in the fields of creative economy and information technology.

The capital, Aracaju, is the hub of this entrepreneurial activity, hosting a significant portion of the state's startups. In 2024, the Brazilian Support Service for Micro and Small Enterprises (SEBRAE) mapped 146 startups across Sergipe at various development stages.



Source: SEBRAE Startups Observatory. Prepared by Desenvolve-SE.

Investment Opportunities in Startups in Sergipe

Main Segments of Mapped Startups

- 23 in Health and Wellness
- 22 in Information Technology
- 19 in Education
- 12 in Agribusiness
- 11 in Construction and Real Estate

Source: SEBRAE Startups Observatory. Prepared by Desenvolve-SE

Investment Opportunities in Creative Economy Startups in Sergipe

The creative startup ecosystem in Sergipe is at a unique moment, offering significant investment opportunities with 35 startups mapped. This emerging scenario presents attractive possibilities for investors looking to enter a developing market with high growth potential.



Segments of Creative Economy Startups in Sergipe:

- Information Technology (22)
- Communication and Media (6)
- Fashion and Apparel (4)
- Games and Entertainment (3)

Source: SEBRAE Startups Observatory. Prepared by Desenvolve-SE

Information Technology (IT)

- 22 startups with innovative solutions
- Focused on software development and business solutions
- Strong potential for integration with other economic sectors

Communication and Media

- An expanding market driven by business digitalization
- 6 startups developing solutions for digital marketing and content production
- Opportunities in both regional and national marketing arenas

Fashion and Apparel

- 4 startups with potential for innovation in e-commerce and design
- Growing fashion market in the Northeast
- Possibility of integration with technology and sustainability

Games and Entertainment

- 3 startups with growth potential
- Exponentially growing gaming market
- Opportunities in game development and digital entertainment

Commercial Partners of Sergipe in the International Trade of Creative Goods

- 1- Asia
- 2- South and Central Americas
- 3- North America
- 4- Europe

Source: Data Panel. Itaú Cultural Observatory, 2022.
Prepared by: Desenvolve-SE.

Popular culture

Lambe Sujo and Caboclinhos in the streets of the historic city of Laranjeiras, Chegança, Cacumbi, Taieira, Bacamarteiro, the traditional Reisado with its colorful ribbons, São Gonçalo, and Parafuso. These are just some of the most traditional characters in Sergipe's folkloric representations, which feature a rich variety of popular cultural expressions spread across the municipalities of Sergipe.

Cultural Expressions In June's Festivities

Sergipe becomes a huge "arraiá" (festive gathering) and celebrates for 60 days during the São João festivities with the Arraiá do Povo at the Orla de Atalaia, featuring shows, markets, and traditional foods. This grand celebration spreads throughout the streets of the entire state and still preserves the tradition of lighting bonfires at home to roast corn and dance forró.

The Junina quadrilhas (traditional folk dance groups) shine on the historic Rua de São João in the Santo Antônio neighborhood, as well as at Gonzagão and the Centro de Criatividade, filling cultural spaces with joy and tradition for the public.

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Crafts In Sergipe

The crafts of Sergipe are large embroidered fabrics that celebrate the traditions and stories translated by the creative hands of artisans. There are many types of crafts, such as straw, wood, embroidery, ceramics, leather, and lace, spread throughout the state.

Wood art gained worldwide recognition with the master Véio, from the municipality of Nossa Senhora da Glória, who made it from natural branches. Tonho, from the city of Poço Redondo, and Manoel de Maroto, from Tomar do Geru, stand out in the art of ox carts. In the municipality of Santana do São Francisco, considered the clay capital of Sergipe, ceramics are representative of traditional and contemporary styles.

Cross-stitch and redendê embroidery in the cities of Aquidabã and Graccho Cardoso, and the art of weaving luxurious and traditional "Irish lace" in Divina Pastora, are the gold of Sergipe, made from lace with precision, grace and delicacy and declared Cultural and Intangible Heritage of the State of Sergipe by IPHAN (National Institute of Historical and Artistic Heritage).

In Barra dos Coqueiros, there is filet, traditional in coastal regions that references fishing nets, which gives rich detail to table sets and cushions. While Tobias Barreto presents us with Richelieu, Simão Dias e Lagarto presents embroidery in full stitch, cross stitch, and sieve.

Theater, Music, And Dance

Sergipe has a significant scene of theater groups and agents, with one of the oldest street theater groups in Brazil as a reference on the national scene, Imbuaça, founded in 1977, as well as Mamulengo de Cheiroso, a puppet theater inspired by Sergipe's popular culture, created in 1978. In addition to contemporary productions and groups with diverse artistic productions.

Sergipe's dance schools and companies are awarded in several competitive festivals throughout the country, in addition to producing festivals in the state itself, such as the Galeria da Dança Festival. In 2004, the creation of the undergraduate courses in Dance, Museology, and Theater at the Federal University of Sergipe marked the advancement in professionalization in the sector.

In the same year, the band The Baggios was born in the historic city of São Cristóvão, which received two Latin Grammy nominations during its career, and the artist from Sergipe Mestrinho, was recognized nationally as one of the best accordionists in the country, showing that Sergipe can be the country of forró, rock, and cultural plurality.

Culture And Arts Festivals

To promote Sergipe's art and culture, several events liven up the scene, such as the traditional Cultural Meeting of Laranjeiras, created in 1976, with musical shows, dance, popular culture, and theater that take over the city's streets and historic buildings. The Tobiarte - Tobias Barreto Art Festival, as well as the São Cristóvão Art Festival (FASC), created in 1972, which projects the historic city as the Capital of Art and Culture in Sergipe.





SERGIPE
GOVERNO DO ESTADO

DESENVOLVE-SE
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