



“จากพลังความคิดสู่... เศรษฐกิจสร้างสรรค์”

Transforming Thai Society with Creativity

นายอภิรักษ์ โกษะโยธิน

ที่ปรึกษานายกรัฐมนตรี

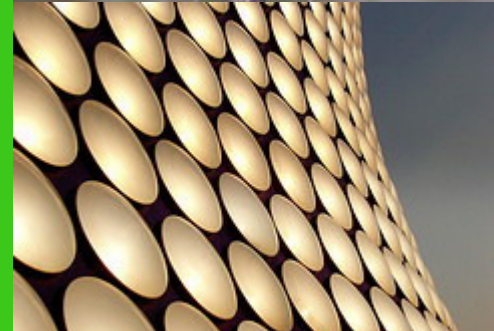
Transforming Thai society with Creativity

1. New Global Trend
2. Creative Economy
3. 5Cs Model
4. New Society / New DNA
5. Path to success



New Global Trend

1. Knowledge Society
2. Innovation / Imagination
3. Urbanization
4. Climate Change
5. Health and Safety Concerns
6. Aging Society
7. International Mobility
8. Connectivity
9. Cultural Heritage
10. Good Governance



Creative Economy : UNTAD

- Cultural Heritage
- Arts : Visual arts / Performing Arts
- Media : Printing / Film / Broadcasting / Digital Contents
- Functional Creation : Fashion / Design / Jewelry / Architecture



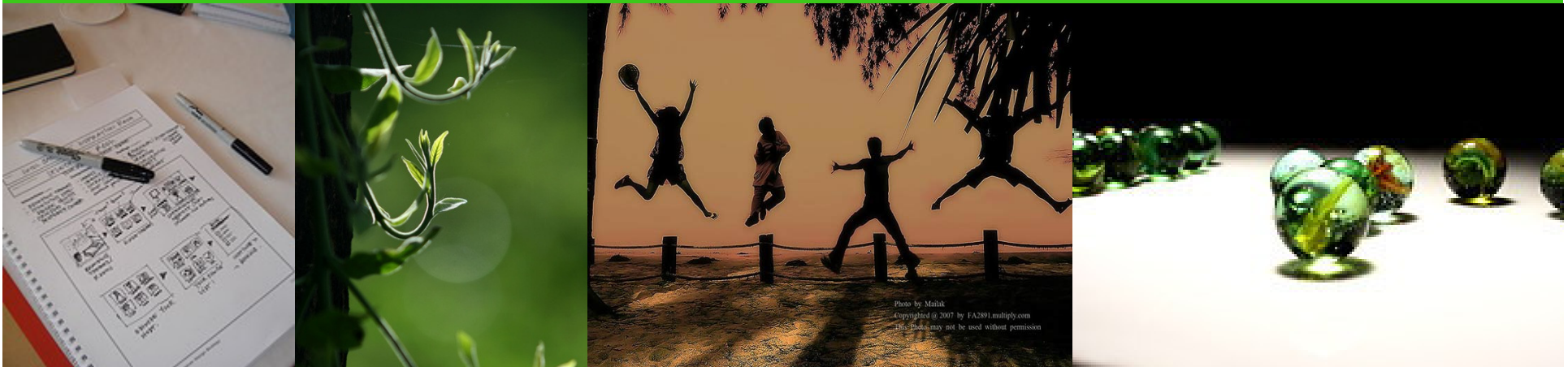
5 Cs Model

1. Human Capital
2. Cultural Capital
3. Social Capital
4. Institutional Capital
5. Creative Capital



New Society

1. Green generation
2. Social enterprise
3. Creative economy
4. Sustainable development
5. Quality of life



New DNA

1. Science and technology skills
2. Innovative skills
3. Entrepreneurial skills
4. Creative mindset



Path to success

1. Education
2. Creative Mindset
3. Entrepreneurial Skills
4. Business Environment
5. Creative Cluster
6. Law and Regulation
7. Finance and Investment
8. Infrastructure
9. Institutional Mechanism



Slides

www.facebook.com

Search

“Apirak Kosayodhin”