



5th WORLD SUMMIT ON ARTS & CULTURE MELBOURNE 2011

3-6 October 2011



Edna dos Santos-Duisenberg

Edna dos Santos-Duisenberg is an economist who started her international career at the United Nations in Geneva in the 1980s having several positions including of Chief of Cabinet of the Secretary General of UNCTAD. In 2004 she set-up and became Chief, Creative Economy Programme of UNCTAD. In this capacity, she has been leading UNCTAD's policy-oriented research to assist governments in policy-making while at the same time implementing technical cooperation projects in developing countries on this innovative topic.

Ms. dos Santos is the director and main co-author of the UN Creative Economy Reports (2008 and 2010), and launched the UNCTAD's Global data bank on world trade of creative industries. She has been promoting international and national action in the area of the creative economy, in particular sensitizing governments, business, academics and practitioners about the economic potential of the creative industries not only to generate jobs, revenues, trade and innovation but also for its contribution to social inclusion and cultural diversity.

Her academic background is in economics and business administration from the University of Economic Sciences and Finance of Rio de Janeiro. She obtained two Master Degrees; in International Trade from the Sorbonne University in Paris, and in International Economic Relations from the International Institute of Public Administration of Paris. She gave lectures and has several published articles.