Martin Spicer, IFC Director for Latin America and the Caribbean, inspired by the region’s leading creative minds and learn more about the possibilities for tomorrow.

In Latin America and the Caribbean, the creative industries play a fundamental role in the economy of the region. Beyond entertainment, these industries can become a development tool for emerging economies. Culture and creativity have untapped potential to deliver social, economic, and cultural benefits for cities and communities. By boosting the economy, promoting knowledge, nurturing talent and creating purpose and inspiration, the creative industries can promote economic development in the region.

Dear readers, welcome to UpNext: Inside Latin America and the Caribbean Creative Industries, a virtual event that will showcase how the creative industries can promote economic development in the region. So, once again, welcome to a region that attracts businesses, the arts attract people, and that constitutes one of the main assets to increase tourism in the region. Join us to hear from leaders in the entertainment sector who will provide insights on the risks and opportunities for Latin America's creative industries.

In this event, we will hear from leaders in film, music, fashion, gastronomy and gaming. Through performances, storytelling, and discussions, this event will highlight investment opportunities in the region’s Orange Economy and its role in sustainable development. Join Us at UpNext: Inside Latin America and the Caribbean Creative Industries, a virtual event that will showcase how the creative industries can promote economic development in the region.

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