

## **GLOCALIZING THE CREATIVE INDUSTRIES CONCEPT: IDENTIFYING THE CHARACTERISTICS OF THE NIGERIAN CREATIVE INDUSTRIES**

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### **ABSTRACT**

The creative industries are the fastest growing sectors of the world economy in terms of business opportunities, employment generation and earnings. This paper examines this global industry, but from the perspective of its local impact in developing countries like Nigeria. It traces the trajectory of the creative concept in first world countries where it has been highly successful and builds on this background to analyze the characteristics of Nigeria's creative space. A number of scholarly debates have plagued the emergence of the creative industries, particularly division over definition and scope. While these are discussed, the paper argues that greater attention should be given to the local adaptation of the creative concept. The central argument running through the paper is that the creative industries are distinctive and unique to the societies in which they exist. For this reason, the Nigerian government could consider going *glocal*, by appreciating the influence of local characteristics on the adoption of global paradigms. The paper suggests that the earning potential of the creative industries in Nigeria may not be maximized until her local realities are considered and weaved woven into the fabric of strong policy and legislation.

**Keywords:** Creative industries, Glocalization, Localization Nigeria's creative industries.