

# DRIVERS OF CHANGE AND SKILLS NEEDS IN AZERBAIJAN

Nigar Islamli

# Content

1. Drivers of Change and Innovation
  - 1.1 National
  - 1.2 Regional
  - 1.3 Global
2. SWOT Analysis of Craftsmanship in Azerbaijan

# Drivers of Change and Innovation

## National

- Handicraft or handicraft production has been an integral part of the economic system established in Azerbaijan and associated with traditional values. Examples of folk art are still reflected in the socio-economic formations that have continued from the Stone Age to the present day.
- It can be mentioned that Azerbaijan has always been at the forefront of the development of handicrafts among the Caucasus countries.
- The national crafts and design sector of Azerbaijan consists of pottery, carpet weaving, manufacture of copper and metal products, making various wooden items by carving and art of decoration etc.



# Drivers of Change and Innovation

## Regional

- Despite being a Turkic country, Azerbaijan was influenced by the Caucasus due to its geographical location. This can be seen in the examples of national art, as the location has had a great impact on its culture.
- Azerbaijan has reflections from the culture of Arab, Greek Hellenism, Byzantine Christianity besides Caucasus Albania. This can also be seen in the examples of national art.

# Drivers of Change and Innovation

## Global

- It can be noted that the global drivers are automation, world trends (eco-friendly and recycled).
- These drivers can affect the culture of craftsmanship forever, particularly, automation can.



# SWOT

Raw material  
Craftspeople  
Diversified culture

Marketing skills  
Access to potential customers  
Financial assistance of craftspeople

SWOT Analysis

Investing on development of non-oil sector

Less specialized artist  
Lack of social benefits from the side of government  
Inability to meet the demands of the time



THANKS FOR YOUR  
ATTENTION!