

## Market Development and Reviving Knowledge and Skills in Indigenous and Creative Industries

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Focusing on sustainable development in societies and the increasing development of creative and cultural industries provides an opportunity to revive and reproduce knowledge and skills, products and services. Nowadays, paying attention to and applying indigenous knowledge and skills in economic, social, cultural and environmental fields is considered as an important issue because expanding the use of indigenous products, in addition to reducing environmental costs, will strengthen the sense of self-confidence and reliance on domestic resources. The desirability of indigenous knowledge and skills in the process of sustainable development has been approved, and in this regard the successful application of agricultural knowledge and techniques in industry can be cited as a clear example.

Market development, Flourishing of production, consumption of creative products and services, are considered as very important factors in reviving indigenous knowledge and skills. Therefore, by adopting policies and mechanisms of incentives and effective contribution of government, the private sector and public institutions, indigenous knowledge and skills can be turned into economic, social and cultural opportunities.

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