



**HEVA FORUM IN PARTNERSHIP WITH  
UNCTAD14 PRESENTS:**

## **CREATIVE ECONOMY DIALOGUE SESSION I: SHOW ME THE MONEY**

**Dynamic Regulatory Support and Sustainable  
Financing for Creative Industries**

July 19, 2016 (1pm - 3pm)  
at the Intercontinental Hotel  
Nairobi, Kenya

African creative industries—from design, music, craft, film and television, fashion, publishing, heritage and digital animation—are key drivers for job creation, foreign exchange earning, income generation and inclusive development. Promoting small-scale creative enterprises and an enabling framework is crucial for Kenya and the East African Community in order to develop international visibility and trade.

HEVA supports the transformative and social economic potential of the creative sector in the East Africa region. From Nairobi, Kampala, Kigali, Arusha, Lamu to Dar es Salaam, the creative sector is where the creation of new products and new cultural experiences is happening. The first session in the two-part Creative Economy Dialogues convenes national and regional policy actors, regulators, practitioners and development partners such as HIVOS, Forum Syd, the East Africa Trade and Investment Hub and UNDP to a dynamic multi-sectoral dialogue exploring the establishment of a catalytic regulatory and investment environment to support the growth and integration of creative value chains in Kenya and Eastern Africa.

This moderated and televised panel discussion will be composed of high-level panelists, who will make remarks and field questions from the audience at the venue as well as those watching at home on TV and through social media interactions. In concert with our partners and the community of creative professionals, we are excited to host this session to highlight the contribution of the creative sector in the achievement of inclusive, sustainable and equitable development through trade in Kenya, East Africa and the Continent.

## KEY ISSUES

Africa is among the world's fastest-growing economies, offering tremendous opportunities for foreign direct investment and new frontier markets for brands and products. A recent report by the African Development Bank found that Africa's middle class has tripled to more than 310 million people over the past 30 years, with household spending projected to increase from USD 860 billion in 2008 to USD 1.4 trillion in 2020, according to a 2015 report by McKinsey.

It is estimated that by 2030, Africa's top 18 cities could have a combined spending power of USD 1.3 trillion and that by 2050, 63% of Africa's population will be urban. As of July 2014, the combined population of all five EAC member states was 153,301,178 - with more than one-half of this population under 24 years of age, making the EAC one of the youngest and most populated markets in the world.

As young Africans get connected (through telecommunications and banking services), move to cities and acquire more disposable income, it is projected that the consumer class will continue to grow and along with it, the functional demand for goods and services at par with those being consumed globally.

In response to these economic and demographic shifts, some of the most influential American and European brands and retailers in the fast-fashion sector such as Mango, Zara, Levi's, ASOS, H&M, Walmart and GAP are considering Kenya, Ethiopia and other Eastern African countries as alternative sourcing regions. There is therefore great potential for the local garment sector to move beyond providing cut, make, and trim (CMT) facilities.

The United Nations Conference on Trade and Development (UNCTAD) report on creative industries (2008) reveals that Africa's share of the global creative economy stands at less than 1%, which points to both the underinvestment in the creative and cultural industries on the continent, as well as to their potential for growth.

The 2010 UNCTAD Report on Creative Industries further emphasizes that "...creative industries hold great potential for developing countries that seek to diversify their economies and leapfrog into one of the most dynamic sectors of the world economy".

Informed by the aspiration to transform East Africa into a critical global creative economy hub, this conversation will centre around the establishment of a catalytic policy and investment environment, using these general themes:

### Access to Finance

- How to equip creative industry businesses with greater knowledge of how to access affordable financing
- How the finance community can gain greater understanding of creative industry practice and choose to lend to them or invest in them

## Infrastructure

- How more creative enterprises can take advantage of this country's business advantages, such as having one of the highest internet and mobile money adoption in Africa, Kenya being a party to favourable preferential trade agreements, and the increased ease of business regulations
- How to consolidate these baseline achievements by developing a dynamic regulatory environment addressing taxation, financing, market access and value chain integration in order to spur creative growth

## Intellectual Property

- How the general public can be better educated about the importance of IP rights
- How to better enforce intellectual property rights via KECOBO in a way that is transparent, engages with business and makes evidence-based decisions

## Market Access

- How can we effectively double the value of creative industries services and product exports to the region, and into international markets?
- How can we get more Kenyan Micro, Small and Medium Creative Sector Enterprises exporting and winning a greater share of inbound Foreign Direct Investment?

## Session Speakers

**George Gachara**

Managing Partner at HEVA

**Isaac Kwaku Fokuo, Jr.**

CEO, African Leadership Network

**Gabriel Negatu**

Regional Director, African Development Bank

**Dr. Ashraf Ali Mahate**

Economist and Head of Export Market Intelligence, Dubai Exports

**Margaret Waithaka**

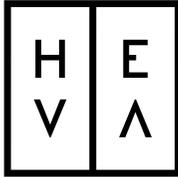
Value Chain Development Specialist, The East Africa Trade and Investment Hub

**Mendi Njonjo**

Director, Hivos East Africa

## Get Into the Conversation

@HEVAFund #CreativeKE #UNCTAD14



This event is jointly organized by HEVA and UNCTAD together with partners.

HEVA is an East African company that believes in the transformative social and economic potential of the creative economy sector in Kenya and the East Africa region. We are at the forefront of helping producers of cultural goods and services to build high-value creative businesses where new ideas will come to life, and where the highest potential for great profits, great jobs and happy people will be found.

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We are grateful for the support of UNCTAD14  
and our partners:

HIVOS

Forum Syd

The East Africa Trade and Investment Hub (EATIH)

The United Nations Development Programme (UNDP)

