



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

CREATIVE ECONOMY DIALOGUE SESSION II: THE TIME IS NOW CATALYZING THE GROWTH OF THE CREATIVE INDUSTRIES

July 20, 2016 (1pm - 4pm)
at the Intercontinental Hotel
Nairobi, Kenya

This conversation shall explore building high-value, resilient and sustainable creative economy value chains, as well as increasing the competitiveness of industry products for home and international markets.

This multi-sector moderated conversation will explore the scenarios and opportunities available for transforming Kenya and East Africa into a global creative hub, taking into account the shifting global contexts in trade and development, the impact of technology on creative production, the role of intellectual property rights in wealth generation, as well as the internet as a new locus for co-creation and consumption of arts and culture. This will be followed by a moderated question and answer session.

KEY ISSUES

It is an exciting and pivotal time for the Kenya's creative industries. According to the Kenya Copyright's Board, the creative sector punches far above its weight for the economy, generating KES 85.21 billion in 2013—a remarkable 5.32 per cent of the national GDP in 2013. It has the capacity to contribute up to 10% of the national GDP by the year 2025, contributing to job creation and sustainable livelihoods of young women and men across the country.

The creative industries generate value that spreads far wider than the sector itself: as a key part of wider supply chains; as a driver of business for other sectors; as a builder of cohesion and national identities; and as a provider of direct jobs for young people in creative occupations and outside of the sector. Kenya is also recognized and respected around the world when its creative industries excel, therefore playing an important role in shaping and evolving how the rest of the world perceives Kenya.

Kenya is trading in an increasingly competitive marketplace, both in the region and globally, and must take strategic actions to establish a dynamic framework for the sustainable growth of local creative industries: build market-oriented educational institutions to inspire and equip the next generation of talent, help creative businesses to start-up and grow, and maintain Kenya's competitiveness against other regional and international markets.

In this session, we shall explore the following key thoughts:

Industry Streamlining

The establishment of a policy environment streamlining the industry, with a key interest in tax incentives for investors; harmonized laws relating to material and fibres; strategic investment in the development of productive capacities among creative producers; focused efforts on bilateral trade agreements to ensure greater and easier access to markets for local creative producers; and inclusion of creative and cultural subject areas in education so as to provide for talent development from an early age.

Obstacle Removal

Key policy renovations in the following areas in order to remove many obstacles to building local creative industries: effective prioritisation of the creative industries in the developmental agenda; fostering of private sector capabilities; enacting copyright laws that benefit local creators; effective implementation and enforcement of intellectual property laws; privatised, enhanced royalty collection; increased intellectual property valuation, and reduction of taxes and regulatory burdens on creative industries.

Strategic Growth

The scenarios and opportunities for sustainable growth, taking into account the shifting global contexts in trade and development, the impact of technology on creative production, technical training; preparation for professionalization, preservation of heritage and the role of intellectual property rights in wealth generation as well as the use of the internet as a new locus for co-creation and consumption of arts and culture.

Quality Control

Product or performance improvements, management training, infrastructure and offering service upgrades in order to best integrate into regional and global value chains. The sector needs to make every effort to ensure social and environmental compliance, as well as to develop sophisticated high-value products.

The government, private sector, development partners, educators, students, practitioners and other stakeholders are invited to renew their commitments towards facilitating the growth of Fashion, Textiles, Music, Film, Crafts, Interior and Soft Furnishings, Digital Media and Visual Arts value chains. Underpinning all this are four vital areas affecting the growth of Kenya's creative industries: strong copyright framework, dynamic public and private financing, innovative cultural environment, and better regulation based on good evidence.

Session Speakers

Michaela Weber

Lead for Creative Industries in the Trade and Competitiveness
Global Practice, World Bank Group

Rajeev Arora

Advisor for Textile, Ministry of Industrialization and Enterprise Development

Bonapas Onguglo

UNCTAD Chief of Trade, Environment, Climate
Change and Sustainable Development

Danda Jaroljmek

Art Curator and Auctions Director, Circle Art Agency

Anyango Mpinga

Fashion Designer, Brand Manager

Dr. Bitange Ndemo

Former ICT Secretary and Associate Professor of Entrepreneurship

Nanjira Sambuli

ICT Researcher, Analyst and Consultant

Njambi Koikai

Radio Presenter, Performer and Musician

Get Into the Conversation

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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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The East Africa Trade and Investment Hub (EATIH)

The United Nations Development Programme (UNDP)

