

# Train for Trade II

EU-UNCTAD joint Programme for Angola



Cultural  
and Creative  
Industries

## UNCTAD National Workshop on Angola's Cultural and Creative Industries Mapping and Strategy

30 January - 1 February 2023,  
Luanda, Angola

CONCEPT NOTE

### 1. MAIN OBJECTIVES

As part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, Creative Economy Component, UNCTAD provides high-quality training activities supported by tailored-made training materials as well as support to policy development. The focus of the creative economy component is on industries where Angola has a comparative advantage, such as music, audio-visual, performing arts, and handicrafts.

As the project is near to its end, the two main objectives of the national workshop are to:

- Present and validate the final report on “Mapping the cultural and creative industries in Angola”; and
- Discuss and agree on a plan for the formulation of a Cultural and Creative Industries Strategy for Angola.

### 2. BACKGROUND

This workshop is part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II for “Increasing the economic potential of the cultural and creative industries in Angola for employment, trade and development gains.” This workshop is organized with the financial support of the European Union and is part of a set of activities developed for the Creative Economy Component, which will contribute directly to the implementation of Programme 1.7.2: “Promotion of Cultural and Creative Arts and Industries” under the National Development Plan of Angola 2018-2022.

The vision of the project is to promote vibrant cultural and creative industries in Angola, facilitate improved economic activities and networks in the Arts and Cultural Centers, provide greater opportunities for entrepreneurs and creators, particularly young people, and build on the rich and diverse communities that make Angola unique. The objectives of



UNITED NATIONS  
UNCTAD



European  
Union



# Train for Trade II

EU-UNCTAD joint Programme for Angola



# CONCEPT NOTE

the Creative Economy Component, which are in line with the objectives of all components of the project, are: (a) to assess the commercial (export) potential of Angola's cultural and creative industries; (b) to identify the main bottlenecks that undermine efforts to harness the socio-economic potential of Angola's cultural and creative industries; and (c) to build Angola's institutional and human capacities to formulate and implement policies and strategies to unlock binding constraints.

## 3. INSTITUTIONAL SUPPORT

The workshop is organized by the Trade and Creative Economy Section within the Trading Systems, Services, and Creative Economy Branch, Division on International Trade and Commodities of UNCTAD, in collaboration with the Ministry of Industry and Commerce and the Ministry of Culture, Tourism, and Environment of Angola.

The workshop will be facilitated by Ms. Camille Girouard, who is a consultant, researcher, and cultural producer at the head of the company Tempo de Hermes specializing in Creative Economy and also associated with the Casa d'Abóbora Youth Association in Portugal. She has a Bachelor's degree in Social Communication, specialization in Art Direction, and a Master's degree in Sociology.

## 4. PARTICIPANTS

Participants at the workshop are expected to include:

- 15-20 officials from the Government of Angola, including national, provincial, and municipal government;
- 15-20 representatives from private institutions in cultural, creative and tourism sectors, including cultural and creative entrepreneurs, artists, practitioners, managers, distributors, etc.

In line with the objectives of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, particular attention should be paid to gender balance in the nomination of participants. Institutions putting forward participants are kindly requested to aim for at least 40 per cent female participation.

## 5. LANGUAGE

The workshop will be held in Portuguese, with English-Portuguese-English interpretation available.





## 6. PRELIMINARY AGENDA

<b>Day 1 – 30 January 2023 (with government officials)</b>	
9:00-9:30	Opening Welcoming remarks by: <ul style="list-style-type: none"> <li>• Representative of UNCTAD</li> <li>• Representative of the European Union Delegation to Angola (tbc)</li> <li>• H.E. Mr. Filipe Silvino de Pina Zau, Minister of Culture and Tourism of Angola</li> </ul> Opening remarks by: <ul style="list-style-type: none"> <li>• H.E. Mr. Victor Francisco Dos Santos Fernandes, Minister of Industry and Commerce of Angola</li> </ul>
9:30-13:00  (Coffee break 10:45-11:15)	Presentation by UNCTAD of the final report on “Mapping the cultural and creative industries in Angola” Q&A and discussion Presentation by UNCTAD on formulating Angola’s Cultural and Creative Industries Strategy Q&A and discussion
13:00-14:00	Lunch
14:00-18:00  (Coffee break 15:45-16:15)	Interactive activities and break-out sessions  Wrap up session
<b>Day 2 – 31 January 2023 (with private sector representatives)</b>	
9:00-13:00  (Coffee break 10:45-11:15)	Presentation by UNCTAD of the final report on “Mapping the cultural and creative industries in Angola” Q&A and discussion with private sector representatives from cultural and creative industries Presentation by UNCTAD on formulating Angola’s Cultural and Creative Industries Strategy
13:00-14:00	Lunch
14:00-18:00  (Coffee break 15:45-16:15)	Interactive activities and break-out sessions  Wrap up session
<b>Day 3 – 1 February 2023 (with government officials and private sector representatives)</b>	
9:00-13:00  (Coffee break 10:45-11:15)	Validation of the final report on “Mapping the cultural and creative industries in Angola” Summary of Day 1 and Day 2 activities on Angola’s Cultural and Creative Industries Strategy Interactive activities on Angola’s Cultural and Creative Industries Strategy
13:00-14:00	Lunch
14:00-17:45  (Coffee break 15:45-16:15)	Interactive activities on Angola’s Cultural and Creative Industries Strategy (continued)  Summary and next steps

# Train for Trade II

EU-UNCTAD joint Programme for **Angola**



17:45-18:00

Closing remarks by H.E. Mr. Filipe Silvino de Pina Zau, Minister of Culture and Tourism of Angola (tbc)



UNITED NATIONS  
UNCTAD



European  
Union



# Train for Trade II

EU-UNCTAD joint Programme for Angola



## 7. CONTACTS

**Johanna Silvander**  
Programme Manager  
Train for Trade II  
UNCTAD, Geneva  
[Johanna.silvander@un.org](mailto:Johanna.silvander@un.org)  
+41 22 917 5116

**Marisa Henderson**  
Chief  
Trade and Creative Economy Section  
UNCTAD, Geneva  
[marisa.henderson@un.org](mailto:marisa.henderson@un.org)  
+41 22 917 5671

**Katalin Bokor**  
Economic Affairs Officer  
Trade and Creative Economy Section  
UNCTAD, Geneva  
[katalin.bokor@un.org](mailto:katalin.bokor@un.org)  
+41 22 917 56 87

CONCEPT NOTE

*With funding by the European Union*

