

Train for Trade II

EU-UNCTAD joint Programme for Angola



Cultural
and Creative
Industries

UNCTAD special event

Launching the report “Mapping the cultural and creative industries in Angola”
Presenting a draft strategy for Angola’s cultural and creative industries

13 September 2023
Luanda, Angola

CONCEPT NOTE

1. MAIN OBJECTIVES

As part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, Cultural and Creative Industries (CCIs) Component, UNCTAD provides high-quality training activities supported by tailored-made training materials and support for policy development. The CCIs component focuses on industries where Angola has a comparative advantage, such as music, audio-visual, performing arts, and handicrafts. The support is intended to strengthen the Angolan CCIs as one of the channels for a sustainable and greener diversification of the economy and exports, providing opportunities to improved trade, livelihoods and decent employment for the Angolan population. In the context of the holistic programme approach, Angolan CCIs are equally supported through efforts to assist in the modernization of Angolan trade policy, investment-related policies, transport and logistics infrastructure, trade facilitation and customs procedures, entrepreneurship training as well as value chain development in agricultural sectors.

Until to-date, UNCTAD has hosted eleven online and two face-to-face trainings and workshops and conducted multiple consultations with public and private stakeholders in Angola’s cultural and creative industries.

As the Train for Trade II Programme is near its end, UNCTAD organizes a special event to:

- officially launch the Portuguese version of the report on “Mapping the cultural and creative industries in Angola”;
- present a draft strategy for Angola’s cultural and creative industries that was developed during a series of workshops with public and private CCI stakeholders.



European
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UNITED NATIONS
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2. BACKGROUND

The event 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.” It is organized with the financial support of the European Union and is part of a set of activities developed for the CCIs 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 project’s vision is to promote Angola’s vibrant cultural and creative industries, facilitate improved economic activities and networks in the Arts and Cultural Centers, provide more significant opportunities for entrepreneurs and creators, particularly young people, and build on the rich and diverse communities that make Angola unique. The objectives of the CCIs Component, in line with the goals of all components of the project, are: (a) to assess the commercial 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 UNCTAD, in collaboration with the Ministry of Industry and Commerce and the Ministry of Culture and Tourism of Angola.

4. PARTICIPANTS

Workshop participants will include:

- officials from the Government of Angola, including national, provincial, and municipal government;
- 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.



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5. LANGUAGE

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



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6. PRELIMINARY PROGRAMME

13 September 2023

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10:00-10:30	<p>Opening</p> <ul style="list-style-type: none">• Mr. Helder Jonas Leonardo Marcelino, Secretary of State for Tourism, Ministry of Culture and Tourism of Angola• Mr. Ivan Prado, Secretary of State for Industry, Ministry of Industry and Commerce of Angola• Representative of the European Union Delegation to Angola (tbc)
10:30-12:00	<ul style="list-style-type: none">• Presentation of the report on “Mapping the cultural and creative industries in Angola” and the draft strategy for Angola’s CCI by Katalin Bokor, UNCTAD• Interventions by public and private sector champions of the draft strategy• Way forward for the Angola CCI strategy• Q&A and interactive discussions
12:00-13:00	Networking lunch reception



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7. CONTACTS

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CONCEPT NOTE

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