

Train for Trade II
EU-UNCTAD joint Programme for **Angola**



Cultural and creative industries in Angola

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National Institute of Cultural and Creative Industries of Angola

- Attached to the Ministry of Culture of Angola
- The Institute has been in existence for two years, with the entry into operation of the Government of President João Lourenço
- For the first time in the history of Angola a Secretary of State for Culture and Creative Industries was nominated, a fact that marks the new vision of the Angolan Government underlining the importance of the creative industries

Objectives of the Institute

- Coordinate National Policy in the following areas of the creative industries: literature, music, fashion, crafts, design and other disciplines of the creative and cultural industries;
- Promotion of cultural events in the country and abroad;
- Encourage entrepreneurship and associativism in the fields of literature, music, fashion, crafts, design and other disciplines of the creative and cultural industries.

Brief history

- In the past, before the establishment of the Institute, there were already initiatives in the field of Creative and Cultural Industries:
 - The concept of Cultural and Creative Industries in Angola began 20 years ago when the National Institute of Culture Industries was established. It was established in 2000, assigned to the Ministry of Culture, but was abolished in 2003.
 - In 2007 the Ministry of Culture reestablished the body. In 2018 the body was renamed *National Institute of Cultural and Creative Industries*.

Strategies and operations of the Institute

- This institute coordinates and interacts with other bodies of the Ministry of Culture and Professional Associations that are operational in this area with a view to the Creation of the *National Plan for Cultural and Creative Industries*.
- While awaiting the elaboration of the *National Plan for Cultural and Creative Industries*, the Institute is currently developing actions aimed at the mapping of artistic training institutions at country level and the promotion of the use of information and communication technologies.

The Sector

- It is important to note that although Angola does not yet have a National Plan for the Promotion of Creative Industries, there is a dynamic sector in place
- The emphasis of the sector is on music and dance, where Kizomba and Semba stand out. Music and dance are very well known internationally.

Objective of the Angolan participation in the Expert Meeting

- Finally, we are here to learn and to share experiences in how countries create successful national policies and strategies for the creative industries and the trends that influence the future of the creative industries and the challenges.

Muito obrigado