



Workshop on
**harnessing the
creative economy for
Ethiopia's sustainable
development**



Investment and partnerships opportunities

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Introduction

Africa's creative industry presents immense growth potential, driven by:

- a growing youth population,
- increasing urbanization,
- a rising middle class with changing consumption patterns.
- **Mobile Phones and Internet connectivity**

However, the sector faces significant challenges, including inadequate infrastructure, limited access to funding and markets, intellectual property issues, and lack of supportive policies and regulations.

**Critical success factors: Finance,
Skills Infrastructure and regulatory
framework**

Opportunities

1. Across Africa, there has been an annual increase in mobile connections by approximately 6%
2. The reduced cost of smartphones
3. Social media platforms : 300 million Africans active on social media



**Connection to
Local and
International
Audience**

Opportunities (...)



1. **Netflix** expanded its operations in Africa: invested the equivalent of €160 million in film content production in Africa since it began working on the continent in 2016.



2. **Google** partners with governments and local organizations across Africa to help develop digital skills.



3. **Amazon** have entered the African market with an appetite for local content



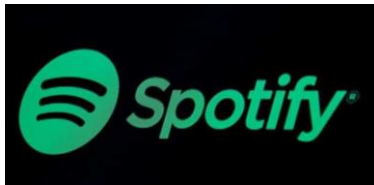
Increased activities from global giants



Opportunities (...)



1. **YouTube** and African Union: #DiscoverMyAfrica - music and events highlighting the continent's artistic vibrancy.



2. **Spotify** - The company's rapid expansion strategy has seen it focus on Africa's young population of music lovers. As of 2024, Spotify has over 236 million monthly paying subscribers.



Increased
activities from
global giants

Opportunities (...) - Rise of African investors

1. **Impact Fund for African Creatives (IFFAC)** The IFFAC, launched by Ghanaian entrepreneur Roberta Annan, is a significant player in the African creative industries.
2. **Adiwale Partners** is a private equity firm targeting growth investments in West Africa, including the creative and lifestyle sectors.
3. **Knife Capital** Based in South Africa, Knife Capital is known for its investments in high-growth start-ups, including those in the creative industries.
4. **TLcom Capital** is a VC firm with a broad investment focus that includes technology and innovative businesses in Africa. It invests in start-ups that integrate creativity with technology, such as beauty-tech platforms and e-commerce businesses catering to beauty and the creative industry.
5. **Ingressive Capital:** Ingressive Capital is a venture capital firm that invests in early-stage start-ups in Africa, particularly those in technology and creative sectors.



Rise of
African
Investors

Potential Partners

1. **African Leadership Academy (ALA)** is determined to galvanize and mobilize talented creatives across the ALA network. The right partnerships can scale its creative accelerator and education programs for stakeholders in the creative industry
2. **Art X** offers a dynamic launchpad and accelerator for Africa's fastest-rising musicians and visual artists through one of their flagship platforms.
3. **Style House Files** is a fashion business development agency focused on the advancement of Africa's textile and apparel industry through capacity building programs, international market access initiatives and showcases (e.g., Lagos Fashion Week).
4. **Goethe-Institute** South Africa launched LAPA, a Pan-African artist residency in collaboration with Visual Arts Network of South Africa (VANSA). The residency has promoted regional exchange for growth and learning.
5. In collaboration with the **Manchester Metropolitan's School of Digital Arts (SODA)**, the British Council offers trainings for African artists looking to gain experience in digital arts.

Sector specific opportunities

Advertisement:

- The Africa Advertising Market has experienced significant growth due to its diverse population and increasing access to mobile technology and the internet.
- Social media influencers: e.g: Khaby Lame;
- YouTube channels, Tiktok, etc...



African craft arts: is deeply rooted in cultural traditions, serving as a means of storytelling, preserving heritage, and celebrating community.

- online marketplace platform
- International Exhibitions

Sector specific opportunities (...)

African fashion

The growth in e-commerce, which attracted 28 per cent of Africans in 2021 compared to 13 per cent in 2017, has led to an increase in local consumers. At the same time, it has created new opportunities for the international development of African brands, whose annual textile, clothing, and footwear exports amount to US\$15.5 billion

Global retailers sourcing from Africa



Sector specific opportunities (...)

Performance art:

Music, dance and theatre are often key features of cultural promotion intended to attract tourists and regularly feature in the itineraries of tour operators.



Conclusion

- There is a need for **development and implementation of programs** that facilitate the exchange of skills and knowledge, such as capacity-building workshops, residency programs, and the creation of digital or physical manuals/toolkits to advance the professional development
- **Foster engagement with all stakeholders** to create frameworks that enhance participation from all stakeholders . This includes supporting professional associations, NGOs, and universities in the arts and culture sector to pool resources and networks.