

Abstract for Symposium Keynote Address: UNLEASHING THE POTENTIAL OF THE CREATIVE AND CULTURAL INDUSTRY IN EAST AFRICA.

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Preamble: Agreement on terms and context, The East African understanding of the CREATIVE AND CULTURAL INDUSTRY,

First, The qualifier INDUSTRY, what does this imply: Segmentation, specialization, and above all, profit. Can we even confidently talk of an industry?

Understand Creative and Cultural:

THE CURRENT STATE OF THE CREATIVE AND CULTURAL INDUSTRY IN EAST AFRICA JUXTAPOSED AGAINST WHAT IS HAPPENING GLOBALLY.

Key areas of comparison:

- i. Film, Television industries:
- ii. Music Industry: Some interesting Statistics.
- iii. Fashion.
- iv. Theatre, Live performance.

SUMMOUNTABLE CHALLENGES THAT OFFER GREAT OPPORTUNITIES IN THE CULTURAL AND CREATIVE INDUSTRIES.

TRENDS AND STRATEGIES FOR CULTURAL AND CREATIVE INDUSTRIES GROWTH IN AFRICA. (BORROWING FROM BEST PRACTICE AND ADAPTING FOR EAST AFRICA)

RECOMMENDATIONS AND ACTION POINTS FOR:

1. INDUSTRY PRACTITIONERS.
2. INVESTORS,
3. INSTITUTIONS, CUSTODIANS OF THE INDUSTRY.
4. GOVERNMENT.

CONCLUDING REMARKS AND WAY FORWARD.