

Report 3
30 November 2008

**THE NATIONAL LAUNCH
OF CREATIVE AFRICA NIGERIA CHAPTER**

Organised

By

the Ministry of Information and Communication

and

the Ministry of Culture, Tourism and National Orientation

in collaboration with Federal Parastatals

with the participation

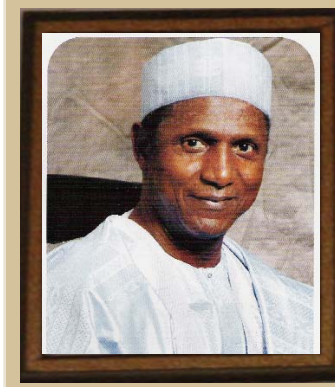
of Agoralumiere International

Venue of the Official Launch: Sheraton Hotel - Abuja , Nigeria

Date: 10 November 2008

Framework of the Launch of the Creative Africa Initiative, Nigerian Chapter

Following the International Launch of Creative Africa at UNCTAD XII, Accra in April 2008 and its Continental Launch at the AU Ministers of Culture Meeting in Algiers in October 2008, the National Launch of the Creative Africa Initiative Nigeria Chapter which was placed under the Patronage **President Alhaji Umaru Musa Yar 'Adua**. This Launch is also in line with the President's Seven-Point Agenda which aims at positioning Nigeria among the most 20 developed countries by 2020.



The week long events held in Abuja in November 2008 culminated with the official launch of Creative Africa Nigeria Chapter on 10 November 2008 with Vice-President of the Federal Republic of Nigeria, **Dr Goodluck Jonathan, GCON**, representing the President. The Vice-President was represented at the official launch by Dr Aliyu Idi Hong, Minister of State for Culture, Tourism and National Orientation. The week long events were delivered under the leadership of the Ministry of Communication and Information and co-organised by the Ministry of Culture Tourism and and National Orientation with the contribution of parastatals from the various Ministries.



H.E Dr Goodluck Jonathan, GCON
Vice-President



H.E Prince Adetokumbo Kayode , SAN Honourable Minister
Culture, Tourism and National Orientation



H.E Dr Aliyu Idi Hong, Honourable Minister
of State for Culture, Tourism and National Orientation



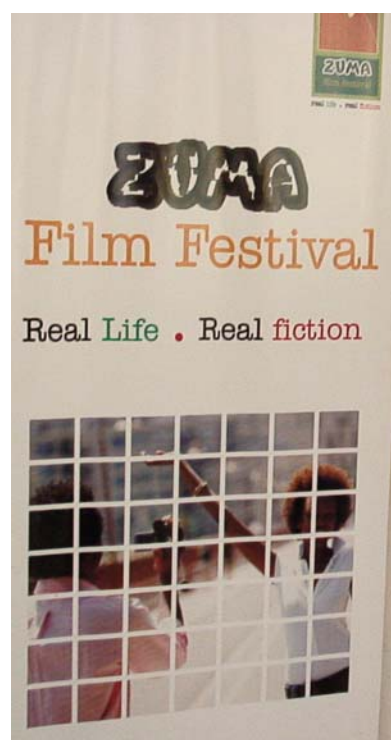
H.E. Mr John Odey,
Honourable Minister
Information and Communication



Josie D'Angelo, Agoralumiere Representative with Nigerian Officials at the Inauguration week pre-event of the Creative Africa Launch.

Presentation of the Launch of Creative Africa Nigerian Chapter

The Launch of the Nigerian Chapter started with a cultural programme which included a Visual Art and Crafts exhibition and a Film Festival organised by the Federal Parastatals from the Ministry of Information and Communication and Ministry of Culture, Tourism and National Orientation.



The Film Programme included screenings, and forum discussions organised by the National Film Corporation under the Ministry of Communication and Information and with contribution of other parastatals such as the Film Censor Board, the Copyright Commission and the Nollywood sectorial guilds and associations.

while the visual arts exhibition was managed by the ARESUVA Secretariat and the National Art Gallery under the Ministry of Culture, Tourism and National Orientation.

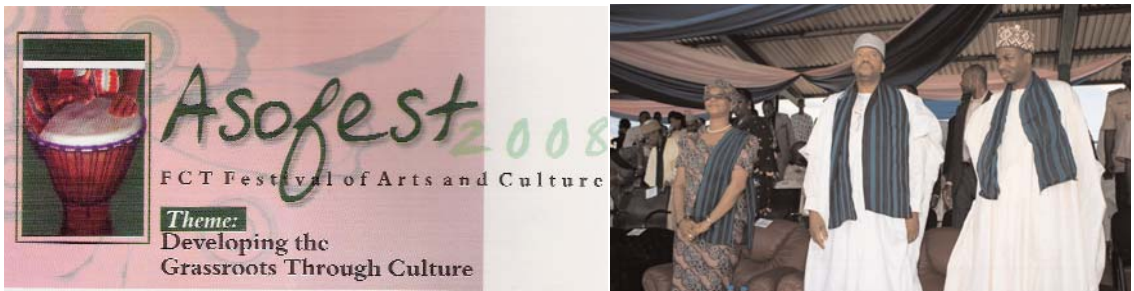


Promoting the Visual Arts for Sustainable Economic Growth and Development in Africa



In relation to the Creative Africa Initiative Nigerian Chapter Launch, Agoralumiere participated at a number of local cultural and creative programmes which meet with Creative Africa's agenda in the promotion and protection of the the diversity of culutral expressions in Nigeria.

The Abuja Carnival organised by the Ministry of Culture, Tourism and National Orientation, aims at promoting the cultural diversity at the National and International levels. ASOFEST, a festival organised by the Federal Capital Territory (FCT), aims at using the diversity of cultural and creative expressions at grassroots and community levels to promote peace and development among local communities.



Developing the Grassroots Through Culture.

Attendance

The official launch was attended by the major Nigerian creative industries stakeholder representatives, government officials in charge of the creative industries in the various Ministries, the international diplomatic corps, NGOs and journalists.



The Creative Africa Nigeria Chapter official launch aimed at creating awareness amongst the youth of Nigeria on the potentials of their creativity. Students from art and culture sectors and teachers were associated with the event.



Members of the international diplomatic corps, NGOs and journalists were invited to play an active role in the Government efforts to develop the creative sector in Nigeria.



The Launch Ceremony opened with a minute silence in the memory of Madame **O.Nchonwa**, Director of Culture at the Federal Ministry who passed on few days before the Launch of Creative Africa.



The minute silence observed was also in the memory of Miriam Makeba, one of the monuments of African music who passed away on the morning of 10 November.

The speakers at the official launch





After the National Anthem, His Excellency, Dr Aliyu Idi Hong, Honourable Minister of State for Culture, Tourism and National Orientation delivered the welcome address of the Vice-President before presenting the importance placed by the President himself in the creativity of the Nigerian people as an unending resource, in which to invest, in order to create jobs and wealth in the Nigeria.

Note: The Vice-President's keynote address is available in pdf on our website www.creative-africa.org



Honourable Minister, John Odey who is also one of the Godfathers of the Creative Africa Initiative presented the history of the Initiative and the Plan of Action which Nigeria is preparing for a strong and productive creative economy and contributing to the Seven-Point Agenda of President Musa Yar'Adua.

The Minister emphasized that the phenomenon raises the need for Africa to be given special attention by the rest of the world in order to help the Continent benefit from potentials of its own capacity and help in development. "The multiplier effect of developing the creative sector is enormous including wealth and job creation, crime reduction among the youths, as well as numerous social benefits to adults and the society.

Besides, Nigerian primary economic resources - petroleum and natural gas - are exhaustible but this is not so with the creative industries as they are driven by human resources, which Nigeria is blessed with. President's Musa Yar'Adua's Seven-Point Agenda is achievable on the platform of the creative industry as most of the points have direct links with the creative industry", Minister Odey emphasized the need for stakeholders to be organised and to address this sector in an inclusive way but with the vision of productivity and economic impact for the Nigerian people and for Africa in general.



Agoralumiere International's representative Marc Nekaitar, transmitted the good wishes for a successful Launch of the Creative Africa Initiative Nigeria Chapter from the Secretary General of UNCTAD, Dr Supachi, as he was unable to attend the launch due prior commitments. Marc Nekaitar then gave an address at the Launch on the importance of a coherent strategy among stakeholders from the grassroots to the international civil society and from local and National governments to the international community.

He emphasised the Africa Union's New Plan of Action adopted in Algiers in October 2008 by the African Ministers of Culture as a guideline for the African governments and stakeholders to develop their creative resources from an African perspective for job creation and contribute to the Millennium Development Goals while promoting and protecting the diversity of their cultural expressions. Marc Nekaitar also emphasised the continued commitment of Agoralumiere International to work closely with African governments and other stakeholders on the development and promotion of the Creative Industries in Africa. "There is a need for harmonisation and coordination of programmes in this sector in order to produce tangible results".

Mrs. Esther Adeyemi, Director of Tourism, represented the Minister for Tourism, Culture and National Orientation, Prince Adetokumbo Kayode. The Minister noted that the Initiative aims at bringing a focus on the enormous potentials of the creative industry in Africa. According to the Minister, the Initiative is not limited to the Tourism and Culture sector but also involves among others the Ministries of Communication and Information, Commerce and Industry, and agencies such as the Nigerian Copyright Commission and the Nigerian Film Corporation.



The Minister charged the committee members drawn from the various Ministries to make concrete proposals towards harnessing, developing and marketing the creative sector as major contributors to the Nation's economy."It's my hope and wish to see the Creative Africa Initiative, Nigerian Chapter, provide a lead that will unleash Africa's Creative ingenuity and register the Continent into the prestigious club of economy drivers".



Director General of the Nigerian Copyright Commission presented the colossal loss of income related to Copyright and Intellectual Property by the artists, creators and inventors in Nigeria.

He gave examples of the countries where the revenue through collection of Copyright and Intellectual Properties provide enormous tax revenues to governments and welfare to the Copyright owners. He also presented the steps made by his Commission and the challenges to be faced.

Mr Afolabi Adesanya, President of the Nigerian Film Corporation presented the success and the challenges of the Nigerian Film and video industry (Nollywood).

He provided the evidence of the contribution of the Nigerian film industry to the National economy giving figures on the yearly income of the industry and the huge amount of jobs created directly or indirectly by the film industry in Nigeria. He called for continued support from the Government.

Mr Afolabi whose organization collaborates with Agoralumiere in the international promotion of African films on global market platforms such as the Cannes Festival, acknowledged the important role played by Agoralumiere in carrying the Creative Africa Initiative to this stage and expressed his support to Agoralumiere in the development and promotion of this Initiative throughout the African Continent.





Mr Jahman Anikulapo, a cultural journalist, representing CORA (Committee for Relevant Art) at the Launch, noted that the face of Nigeria is creativity and not politics. He urged President Musa Yar'Adua's Government to accord artists and all those in the creative industry their rightful place. "What I am trying to say is that we should, at a certain point, try to give enough respect to the members of the creative industry because they sustain the country", he said. He pledged for due respect for the Nigerian creative stakeholders, government continuity of projects and seriousness of purpose.

He also called on corporate Nigerians, especially those in support of the initiative, to cease to behave irresponsibly by spending lavishly on foreign artists without a proportional remuneration for their Nigerian counterparts.

Other speakers from the parastatals raised the issue of poor packaging and marketing quality of Nigerian products and services in general. They recommended serious capacity building and skill development programmes in these areas if a vibrant creative sector is to be further developed in Nigeria.



The Creative Africa National Launch Ceremony in Abuja included a performance of the National Dance and Theatre Troup which presented a special show designed to address the potential of the creative industries in Nigeria as a huge untapped resource in its economic and environmental aspects.



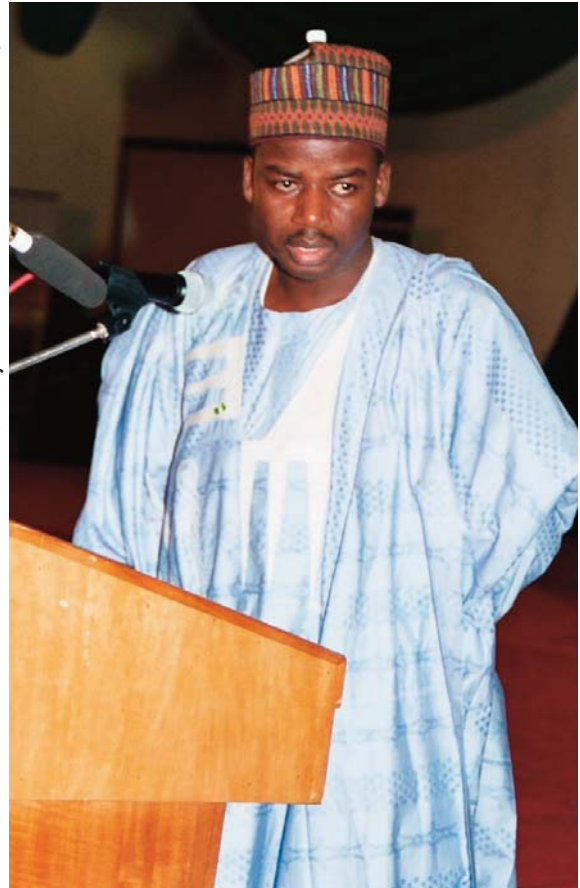
National Dance and Theatre Troup

The closing message given by Dr Aliyu Idi Hong on behalf of the President and Vice-President

The closing speech was given by Dr Aliyu Idi Hong on behalf of the Vice-President, Dr Goodluck Jonathan GCON, with a strong emphasis on President Yar'Adua's Seven-Point Agenda which aims at harnessing alternative resources including the unending creativity of the Nigerian people towards positioning Nigeria among the Top 20 countries in the world by 2020.

The message given from the Vice-President of the Federal Republic, Dr Goodluck Jonathan GCON urged the Nigerian stakeholders, NGOs and international partners to get involved in the development process of the creative industry in providing education training and skills development to the children of today so that they will be prepared to take the leadership tomorrow.

The Vice President confirmed the firm engagement of President Musa Yar'Adua's Government to support the Creative Africa Initiative within the Ministries and Federal parastatals and to provide support to the stakeholders in their efforts to contribute through the development of the creative industry to job and wealth creation in Nigeria.



Nigeria's Youth listening to the Minister's message