



Festival Report

JAMAFEST 2015

"Unleashing Economic Potential of Cultural and Creative Industries in the EAC"

2 - 9 August 2015 | Nairobi, Kenya



Jumuiya Ya Afrika Mashariki Utamaduni Festival, JAMAFEST, is gaining a prominence among the elements that define and give expression to the uniqueness of the EAC Integration process.

Like other significant facets such as the EAC Flag and the EAC Anthem that symbolize an EAC Identity, the Festival is emerging to reinforce our unity in the midst of our splendid diversity.

JAMAFEST, which has been hailed as “a new culture-an East African culture-a brilliant melting pot of

FOREWORD

Cultural expressions”, has its underpinnings in the staging of the first edition of JAMAFEST in 2013 in Kigali Rwanda.

This event spurred so much enthusiasm in the Region for celebrating the excellence of East African Cultural Diversity.

This year 2015, Jamafest returned for its second season at the Kenyatta International Convention Center (KICC) in Nairobi, Kenya from 2nd – 9th Aug 2015.

Each JAMAFEST is developed around a theme. This year’s regional Arts and Culture fete focused on the unique theme “**Unleashing the Economic Potential of Cultural and Creative industries in the EAC**”.

On behalf of the Community, I would like to sincerely thank the Republic of Kenya for hosting a truly successful Festival. I salute the other EAC Partner States for actively participating in the event, and acknowledge the efforts of the regional steering committee that organized the Festival, the participants, sponsors and partners.

The EAC Secretariat is delighted to publish this report highlighting the Festival as it unfolded. The report *is available on www.eac.int and www.jamafest2015.eac.int*

Dr. Richard Sezibera
Ambassador
Secretary General
East African Community



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THE FESTIVAL

Fostering integration through culture



Jamafest is an acronym for *Jumuiya ya Afrika Mashariki Utamaduni Festival*, the Kiswahili rendering for the EAC Arts and Culture Festival which aims to promote regional socio-cultural integration through arts and culture by providing a platform to showcase culture as a primary driver of regional integration. It is envisaged to be held biennially and hosted by Partner States rotationally.



Jamafest came to life after the EAC Council of Ministers in September 2011 directed the EAC Secretariat to organize regular festivals of the kind, and Rwanda was consequently selected to host the first edition of the Festival in 2013.

The 2015 edition was hosted by the Republic of Kenya and the main activities took place at Kenyatta International Convention Center (KICC). The Festival was a weeklong affair running from 2 to 9 August 2015.

The Festival theme was *Unleashing the Economic Potential of Cultural and Creative industries in the EAC*.

The Festival featured a carnival, art exhibitions, a 'Village of Countries' a symposium, live performances, films, literary works, a fashion show and comedy.



The next edition of the Festival takes place in 2017



The Carnival

Nairobi, brought to a standstill

Nairobians stood mesmerized by street sides, through shop windows and office balconies. Work could wait. JAMAFEST was living up to the hype! And this was just the curtain-raiser for the weeklong fete. Hundreds of performers in the colorful Jamafest Carnival danced through Nairobi's streets setting the tone for the festival.

FESTIVAL FACT:

61,000 people took part in the Jamafest Carnival on Monday 3rd September 2015





JAMAFEST Cultural Village

A platform for cultural exchange

The Jamafest Village was one of the main attractions at the Festival. The Village ensured thousands of curious visitors trooped in throughout the week to discover what each of the EAC Partner States had to offer in terms of culture, in the process promoting socio-cultural exchanges among East Africans.



FESTIVAL FACT:
At least 21,000
guests visited the
Jamafest Village in
seven days





Festival in Figures



18,000

Total number of estimated Festival-goers

7

Number of days Jamafest lasted

1,060

Number of participants from the five Partner States

21,000

Estimated number of visitors to the Jamafest Village of Countries

45

Number of articles about the Festival in the print/online media

4136

Visitors to Jamafest website

6.5

Hours of performances daily

150

Academicians took part in the Symposium on arts and culture

60

Performances during the Festival week

6

Live online broadcasts of Festival events



FESTIVAL FACT:
A dedicated Festival website;
www.jamafest2015.eac.int,
provided daily updates on the event.

The Symposium

Sharing experiences, generating knowledge



The Jamafest 2015 Symposium was organized by the EAC Secretariat in collaboration with the Ministry of Sports and Culture, the Republic of Kenya under the theme ***"Unleashing the Economic Potential of Culture and Creative Industries in the EAC"***.

The Symposium provided a forum for academicians, cultural practitioners, policy makers and cultural managers to interact, interrogate and discuss various thematic issues and challenges related to the promotion of the Arts and Culture as a resource.

The Symposium featured the following presentations:

- Unleashing the Potential of the Creative and Cultural Industry in East Africa by **Bob Nyanja**
- Affordable Financing for EAC Culture and Creative Sector by **Clarette Inamahoro**
- The role of Information and Communication Technologies (ICT) in Unlocking Regional Opportunities and Market Access for Practitioners in Cultural and Creative Businesses by **James Vuningoma, PhD**
- Policy and Legal framework for promotion of Film Industries in East Africa by **Dr. Vicensia Shule**
- Emerging Opportunities in the Creative and Cultural Economy in the EAC for Exploitation by **Evelyn Cindy Magara**



FESTIVAL FACT:

JAMAFEST 2015 Symposium recommendations will inform policy review on culture and creative arts in the EAC



Plastic Arts Exhibition

The Jamafest Plastic Art Exhibition presented artisans specialised in this field an opportunity to showcase some of the finest the EAC region has to offer in form of plastics-based art works. Plastic arts are art forms which involve physical manipulation of plastic mediums (which are moulded or modelled into various forms of sculpture or ceramics). They may also include conceptual art, mosaic, painting, paper art, textile arts and fibre art.





IN PICTURES

Sights and scenes from Jamafest 2015





FESTIVAL QUOTE

The East African Treaties may be negotiated by Ministers and Presidents but the biggest and perhaps most enjoyable agreements are written in Bongo Flava- through the music of Diamond and Christina Shusho; through the genius of Anne Kansiime and the tones of Sauti Sol. The arts are often the best part of any culture because they go straight to the heart. The vision of an artist, the precision of a sculptor and the twist of a dancer does not require a passport or a visa to cross the borders. This festival is not just for cementing our social relations as East Africans but it is also a strategy to promote mutual trade, cultural and artistic cooperation among our people. When we appreciate each other, we understand each other; when we understand each other we can work together and succeed at anything we choose. When we understand each other-our union cannot be defeated. We are creating a new culture-an East African culture-a brilliant melting pot of everything.

H.E. William Ruto,
Deputy President Republic of Kenya,
Jamafest 2015



The EastAfrican August 15, 2015 · [Like Page](#)

The creative industry in the region, estimated to be worth \$10 billion, is not being fully exploited despite the region being rich in art, craft and music. This knowledge is still largely considered "cultural" heritage purely for communal entertainment. <http://bit.ly/1KncbLp>



Jamafest: EAC lives up to integration ideal through the arts

To change perception of the people and to help monetise creativity, EAC came up with the Jumulya ya Afrika Mashariki Utamaduni Festival.

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ON SOCIAL MEDIA

Nation Fm added 2 new photos. August 4, 2015 · [Like Page](#)

#Jamafest is here in Nairobi at the KICC! Entry is free and security is tight. Enjoy East African arts and culture.

Francis Rhombu Dearly waiting for the festivals; Jamafest oiyyee...! [Like](#) · [Reply](#) · [Message](#) · August 1, 2015 at 9:14am

Kenya FilmCommission @kenyafilmcomm · 8 Aug 2015
Ours truly @AroWario with the EAC cultural attire models @#Jamafest2015 @jumulya



Enchanted Landscapes @enchantedlands · 5 Aug 2015
Interesting art pieces from East Africa at the #Jamafest2015 happening at the #KICC #tembeakenya



Photomagic Studio_KE @photomagicKE · 5 Aug 2015
#EventPhotography #JAMAFEST2015 @KICC_kenya photo creds: @photomagicKE



KICC_Kenya @KICC_kenya · 5 Aug 2015
Culture must be understood as a cross-cutting factor inseparable from development #JAMAFEST2015 - Amb. Jean Rigi



Kenyan Photographer @sanderitu · 4 Aug 2015
PHOTO: Earlier today in #nairobi @KICC_kenya by @photomagicKE #Jamafest2015 these #drums from #Burundi



Shujaa Pride follows @shujaa_pride · 4 Aug 2015
Kalenjin Dream @kalendra_org · 4 Aug 2015
#Jamafest2015 We had a chance to interact with Paulo Akiki. Fine Art - Painter from Uganda. Quite impressive Art.



ACKNOWLEDGEMENTS



- Ministry of Sports and Culture (Rwanda)
- Ministry of East African Community (Rwanda)
- Ministry of Youth, Sports and Culture (Burundi)
- Ministry of East African Community (Burundi)
- Ministry of National Heritage and Culture (Kenya)
- Ministry of East African Community (Kenya)
- National Cultural Centre (Kenya)
- Ministry of Information, Youth, Culture and Sports (United Republic of Tanzania)
- Ministry of East African Cooperation (United Republic of Tanzania)
- Ministry of Gender, Labour and Social Development (Uganda)
- Ministry of East African Community (Uganda)
- National Cultural Centre (Uganda)

Members of the Jamafest Regional Steering Committee:

- Mr. Nyangezi François (*Rwanda*)
- Mr. Rurangwa Jean Pierre (*Rwanda*)
- Dr. Nzabonimpa Jacques (*Rwanda*)
- Ms. Kankindi Viola (*Burundi*)
- Ms. Matemere Nicelate (*Burundi*)
- Mr. Ojede F. Peter (*Uganda*)
- Ms. Eunice Tumwebaze (*Uganda*)
- Mr. Amutenda Salvatore (*Uganda*)
- Prof. Hermas J.M Mwansoko (*Tanzania*)
- Mr. Shamouni Hashim Ali (*Tanzania*)
- Mr. Godfrey C. Msonde (*Tanzania*)
- Mr. Aghan Odero Agan (*Kenya*)
- Ms. Phyllis Watwana (*Kenya*)
- Ms. Elizabeth Nasubo (*Kenya*)
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