



An AfCFTA Forum and Festival
on Tourism, Creatives and
Cultural Industries

Creatives Connect Afrika Daily Bulletin



24-26 NOVEMBER 2025



LA PALM ROYAL BEACH HOTEL, ACCRA, GHANA







DAY TWO OPENS WITH LEADERSHIP, POLICY MOMENTUM & A CONTINENTAL CALL TO ACTION

Day Two of Creatives Connect Afrika 2025 commenced with a powerful blend of political commitment, continental strategy, and industry leadership. The official opening ceremony brought together policymakers, creative entrepreneurs, and sector experts to chart the future of Africa's creative economy under the AfCFTA. With a spirited atmosphere and strong diplomatic presence, the day positioned Africa's creative industries not just as cultural assets — but as engines of trade, innovation, and economic transformation.

HIGHLIGHTS OF THE DAY

1. PRESIDENTIAL OPENING SETS A CONTINENTAL AGENDA

Delivering the President's speech on behalf of H.E. John Dramani Mahama, Mr. Rex Owusu Marfo, Coordinator of the Black Star Experience Secretariat, set a decisive tone. He outlined a Six-Pillar Framework designed to transform Africa's creative potential into structured economic power. The address highlighted:

- The need for policy leadership
- Sustainable financing
- Market access
- Regional collaboration
- Digital and IP sovereignty

A defining message: Africa must architect its own creative prosperity.

2. AFCFTA KEYNOTE: TRADE AS THE BACKBONE OF CREATIVE GROWTH

In a keynote delivered via video, H.E. Wamkele Mene, Secretary-General of the AfCFTA, emphasized the creative sector as a priority frontier for intra-African trade. He underscored:

- The role of AfCFTA protocols in intellectual property rights
- Digital trade acceleration
- Cross-border mobility for artists
- Removing barriers to market access

His message was unequivocal: A unified African market is essential for scaling creatives.



3. HIGH-LEVEL MESSAGES FROM INDUSTRY AND DIPLOMACY

Mr. Kwakye Donkor, CEO of Africa Tourism Partners, energized the room, stressing that tourism and creatives are inseparable economic twins. He called for deeper collaboration: "Your network is your value. Use it."

H.E. Jonas Claes, Deputy Head of Delegation, European Union to Ghana, reaffirmed the EU's support for Africa's creative integration, rooted in innovation, youth development, and regional partnership.

Sedem Charles Hottor, delivering on behalf of the Minister of Tourism, Arts and Culture, Ghana, reinforced the government's commitment to leveraging culture, tourism, and creativity as engines of economic growth. He highlighted initiatives to enhance market access for creative enterprises, strengthen cross-border collaborations, and integrate tourism with Africa's creative sectors under AfCFTA protocols.

4. THOUGHT-LEADERSHIP DIALOGUE: CREATIVITY, TRADE & DIGITAL FUTURES

The main dialogue explored how Africa can expand its creative economy through:

- Film, tourism and media linkages
- Intellectual property protection
- Digital innovation
- Market liberalization
- Logistics, e-transport and cross-border services

Speakers emphasized the need for harmonised beneficiary platforms that ensure creators in Ghana, Kenya, Nigeria, South Africa and beyond earn from their work wherever it is consumed.

5. EXPANDING AFRICA'S CREATIVE ECONOMY THROUGH TOURISM, FILM, MEDIA, AND DIGITAL INNOVATION LINKAGES

The Thought-Leadership Dialogue on Expanding Africa's Creative Economy through Tourism, Film, Media, and Digital Innovation Linkages brought together policymakers, industry leaders, and creative entrepreneurs to explore strategies for unlocking Africa's cultural and economic potential. Discussions highlighted the critical role of cross-sector collaboration, emphasizing how tourism, film, media, and digital innovation can interlink to create seamless market access, strengthen intellectual property protections, and drive continental trade under the AfCFTA. Speakers underscored the importance of harmonized digital platforms, technology transfer, and strategic partnerships to enable



African creatives to scale their work across borders, monetize their talent effectively, and contribute to a thriving, sustainable continental creative ecosystem.

6. FIRESIDE CHAT: UNLEASHING THE POWER OF STORYTELLING

The Fireside Chat on Unleashing the Power of Storytelling explored how Africa's creative content — spanning film, music, fashion, digital media, and tourism — can drive result-oriented intra-African trade. Panelists highlighted that authentic storytelling is not just cultural expression but a strategic economic tool, capable of connecting markets, shaping consumer demand, and amplifying Africa's global presence. The discussion emphasized how well-crafted narratives, combined with robust IP protection, digital distribution, and cross-border collaboration, can transform creative content into a catalyst for trade, investment, and sustainable growth across the continent.

7. INSPIRING GLOBAL ATTRACTION: EXPLOITING AFRICAN CREATIVITY FOR BRAND AFRICA

The session on Inspiring Global Attraction focused on how Africa can harness its films, music, fashion, and broader cultural assets to strengthen Brand Africa's soft power on the global stage. Experts highlighted that African creativity is a strategic tool for cultural diplomacy, market influence, and international recognition. By leveraging authentic narratives, innovative storytelling, and cross-sector collaboration, the continent can elevate its global image, attract investment, and expand export opportunities for creative products. The discussion underscored the need for integrated strategies that position Africa's cultural industries not just as entertainment, but as powerful drivers of economic growth and continental pride.

8. Market Access, Technology & Intellectual Property Take Center Stage

Discussions stressed:

- The importance of policy-makers understanding the commercial nature of creativity
- IP rights as the cornerstone of talent monetization
- Technology transfer as a driver of export growth
- Digital commerce as the new frontier for selling African fashion, music and film globally

Botswana, Kenya and Ghana shared insights on using AfCFTA protocols to expand markets for creators in countries with small populations.



9. CULTURAL PERFORMANCE AND CREATIVE DISPLAY

The morning and afternoon sessions were punctuated with vibrant cultural highlights, showcasing African rhythm, talent and expression strengthening the connection between creativity and trade.

The latter part of the opening day featured film screenings, highlighting outstanding African filmmakers and further demonstrating the continent's capacity to captivate global audiences.





QUOTE OF THE DAY



“THE AFRICAN CREATIVE ECONOMY IS READY FOR TAKEOFF. WITH YOUR PARTNERSHIP IN POLICY AND OUR COMMITMENT IN PRACTICE, WE WILL BUILD NOT JUST STAGES FOR OURSELVES, BUT AN ECOSYSTEM OF PROSPERITY FOR ALL

REX OWUSU MARFO, BLACK STAR EXPERIENCE SECRETARIAT

ATTENDEE REFLECTIONS

- Delegates responded with renewed purpose:
- “The six-pillar framework is exactly the clarity we’ve been waiting for.”
- “Tourism and creatives are finally being discussed as one ecosystem – this is transformative.”
- “AfCFTA’s commitment gives creators real hope for cross-border success.”

KEY TAKEAWAYS FROM DAY ONE

- Policy + Private Sector = The Winning Formula: Africa must build a convergent architecture between government leadership and creative industry innovation.
- Six-Pillar Framework: Financing, Market Access, Digital Highways, Infrastructure, Data Sovereignty, Cross-Border Payments.
- Tourism & Creativity Interlinked: African destinations thrive when creative industries thrive.
- Intellectual Property Is Power: Without IP protection, Africa loses value.
- Technology as an Accelerator: Digital trade, metadata systems, streaming regulation and AI can unlock new creative markets.
- AfCFTA is Non-Negotiable: Africa must trade with itself to grow its creative economy.



WHAT TO EXPECT TOMORROW, 26 NOVEMBER 2025

- Deep dives into mobility for creative and tourism professionals
- Financing mechanisms for creative entrepreneurs
- AI, VR and the future of digital creative trade
- The Creatives Connect Afrika Fashion Runway
- Presentation of event outcomes & Call to Action
- Cultural Night & Musical Festival

PARTNERS & SUPPORTERS



CLOSING NOTE

Thank you for being part of today's session. The conversations sparked here are only the beginning. As we move forward, we encourage you to take full advantage of what Creatives Connect Afrika has to offer:

CONNECT with the brilliant minds around you — the collaborators, thinkers, and innovators shaping Africa's creative future.

NETWORK intentionally and discover partnerships that can transform ideas into real opportunities.

EXPLORE the exhibitions to experience the richness of African film, fashion, and music firsthand.

PREPARE for the evening showcases, where creativity comes alive on stage and our continent's talent takes the spotlight.

We look forward to sharing the next inspiring moment with you.
Creatives Connect Afrika — Advance. Create. Connect.





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