



Republic of Zambia
Ministry of Youth, Sport and Arts



Creative Industries Business Summit

UNICAF University, Kasangula Road, Lusaka, Zambia

19th – 21st June, 2024

Theme:

" Building a competitive creative industry for National Development

SCHEDULE

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| <p align="center">Day before summit Tuesday 18th June, 2024</p> | |
| <p align="center">Final Set up Arrival of international delegates and speakers Registration and accreditation of delegates and speakers</p> | |
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| <p align="center">DAY ONE 19th June, 2024</p> | |
| 07:00 | Registration and accreditation of delegates |
| 09:00 | <p align="center">OFFICIAL OPENING EVENT Main Auditorium, Theater Hall</p> |
| | <ul style="list-style-type: none"> i. Prayer, and National Anthem (NAC) ii. Welcome Remarks - UNICAF Vice Chancellor Dr Mushibwe iii. Permanent Secretary, Ministry of Youth, Sport and Arts - Mr. Fumba Chama iv. Entertainment v. Official Launch Speech: Hon. Elvis Chishala Nkandu (MP), Minister of Youth, Sports and Arts vi. Overview, Objectives and Highlights - Summit Convener |
| 10:00 | Coffee Break |
| 10:30 | <p align="center">PANEL DISCUSSION <i>Topic: Creating an Enabling Environment for the Creative Business in Zambia</i></p> <p align="center">Main Auditorium</p> <p>Objective:</p> <ul style="list-style-type: none"> i. Exploring the dynamic landscape of the creative industries and explore the key policies and legislative ingredients required to attain desired growth <p>Key Highlights</p> <ul style="list-style-type: none"> a. National Arts and Film Policies b. Professionalisation of the Sector c. Opportunities for Decent Work Conditions d. Is Social Security Possible for artists? <p>Moderating, Introduction and Setting the Scene: Dr. Akalemwa Ngenda</p> <p>Panelists:</p> <p>PS Small and Media Enterprise Development PS Labour and Social Security PS Commerce Trade and Industry Swedish Ambassador Ms. Betty Wilkinson</p> |
| <p align="center">Creative Showcase</p> | |

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| 11:45 | <p style="text-align: center;">INTERACTIVE PANEL DISCUSSION <i>Topic: Monetising Digital Platforms</i></p> <p style="text-align: center;">Main auditorium</p> <p>Objective:</p> <ul style="list-style-type: none"> i. Explore the opportunities, challenges and practicalities monetising digital content in Zambia <p>Key Highlights</p> <ul style="list-style-type: none"> a. What is to monetise digital content? b. What are the gaps? What should creatives do? c. What are some of the tools and experiences in digital content monetising? d. Ways of monetising digital content; examples. <p>Moderating, Introduction and Setting the Scene: Rev. Walter Mwambazi</p> <p>Speakers: ZICTA Yaya Kaba Ministry of Commerce, Trade and Industry Zambia Revenue Authority Vubwi (COAZ)</p> |
| 13:00 | LUNCH |
| 14:00 | <p style="text-align: center;">INTERACTIVE PANEL DISCUSSION <i>Topic: Copyright laws; Protecting Your Source of Money</i></p> <p style="text-align: center;">Main Auditorium</p> <p>Objective:</p> <ul style="list-style-type: none"> i. Discuss the role of copyright in promoting arts business? <p>Key Highlights</p> <ul style="list-style-type: none"> a. Effectiveness of current Copyright Laws b. Status of compliance c. Is Copyright able to remunerate the artist d. Copyright in the digital era; are there examples we can learn from? <p>Moderating, Introduction and Setting the Scene: Ms Gloria Kabonga Siazana (ZAMCOPS Board Chairperson)</p> <p>Speakers: Mr. Samuel Sangwa (CISAC) - Virtual Mr. Mutembo Nchito Dr. Akalemwa Ngenda Ms. Ruth Simamujayangombe – ZARRSO Mr. Kenneth Musamvu PACRA (Partners Against Piracy)</p> |
| Creative Showcase | |
| 15:30 | HEALTH BREAK |

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| 16:00 | <p style="text-align: center;">INTERACTIVE PANEL DISCUSSION <i>Topic: Finding the Balance Artistic Rights, Activism and Arts Business</i></p> <p style="text-align: center;">Main auditorium</p> <p>Objective:</p> <ul style="list-style-type: none"> i. Explore the challenges and opportunities in finding the balance between artistic rights and arts business? <p>Key Highlights</p> <ul style="list-style-type: none"> a. Artists rights b. Right to expression c. Artists as voice on community issues d. Advocacy on artistic issues <p>Moderating, Introduction and Setting the Scene: Tabitha Lilungwe</p> <p>Speakers: Selam Rep PAAGZ Cheelo Mwanachingwala - COAZ Lord Wappi Grievance mechanisms in the Creative Sector</p> |
| 17:30 | End of Day one |
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| DAY TWO Thursday 20th June 2024 | |
| 08:30 | <p style="text-align: center;">INTERACTIVE PANEL DISCUSSION <i>Topic: Creative Industries & Arts Business</i></p> <p style="text-align: center;">Main Auditorium</p> <p>Objectives:</p> <ul style="list-style-type: none"> a. Delving into the tools, materials, and programs that contribute to the development and growth of this sector. b. Explore the intersection of creativity and business. <p>Key Highlights</p> <ul style="list-style-type: none"> a. Starting and growing your creative business b. What are the business models that have worked c. Creative Industries value chains d. What are the ingredients for a successful creative enterprise <p>Introduction and Setting the Scene: Mr. Ahmad Hamwi</p> <p>Panelists: Mr. Frank Sibuku Mr. Fred Phiri Ms. Lucy Levy-Brown Mr Sean Star Kabemba Ms Betty Chilonde Bulongo</p> |
| 10:00 | COFFEE BREAK |

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| 10:30 | <p style="text-align: center;">INTERACTIVE PANEL DISCUSSION <i>Topic: Financing Frameworks for the Arts; Building a Viable Business</i></p> <p style="text-align: center;">Main Auditorium</p> <p>Objectives:</p> <ol style="list-style-type: none"> Engaging on financing options for creative enterprises Profile the scope, type and form of financing of creative businesses <p>Key Highlights</p> <ol style="list-style-type: none"> Arts Financing Frameworks Grants of investments How to measure or articulate the returns on investment What are the bottlenecks to financing the creative industries? <p>Moderating, Introduction and Setting the Scene: Mr. Dumisani Ncube</p> <p>Speakers: Ms. Mukwandi Chibesa Kunda -ZANACO Dr Rozias Siatwambo - Great North Academy Mr Jito Kaumba - State House ZDA Stanbic CEEC Ministry of Local Government</p> |
| Creative Showcase | |
| | <p style="text-align: center;">INTERACTIVE PANEL SESSION <i>Topic: Value for Value Partnerships: Sharing Experiences in partnership with the arts</i></p> <p style="text-align: center;">Main Auditorium</p> <p>Objectives:</p> <ol style="list-style-type: none"> Highlight the value that creatives can generate for their partners in a value for value exchange Demonstrate that the arts are not for only receiving but can also generate some value <p>Key Highlights</p> <ol style="list-style-type: none"> Experiences in partnering with the arts Examples of value for value engagements What are the benefits of partnering with the creative industries Does it pay to work with creatives What are some of the challenges? <p>Moderating, Introduction and Setting the Scene: Mr Nasho Mapulanga</p> <p>Speakers: Stanbic Bank Music Festival Mosi Day of Thunder NAPSA Theatre FNB Zambezi Magic ZNS</p> |
| 12:45 | LUNCH |

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| 14:00 | <p style="text-align: center;">INTERACTIVE SESSION</p> <p style="text-align: center;"><i>Topic: Importance of investment in Quality Products and Services as well as marketing strategies in the arts</i></p> <p style="text-align: center;">Main Auditorium</p> <p>Objectives:</p> <ul style="list-style-type: none"> i. Interrogate the role of quality products and services ii. Define some of the key components of good quality product and services <p>Key Highlights</p> <ul style="list-style-type: none"> a. Arts marketing b. Does Quality matter? c. Ingredients to quality d. Impact of quality on price and what does this mean to attract clients? <p>Moderating, Introduction and Setting the Scene: Ms. Tando Songwevu</p> <p>Speakers: Ms. Lulu Hangala Woods Mr Allans Chitomfwa Mr.Ben Blazer Ms Nancy Mutambo Mr. Chris Puta - Multichioice Talent Factory Mr Matongo Matamwandi - Director ZTA</p> |
| | COFFEE/TEA BREAK |
| 15:30 | <p style="text-align: center;">BREAKAWAY SESSION 1</p> <p style="text-align: center;"><i>Topic: Creative Arts and Mental Health</i></p> <p style="text-align: center;">Main Auditorium</p> <p>Objectives:</p> <ul style="list-style-type: none"> i. Explore the emerging issues in the area of Mental Health, Well being and the arts ii. Engage at the intersection of these fields <p>Key Highlights</p> <ul style="list-style-type: none"> a. Mental Health b. Well being c. Managing stress and pressure d. Celebrity life and its impact e. Artists as role models <p>Moderating, Introduction and Setting the Scene: Dr. Andrew Mulenga DVC Open Window University</p> <p>Speakers: Mr. Ahmad Hamwi Ms. Wezi Mahone Dr. Rozious Siatwambo Dr. Cheyo Sichali (Psychologist) Dr. Clement Chela, (medical doctor)</p> |

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| | <p style="text-align: center;">BREAKAWAY SESSION 2</p> <p style="text-align: center;"><i>Topic: Investment opportunities in the Creative Industries</i></p> <p style="text-align: center;">Meeting Room 2</p> <p>Objectives:</p> <ul style="list-style-type: none"> i. Engage on the key issues regarding investment in the creative industries <p>Key Highlights</p> <ul style="list-style-type: none"> a. Arts Infrastructure b. The role of the private sector c. Arts equipment d. Tax incentives status quo and opportunities for more in future <p>Moderating, Introduction and Setting the Scene: Khazike Sakala (PAAGZ)</p> <p>Speakers: Ms. Bridget Malumba Prospero Music Club 37D ZAFD Mr. Macky II</p> |
| | <p style="text-align: center;">BREAKAWAY SESSION 3</p> <p style="text-align: center;"><i>Topic: The role of International Agencies in facilitating Arts businesses</i></p> <p style="text-align: center;">Meeting Room, 3</p> <p>Objectives:</p> <ul style="list-style-type: none"> i. Interrogate the role of international agencies in arts business and how creatives can engage successfully? <p>Key Highlights</p> <ul style="list-style-type: none"> a. What are the current funding priorities for international agencies? b. Are the arts speaking to these priorities? c. What are some of the challenges that undermine international collaboration? d. Emerging issues in international and regional collaboration <p>Introduction and Setting the Scene: Ms Mulenga Kapwepwe</p> <p>Speakers: UNESCO UNDP COMESA/AU EU ILO- Gerald Tembo British Council</p> |
| 17:00 | End of two |
| <p style="text-align: center;">DAY THREE Friday 21st June2024</p> | |

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| 8:30 | <p style="text-align: center;">INTERACTIVE PANEL DISCUSSION <i>Topic: Arts Infrastructure</i> Main Auditorium</p> <p>Objectives:</p> <ul style="list-style-type: none"> i. Explore the key issues in arts infrastructure and the roles of various stakeholders <p>Key Highlights</p> <ul style="list-style-type: none"> a. The Arts in City Planning b. Challenges and Opportunities of Private Spaces c. The Future of Community Arts Spaces d. Opportunities for Public Private Partnerships <p>Moderating, Introduction and Setting the Scene: Dr. Andrew Mulenga</p> <p>Speakers: Dr. Malama Ministry of Infrastructure PS. Local Government Dr. Francesco Morabito Mr. Andrew Mushibwe Napoli Properties Lusaka Provincial Planning Authority Lusaka Contemporary Arts Centre Bwalya Miko - Lechwe Trust</p> |
| 10:00 | COFFEE/TEA BREAK |
| 10:30 | <p style="text-align: center;">INTERACTIVE SESSION <i>Session: Arts Research and skills development</i> Main Auditorium</p> <p>Objective:</p> <ul style="list-style-type: none"> i. Tap into the academia to enhance artistic and business skills, such as entrepreneurship, marketing, branding, proposal writing and enterprise development. <p>Key Highlights</p> <ul style="list-style-type: none"> a. Data gaps in the creative industry and limited research b. Access to arts education c. DataSnap: Tool for Counting the Impact of Festivals b. Skills development through exchange programmes c. Proposal writing <p>Moderating, Introduction and Setting the Scene: UNICAF DVC</p> <p>Speakers: PS. Ministry of Education PS Technology and Science Dr. Christine Mushibwe VC UNICAF Zambia Institute of Policy Analysis and Research (ZIPAR) Mag 44 Loop College</p> |
| Creative Showcase | |

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| 11:30 | <p style="text-align: center;">INTERACTIVE PANEL DISCUSSION</p> <p style="text-align: center;"><i>Session: Creative Industries Statutory Compliance; How can public institutions facilitate arts business”</i></p> <p style="text-align: center;">Main Auditorium</p> <p>Objective:</p> <ol style="list-style-type: none"> i. Establish the role of compliance in improving arts business? ii. The role of public service provider in supporting creative businesses <p>Key Highlights</p> <ol style="list-style-type: none"> a. Data gaps in the creative industry and limited research b. What is compliance in the arts c. Risks and challenges of none compliance d. Voluntary compliance <p>Introduction and Setting the Scene: Mr. Allan Liswaniso (Butterfly Events)</p> <p>Speakers: Towela Tembo (Registrar of Arts Associations) ZRA NHIMA NAPSA Brian Shakarongo Chengala PACRA Mirras Siamutondo - Zambia Copyright Protection Society</p> |
| 13:00 | LUNCH |
| 14:00 | <p style="text-align: center;">OFFICIAL CLOSING SESSION</p> <p style="text-align: center;">Main Auditorium</p> <ol style="list-style-type: none"> i. Prayer, and National Anthem (NAC) ii. Welcome Remarks - UNICAF Representative iii. Summit Communique (MYSA/NAC) iv. Entertainment v. Permanent Secretary, Ministry of Youth, Sport and Arts - Mr. Fumba Cham |

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| | <p style="text-align: center;">Tour of Exhibitions</p> <p style="text-align: center;">Exhibitors will include the following:</p> <ol style="list-style-type: none"> 1. UNICAF 2. MYSA 3. NAC 4. NAPSA 5. Book World 6. ZANACO 7. FNB 8. Indo Zambia Bank 9. ZCIB 10. Izwe 11. Stanbic 12. CEEC 13. Ministry of Local Government (CDF) 14. Wing Electronics 15. E Mark 16. Mobile MONster 17. Techno/Infixin 18. Apple Shop from East Park |
| 15:00 | |
| 16:30 | Coffee/Tea and End of Programme |