South Africa Cultural Observatory 2nd National Conference

24 and 25 May, 2017

at Turbine Hall, Johannesburg

(SOUTH AFRICA)
Presented by:

Hilaire KOBENA

Ivorian writer and book festival promoter

Secretary Executive of EFRUBA GROUP OF CULTURE, NGO
I’m an ivorian writer and cultural festival promoter. With two fellow members, we’ve created an annual gathering for people involved in books and reading promotion. It’s called Festival international Efrouba du Livre de Grand-Lahou and scheduled for every first week of October, from Wednesday to Sunday.
THE EFRUBA GROUP OF CULTURE

The 3 ivorian writers who organise the international Efruba Book Festival (IEFB) of Grand-Lahou,

From right to left:
Jules DEGNI (Chief Executive Officer), Samuel N’GUESSAN, (Director financial services and Treasurer) and Hilaire KOBENA (Executive Secretary)
TOPIC:

THE SOCIAL, CULTURAL AND ECONOMIC IMPACTS OF
THE INTERNATIONAL EFRUBA BOOK FESTIVAL OF GRAND-LAHOU
OBJECTIVES

1. MAIN OBJECTIVE

Show how the local population of Grand-Lahou benefit from the international Efruba Book Festival (IEBF) on social, cultural and economic plans

2. SPECIFIC OBJECTIVES

✓ Share with you, actors from the creative sector, a modest experience on a West African book festival;

✓ Raise awareness of the international Efruba Book Festival (IEBF) of Grand-Lahou and encourage cultural actors to attend it.
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Part I - PRESENTATION OF COTE D’IVOIRE AND THE TOWN OF GRAND-LAHOU

1. Côte d’Ivoire, a beautiful west african country

2. The town of Grand-Lahou, the scene of the international Efruba Book Festival (IEBF)

Part II - THE IEBF : A WEST AFRICAN CREATIVE ECONOMY TO SHARE
- An area of 322,462 square kilometres
- Sharing his borders with 5 countries i.e. Mali and Burkina Faso in the North. In the West, we get Liberia et Guinea. In the East, we find Ghana. Côte d’Ivoire is wet by the Atlantic Ocean in the South.
- Total estimated population in 2015 was about 27 million.
- 2 capital cities: Abidjan (economical) and Yamoussoukro (administrative and political)
- French speaking country with CFA franc as regional currency (UEMOA).
- A member of ECOWAS and African Union
DIDIER DROGBA: The most famous Ivorian in the world
GRAND-LAHOU
A very exciting and picturesque spot, offers great opportunities for sightseeing, seaside tourism and exotic inspiration: the Bandaman River embraces the Tagba lagoon before they encounter with the Atlantic ocean in the Gulf of Guinea.
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**TOPIC:**

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The Efruba international Book Festival offers various literary activities such as:

- Tea parties;
- Conferences
- Exhibition and sale of books;
- Tales and
- Direct book donation to school libraries;
- Annual award to a deserving writer;
- A foreign country was honoured..
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- Tales and recreational activities;
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- Direct book donation to school libraries;
- Annual award to a deserving writer;

-A foreign country was honoured. We welcomed three togolese writers in 2016.
The international Efruba book festival has an important impact on the local economy.

- Hotel rooms were fully booked.
- Restaurants, bars and bistros were all invaded by festival-goers.
- Publishers, bookmakers, writers, readers, tourists and traders made substantial profits during the event.
During the international Efruba book festival participants are warmly welcomed by the local administrative and political authorities and their journey bettered by extra festival activities.
CONCLUSION

In short, the international Efruba book festival of Grand-Lahou is a rich experience to share with the SACO 2nd National Conference’s participants. It is both a qualitative and a quantitative success whose social, cultural and economic impacts are inestimable.
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