Building Botswana’s creative economy 1 initiative at a time
About me

DESIGN THINKER
COMMERCIAL ACTIVIST
DANCER TURNED AD MAN
DOER
Ok, let's take it back,

HOW DID IT ALL BEGIN?
Why IDEAS EXPO?

BRING CREATIVITY BACK INTO THE NATIONAL CONVERSATION
Why IDEAS EXPO?

SHOWCASE THE BUSINESS CASE FOR CREATIVITY AND CREATE A MARKET FOR LOCAL CREATIVE ENTREPRENEURS
Why IDEAS EXPO?

CREATE A PLATFORM FOR THE CREATIVE INDUSTRIES AND CORPORATE BOTSWANA TO COLLABORATE FOR COMMERCIAL OR TO ADDRESS SOCIAL ISSUES
Why IDEAS EXPO?

SHOWCASE AND CELEBRATE BATSWANA’S CREATIVE EXCELLENCE
What started as a one day Conference, has grown and culminated into a multifaceted platform that embraces Creativity and Innovation as a tool for economic growth and diversification in Botswana. Today the Ideas Expo has an ensemble of activities.
A timeline of activities we have carried out over the years. Our journey so far has been exciting, from turning prejudice that get away in the way of visionary ideas to creating activity in the industry.
CAN CREATIVITY MAKE A DIFFERENCE?

YES!
YES!
Africa is experiencing a surge in Afro-positive identity and it has always been. This celebration of our improved self-image, rich cultural heritage and ideologies is channeled, translated and expressed creatively through our arts & creative industries. The main difference? It is being unleashed and propelled digitally.
GATSH FROS

Botswana’s style duo debuted their first collection at IDEAS EXPO.

“The young women’s eclectic yet glamorous aesthetic has won them Africa London Fashion Week 2014’s Innovative Designer of the Year award.”

―CNN
#IfAfricaWasABar
The power of social currency to get the world talking.
OFENTSE MWASE
Is a South African photographer and filmmaker who specializes in breathtaking aerial shots... 135K Followers on Instagram
In the remorseless Kalahari heat, leather is not the most obvious choice of attire. This collective featured in a Guinness Beer ad.
WHAT DOES THE FUTURE LOOK LIKE?
WHERE THERE IS AN ABUNDANCE OF PROBLEMS, THERE EXISTS OPPORTUNITY FOR INNOVATION.

@musakalenga
THE LAST FOUR LETTERS IN AFRICAN ARE “I -CAN”
-MUZI KUZWAYO
#BELIVEINYOURSELF
THANK YOU

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