Creative Africa
Current & Future Options
Examples from Zambia

Compiled and Presented by
Bruce Ernest MBA
Chairman - Zambia Creative Expo
Managing Director – We Create Limited
Outlook

- Zambia Demographics
- We Create Ltd & Zambia Creative Expo
- Culture & Creativity
- African Perspective – Current & Future Options
Zambia – The real Africa

- Land Linked Vs Land Locked with shared culture and creativity
- Growing middle class/increased demand for fashion & luxury goods.

<table>
<thead>
<tr>
<th>Country Name</th>
<th>Zambia</th>
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<tbody>
<tr>
<td>Continent</td>
<td>Africa</td>
</tr>
<tr>
<td>Capital and largest city</td>
<td>Lusaka</td>
</tr>
<tr>
<td>Population</td>
<td>14.6 million</td>
</tr>
<tr>
<td>Official Language</td>
<td>English</td>
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<tr>
<td>Time Zone</td>
<td>CAT (UTC+2)</td>
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<tr>
<td>Neighbour Countries</td>
<td>Democratic Republic of the Congo, Tanzania, Malawi, Mozambique, Zimbabwe, Botswana, Namibia, Angola</td>
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<tr>
<td>Currency</td>
<td>Zambian kwacha (ZMW)</td>
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<tr>
<td>Tribes</td>
<td>Over 70 (Cultural Diversity)</td>
</tr>
<tr>
<td>Economic Activity</td>
<td>Mining (Copper) and Agriculture</td>
</tr>
</tbody>
</table>
We Create Limited & The Zambia Creative Expo

We Create Limited
- Market Intelligence
- Marketing & Advertising
- Business & Investment Consulting
- Supply of assorted equipment

Zambia Creative Expo
- Initiative of We create
- Brings together actors in the creative industry
- 2nd Year of existence
- Event scheduled for November 2016

Contact
Email: bruceernest@zambia.co.zm
Mobile: +26097634255
Achievements of Zambia Creative Expo

• Bringing Creative minds together
  - Creativity belongs to everyone -

Jessie Chisi – Award winning Film Director, Women rights activist, Facilitator

Slap D – Zambia’s Best Hip-hop Artist, entrepreneur, Human Rights activist

A Creative man is motivated by the desire to achieve, not by the desire to beat others.

Chellah Tukuta Rancen – Photographer, Designer & Youth Activist
Speak & See with Photography
It's not about how fast your means to win the race are, but who finishes the RACE first. Even a car can have a breakdown and the bicycle rider wins the RACE.

Chellah Tukuta Rancen.
Speak & See with Photography
Speak & See with Photography

Our Future but were is the love?
BLING ZAMBIA
FASHION

CLOTHES BY GLAMOUR FASHION
MODELS: SETHE MEEMA AND RUTH HONG
MAKERE BY LIVEMI
PHOTOGRAPHY: CHELLA FIUKUTA KAMULU
What really is Culture and Creativity?

Making Life better
Importance of culture and creativity in social change

- Connect people and ideas
- Shape our values and identity
- Offers the potential to enrich, entertain and expand people’s thinking and living

Example: To reduce the burden of Malaria in communities

Results: Increased uptake
Importance of culture and creativity in Economic Change

- Creation of new products
- Increase market dominance by having differentiated products
Importance of culture and creativity in Political Change

- Shapes political opinion e.g. Kolopa Dot Com
  - People vote in a certain way because of their culture (tribalism, regionalism)

A youth urban culture leading to increased participation of people in civic duties (e.g. voting)
Creative Africa – Current & Future Options

- Increased middle class and demand for luxury goods
- Increased level of sophistication
- Examples of creativity

African Silicon Valley
Challenges

- Inadequate Private & Public financing
- Inadequate infrastructure
- No deliberate policy due to low political will
- Collapsing family social systems
- Disease burden
- Civil strife
- Climate change
- Weak educational curriculum
- Weak legislation
- Inadequate availability of data for decision making.
Solutions

- Increased funding
- Building of creative spaces
- Lobby and educate politicians and other leaders
- Teach communities
- Encourage peace and dialogue
- Promote environmental awareness
- Improve school curriculum
- Improve legislation
- Improve data collection
Let's keep the creative culture alive!

End