

**HEVA FORUM:
SYMPOSIUM ON FINANCE FOR
THE CREATIVE SECTOR IN KENYA**

INVESTING IN NEW PRODUCTIVE CAPACITIES.
CREATING NEW OPPORTUNITIES FOR GROWTH.

**MARCH 8 - 9TH, 2017
NAIROBI, KENYA**



INTRODUCTION

HEVA Fund is an East African Company that believes in the transformative and social economic potential of the Creative sector in the East Africa region. Through our finance and business support facilities, we have been at the forefront of helping producers of cultural goods and services to build high-value, profitable businesses where new ideas will come to life, and where the highest potential for great profits, great jobs and happy people will be found.

In concert with our partners; Forum Syd, HIVOS, Lambent Foundation, The Royal Danish Embassy, The British Council and The Kenya Private Sector Alliance, we are looking to convene a national symposium on finance for the arts and creative industries; exploring questions around developing strategic public investment policies; sustainable philanthropic and development finance approaches; unlocking private capital as well as building effective corporate partnerships.

Hosted as a follow-up to the creative economy policy dialogues, events of the United Nations Conference on Trade and Development (UNCTAD) 2016 global conference, this symposium will create an opportunity to deepen the conversation on creative sector finance; review existing strategies and to build a shared vision on most effective strategies to build new productive capacities, creative innovations and provide opportunities for new growth, over the next five years.

BACKGROUND

2017 presents a mixed bag of fortunes and challenges for Africa and indeed the world.

In 2016, while a few African economies continued to grow at unprecedented rates, most countries recorded low growth as a result of the slump in global commodity prices. This has exacerbated the need to diversify national economies by investing in new productive capacities and increasing opportunities for regional trade.

According to the Brookings Institute Foresight Africa 2017 report, "...countries that are showing signs of resilience tend to have stronger fiscal and monetary policies, better business regulatory environments, more effective public institutions, more diversified export structures, and not much oil."

African creative industries from design, music, craft, film and television, fashion, publishing, heritage, and digital animation, are among the fastest growing sectors; and are seen as emerging drivers for job creation, foreign exchange earnings, income generation and inclusive development. According to the United Nations Conference on Trade and Development (UNCTAD) report on creative industries (2008), Africa's share of the global creative economy

stands at less than 1%, which points to both the underinvestment in the creative and cultural industries on the continent, as well as to its potential for growth. The 2010 Report on Creative Industries emphasizes that

"...creative industries hold great potential for developing countries that seek to diversify their economies and leapfrog into one of the most dynamic sectors of the world economy."

This symposium looks to delve deeper into the questions of investment and finance for the arts and creative industries; seeking to understand share insights (innovations and forecasts), explore opportunities to spur fruitful and inclusive growth and to overcome obstacles identified during the creative economy dialogues.

This symposium will convene conversations which will explore; opportunities to encourage strategic public investment in the arts and creative industries; laws and tax necessary to establish a sustainable domestic philanthropic environment; policy and legal initiatives necessary to unlocking private capital and effective corporate partnerships along with the consolidating a "Post aid" conversation to inform the new development finance partnerships.

SYMPOSIUM CONVERSATIONS

Finance for creative sector symposium has been designed to deliver two simultaneous conversations addressing both the over arching questions on finance policy as we well as to allow for industry reflections and dialogue on new models of finance for creative industries.

The first track conversation will convene a series of national policy conversations around; strategic public investments; philanthropy and development finance development; as well as unlocking private and corporate investments. The second track conversation will provide an opportunity for creative industry thought leaders to explore specific questions content distribution; the future of creative and lifestyle business; fashion retail business, and the road to investment readiness for creative enterprises.

TRACK ONE SESSIONS:

In this track, we shall host an interactive panel of thought leaders, principal actors and innovators to help explore the series of conversation with the participants as well as the live audience online and through the television.

1. How is the government spending for the Creative Sector?

This conversation will review state expenditure in the arts and creative industries over the last four years, to celebrate best practices and to raise reflections on strategic opportunities to encourage fruitful and inclusive growth. This conversation will convene thought leaders who are involved in cultural policy development (national and county), cultural data collection, taxation and policy coordination.

2. Good bye to donors, what next?

This conversation will explore the transition from a predominantly donor supported creative sector under the "Aid to Trade" framework, and expand the analysis for new partnership models. This conversation will also explore, the establishment of a sustainable domestic philanthropic

environment and consolidate the "Post aid" conversation. This conversation will convene key leaders in the development finance innovation, in philanthropy development and non-grant development finance programming.

3. Private capital and corporate partnerships

Through the Finance Act 2015, Kenya has introduced new guidelines to allow local pension funds to investment up to 10% in private equity and venture capital funds as a new asset class, along with changing the investment provisions in the Insurance Act to a more principle based investment framework, this is a clear signal of its strategy to mobilize private capital for development. This conversation will explore successful strategies and partnership models for investor readiness and effective corporate partnerships for the creative sector.

TRACK TWO SESSIONS:

In this sessions, the we shall provide numerous opportunities for creative industry thought leaders to explore specific questions on content distribution; the future of creative and lifestyle business; fashion retail business, and the road to investment readiness for creative enterprises.

1. Trump and Brexit: What is Africa's creative response to a closing world?

Vicious cultural battles over race, gender and social identity precipitated by rising inequality blamed on globalization and free trade are bringing to bear the politics of survivalism, and rabid-nationalism around the world. What is Africa's response to a world retreating to itself?

2. On demand content distribution: Opportunity for film & music? or just a passing cloud?

With digital transition taking effect in Kenya; entry of numerous pay Tv players, and on-demand film and music streaming platforms, there is an emerging argument that the future of content distribution (film, music) is on-demand. Is this a true argument for the Kenyan (East Africa) Market?

3. Future proofing Kenya creative business: Is there a winning strategy?

With a growing consumer culture and an increased demand for consumer experiences - in many urban centers in Kenya and in the region, creative businesses are looking to respond by designing memorable and monetizable experiences in order to advance in the experience economy. This conversation looks to engage key business leaders who have established successful experience products which consistently provide engaging experiences, at a price considered fair relative to the value perceived, and which move products.

4. East African Fashion Business Prospects: What next after mtumba (Used clothes)?

Kenya (and countries in East Africa) have increased investments towards establishing the region as an alternative sourcing region for

global fashion value chains. These efforts are also coupled by numerous efforts to encourage the growth of domestic markets.

This conversation will explore the impact of the gradual ban on used clothes importation, the opportunities in the fashion business in Kenya along with prospects for cross border partnerships.

5. Path to investment: a conversation on preparing for finance.

According to the 2016 Deloitte Africa Private Equity Confidence Survey, there is an increase in the number of private equity funds are targeting Small and Medium Enterprises (SMEs) in Kenya and in the region with the main investment size expected to be between USD 6 million and USD 10 million. The creative sector has also been a site for investments and buyouts in the consumer products sub-sector with L'Oreal acquisition of Kenya's Nice & Lovely and Flame Tree Group's investment in SuzieBeauty.

This conversation will convene a panel of creative entrepreneurs who have built creative businesses that are comfortable with commercial finance.

SYMPOSIUM DETAILS

Conversation Format

We propose to host highly interactive, moderated panel conversations, convening a distinguished panel of experts, regulators, state representatives, practitioners and financiers, for an hour of conversations and half-hour audience interactions for track one along with moderated one-on-one conversation with guests in small groups for track two conversations. The moderators will be selected from the creative sector as well as from partner broadcaster. These conversations shall be broadcasted live (online and TV).

Audience Engagement

We propose to convene an audience of about 800 pax (400 pax per session) directly in the numerous convening, online participation through a sustained social media campaign and online coverage - in partnership with social media consultants and well as thousands more through the televised broadcast.

Target Groups

These series of facilitated events and convening are looking to host a conversations relevant to practitioners from Kenya and from the East Africa region who are leading early stage creative businesses and who are interested in growing their ventures.



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