

Kenya - Germany Symposium
Transforming the Cultural and Creative Industries
22nd - 23rd March 2019

The cultural and creative industries of Kenya and other African countries is seen as one of the most dynamic and fastest-growing economic sectors in those countries. While we have observed significant growth in film, music, gaming and other subsectors, the ecosystem is still characterized by young protagonists and talents, start-ups and companies, which are just at their early stages of growth.

Through innovative and creative ideas these protagonists succeed to make this sector locally, regionally and globally accessible, notwithstanding the multiple structural obstacles which limit the potential of this sector.

In Kenya as well as in Germany, the creative industries cover a wide range of different fields - from architecture and music to fashion, television, and design, providing an exciting sector for business, for cultural expression and for employment, at the same time, helping to build a fast-growing, innovative and knowledge-based economy.

Since Kenya's independence, the two countries have enjoyed cooperation in education, science and technology as well as in cultural relations, with notable creative industries cooperation in the area of film, music, media and tourism. In order to deepen these ties, the Goethe-Institut in collaboration with GIZ and the German Federal Ministry for Economic Cooperation and Development has convened the "Kenya-Germany Symposium" in order to re-examine our relationships, assumptions and systems and to give room to the drivers of future growth and cooperation.

With the conference the Goethe-Institut Kenya aims to give an in-depth focus on conversations which provide opportunities for collaboration and cooperation between Kenya's and Germany's firms and organisations, and hopes to implement a platform for international exchange, knowledge transfers and cooperation.

We are excited to host four plenary sessions along with multiple "Business to Business" opportunities, as well as immersive experiences and site visits, which allow the audience to interact with the experts in a one-on-one conversation.

Conference Schedule

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| 22nd March 2019 | |
| 8.30 AM - 9 AM | Opening address: German Deputy Ambassador to Kenya, M. Derus |
| 9 AM - 1 PM | Session 1: Skills for the Future of Creative Industries |
| Lunch Break | |
| 2 PM - 6 PM | Session 2: Cooperation in Film, TV and digital Media |
| 23rd March 2019 | |
| 9 AM - 1 PM | Session 3: Entertainment Law and Intellectual Property |
| Lunch Break | |
| 2 PM - 6 PM | Session 4: Gaming, E-Sports, VR/AR and Entertainment |

Conference Program

| Session Details | Session Brief |
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| <p>22nd March 2019</p> <p>Session One:</p> <p><i>Skills for the Future of the Creative Industries</i></p> <p>9 AM - 1 PM</p> <p><u>Host:</u> TBA</p> <p><u>Speaker:</u> Prof. Melanie Beisswenger Prof. Wolfgang Kissel Prof. Dr. Levi Obonyo Wilfred Kiumi Prof. John Mugubi Asif Khan</p> | <p>Many have predicted that the future economy will be built on creativity and technology. With artificial intelligence taking over routine tasks, there will be immense opportunities for people who combine creative, technical and social skills - skills that are resilient to future automation.</p> <p>While opportunities for new growth are exciting for the sector, it is also true that this success in most cultural and creative ecosystems is built on new platforms, but old skill sets. While this may produce gains for leading practitioners it may significantly limit the growth potential after initial surge. Identifying and addressing skills needed in order to sustain this growth is a key priority. Evidence suggests that rapid advancements in digital technologies are breaking down barriers between creative and cultural businesses and consumers.</p> <p>Although the creative and cultural sectors have been able to adapt to globalization and advancements in technology the road to success is still paved with obstacles to overcome. There is a lack of digital capacity in both the leadership of and processes within the sector, at a time when demand for digital skills, as well as marketing, communication, and financial skills, is increasing. This is leading to a gradual intensification of skill gaps which could inhibit growth.</p> <p>This session will explore the increased demand for key skills across all sectors, as well as the impact of increased competition for a limited pool of skilled workers and the difficulties recruiting certain skills to the sector in a competitive market.</p> <p>Furthermore, the session will explore the workforce training and continuous professional development, leadership and management development including the need to adapt to new technology and develop new operating models and approaches.</p> |

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| <p>22nd March 2019</p> <p>Session Two:</p> <p><i>Cooperation in Film, TV and digital Media</i></p> <p>2 PM - 6 PM</p> <p><u>Host:</u> Zindzi Kibiku</p> <p><u>Speaker:</u> Dorothee Wenner Barbara Anticevic Jim Shamoon Timothy Owase</p> | <p>While Kenya and Germany have not yet established a co-production agreement, Kenyan film producers, directors, and actors continue to explore numerous partnerships which allow them access to film finances, partner government's incentives and subsidies, partner's market or to a third market (EU), desirable shooting locations, and cheaper inputs as well as technology and skills transfer.</p> <p>Germany is said to be the world's second largest public film finance economy, after France. At the Berlinale Co-Production Market, established in 2012, around 270 projects have been produced (50% success rate), with many of these screened at international A-film festivals and/or have been released in cinemas.</p> <p>Numerous notable Kenyan films have been financed through this method, including <i>Nairobi Half Life (2012)</i>, <i>Supa Modo (2018)</i>, and <i>Rafiki (2018)</i> among others, receiving technical support, financing strategies, as well as in-depth advice.</p> <p>This session will explore opportunities around content, financing models, available skills and competence building opportunities as well as the current frameworks for cooperation.</p> |
| <p>23rd March 2019</p> <p>Session Three:</p> <p><i>Entertainment Law and Intellectual Property</i></p> <p><u>Host:</u> Hudheifa Aden</p> <p><u>Speaker:</u> Matthias Braun Judy Chebet David Opijah June Gachui</p> | <p>In a world focused on information technology and code, intellectual property continues to become more important and more sophisticated. For some time, intellectual property - patents, copyrights, and trademarks - have been among the fastest growing specialties in law.</p> <p>In order for creative industries to sustain growth, enter new markets and deepen international collaboration, it is crucial to build knowledge on intellectual property and entertainment law practices, which underwrite and guarantee growth, and which may concern the financing plan of the co-production, the ownership and exploitation of rights or the qualification as a "national" body of work and the subsequent access to public aid.</p> |

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| | <p>This interdisciplinary session explores tax, commercial transactions, intellectual property and private and public international law, which impacts the exclusive rights over intangible assets claimed by networks, record labels, studios, guilds, agencies, managers or talent in an international (Kenya/Germany) context.</p> |
| <p>23rd March 2019</p> <p>Session Four:</p> <p><i>Gaming, E-Sports, VR/AR and Entertainment</i></p> <p>2 PM - 6 PM</p> <p><u>Host:</u> TBA</p> <p><u>Speaker:</u> Astrid Kahmke Thorsten Wiedemann Désiré Koussawo Nathan Masyuko Malika Siheme</p> | <p>According to PWC, Kenya is home to the fastest growing gaming market in the world. Indeed, the African Market sounds like a mobile game developer's dream. A continent where two-thirds of the population is under the age of 24, and where smart phones are dominating as the most popular internet access platform. Predicted to be at 600 Million smart devices by 2021, Africa is indeed a place of unprecedented creative freedom due to limited competition, and low cost of production as compared to other markets.</p> <p>Immersive technology - augmented reality (AR) and virtual reality (VR) - is now having its moment and after years of development and improvement has finally become mainstream. Moving from gaming and leisure to a viable business tool, immersive technologies have already had an impact to boosting customer loyalty, and cultivating a rich consumer experience in marketing products and services.</p> <p>Gamification as the real application of the elements of game playing e.g. point scoring, competition with others, rules of play, to other areas of activity, is transforming business models by creating new ways to extend relationships, craft longer-term engagement, and drive customer and employee loyalty.</p> <p>In this session we explore how gaming and gamification will affect Creative Industries in the future - is this a new opportunity for product prototyping; will this transform retail? Will gamification and games contribute a new tool for training and birth new careers in electronic sports, more lucrative than traditional sports?</p> |