### Kigali Audiovisual Forum 21st-23rd November 2018



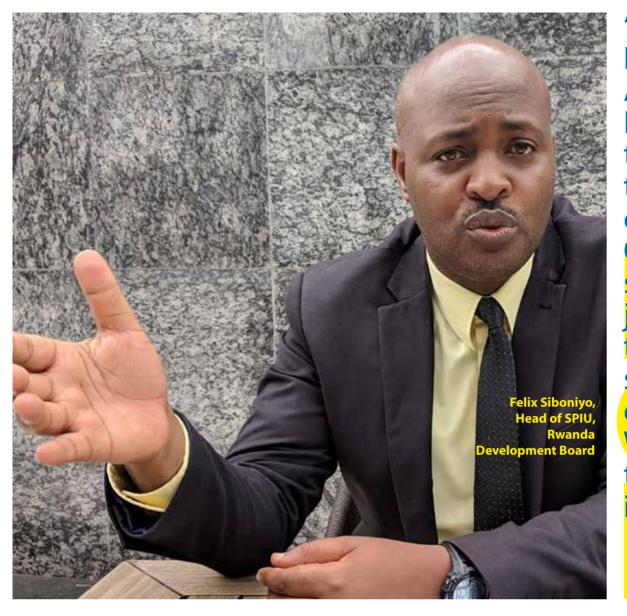


### **VISIT RWANDA**

Rwanda is a forward-looking country in the heart of Africa. In the last more than 20 years, Rwanda has redefined itself as one of the preferred investment and tourism destinations in Africa. It has not only become a reference point for good governance in the region, but also a hub for ICT, digital technologies and the creative industries. In a framework of increasing economical growth and a demand for new jobs for its growing population it is important to strengthen knowledge exchange and business development in this sector, which is one of the most rapidly growing in the global economy.

Kigali | Audiovisual Forum

"The forum is a very important milestone in our work in Rwanda. People share their ideas, experience and expertise. We believe that this can contribute to develop the economy of Rwanda and many other countries in Africa. That's what makes it succesfull."



"What's next? In the Kigali Audiovisual Forum we talk about the corners of challenges. Our aim is to stengthen and jointly build the audiovisual sector of the future. We start from the discussion into action!"

• The EXPERTISE FORUM discusses crucial questions and challenges of the global audiovisual landscapes.

- The COPRODUCTION FORUM helps to initiate and faciliate co-financing, cross-border content production and co-production of projects.
- The ACCESS TO FINANCE AND IP FORUM initiates the discussion on the development of public financing mechanism for the film and media sector.
- PUBLIC SCREENINGS presents relevant Rwandan, African and international content in partnership with the European Film Festival.

"New bridges have been built, new partnerships have been established, joint ideas were created – now the way forward is in our hands. I hope that we will share a lot of best practice and success stories at the second **Kigali Audiovisual Forum next** year."

The main objective of the KIGALI AUDIOVISUAL FORUM (KAF) is to foster the development and professionalization of audiovisual structures and industries in Rwanda, Eastern Africa and the whole continent. In this context the establishment of an annual international audiovisual exchange in Rwanda is the driving force for the development of a strong audiovisual structure and an intellectual property rights system in Rwanda. This platform gathers national, African and international professionals, has a strong impact on the young film economy in Rwanda and promote the whole creative sector.

> "The response to the Forum has been overwhelming: people have a need for it and are happy that it has taken place. Rwanda needed a forum that is truly dedicated to and used by the creative industries."

> > Kigali | Audiovisual Forum

### Facts & Figures:

- Three days of program
- 24 keynotes, panel discussions and other sessions
- More than 1,000 participation requests
- 300 registered attendees
- More than 100 international guests
- International top speakers from 11 countries

"We realized this forum in order to make it a window to recognize the potential for creation and economic development in the audiovisual sector. It is one of the most valuable sectors you can have. The forum should be a place to come together and talk about challenges and to find solutions to address these challenges."



### THE EXPERTISE FORUM

### The EXPERTISE FORUM as the centrepiece of the KIGALI AUDIOVISUAL

FORUM discusses the crucial questions and challenges of the global audiovisual landscape, cross-boarder content development, new technologies in the digital area and new mediums. New styles of aesthetics and storytelling as well as strategies for content sales and distribution are examined by African and international audiovisual experts like Hervé Michel, President, TV France International. The forum gives an insight about how to successfully build audiovisual structures in Africa.

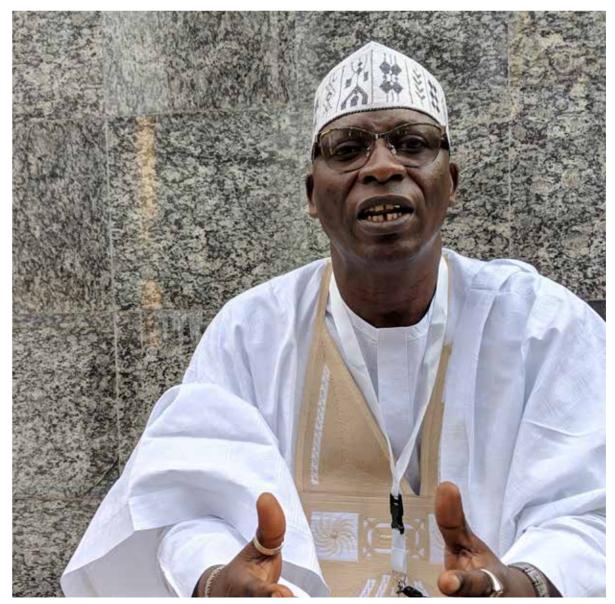
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surprise the world. We are going world in the most positive way. That cannot be ignored!"



Kigali | Audiovisual Forum

# "The quality of African content will into the right direction and we run faster than ever! We will shock the



Thomas Adedayo, Director, **Nigerian Film Board** 



Kigali | Audiovisual Forum



### **THE ACCESS TO FINANCE & IP FORUM**

**The ACCESS TO FINANCE AND IP FORUM initiated** the discussion on the development of public financing mechanism for the film and media sector. In the same spirit the forum promoted the exchange about a strong intellectual property rights system, regulation and innovative enabling environments.

"The really interesting aspect is to see the forum as a business opportunity rather than an artists' forum. If we were to do just one cultural forum, we would remain at a dead end. This is about real business."



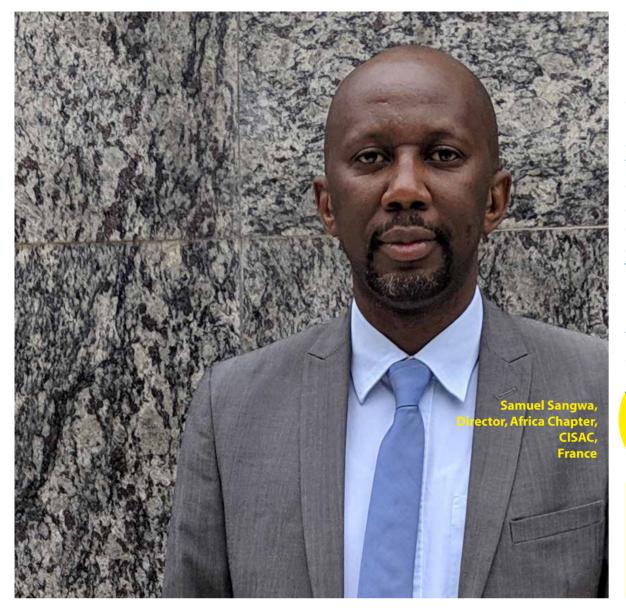




Aida Liha Mateji ek, Head of Unit for Culture, Education and Health, DG International Cooperat and Development, European Commission

Mark Szilagi, al Exchange Procholarships, Film Academy Badenmberg, Germany

> "The most important thing is this special DNA of motivation and spirit. There is a really special energy in this energetic and fruitful event, that we can all be proud of."



Saving intellectual property is not only about copyright, but also about job creation, ecenomic development and economic growth in Afri-<mark>can</mark> countries. hey must ave a copyight system hat allows authors to be remunerated. Thats what makes the Access to Finance and **P** Forum important.'

"The entertainment industry cannot exist in isolation, we must network. Everyone loves to tell stories, but now it is important to have the opportunity to meet in Kihali and take our partnership to the next dimension."

René Denis, Audiovisual Attaché for East Africa – French Embassy to Kenya

> "Building an ecosystem means building knowledge. It is crucial to connect with others, to build bridges, to talk to each other!"



Aakeda Mahadeo, Moderator, Rwanda

Ramadan Suleman, Director, Natives at Large, South Africa

Kigali | Audiovisual Forum

"Rwanda has huge potential for a booming audiovisual sector. When your goal is to create jobs for the youth, to provide affordable access of quality content for everyone and to be at the forefront of technical innovations in this dynamic market – then it is time to put your heads together and find joint solutions."

udal-Linden, GIZ Rwanda

> Armand Kajangw Founder, Isonga Media, Rwanda

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## SAVE THE DATE!

2ND KIGALI AUDIOVISUAL FORUM

## 20TH - 22ND NOVEMBER 2019

IMPRINT Rwanda Development Board Rwanda Film Office

## www.kaf.rw

