



AMFEST REGIONAL CREATIVE INDUSTRY BUSINESS
SUMMIT (IBADAN)
Fashion/Creative Arts.

PARTNERSHIP WITH :

- KAYODE ADEBAYO MEDIA AFRICA.
- THE INITIATIVE FOR INFORMATION, ARTS AND CULTURE DEVELOPMENT IN NIGERIA (IACD), JERICHO – IBADAN
- GOLDROCK INC, USA



Industries in view at AMFEST EXPO(REGIONALS)

Sequel to the successful 'Lagos 2018' that held in the summer and matters discussed at the Business Summit, it became necessary that a Regional program be developed to cater to issues discussed, like authenticity and originality of our Arts and Culture. Professionals that practise at the regional level are closer to traditional inspiration, so the program is to support in bringing them mainstream.

- *AMFEST (Regionals will cater to the following industries)*
- #musicAMFEST
- #filmAMFEST
- #fashionAMFEST
- #foodAMFEST
- #creativeartsAMFEST

The International AMFEST EXPO 'LAGOS 2018' was well attended by the core professionals of these industries. Delegates from

United State of America, England, Ghana, Malawi, Benin participated in the conference.

Regional AMFEST Closing Speech – Dr Kolade Mosunro ‘Patron Booksellers Association of Nigeria.

The Grand finale of the Regional Creative Industry Business Summit, creativearts/fashionAMFEST held on 8th December, 2018 at The Initiative for Information, Arts and Culture Development in Nigeria/ American Corner resource centre at 54, Magazine Road, Jericho – Ibadan.

Keynote Topic - **Culture economy, Identity currency.**

Ayo Alex Alao (Founder : Nigerian.com, HowAfrica.com)

Culture economy, Identity currency.

Ayo Alex Alao talked about confidence in ones identity culturally as the first step in monetizing culture. A firm understanding of who you are, why you are who you are, embracing who you are and willingness to allow people share and enjoy your experiences is the core reason why some cultures and people are able to build an economy around their culture. This is able to create employment and wealth. The moment there is a dysfunction in all these factors that have to interplay, then the cultural experience will lack value and people will be unwilling to exchange their money for such experiences. A CASE STUDY was

BETHLEHEM TILAHUM ALEMU whose recyclable shoe brand called SOLE REBELS was carved out of Ethiopian war history and have become a sensational hit globally, domiciled in Ethiopia, employing people, generating revenue in millions of dollars and impacting the country economically and socially. The potential of the Nigerian culture and an economy is huge and can have great economic impact to the region only if we are able to embrace and package our stories, culture and arts properly for local and global consumption as VALUE BEGETS VALUE.

Statistics

- ▶ 48 attendees.
- ▶ 8 Companies.
- ▶ 90% Small, Medium Enterprise Involvement.
- ▶ Industry Associations and Government Agencies in attendance
- ▶ Education and Research Institutes in attendance.
- ▶ Media (Print, Digital)
- ▶ 30% increase in following on social media handles (Facebook, Instagram, Twitter)
- ▶ Projected 75% increase in private sector involvement by 2019 edition.

Conference

Panel Discussions - **Tech tools & branding, are these sales messiahs for creative entrepreneurs?**

- **Ayo Alex Alao** started by giving reasons why technology tools and networking platforms have become very needed in modern day commerce especially as the global business needs to be the target for every creative business. The reasons are quite easy. Low cost of visibility, compared to traditional media and returns on investment are far higher compared to local transactions, especially for unique cultural products. The sacrifice will be stepping up in packaging and other efficiencies which keep consumers satisfied and return for more business consistently. His companies have become a facilitating company between local producers and international demand just by positioning properly on this global business platforms and the demand keeps growing. Visibility and how to position and leverage this technology platforms is key to the success of the present day entrepreneurs.
- **Paul Alasiri** - Being a creative, it is necessary to consider smart and efficient ways to operate and share ideas in the new age market. The age range of these platforms must be properly considered. Most of these platforms have more patronage from different certain age groups depending on what products or services are being communicated. This segmentation are all for the purpose of preparing the perfect strategy on execution for converting consumers or customers. If elements are wrongly placed, converting patronage or sales becomes a difficult task. It's a less expensive strategy to use social media especially if it can be properly supported by physical follow-up.
- **Moderator – Emeka Ossai – (Community Leader, Campus Labs)**
- **Ayo Alex Alao** – Founder (Nigeriana.com, HowAfrica.com)
- **Paul Alasiri** - (Digital Marketer, Convener ‘Ibadan Social Media Conference’)

Conference

Panel Discussions - **Topic - Global Culture and Identity Monetization, How can we mass produce successes so far?**

Femi Bucknor Arigbede – The first strategy for the topic of discussion is to ask ourselves that ‘Do we really see our culture as superior enough to want to identify with it and embrace it?’ Many times I have been asked why I use traditional materials for my office window blinds, throw pillows our bedsheets, these people always wonder if the cost of the European version of these materials are too expensive to me. For me, I am just so in love with who I am as an African and enjoy the identity that it gives me being that. As patriotic as it may sound, admiring and falling in love with our arts, culture is the first step in this monetization process. We need to confidently communicate value into our cultural elements to arouse the curiosity necessary to generate demand for our goods and services.

Bolu Onasanya – We are social personalities, meaning that we absorb our environment and we communicate our environment as we continue to socialise with others. Through our lingua, our writing and our point of view, people can judge where we come from culturally. **Chimamanda Adichie** is so successful in her literature works because she has confidently been able to sell African narrative in a global community. She communicates her Africanness through the characters in her literature and her physical outlook, leaving no one in doubt of her origin. A cultural element is most appreciated, valuable and patronised by those that its foreign to, our culture market is for foreigners. It would be poorly appreciated by locals because they interact with it everyday.

Emeka Ossai – In my interactions with people from other cultures globally, I have found that what attracts and stays in peoples minds when they have interacted with you is what piece of your culture you left behind when you are not with them anymore. We would be amazed how far our music travels and I have had interactions with other nationals that asked me about **TIMAYA, PSQUARE** Etc before talking about Nigeria’s foreign policy. Our **Jollof Rice** is more popular than our Governors at global level. There is a need to deliberately celebrate and efficiently communicate what aspects of our culture is attractive and commercially viable. Curiosity can become a big economy that can fuel commerce.

Moderator – Olukayode Adebayo (President, KAMedia Africa)

Panelist

- ▶ **Femi Bucknor Arigbede** – Culture & Arts Curator (ED, Initiative for Information, Arts & Culture Development in Nigeria..)
- ▶ **Bolu Onasanya** (Author/Writer)
- ▶ **Emeka Ossai** (Community Leader, Campus Lab & Culture Enthusiast)



Closing Speech by **Dr Kolade Mosunro**

Creative Economy potentials of South Western Nigeria was the topic that was touched the Patron of the Booksellers Association of Nigeria and the Managing Director of Booksellers Bookshop Limited. A publisher and a strong culture advocate, he emphasized the need for Nigerians to package our culture to International standard valuable and consistent patronage from the International marketspace.

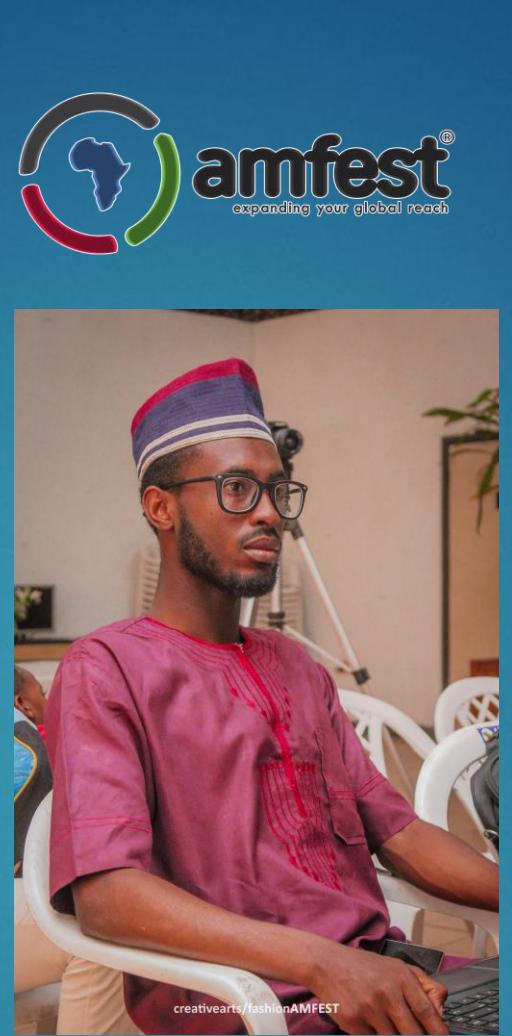




Fidelis Bonaventure 'Master of Ceremony'



Ayo Alex Alao



Kayode Adebayo 'Project Director 'AMFEST EXPO'



Cross Section of Creative Industry Attendees



Femi Bucknor Arigbede, Dr .K. Mosunro, Kayode Adebayo



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Gifts from GoldRock Inc,USA to all resource partners.



creativearts/fashionAMFEST

Photographers delight

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