



AMFEST EXPO PROJECT

Expanding the global reach of African Arts & Culture.

Industries in view at AMFEST EXPO

- *#musicAMFEST*
- *#filmAMFEST*
- *#fashionAMFEST*
- *#foodAMFEST*
- *#creativeartsAMFEST*
- *#techAMFEST*

It was well attended by the core professionals of these industries and it had participation from five countries.

United State of America, England, Ghana, Malawi, Benin.

Our Community of Creative Professionals

- We had an attendance of more than **400 creative industry practitioners** at the AMFEST International Business Conference in Lagos with registration data and information available.
- We had an average of **400 creative practitioners** attend our 4 months Regional AMFEST Business Summit from September to December, 2018.
- We are partnered with the Culinary Industry, which is inclusive of well known Food & Drinks vendors, Chefs and Food Chain Businesses. They have participated at the AMFEST programs as vendors, resource persons, partners or sponsors.



Our Community of Creative Professionals.

- We are partnered with the AFHERI Fashion hub. AFHERI Fashion hub is a Fashion entrepreneur platform consisting of Men & Female cloth makers, Leather Crafts business owners(Shoes & Bags), Jewelry Makers, Children and Teenage cloth makers. This hub has **240 members**.
- We are partnered with the Performing Musicians Association of Nigeria (Oyo State Chapter). It consist of very active Music practitioners that includes Music Equipment Rental Business Owner that receive daily revenue on their businesses. **3000 members**.
- We are also partners with the DeeJay Association of Nigeria that has an active membership of **500 business active Deejays**.
- Theater Arts and Motion Pictures Practitioners of Nigeria has at least **150 members**.
- Association on Printers, Ibadan has a membership of at least **400 members**.

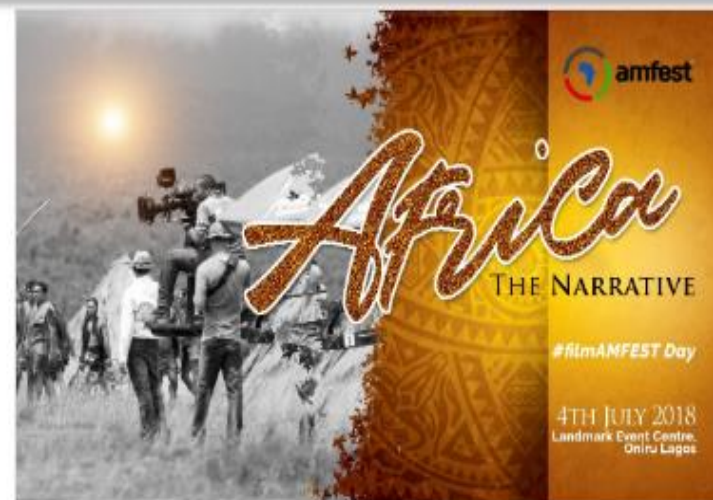




MUSIC
FOOD
FILM
FASHION
CREATIVE ARTS

A **5** DAY CONFERENCE & FESTIVAL
NETWORKING THE AFRICAN ENTERTAINMENT,
ARTS AND CULTURE INDUSTRIES TO THE GLOBAL MARKET.







AMFEST REGIONAL CREATIVITY INDUSTRY BUSINESS SUMMIT

#creativearts/ fashionAMFEST

THIS SATURDAY DEC.08 2018 | 11:00AM

VENUE

AMERICAN CORNER/IACD RESOURCE CENTER,
54 MAGAZINE ROAD, BESIDE BOOKSELLERS
BOOKSHOP, JERICHO – IBADAN.

PARTNERS



SPONSORS






AMFEST REGIONAL CREATIVITY INDUSTRY BUSINESS SUMMIT

#musicAMFEST

THIS SEPTEMBER, WHERE WOULD YOU RATHER BE?

29TH SEPT, 2018 | 11:00AM
IACD Resource Center, American Corner, 54 Magazine Road, Beside Bookseller Bookshop, Jericho

Partners



Sponsors



IG, FB, TWITTER all @amfestexpo | Phone no- 08131266368, 09064610308



AMFEST REGIONAL CREATIVITY INDUSTRY BUSINESS SUMMIT

#filmAMFEST

THIS SATURDAY, OCT 27TH, WHERE WOULD YOU RATHER BE?

27TH OCT, 2018 | 11:00AM
IACD Resource Center, American Corner, 54 Magazine Road, Beside Bookseller Bookshop, Jericho

Partners



Sponsors



IG, FB, TWITTER all @amfestexpo | Phone no- 08131266368, 09064610308




AMFEST REGIONAL CREATIVITY INDUSTRY BUSINESS SUMMIT

#foodAMFEST/KponulafoodFESTIVAL

#foodAMFEST

SATURDAY, 24TH NOV, 2018 | 11:00AM
IACD Resource Center, American Corner, 54 Magazine Road, Beside Bookseller Bookshop, Jericho

#KponulafoodFESTIVAL

SUNDAY, 25TH NOV, 2018 | 11:00AM
IACD Resource Center, American Corner, 54 Magazine Road, Beside Bookseller Bookshop, Jericho

Free: Food Tasting, Google Training+Certificates
IG, FB, TWITTER all @amfestexpo | Phone no- 08131266368, 09064610308

PARTNERS



SPONSORS



CONFERENCES & SHOWCASES.

#creativeartsAMFEST.

#foodAMFEST.

#techAMFEST. 5th July, 2018.

- Discussion were held around how we can **leverage technology tools** to help these industries build proper brand representations of their products and services, market same and scale into the international market for revenue growth.
- The day was produced by **Nneka Abiakam Madunatu**, a foremost fashion and art entrepreneur.

Emeka Ossai (www.campuslabs.xyz) a Mandela Washington Fellow **moderated** the panel that consisted of

- *Jahman Anikulapo* (**Arterial Network International**)
- *Mofoluwasho Ilevbare* (Author '**Cracking the Code to Success**' with **Brian Tracy**)
- *Rasheed Jaiyeola* (Food Business Entrepreneur '**Bukka Hut**')
- *Asiri* (Viral Instagram Comedian and Writer '**@asiricomedy**)
- *Gbolahan Ayoola* (Visual artiste, painter of '**Blue Woman**')
- *Arole* (Viral Instagram Comedian and Entrepreneur '**@officialarole**)



AMFEST EXPO LAGOS 2018



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AUNTY
LOLADE'S
KITCHEN



#fashionAMFEST 5TH July

- Topic for #fashionAMFEST was '**African Creatives In the Age of The Millennial**'
- Discussions thoroughly went around how the African fashion ecosystem should breakaway from the idea of being secluded and see themselves as a much needed product, service and content provider for the international market. Capacity development and proper positioning to help attract stronger monetary value was also emphasised.

The #fashionAMFEST was produced by Mr Tosin Ogundadegbe (@**thestyleinfidel**) an award winning fashion stylist, that have consulted for many fashion events in the Nigerian fashion circle.

On the panel of the day was

- *Kayito Nwokedi* – Contributing Editor and Fashion stylist to **Bellanaija style** (@kayito_n)
- *Sola Oyeade* –Award winning fashion show producer, CEO of **MAHOGANY Int.GT FSHN WKND**(@solaoyebade)
- *Bolajo Fawehinmi* – CEO of **FEW Model Management**, Nigeria's biggest model scout (@bolajofawehinmi)
- *Emmanuel Oyeleke* - Head Creative at the **Emmanuel Oyeleke Photography** Signature(@emmanueloyeleke)





AMFEST EXPO LAGOS 2018



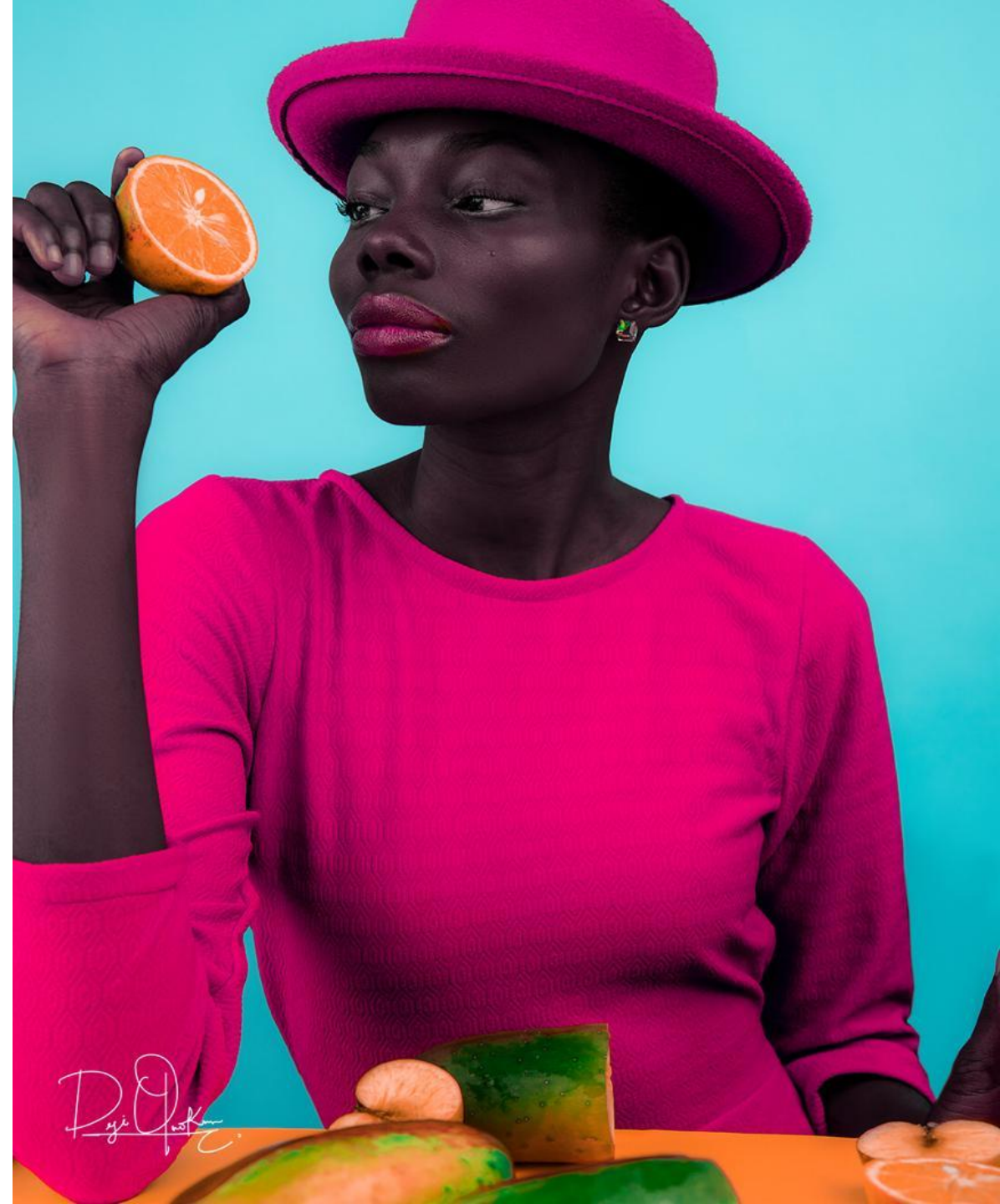
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#musicAMFEST 6th July

- Topic for #musicAMFEST was
‘**International Successes so far, What next?**’ (Keynote)
‘**Culture Assets and Value Exchanges with Bigger Markets**’ (Panel Discussion)
- **Mr Yemi Isaac Falusi of Goldrock Inc, USA** took the keynote speech, touched on the what it means to really be INTERNATIONAL and the need for Nigerians and African professionals not to consider only breaking into the USA as international, but being able to break into new frontiers, away from familiar geographical terrain. The need for African content in various continents was discussed, and even how African sounds are nearer in style to South American and even Asian that most people think.
- **Christine SEMBA** skyped in from Piranha Arts/WOMEX Berlin office talking about ‘International Market Opportunities for the African Professional & Practitioners, necessary exposure steps to take for growth of their careers.

#musicAMFEST was produced by Ksheggs of **Nairoke Entertainment (A karaoke company with African Content)** ‘@ksheggs’

Panel discussion was Moderated by **Sijuade Adedokun & Kaycee Delgado Oguejiofor**. Panellists were

- *Yemi Isaac Falusi (GoldRock Inc, USA)*
- *DJ Jimmy Jatt (‘Africa’s most decorated DJ’ @djjimmyjatt)*
- *Sijuade Adedokun (‘President, Artiste Managers Association of Nigeria’ @obasijuade)*
- *Kayce Delgado Oguejiofor (Artiste Manager par excellence, managed top Nigerian acts @ichie16)*
- *Kayode Adebayo (President ‘Kayode Adebayo Media Africa’, Convener of AMFEST EXPO @kbayo123)*





Our International Delegates Hosted by
FEMI KUTI at The New African Shrine.

Delegates visit FEMI KUTI.

- The Close for AMFEST EXPO 'Lagos 2018' was the **Goldrock Inc,USA** delegates visit to **The New Shrine** to experience the legacy of **Fela Kuti**



Kbayo, FEMI KUTI & Goldrock Inc,USA Team.



#filmAMFEST 6th July

- Topic for #filmAMFEST was '**The African Narrative**' delivered by **Jahman Anikulapo** of the **Arterial Network**. Emphasis was on the need for African creatives in film and theatre to develop a mission to tell the African stories in a rich form. To see themselves as translators and interpreters of a unique people and culture, which no one else understand better than they do.
- Key panel discussion topic was '**Cultural Amnesia : Digital documentation to the rescue**' and was opened by **Femi Odugbemi** convener of the **iRep film festival, Lagos**, renown TV producer of 'Tinsel, Battleground etc. Topic was centred around using digital leverages to bridge most of the industry's deficiencies, while aiming for international standard and excellence regardless.

#filmAMFEST was produced by **Ropo Ewenla**, a Media producer and Director of the Media Department, University of Ibadan. (@ropoewenla)

- **Christine SEMBA** was skyped in from Germany to talk about showcase and funding opportunities for film practitioners, especially from the **Berlin International Film Festival** through **Dorothee Wenner**

On the panel of discussion was

- **Femi Odugbemi (iRep Film Festival)**
- **Jahman Anikulapo (Arterial Network)**
- **Professor Paul Ugor (Illinois State University)**



WIZARD OF LAW 'STAGE PLAY'

WOLE SOYINKA THEATRE, UNIVERSITY OF IBADAN.





Testimonies 'Lagos 2018'.

- Kayito Nwokedi — *Many thanks for the platform, I am available just incase you need me on fashion related projects or if you need me to speak again.* #fashionAMFEST Panelist (Fashion Editor, Bellanaija Style)
- Sijuade Adedokun – *I have been looking for Mr Femi Odugbemi for close to a year now, I found him at AMFEST EXPO platform.* #musicAMFEST panellist & Moderator (President Artiste Managers Association of Nigeria)
- Femi Odugbemi – *Kayode, this is a great job and it is well put together.* #filmAMFEST Speaker & Panelist (iREp documentary & Film festival, Producer & Director 'Tinsel, Battleground')
- Sola Oyebade – *Please lets know about the next edition early enough, for us at MAHOGANY to help in production and planning.* #fashionAMFEST Panelist (CEO MAHOGANY Events and production GTBANK FSHN WKND)
- Professor Paul Ugor – *It was such an honour to be invited to join the panel. Please do let me know how I can help in future.* #filmAMFEST Panelist (Film Studies, Illinois State University)
- **ART & SCULPTURE DEALER** makes a **N1.4million (One million, four hundred thousand naira)** sale of his craft in 2days of exposure to the AMFEST EXPO Platform to USA delegates. It ships to Virginia in few days.

Thanking all AMFEST EXPO 'Lagos 2018 team members and our partners.

- *GoldRock Inc, USA.*
- *TF Partners & Attorneys.*
- *Kayode Adebayo Media Africa.*
- *World Music Expo (WOMEX)/ Piranha Arts, AG-Berlin.*
- *Initiative for Information, Arts and Culture Development (IACD)*
- *Extersee TV & Media.*
- *TINKLIN D / Google digital skills for Africa*
- *Mr Tunde Ojobaro (MC Rain)*
- *Mrs ANIETTE Enime.*
- *The Style Infidel.*
- *DAWN Commission (Lagos, Oyo, Ogun, Osun, Ondo, Ekiti States)*
- *Jetheights Services.*
- *F3 Global LLC.*
- *ConnectNigeria.com*
- *Oscar Emmanuel 'PR GHANA'.*
- *Bukka Hut.*
- *Amstel Malta.*
- *Heineken.*
- *Star Lager.*
- *Star Radler.*
- *Tommy Waleson Events.*
- *Nairoke.*
- *Deejay Association of Nigeria.(DJAN)*
- *Association of Music Artistes Managers of Nigeria.(AMAMN)*

