

# fame *week africa* 2025 SHOW GUIDE



AFRICAN  
FASHION  
FORUM  
CAPE TOWN

MUZIKI AFRICA  
CAPE TOWN

mip africa  
CAPE TOWN

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**AFRO**  
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Marketing and Distribution

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national film and video foundation

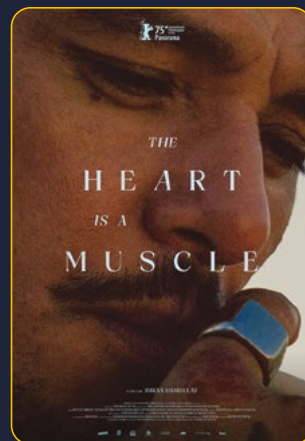
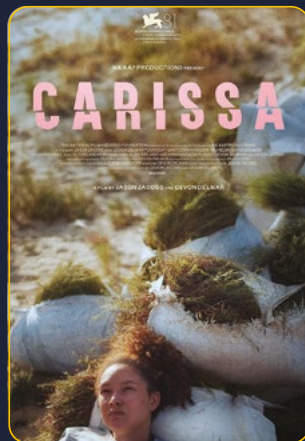
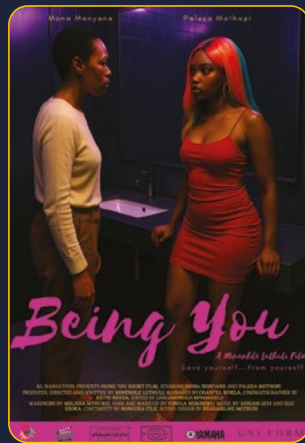
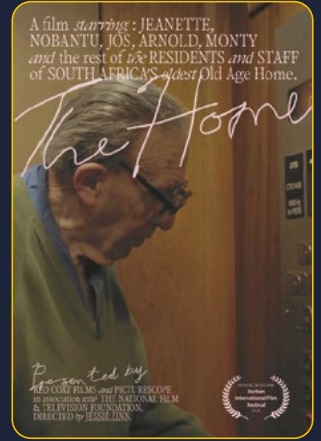


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# STORIES



# TRAVEL

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# #HELLO

## WELCOME TO FAME WEEK AFRICA 2025—

your gateway to Africa's booming creative economy. As you flip through this guide, we invite you to explore a week filled with opportunity, connection, and creative innovation. Whether you're here to forge new partnerships, source fresh content, or be inspired by the continent's boldest creators, this is where ideas turn into business—and business turns into impact.

To our delegates who've travelled from across the continent and around the world—a very special welcome. We are honoured to host you in Cape Town, South Africa's creative capital, and we thank you for joining us in celebrating the power and potential of African creativity on a global stage.

This year, we proudly shine a spotlight on our Destination Focus: the City of Atlanta—a dynamic hub of Black excellence, creativity, and global entertainment influence. With shared ties in music, film, fashion, and culture, Atlanta and Africa stand shoulder-to-shoulder in shaping the future of storytelling.

Proudly produced by RX Africa, FAME Week Africa brings together the full spectrum of the creative industries. From MIP Africa, where African stories meet global buyers, to Muziki Africa, where music moves both hearts and markets, to the trend-setting African Fashion Forum, where style meets storytelling, to the FAME Shorts Film Festival, where cinematic voices shine—FAME Week Africa is a cross-industry marketplace for the now and the next.

**MIP Africa** kicks off the week with a curated content market and vibrant networking hub, bringing together creators, distributors, and buyers from across the world. With a focus on African narratives, it's where deals are made, futures are forged, and new collaborations are born. **Muziki Africa** amplifies the sound of the continent through electrifying performances, music industry deep-dives, and creative exchange—highlighting the role of music as both a business and a cultural bridge. **The African Fashion Forum** celebrates fashion as a living, breathing form of African expression. Through panel discussions, runway showcases, and workshops, it explores the intersections of identity, innovation, and sustainability in African fashion. **FAME Shorts Film Festival** brings to the screen a curated selection of 31 short films from Africa and the diaspora. These stories are bold, thought-provoking, and richly diverse—offering intimate reflections on identity, love, legacy, and resilience.

We extend our deepest thanks to our sponsors, partners, exhibitors, and speakers. Your belief in the power of creativity fuels this platform and pushes the continent's industries forward.

Use this guide to navigate your week. Book your meetings, attend the sessions, and engage with the inspiring talent in every room. From the Producers' Hub to the runway, from live sets to screenings—this is your space to connect, create, and grow.

Let's celebrate the bold, the brilliant, and the boundless.



MARTIN HILLER: PORTFOLIO DIRECTOR

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## WIN WITH FAME AND FIELDBAR

**Hydrate. Help Penguins. Possibly Win a Gin Trunk.**

Swing by the FAME Cafe (outside Hall 10) and buy 6 bottles of the FAME Shorts Film Festival Water for your chance to WIN a Fieldbar Gin Trunk. And here's the best part: All proceeds go to SANCCOB, who are working tirelessly to protect the endangered African penguin. So even if you don't win the gin truck, you're still winning at life by helping keep our feathered friends off the extinction list.

**Drink water. Save penguins. Live famously. Outside Hall 10. Don't miss it!**



## KNITS THAT TURN HEADS

A big shoutout to Romaria Knitwear for keeping the FAME Week Africa team looking sharp in their uber-stylish designs. Interested in collaborating? Visit them at the MIP Africa HUB, Table F.

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# CAPE TOWN WELCOMES THE WORLD'S CREATIVE POWERHOUSES

**W**e are excited to welcome Africa and the world's creative industries to the Mother City once again for the 2025 hosting of FAME Week Africa. This event has become a must-attend gathering for everyone working in film, television, music, fashion, animation and entertainment technology.

It is both a celebration of the impressive talent across our continent, and a vital networking tool for those looking to take their own creative journey to the next level. For young people starting out in the creative industries, it is a wonderful opportunity to gain knowledge and skills through masterclasses and workshops.

The four events that make up Fame Week Africa – MIP Africa, Muziki Africa, African Fashion Forum and the FAME Shorts Film Festival – cover an incredible range of creative pursuits, and the 2025 programme is packed with valuable and informative sessions. There really is something for everyone, and I urge you to visit their website and see what you might benefit from.

Cape Town, as Africa's film, television and creative capital, is the perfect host city for this type of gathering, and over the past few decades we have developed a truly impressive range of supporting industries for film and TV production. There is also no city in Africa that does more to showcase the creative industries through festivals and shows, and so it is fitting that our city was chosen as the backdrop to this annual showcase of



talent and exchange of ideas. I have no doubt that our own creative industries will also benefit greatly from the experience and exposure.

We cannot wait to welcome all the Fame Week Africa visitors to Cape Town, and to show off our beautiful city to the world. I wish everyone involved in this event a wonderful and creative week, and to everyone traveling here, may you have a memorable time in the Mother City.





# TOP 10 THINGS TO DO

If you think FAME Week Africa is just another industry event, think again. This is where Africa's creative economy takes center stage — and if you're not here, prepare for some serious FOMO.



## FIRESIDE CHAT WITH EDWINA FINDLEY

Tuesday, 2 September  
13h30–14h30 | MIP Africa Theatre 2

Edwina Findley is no stranger to powerful roles, from *The Wire* to *If Loving You Is Wrong* and Netflix's *The Residence*. But her influence goes beyond the screen. In this intimate fireside chat, she'll share how her journey in Hollywood has shaped her mission to inspire and equip creatives worldwide. Expect candid stories, hard-earned lessons, and wisdom from her book *The World Is Waiting For You* (with a foreword by Viola Davis). This session isn't just for actors — it's for anyone who wants to align their craft with purpose and build a career that truly matters.



## MIP AFRICA CONTENT PROGRAMME

All Week Long  
MIP Africa Theatre 1 + 2; Brain Box

With more than 125 sessions and over 250 speakers, the MIP Africa content programme is a goldmine for anyone serious about the business of creativity. Dive into masterclasses that sharpen your craft, panels where industry icons debate the future, and pitching forums where ideas meet opportunity. From broadcasters to streamers, producers to buyers, this is where the continent's creative economy shows its full scope. It's impossible to attend everything — but every room you walk into has the potential to shift your perspective, your project, or even your career.



## EXPLORE CAPE TOWN

Sure, FAME Week Africa is about business, but you'd be remiss not to experience the magic of Cape Town itself. This city isn't just a host; it's part of the story, woven into the fabric of creativity on the continent. Hike up Table Mountain for panoramic views, take the ferry to Robben Island to walk through history, or wander the bustling V&A Waterfront where culture, cuisine, and shopping collide. Beyond the landmarks, Cape Town thrives in its neighbourhoods — from the colourful streets of Bo-Kaap to art-filled Woodstock and world-class wine estates just a short drive away. Its beauty, energy, and cultural richness fuel the very industries celebrated at FAME. Skip it, and your Instagram will regret it.



## THE FAMEOUS PARTY

Tuesday, 2 September  
From 19h00 | Cabo Beach Club

When the sun sets, the real networking begins. The FAMEous Party, powered by Primedia, is more than just a night out — it's where the industry loosens its tie, kicks off its heels, and gets talking. Hosted at the glamorous Cabo Beach Club, this gathering combines music, ocean views, and the perfect setting to spark connections that might just turn into your next big deal. Expect laughter, unexpected collaborations, and the kind of unforgettable memories people will still be talking about long after the week is done. If you're not there, you'll definitely be hearing about it.



JACQUES LAGRANGE COUTURE

## TASTES + THREADS

Wednesday, 3 September  
18h30 | SPYCED Restaurant

Foodies and fashionistas, rejoice — Tastes + Threads is where your worlds collide. Hosted at SPYCED Restaurant in the Silo District, this unique experience pairs an 13-course culinary journey with the vision of seven African designers. Every plate and every look tells a story, turning dinner into a creative showcase. Come hungry for more than food — this is nourishment for the soul and the imagination. Tickets are R1 300. Visit our website for more info and to book.

Add to that the African Fashion Forum (Monday, 1 September) and the pop-up showroom at the V&A Waterfront (3–7 September), and you've got a front-row seat to the future of African style.



### THE INCLUSIVE LENS AWARDS

Tuesday, 2 September  
17h00 | MIP Africa Theatre 1

Representation matters, and the Inclusive Lens Awards put it in focus. Celebrating diversity and inclusion across African film and television, the awards spotlight stories that break barriers and amplify voices too often left unheard. Categories include LGBTQ+ representation, disability inclusion, children's programming, and more. It's a night that doesn't just hand out trophies — it sparks conversations and inspires change across the industry. Expect moving stories, a powerful keynote, and the kind of recognition that has the potential to reshape the future of African storytelling. If you care about authentic voices, this is the room you need to be in.



### THE FAME SHORTS FILM FESTIVAL

Thursday, 4 September - Saturday, 6 September | The Labia Theatre

Bigger isn't always better — sometimes it's the shortest stories that make the biggest impact. The FAME Shorts Film Festival is dedicated to showcasing bold, innovative short films from across the continent. It's a platform where emerging filmmakers get to test their voices, experiment with storytelling, and show buyers and audiences what the future of African cinema looks like. Expect a diverse mix — from daring narratives to intimate documentaries — and conversations that linger long after the credits roll. If you want to discover tomorrow's great directors today, you'll find them right here. Visit our website to book. Tickets only R50 per block.



### MUZIKI AFRICA CONFERENCE

2–3 September | Muziki Africa Theatre

African music is the heartbeat of the world right now — and Muziki Africa is where that pulse comes alive. Over two packed days, industry leaders dive deep into the mechanics of the music business: rights, royalties, publishing, streaming platforms, and cross-border collaborations that are rewriting the playbook. Expect headline conversations around Afrobeats, Amapiano, gospel, hip-hop, and hybrid sounds currently topping charts from Lagos to Los Angeles. But it's not just about panels and keynotes — Muziki is a meeting ground for managers, producers, label execs, and artists shaping the future. Whether you're there to ink deals, discover talent, or simply feel the rhythm of Africa's next global export, Muziki Africa is the soundtrack you don't want to miss.

# AT FAME WEEK AFRICA



### NETWORKING & COFFEE HUBS

Deals don't just happen in boardrooms — they happen over flat whites and casual chats. That's why FAME Week Africa gives you plenty of places to bump into your next collaborator. Head to the Primedia Studios Deal Café, grab a cup at the Ray Coffee Cart, or refuel at the FAME Week Africa Coffee Shop. While you're at it, grab a bottle of FAME Shorts Film Festival water bottle — proceeds go to SANCCOB's African penguin conservation, and every purchase enters you into a draw to win a Fieldbar gin trunk. So yes, saving penguins can also win you bragging rights.



### MARKET MAGIC + CO-PRODUCTIONS

At its heart, FAME Week Africa is a market — a space where African stories meet global opportunities. This is where producers connect with distributors, where buyers scout the next big hit, and where co-productions are born. Whether you're hunting for financing, a creative partner, or distribution, the market floor is where you need to be. This is also where casual chats turn into contracts, and chance encounters shape careers. Skip it, and you'll be missing the stories everyone else will be talking about for years to come. At FAME, the next big deal might just be a handshake away.



### BONUS: MULTICHOICE AT FAME WEEK AFRICA

No African content conversation is complete without MultiChoice, and they'll be showing up big this year. From their stand on the market floor to sessions in the programme, MultiChoice is sharing why they're creating for Africa, not just about Africa. It's a chance to hear directly from one of the continent's most powerful storytellers — and understand how their strategy is shaping opportunities for creators across the region. If you're serious about African storytelling, these are the sessions you'll want circled in red on your programme.



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# SCREENINGS AT FAME



## CHINA SHOWCASE: IN PARTNERSHIP WITH CHINA

MIP Africa Theatre 1  
Monday, 1 September  
15:30 - 16:30

Join us for an exclusive showcase featuring China's leading content creators - from TV dramas, documentaries, show formats and animation to innovate the latest titles. Don't miss the unique opportunity to explore the creativity and diversity of Chinese contents!

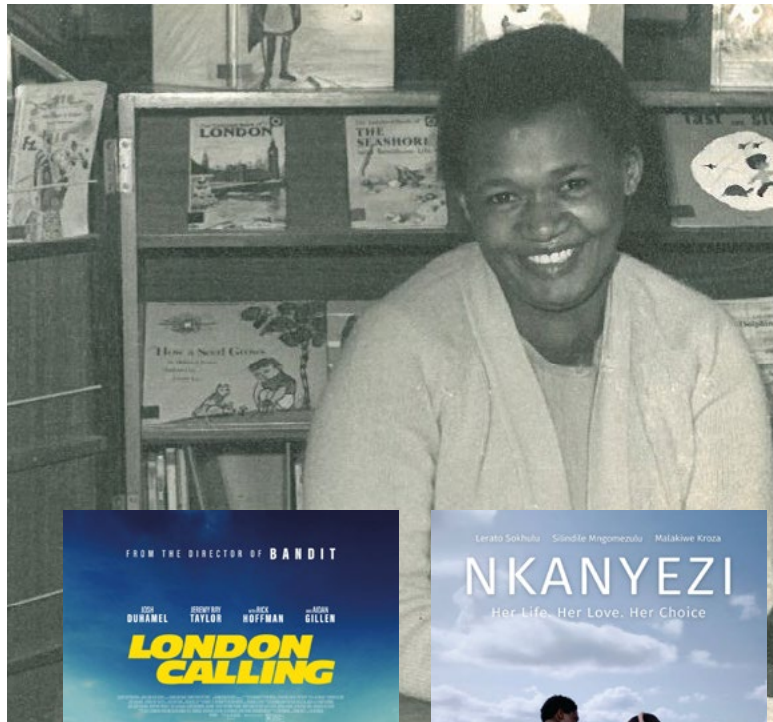


## 77: THE FESTAC CONSPIRACY

Director: Izu Ojukwu  
Nigeria | 111 min | 2025

*77: The FESTAC Conspiracy* reimagines the historic events of the Second World Black and African Festival of Arts and Culture which took place in Lagos in 1977, known widely as FESTAC '77. The film blends fact and fiction to explore the politics, ambitions, and cultural pride that surrounded one of the most significant Pan-African events of the 20th century.

*77: The FESTAC Conspiracy* will be screened on Sunday, 31 August as part of Nollywood Night.



## LONDON CALLING

Director: Allan Ungar  
United States | 114 min | 2025

After mistakenly killing the relative of London's biggest crime lord, mediocre hitman and ex-pat Tommy Ward (Josh Duhamel) is forced to go on the run and take refuge in Los Angeles. In order to get back to his son, Tommy makes a deal with his new employer Benson (Rick Hoffman): teach his socially awkward son Julian (Jeremy Ray Taylor) how to become a man in exchange for safe passage back to the UK. Now, Tommy is forced to drag Julian along on his latest contract killing of a renowned assassin. What starts off as a simple ride-along soon descends into utter mayhem as Tommy and Julian must find a way to survive the night so that Tommy can get back to his son and Julian can win the approval of his father.

The African premiere of *London Calling* takes place on Monday, 1 September.



## NKANYEZI

Director: Monde Sibisil  
South Africa | 8 min | 2025

*Nkanyezi* is a powerful story set in rural KZN about a young, disabled woman living under the strict control of her overprotective mother, Mazulu. Sheltered all her life, Nkanyezi secretly begins a passionate relationship with Jacob, a kind young man who sees beyond her disability. As their love deepens, Nkanyezi finds the courage to confront her mother and demand the freedom to live on her own terms. tender tale of love, liberation, and self-discovery, *Nkanyezi* celebrates a young woman's journey to reclaim her agency and choose her own path.

*Nkanyezi* will be screened during the Inclusive Lens Awards on Tuesday, 2 September at 17h00 followed by a Q+A with Silindile Ndwandwe-Mngomezulu, executive producer, whose life provided the inspiration for *Nkanyezi*.



## AND SHE DIDN'T DIE

Director: Kethiwe Ngcobo  
South Africa | UK | 102 min | 2025

*And She Didn't Die* is an intimate and powerful documentary chronicling the extraordinary life of Lauretta Ngcobo — a rural South African storyteller turned revolutionary courier, political exile, and celebrated feminist writer. Directed by her daughter, Kethiwe Ngcobo, the film masterfully weaves together a rich tapestry of family archives, historical footage, dramatic re-enactments, contemporary interviews, and evocative readings from Lauretta's books. The narrative follows Lauretta's remarkable journey — from serving as a courier for the banned Pan African Congress, to her perilous escape through Swaziland and Zambia, and ultimately to her exile in the UK. There, she found her voice as a writer, using storytelling as an act of resistance, resilience, and remembrance, while raising her children alone. As Kethiwe retraces her mother's path, her own story becomes intertwined with Lauretta's, revealing a deeply personal exploration of identity, heritage, and the unbreakable bond between mother and daughter. *And She Didn't Die* is both a preservation of Lauretta Ngcobo's political and literary legacy and a celebration of the enduring power of storytelling to inspire, challenge, and defy.

Join us on Tuesday, 2 September 2025 at 19h00 for a special screening at the iconic Labia Theatre. Tickets are R90 and promise an unforgettable evening of film in one of the city's most beloved cinemas.



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We look forward to participating in the FAME Week Africa because of the platform it provides for industry engagements and we will and we will also be supporting some of our Eastern Cape companies to showcase their amazing talent.  
- Vuyokazi Gwaben (Investment Promotion)

The Eastern Cape Development Corporation (ECDC) recognises the value of positioning the Eastern Cape as a preferred destination for hosting local, as well as international film and television productions. This positioning is affirmed by the Eastern Cape's breath-taking film and television locations. In 2019, the Eastern Cape Development Corporation established the Eastern Cape Film Investment Fund (ECFIF), aimed at promoting the Eastern Cape province as a premier film destination.

#### Objectives of the ECFIF

- To promote the province of the Eastern Cape with its breathtaking locations, untapped opportunities, and unique biodiversity as a preferred film destination.
- To provide investment funding to qualifying pro - ductions that choose the Eastern Cape province as their film destination of choice.
- To strengthen the growth of the film industry through investment promotion, job creation, and skills development within the province.

The Eastern Cape Film Investment Fund is available in two categories:

#### Production Funding

- Feature Film
- Drama/TV Series
- Reality Shows
- Telenovelas
- Documentaries
- Animations

#### Microfilm Funding

- Short Films
- Documentaries
- Short TV formats

#### Qualifying criteria

- Registered South African production company
- Secure at least 60% of the total budget
- Provide distribution or commission agreement
- Spend at least 60% of the production budget in the Eastern Cape
- At least 50% of the principal photography must be shot in the Eastern Cape
- Provide a detailed skills transfer or development programme
- Employ local filmmakers
- Co-production, international production company must work with a registered South African production company to qualify.

For more information and to download application forms, please visit:  
**[www.ecdc.co.za/ecinvestmentfilmfund](http://www.ecdc.co.za/ecinvestmentfilmfund)**





# SHAPING CULTURE. DRIVING CONVERSATIONS. LIGHTING UP SCREENS.

Behind every piece of powerful MultiChoice content that lights up screens, drives conversations and, above all, entertains, are several diverse teams led by an incredible group of visionary women. Their work helps drive the Group's position as Africa's biggest producer of local television content by language, volume and presence in 50 countries and 45 languages.

## Nomsa Philiso

---

CEO of General Entertainment at MultiChoice, is passionate about creating opportunities that continue to drive inclusivity in our industry. Philiso's leadership philosophy is deeply intertwined with her belief in the power of storytelling and its capacity to shape societies and she is the custodian of the brand's overarching vision for entertainment content.

**“At General Entertainment, our aim is to effectively support the MultiChoice Group's ambition by making sure we offer a variety of content in the languages our audiences speak, mirroring the lives they lead and showcasing the regions in which they live,” she says.**

**“We're driven by authenticity, responsiveness to the market and always striving to be ahead of the curve – and it's our proximity to not just our markets, but our people, that gives us the edge. Our teams live where our viewers live, speak the languages they speak and understand the nuances of local life.”**

Philiso says that the Group has a new wave of young, talented commissioning editors and producers developing and delivering dynamic new shows that continue to speak to younger audiences and break new ground, exploring pressing issues and tackling cultural norms in truly exciting ways.



Nicola Auret, Executive Head of Programming in General Entertainment at MultiChoice Group is responsible for overseeing content production for the whole of Africa. A broadcast and television professional with more than 20 years' experience in the industry, Nicola has worked in production in a variety of genres and produced content for broadcasters around the globe.

Auret believes that fanatical attention to detail is essential in producing culturally relevant content for such diverse markets. **"Crafting a content slate that keeps audiences engaged is a careful balancing act between re-commissioning beloved favourites and introducing bold new stories that have the potential to become tomorrow's hits. As the African content team, we carry the responsibility for pushing creative boundaries. We explore new genres, experiment with fresh formats and breathe new life into established titles".**



Dr. Busola Tejumola has led MultiChoice's delivery of captivating African narratives and innovative entertainment solutions in West Africa and now, across the continent. Her expertise in new media and communications programs has significantly contributed to enriching the viewing experiences of over 20 million subscribers.

**"We've been very intentional about building an environment where female leadership and creative talent not only thrive but lead boldly. We have so many stories to tell as African women and I believe that to truly reflect the richness of our culture, those stories must be shaped by diverse female voices – both in front of and behind the camera,"** explains Dr. Tejumola. **"From championing women-led productions to actively mentoring emerging female executives, we've built a pipeline that nurtures talent across all levels. Today, across our channels, you'll find productions led by strong, multidimensional female characters – women who reflect the resilience, ambition, and complexity of African womanhood. You'll also see more women taking the reins as directors, producers, writers, showrunners, and heads of departments – because we understand that real inclusion must be systemic".**

Cultural representation has also been a key tenet of the success of MultiChoice's hyperlocal strategy across the continent. **"Inclusive cultural representation is at the heart of our storytelling philosophy. We are deliberate in ensuring stories are told with authenticity, by the people who live them,"** says Dr. Tejumola



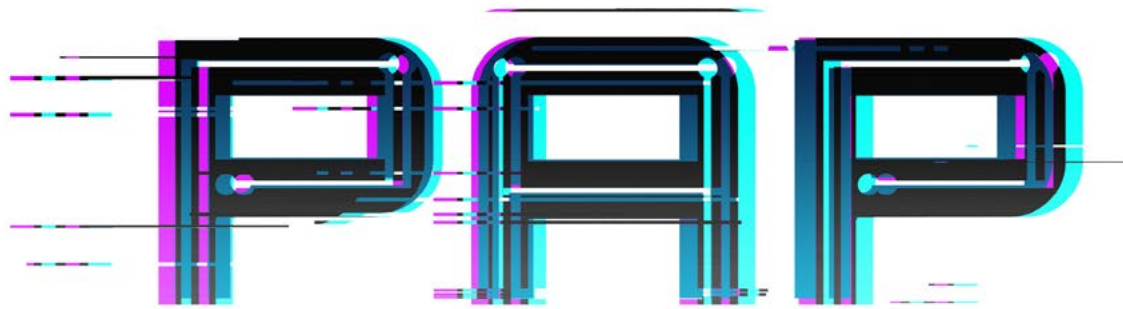
As Executive Head of Content for Showmax, Tracy-Ann van Rooyen is tasked with leading the streaming content strategy for MultiChoice in Africa. With over 20 years of experience in the television industry, Tracy-Ann has a proven track record in creating, producing and curating content for diverse audiences.

Van Rooyen explains that although some believe Showmax commissions content independently, its real strength comes from working hand in hand with the MultiChoice content hub. By leveraging off their expertise, Showmax is able to deliver a sharper, more competitive slate of content that stands out in the market. This distinctive commissioning approach combines deep local knowledge with powerful audience insights. **"What we see time and again, is that there's a creative freedom in producing for Showmax that filmmakers appreciate,"** she says.

**"At Showmax we give our audiences complete control over what they do and don't want to watch, with all our content rated according to the FPB classification guidelines. When you press play, you get exactly what you came for. Our algorithm ensures every viewer enjoys a personalised experience, serving up a content catalogue perfectly matched to their unique tastes,"** explains van Rooyen. **"I also think filmmakers come to Showmax with less preconceptions about what we're looking for, so we get pitched passion projects that producers can't imagine making for anyone else, and they have a lot of fun making them too. We've become a safe space for people to test boundaries, whether in terms of storyline, genre or even age restrictions, and that's often creative gold".**

**As MultiChoice looks to the future, the Group stands resolute in its purpose: to champion Africa's stories, honour our heritage and continue redefining the continent's entertainment landscape, one story at a time. Connect with the MultiChoice team at MIP Africa at the MultiChoice stand.**





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# A DECADE OF TALENTED MTF GRADUATES MARK THE FUTURE OF SOUTH AFRICA'S FILM INDUSTRY

**C**ELEBRATING ITS 10TH YEAR IN 2025, the MultiChoice Talent Factory South Africa (MTFza) continues to be a launchpad for the country's next generation of storytellers. Each year, a group of aspiring filmmakers gain incredible, intensive experience in every aspect of filmmaking, from scriptwriting and directing to production and post-production, alongside top-tier industry professionals.

While the 12-month immersion equips them with industry-relevant skills, hands-on experience and gives them invaluable exposure to real-world production environments, it also helps build sustainable careers, businesses and a robust African film and television ecosystem.

## A FOUR-PART CREATIVE JOURNEY

The MTFza experience is broken down into four sections, which consist of working on four Mzansi Bioskop movies, mentorship, placements at different production houses and studying courses at Henley Business School. The latter element showcases MTFza's commitment to both creative

excellence and developing business acumen, with the partnership allowing graduates to complete accredited business modules designed to prepare them for leadership roles in the industry.

## ALUMNI SHAPING AFRICA'S CREATIVE FUTURE

MTFza has been a launchpad for some of South Africa's most dynamic storytellers, having produced over 140 active alumni who continue to shape the continental film and television industry. The South, West and East African academies have produced award-winning films, with alumni projects securing multiple Africa Magic Viewers' Choice Awards (AMVCAs) and other international accolades. Many graduates have entered the industry as scriptwriters, producers, editors and directors, all telling authentic African stories that resonate both locally and globally.

MTFza Director Bobby Heaney says that one of the most powerful outcomes of the programme is how graduates have come together to create. "They really have formed a tribe that is helping each other to survive

and the more we put our interns out there, the more the industry gains people with the right attitude, respect and getting fair pay. So, we are changing the industry from within," he says.

## GENUINE TRANSFORMATION

Nicola Auret, Executive Head of Programming in General Entertainment at MultiChoice Group says that the MTF programme has never been about 'ticking boxes'. "It's about genuine transformation and enriching lives by developing transformative initiatives that create lasting impact in communities across Africa. The power of storytelling lies in its ability to reflect, inspire and change societies and MultiChoice is proud to play a role in shaping a generation of filmmakers who are not only technically skilled, but deeply committed to telling African stories, in African voices," she says. "

The MultiChoice Talent Factory has created a space where young creators immerse themselves in the real industry, from script to screen to budget - and they come out not just with skills, but with a vision and a voice. And that's just in the first decade..."



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# IT'S A DEAL: PRIMEDIA STUDIOS PRODUCES EYE-CATCHING CONTENT PROPELLED BY CREATIVITY, PURPOSE AND PARTNERSHIPS



**W**hen Primedia Studios stepped onto the African entertainment scene in 2023, the goal was to design a unique solutions-based model to benefit a kaleidoscope of industry role players—from broadcasters, advertisers, and sponsors to talent in front of and behind the camera. Today, a mere two years later, the forward-thinking content creator and curator's catalogue of success stories contains an impressive collage of sterling productions.

## UNLOCKING OPPORTUNITIES

Local adaptations of global hits aimed at mass audiences, like *The Masked Singer* and *Deal or No Deal*, rocketed ratings. Meanwhile, Primedia Studios cooked up a storm, reviving *MasterChef South Africa* and *Ready Steady Cook*. The longest-running international game show, *Wheel of Fortune*, started spinning in Africa with Rorisang Thandekiso as the franchise's first female host, and *Deal or No Deal South Africa* spawned *Deal or No Deal Celebrity*, the world's first-ever star-studded weekly, all-year-long edition.

With these eye-catching programmes, Primedia Studios unlocked opportunities and caught dreams stretching far beyond the captivating footage on air. Off-screen, it has transformed many lives.

So far, close to R20 million has been given away to individuals and worthy causes via Primedia Studios' shows. With the prize money won in *Deal or No Deal South Africa* and *Wheel of Fortune*, ordinary South Africans from across the country have used their winnings to kickstart businesses, cover school fees, foot medical bills, etc. Simultaneously, the A-listers in the first season of *Deal or No Deal Celebrity* raised more than R2.2 million for 40 charity organisations. The winner of *Celebrity MasterChef*, Seth Shezi, also donated half of

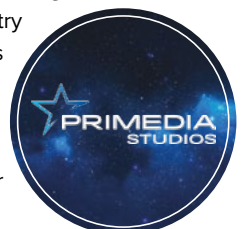
his prize money (R520,000) to Ladles of Love, enabling the NGO to feed children at creches with two meals a day for an entire year. None of these life-changing moments would have been possible without Primedia Studios' forged partnerships.

## SHARING IDEAS AT THE DEAL CAFÉ

"As the well-known African proverb says, 'it takes a village to raise a child', " said Bongumusa Makhathini, Primedia Studios' CEO. "We are extremely proud of our television offspring who will always be rooted in Africa but has the ambition and traits to explore different spaces and travel the world. We have some exciting projects in the pipeline with various partners on the African continent, and look forward to showcasing our unique stories in various genres on a global scale."

As a platform-agnostic content provider embodying Africa's entrepreneurial spirit, Primedia Studios always embraces fresh ideas and the possibility of future collaborations.

At this year's FAME Week Africa you will experience the creativity and vision driving Primedia Studios' team of industry visionaries at the Deal Café. It's the place to share ideas with existing and new friends, spark projects through conversation, and enjoy a good cup of coffee or tea. It's a deal!





At Filmhouse Group, West Africa's largest entertainment provider, we are committed to delivering premium, innovative experiences while driving long-term, sustainable development through storytelling. We believe deeply in the power of stories to inform, to inspire, to connect, and to shift narratives across borders and generations.

Our vision is rooted in building a forward-thinking ecosystem where African stories can thrive boldly, globally, and with cultural integrity.

With Filmhouse Cinemas, we have redefined what cinema means in Nigeria. Across city centres and regional communities, our cinemas are more than just venues — they are cultural spaces where people come together to share in collective experiences. It's about more than movies; it's about access, community, and creating lasting cultural moments.

FilmOne Studios is powering the next chapter of Nollywood. We are investing in ambitious, exportable African stories told with heart and scale. We're backing new voices and untold perspectives and building creative pipelines that reflect the depth and range of who we are the joy, the complexity, the dreams, and the grit.

Through FilmOne Entertainment, we ensure these stories reach their audiences. As the largest distributor of Nollywood and global content in West Africa, FilmOne connects stories to screens with precision and cultural relevance. Our reach spans cinemas, digital platforms, and television, bringing a dynamic mix of local and international titles to audiences across the continent.

But we know we cannot do this alone. Collaboration is not just a value — it's our foundation. From creators to exhibitors, funders to policymakers, we must move together to build an industry that is truly world-class. We are grateful for your belief and partnership every step of the way.

Across everything we do from cinema to content, our focus remains long-term. We want to tell stories that last. Stories that shape how the world sees us and how we see ourselves.

African cinema is not emerging. It is already here and this is just the beginning.

It's a pleasure to be here at FAME Week 2025, surrounded by some of the boldest and most creative minds shaping the future of Africa's cultural and creative industries. Thank you for being part of this journey.



# Mr. Kene Okwuosa

## Group CEO, Filmhouse Group

(Filmhouse Cinemas, FilmOne Entertainment  
and FilmOne Studios)



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FilmOne Entertainment is the biggest distributor of Nollywood and global content in West Africa. Under the Filmhouse Group umbrella, it is responsible for acquiring, marketing, and distributing a dynamic slate of both local and international films including Nollywood blockbusters, Hollywood studio titles, and acclaimed independent films across cinemas, TV, and digital platforms.

**KÀ  
VÀ**



KAVA is a recently launched global streaming platform by Filmhouse Group and Inkblot Studios, dedicated to preserving, amplifying, and advancing African storytelling across generations.

Rooted in identity and driven by innovation, KAVA nurtures creators and celebrates heritage ensuring that African stories are not just told, but remembered, reimagined, and respected. It is more than a platform; it is a cultural movement committed to the future of African narratives.



# KWAZULU-NATAL — SOUTH AFRICA'S STORYTELLING POWERHOUSE



## Where Creativity, Culture, and Commerce Meet

KwaZulu-Natal is more than just a scenic backdrop, it is a creative epicentre where untold African stories are brought to life through powerful visuals, vibrant cultures, and deep-rooted heritage. Strategically located on South Africa's east coast, KwaZulu-Natal offers filmmakers and content creators an unparalleled canvas: from golden coastlines and subtropical forests to bustling urban centres and heritage-rich rural landscapes.

At **MIP Africa / Fame Week**, KwaZulu-Natal proudly showcases its dynamic creative ecosystem and world-class filming infrastructure, inviting co-productions, partnerships, and investment into KwaZulu-Natal's storytelling future.

## Durban and Beyond — A Film-Friendly Region

The province's capital city, Durban, is fast emerging as a leading film and television hub in Africa. The EThekweni Durban Film Office plays a pivotal role in this transformation offering a one-stop-shop

for film permitting, location scouting, and production support. The office actively nurtures local talent and works closely with producers to simplify logistics, reduce red tape, and enable cost-effective filming across the metro's urban and peri-urban environments.

## Partners in Creativity — EDTEA, KUMISA, and NEWF

Driving KwaZulu-Natal's creative economy are institutions that foster skills, funding, and sector growth:

- **EDTEA (KwaZulu-Natal Department of Economic Development, Tourism & Environmental Affairs)** Anchors policy and investment that enable a robust tourism and film sector. Through strategic initiatives, EDTEA empowers local festivals, production incentives, and skills programmes to make KZN globally competitive.
- **KUMISA (KwaZulu-Natal United Music Industry Association)**, while rooted in music, is a catalyst for cross-sector innovation. It collaborates with emerging creatives and producers to develop IP, promote access to markets, and support cultural entrepreneurs. It acts as a bridge between artists, producers, and business development opportunities. KUMISA has extended



its impact beyond music into areas such as Film Scores and Audio Post-Production, IP Development and Talent Incubation, Market Access and Festival Showcases, and lastly Women and Youth Empowerment.

- **NEWF (Nature, Environment & Wildlife Filmmakers)** is a pioneering platform headquartered in Durban that supports diverse African voices in environmental storytelling. Through its labs, festivals, and fellowship programmes, NEWF has positioned KZN as Africa's capital for conservation media.

Together, these organisations are forging a pipeline of new talent, compelling content, and transformational partnerships.

## A Proven Production Destination

KwaZulu-Natal's cinematic versatility is reflected in iconic productions such as:

- **Mission Impossible: Final Reckoning** – with sweeping shots of the Drakensberg Mountains showcasing the province's raw, majestic terrain.
- **Shaka iLembe** – a cultural epic rooted in Zulu history and filmed

across indigenous landscapes.

- **The Ghost and the House of Truth** – shot in Durban, this psychological drama leverages urban realism.
- **International reality TV, commercials, and documentaries** – attracted by the province's production-ready infrastructure, skilled crews, and supportive communities.

From rural authenticity to futuristic cityscapes, KZN is a filmmaker's dream.

## Your Next Creative Destination

Whether you're seeking co-production partners, scouting distinctive locations, or developing market-ready African content, KwaZulu-Natal welcomes you.

*Visit us. Collaborate with us. Tell your story in KwaZulu-Natal.*  
**KwaZulu-Natal, Experience the Magic of it all!!**



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# AFRICA'S FILM & TV INDUSTRY: A BREAKOUT STORY WITH A BIGGER SEQUEL COMING

INDUSTRY TRENDS



**W**ALK ANY CORRIDOR AT FAME WEEK AFRICA and you'll feel it: African film and television aren't a side plot—they're the main act. The data backs the buzz. UNESCO's landmark mapping of the continent's screen sector estimates five million people already work in Africa's film and audiovisual industries, contributing about US\$5 billion to GDP. The same study says the sector could create up to 20 million jobs and add US\$20 billion annually if current barriers are tackled.

## STREAMING SUPERCHARGES DEMAND — ON AFRICAN TERMS

Audiences are surging online. Research cited by *Forbes Africa* (via Omdia) pegged Netflix at roughly 1.8 million African subscribers by late 2023, a useful indicator of accelerating SVOD adoption alongside regional players.

MultiChoice's alliance with Comcast's NBCUniversal and Sky to relaunch Showmax on Peacock technology—with local originals plus English Premier League rights—underlines how global-local partnerships are reshaping the market's scale and quality bar. Forecasts remain bullish: analysts expect Africa's SVOD base to keep climbing this decade, and South Africa's OTT revenues alone are projected to grow at an 8.5% CAGR to 2028.

Yet the streaming story isn't one-note. As major platforms reassess spend, Nigerian filmmakers are pivoting creatively to YouTube to find audiences and revenue—part resilience, part reinvention. It's a reminder that African creators are platform-agnostic problem-solvers when the business model shifts.

▲ Showmax is rewriting Africa's streaming story. Backed by MultiChoice's alliance with NBCUniversal and Sky, powered by Peacock technology, and home to local hits like *Youngins* alongside the English Premier League, Showmax proves that putting Africa first can deliver global-quality entertainment.

## CINEMAS: THE CONTINENT'S MOST UNDER-SERVED FRONTIER

The big-screen gap is still stark. Africa has about one cinema screen for every 787,000 people—the lowest coverage globally—limiting box-office upside, regional release windows and downstream jobs. Expanding screens (and modernizing ticketing and distribution) is one of the sector's clearest growth levers.

## CAPITAL, POLICY... AND THE PIRACY DRAG

Two structural issues consistently surface in every conversation: financing and IP protection. UNESCO reports only 19 of 54 African countries provide public financial support to filmmakers. Meanwhile piracy siphons 50%–75% of potential revenue, throttling reinvestment in development, crews, and facilities. The math is simple: curb leakage, and you fuel a content flywheel.

The problem is not theoretical. Studies across East and West Africa echo the scale of losses, reinforcing why rights protection, legal digital access, and regional enforcement cooperation must advance in lockstep with audience growth.

## POWER PLAYS AND CONSOLIDATION

Deal-making is heating up. Canal+'s takeover of



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MultiChoice signals a scramble to win Africa's distribution, sports, and local-content crown at scale—a move that could reshape streaming competition and financing for African originals. Whatever the outcome, one takeaway is clear: local leadership plus global capital is becoming the default playbook.

### WHY AFRICA'S CREATIVE EDGE TRAVELS

From Nollywood's volume engine to South Africa's production services and pan-African co-pro models, the export case keeps strengthening. The retooled Showmax slate, Netflix's growing commissioning history across Nigeria, Kenya and South Africa, and a wave of global festival selections all widen the pipeline from African stories to worldwide viewers. Even high-profile champions—from Idris Elba's studio ambitions in Ghana and Tanzania to new training hubs—are rallying attention and infrastructure investment to the continent.

### WHAT THE DATA MEANS AT GROUND LEVEL

- **Talent is abundant; capacity is catching up.** Africa's median age is under 20—tomorrow's writers' rooms, edit suites, and sound stages are full of digital natives with global tastes and local truths. The opportunity is to convert enthusiasm into sustainable careers with craft training, guild standards, and creditable pathways.
- **Markets are many, not one.** Pan-African success demands localised marketing, cross-border rights know-how and regional co-financing savvy. (Think: Francophone vs. Anglophone distribution, diaspora windows, and multilingual dubbing/subs.)
- **Infrastructure pays twice.** Studios, post houses, and cinemas create jobs—and



they keep budgets on the continent. Incentives that are predictable and quick to pay unlock bigger slates and more international shoots.

### A FAME WEEK AFRICA PLAYBOOK

So what turns today's momentum into tomorrow's breakout?

- **Scale the pipeline:** Micro-fund ideas labs, writers' rooms, and short-form funds; pair them with regional development markets so projects don't stall. (Public funds + private equity + streamer pre-buys = volume with viability.)
- **Fix the last-mile:** Support legal digital access (affordable data, carrier billing, mobile-first bundles) and protect IP with better enforcement and audience education. Where films are easy to watch at fair prices, piracy falls.
- **Build screens where audiences live:** Mini-plexes, community cinemas, and eventized screenings can unlock box

◀ Africa isn't just telling its own stories—it's hosting the world. *London Calling*, starring Josh Duhamel, was filmed here, proof that when infrastructure thrives, jobs grow, budgets stay local, and the continent shines on the global screen.

▼ Netflix is redefining crossover storytelling. Khosi Ngema's Fikile Bhele from *Blood & Water* struts into Spain's Las Encinas in *Elite* season 7, while André Lamoglia's Ivan lands in Cape Town for *Blood & Water* season 4. This historic crossover proves African storytelling doesn't just compete—it connects globally.

office in secondary cities; add local language marketing and the needle moves.

- **Lean into co-pros and talent bridges:** The Showmax-Comcast template shows the power of marrying global tech and distribution with African commissioning. Replicate it across more genres and regions.
- **Train for tomorrow:** Upskill crews in VFX, virtual production, and IP business literacy so budgets stretch further—and profits return to African companies and creators.

**The headline?** Africa's screen economy is moving from proof-of-concept to proof-of-scale. The work now is execution: more capital that's patient and local, smarter policies that reward risk, and tougher protection for the value creators build. Do that, and the next time we meet at FAME Week Africa, we won't just be talking about potential—we'll be celebrating results that match the ambition.





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# THE STATE OF AFRICAN MUSIC: A GLOBAL RHYTHM



**AFRICAN MUSIC IS NO LONGER A RISING TREND** — it is a global movement reshaping the soundscape of the 21st century. From Nigeria's Afrobeats to South Africa's Amapiano, artists from across the continent are topping charts, filling stadiums, and collaborating with international stars. The globe is watching Africa not only for its infectious sounds but also for the creativity, youth culture, and authenticity driving them.

## AFRICA'S GLOBAL RISE

No genre reflects Africa's global reach more than Afrobeats, born in Nigeria and West Africa. Blending traditional rhythms with hip-hop, dancehall, and R&B, it has become Africa's most dominant cultural export. Nigerian artists like Burna Boy (Port Harcourt), Wizkid (Lagos), and Tems (Lagos) are Grammy winners and festival headliners worldwide. Afrobeats resonates across continents, from London clubs to Los Angeles arenas, positioning Nigeria as a powerhouse in global pop culture.

From South Africa comes Amapiano, a genre rooted in township culture. With its deep basslines, jazzy piano chords, and hypnotic beats, it has spread far beyond Johannesburg's party scene. Pioneers like Kabza De Small and breakout stars like Uncle Waffles are propelling the sound onto international playlists and stages. Its viral presence on TikTok has turned local dancefloor anthems into global phenomena, proving that South Africa is shaping the future of electronic music.

## CROSSOVERS AND COLLABORATIONS

African music is also thriving through cross-border

▲ South Africa's Tyla is taking the world by storm with *Water* — a sleek pop anthem rooted in her signature 'Popiano' sound, blending global pop with South Africa's Amapiano energy. The Grammy-winning hit has cemented her as Africa's newest global star. Tyla joins The Weeknd and Shakira at legendary Global Citizen Festival in New York's Central Park on 27 September 2025.

collaborations. Burna Boy's work with Ed Sheeran, Wizkid's partnership with Drake, and South Africa's Tyla topping the Billboard charts with *Water* highlight the continent's growing influence. Beyoncé's *The Lion King: The Gift* brought together artists from Nigeria, Ghana, and South Africa, showcasing Africa's range to global audiences. These collaborations validate Africa's place at the center of music innovation.

## WHY THE WORLD IS WATCHING AFRICA

Three forces explain Africa's global spotlight:

- **Youth Culture:** With the youngest population in the world, Africa is creating fresh trends that travel fast.
- **Digital Access:** Streaming platforms like Spotify, Boomplay, and Audiomack are opening African catalogs to global ears.
- **Authenticity:** African artists aren't imitating Western pop — they are setting new standards with music rooted in culture, language, and identity.

## THE FUTURE IS AFRICAN

The success of Nigerian Afrobeats, South African Amapiano, and Ghanaian highlife revival shows that Africa isn't just part of the conversation — it is leading it. As global audiences seek new, authentic sounds, Africa has become the stage where tomorrow's music is born.



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# AFRICAN FASHION'S GLOBAL RISE FROM LOCAL RUNWAYS TO INTERNATIONAL SPOTLIGHT

INDUSTRY TRENDS



**A**FRICAN FASHION IS NO LONGER CONFINED TO LOCAL RUNWAYS or cultural showcases — it has become a powerful global force. With bold aesthetics, deep-rooted storytelling, and a growing presence on international stages, designers from across the continent are redefining what it means to create fashion that is proudly African yet universally resonant.

## A DISTINCTIVE VOICE IN GLOBAL FASHION

At the heart of African fashion's rise is its ability to tell stories that connect heritage with innovation. Each piece is often a dialogue between tradition and modernity — handwoven fabrics, indigenous prints, beadwork, and silhouettes reimagined for contemporary audiences. Global markets are increasingly embracing this authenticity. From Paris Fashion Week to concept stores in New York and Tokyo, African designers are showcasing collections that celebrate cultural pride while appealing to cosmopolitan tastes.

One of the brightest names leading this charge is MUNKUS, the label by South African designer Thando Ntuli. Her work resonates because it strikes a balance: it is deeply personal and authentically African, yet it translates seamlessly to global conversations around identity and creativity. Winning the 2022 South African Fashion Week New Talent Search cemented MUNKUS as a trailblazer, and the brand continues to gain momentum on both local and international stages.

MUNKUS is part of a larger ecosystem of designers pushing African fashion onto the world stage. Thebe Magugu, another South African powerhouse, became the first African to win the prestigious LVMH Prize for Young Designers in 2019, spotlighting Africa's capacity for innovation at the highest levels of luxury fashion. Meanwhile, Rich Mnisi has developed a cult following globally, with celebrities like Beyoncé and Naomi Campbell donning his pieces. Brands like Orange Culture

▲ MUNKUS is redefining African luxury through nostalgic futurism. Founded by Thando Ntuli, the brand weaves family history and African femininity into bold, playful silhouettes that resonate globally while staying rooted in homegrown identity.

(Nigeria), Kenneth Ize (Nigeria), and Laduma Ngxokolo's MaXhosa (South Africa) are similarly reinterpreting African heritage for international audiences.

## GLOBAL PARTNERSHIPS AND PLATFORMS

The success of African designers is not happening in isolation. Global platforms are increasingly spotlighting African fashion. Partnerships with major retailers, museum exhibitions like the Victoria & Albert Museum's Africa Fashion showcase, and features in publications such as Vogue, Elle, and The New York Times have amplified the visibility of African brands. These platforms validate the talent while also driving commercial opportunities.

Behind the creative triumphs lies a burgeoning fashion economy. According to industry analysts, Africa's fashion market is projected to be worth billions, driven by a youthful population, rising digital access, and a growing appetite for homegrown luxury. E-commerce platforms and social media have provided African designers with direct access to global consumers, bypassing traditional fashion gatekeepers. This democratization has allowed labels like MUNKUS to cultivate international fan bases with limited resources but boundless creativity.

## A FUTURE ROOTED IN IDENTITY

What makes African fashion's global rise so significant is its refusal to dilute its identity. Rather than mimicking Western trends, African designers are setting their own.

As Africa continues to take center stage, it's clear that the future of fashion is not only global — it is proudly African.



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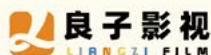
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# CANADA X AFRICA: A CREATIVE ALLIANCE FUELING GLOBAL STORYTELLING



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## **GOVERNMENT OF CANADA**

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**MICHAEL PETERSON**



## **PETERSON POLARIS CORP.**

Peterson Polaris Corp. is a Canadian media production company led by award-winning filmmaker Michael Peterson. Specializing in elevated genre storytelling, the company produces feature films, TV series, web content, short films, documentaries, commercials, and new media. With a reputation for bold, boundary-pushing work, Peterson Polaris has developed a slate of original, thought-provoking projects, including *Dark Match*, *This Too Shall Pass*, *Shadow God*, *Night of the Reaper*, and *Buffet Infinity*.

**OMATTA UDALOR**



## **HANDCUFFS ENTERTAINMENT INC.**

Handcuffs Entertainment Inc., a Black-owned film and television production company based in Calgary, Alberta, is making significant strides in the global film industry. Founded in 2019, the company is dedicated to crafting compelling stories that blend diverse cultural influences with universal themes. Their mission is to develop engaging projects that resonate across cultures, ensuring that every narrative connects people and inspires change.

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## **MARKETINGNPRODUCTION**

MarketingNProduction is a bilingual (French & English) Canadian creative company based in Quebec, focused on storytelling that creates social and global impact. They specialise in multimedia content development, film and television production, and tailored marketing services for the creative industries. They work across scripted and unscripted formats, including documentaries, fiction series, and immersive content experiences, designed to engage audiences on a deeper level.

SYLVESTER NDUMBI



## SIMBA CREATIVE

Simba Creative is an independent Canadian production company committed to telling powerful, locally rooted stories with global relevance. Their work spans bold, socially conscious documentaries, unscripted series, and scripted content that tackle timely themes such as climate change, cultural identity, innovation, and social justice. With a focus on authenticity and impact, Simba Creative brings fresh, thought-provoking perspectives to screens around the world.

OSCAR RANGEL



## NATIONAL FILM BOARD OF CANADA (NFB)

The National Film Board of Canada (NFB) promotes a remarkable catalogue of over 14,000 titles through its multilingual international distribution team. With strong relationships across leading global broadcasters and streaming platforms, the NFB is a respected force in storytelling. Its acclaimed productions have earned over 7,000 awards—including 12 Academy Awards.

JOSETTE NORMANDEAU



## IDEACOM INTERNATIONAL

IDEACOM International is a television and digital media production company known for its strategic partnerships and high-end co-productions. With a passion for pushing creative boundaries, IDEACOM seeks out innovative, thought-provoking content. Their commitment to quality storytelling and collaboration has positioned them as a key player in the international media landscape, making them a valuable partner for creative ventures across borders.

MAX TOPPLIN



## 4AM FILM STUDIOS

Founded in 2018, 4AM Film Studios is a leading production company with a strong and expanding global footprint. The company is committed to producing bold, original content for both film and television, with a focus on character-driven storytelling and high production value. Co-led by actor and producer Max Topplin (*Suits*) and creative producer Maya Heble, 4AM has built a reputation for pushing creative boundaries and delivering impactful stories.

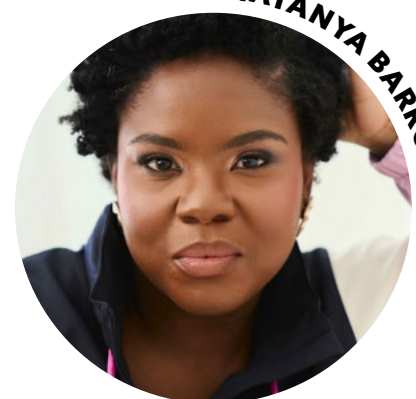
TRISTAN BARROCKS



## MID-CAREER PRODUCTIONS

Mid-Career Productions is a Toronto-based, Black-owned film and television company founded by award-winning filmmaker Tristan Barrocks and producer Natanya Barrocks. Dedicated to crafting powerful, human-centred stories, their growing slate includes *Sugar Dumplin'*, *Dear Black Dad*, and the upcoming sitcom *Diaries of an Average Black Dad*—amplifying voices often left out of mainstream narratives.

NATANYA BARROCKS



Canada joins FAME Week Africa 2025 with a diverse delegation of creators ready to co-create bold, inclusive stories. From groundbreaking films to digital innovation, Canada's creative sector is a powerful partner for collaboration across Africa's thriving entertainment landscape.



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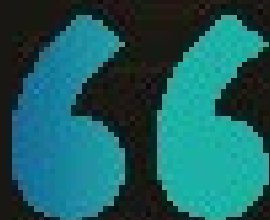


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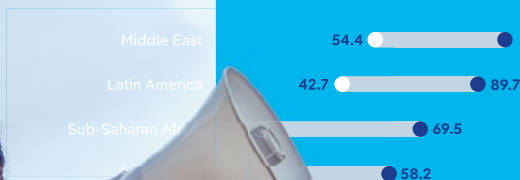
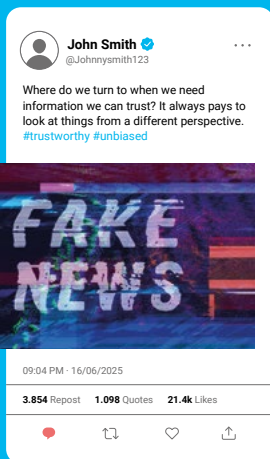
James Van Der Beek





Made for minds.

Far too often it's only the headlines that count. We may argue or disagree, but if we listen, speak and learn from one another, anything is possible. Only together, can we find solutions to the challenges of our time.

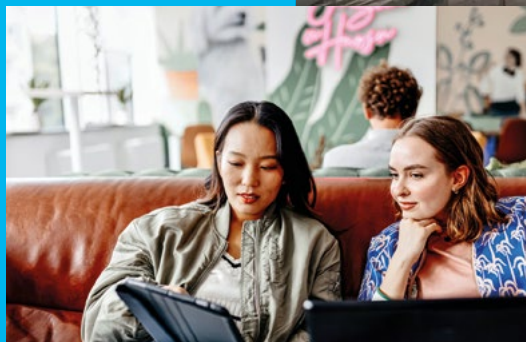


# Together we see

We all see things differently...

How can we find solutions?


Together.



SEE YOU  
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J16



SCAN ME  
FOR THE  
LATEST  
PROGRAMME

MIP AFRICA THEATRE 1	MIP AFRICA THEATRE 2	BRAIN BOX	AFRICAN FASHION FORUM
<b>10h00-11h00</b> <b>The Big Five of Streaming: A Safari Through Africa's Streaming Landscape</b> Federico Eberhardt (Fabric Data)	<b>10h00-10h45</b> <b>DFA: As Heard Directly from Stakeholders</b> Karin Slater (Documentary Filmmaker), Tarha McKenzie (Encounters), Flavia Motsisi (Flavia Motsisi Media), Neil Brandt (Storyscope)	<b>10h00-11h00</b> <b>Conflict Resolution Through the Stages of Film and TV Productions</b> Nareen Rebello (AFDA)	<b>10h40-11h15</b> <b>African Fashion is Not a Trend – It's a Global Force</b> Ezreen Benissan, Founder (Africa Reimagined), Thando Ntuli (MUNKUS)
<b>11h00-12h30</b> <b>MultiChoice Showcase</b> Nomsa Philiso (MultiChoice)	<b>10h45-11h30</b> <b>Language and Sound in Animation</b> Mike Regis (OutsiderGenre), Tristan Barrocks (Mid Career Productions)	<b>11h00-12h30</b> <b>Wellness Tools for Film &amp; TV Professionals</b> Tamsyn Nicol (Bellovista Productions), Dr. Deanna Minich (Food and Spirit), Audrey Redmon (Breathwork Africa), Tamsin Sheehy (The Shala Cape Town Yoga School), Michael Rushby (Galbraith Rushby Financial Services), Craig Lambinon (Medic 8), Samantha Lowe (EyeForce Productions), Craig Foster (SeaChange)	<b>11h15-12h00</b> <b>Designing for the World, Rooted in Africa</b> Lala Tuku (SABC), Jenevieve Lyons, (Jenevieve Lyons Label), Kelly Low (Shimansky), Ronaldo Engelbrecht (House of One)
	<b>11h30-12h30</b> <b>Studio Power, African Voice and Building a Scalable Film Economy</b> Ladun Awobokun (FilmOne), Kene Okwuosa (FilmHouse) Ope Ajayi (Cinemax Distribution), Milton Reddy (Known Associates Distribution), Michelle Steytler, (Slingshot Productions)	<b>HOSTED BY THE IMPACT LOUNGE</b>	<b>12h00-12h30</b> <b>Conscious Creation and Consumption: From Cape Town's Factories to Fashion Futures</b> Tracy-Lee Rossling (Ethical Fashion Stylist & Sustainable Style Advocate)
<b>12h30-13h30</b> <b>Beyond the Paywall: Rethinking content access for a diverse Africa</b> Wendy Parkies (OTTer), Elouise Kelly (Viu South Africa), Collin Mashile (Department of Communications), Samad Davis (Ergo Distro International), Dianne Ashford (Symmetry Entertainment)	<b>12h30 - 13h30</b> <b>From Africa to the World: How to Build World-Class Post-Production and Capture Global Audiences</b> Juliette Vivier (Digital Factory), Romain Ruef (Digital Factory), Duke Asuquo (Nile Entertainment), Cédric Pierre-Louis (Canal+ International)	<b>12h30- 13h30</b> <b>Rethinking content monetisation: from screens to brand scenes</b> Leslie Adams,(Reach Africa)	
	<b>13h30-14h30</b> <b>Post on a Budget: Achieving World-Class Quality in African Productions</b> Tongai Furusa (14 10th Digital Film), Daniëlle Nel (Post Pixies), Stephen Abbott (Stealth Donkey), Whan Zulu, (Pitch Black), Tunde Ogundipe (SAGE)	<b>14h00-14h30</b> <b>How to adapt your stories for social media; social-first content through a film lens</b> Aleksandra Surogina (Special Effects Media South Africa), Luyanda Mazibuko (Special Effects Media)	<b>13h30- 14h15</b> <b>The Power of Influence – Fashion, Media &amp; Identity</b> SJ van Zyl (Portrait and Beauty Photographer), Vanessa Ford (Mini Monroe), Kim Jayde ( KJ Productions), Ezreen Benissan (Africa Reimagined), Aqeelah Harron-Ally, (Fashion Breed) Sisipho Graham (Digital Creator & Creative Strategist)
<b>14h30-15h30</b> <b>Opening the Frame: The Future of Genre in African Storytelling</b> Kudi Maradzika (Lincoln Green Media), Daryne Joshua (Gambit Films), Nosipho Dumisa-Ngoasheng (Gambit Films), Yuliya Fischer (ZDF Studios)	<b>14h30-15h30</b> <b>Unmasking piracy's devastating impact and how the industry is revolutionising this fight for a sustainable future</b> Waldimar Pelser (MultiChoice) Shane Wafer (SuperSport), Edward Mnisi (Irdeto), Janine Jellars (Author, Editor & Content Director), Chola Makgamathe (Copyright Coalition of South Africa and Partners Against Piracy)	<b>14h30 - 15h00</b> <b>Vertical by Design: Creating Social-First Content That Builds Your Film's Audience</b> Aleksandra Surogina (Special Effects Media), Luyanda Mazibuko (Special Effects Media)	<b>14h15-15h00</b> <b>Disrupting Fashion Education</b> Safiyya Karim (Fashion Revolution), Professor Marguerite van der Merwe (University of Pretoria), Siviwe James, (Visual & Sonic Artist, Researcher, and Cultural Worker)
<b>15H30-16H30</b>  <b>China Showcase: In Partnership with China</b> Don't miss the unique opportunity to explore the creativity and diversity of Chinese contents!	<b>15h30-16h30</b> <b>Building TV and film finance models that work</b> Luke Rous (Rous House), Thierry Casutu (Both World Studios), Delon Bakker (MANNEQUIN), Tendeka Matatu (Ten10 Films Media Consulting), Kutlwano Ditsele (ten30 Pictures), Tshepiso Chikapa-Phiri, (Known Associates Group)	<b>15h00-15h30</b> <b>A Filmmaker's Take on Digital Media – Opportunities, Threats &amp; the Next 10 Years</b> Aleksandra Surogina (Special Effects Media), Luyanda Mazibuko (Special Effects Media), Ruth Kadiri (Ruth Kadiri Films) Michal Malek (Kinologic Media)	<b>15H00 - 15H45</b> <b>Scaling African Fashion – From Studio to Shelf</b> Jacques LaGrange (Jacques LaGrange Couture, Thando Ntuli (MUNKUS), Crystal Birch (The Real Crystal Birch), Kat van Duinen (Kat van Duinen), Zydya Botes (Something Good Studio)
		<b>15h30-16h30</b> <b>The State of Sustainability in the South African Film Industry in 2025</b> Cindy Mkhwanazi (GREENSET), Zizipho Zikhali (GREENSET), Marisa Sonemann Turner (Film Afrika), Abe Cambridge (Cinergy Mobile Power), Margot Maritz (Leverage Point Entertainment)	<b>15h45-16h30</b> <b>The Future of African Fashion: Bold, Borderless, and Digital</b> Kim Cupido (WGSN), Kim Jayde (KJ Productions), Naeelah Jumat (Socioculture), Robyn Agulhas (SinCHUI), Jimi Owobo Ogunla (Jimisterio Catwalk Academy)
<b>16h30-18h00</b> <b>She Who Tells the Story: African Women Reshaping Film &amp; TV</b> Tanisha Colon-Bibb (Rebelle Agency and Management), Thabile Ngwato (Ray), Lala Tuku (SABC), Mounia Aram (Mounia Aram Company), Diaan Lawrenson (AFDA), Kim Jayde (KJ Productions), Ruth Kadiri (Ruth Kadiri Films), Edwina Findley (Award-winning actress), Robyn Watson (Women in Film and Television Atlanta), Cardellia Hunter (ATL Office of Film, Entertainment, & Nightlife), Jennifer Hatcher (First Team Productions)	<b>16h30-17h30</b> <b>From Studio to Screen: Unlocking Sync Licensing for Music and Visual Media</b> Kabelo Mpolenyane (MPASA), Kwelagobe Sekele (Gallo Record Company and Publishers), Brett Vorster (Downtown Music Publishing Africa), Sivan Pillay (Zero Gravity TV and Media & 360 Degrees South), Michael Nota (Universal Music Publishing Africa)	<b>16h30-17h30</b> <b>DocYouth Presents: Emerging Voices in Documentary Filmmaking</b> Zoe Ramushu (Writer and Producer), Kastarine Neo Kgola (STEPS), Thihangwi Ramutsindela (University of Cape Town), Shameela Seedat (Documentary filmmaker), Godisamang Khunou, (Award-winning Writer, Producer, Director) Shameelah Khan (AFDA)	<b>16h30-17h15</b> <b>Sustainable is the New Stylish</b> Safiyya Karim (Fashion Revolution), Belinda Venter (Belhauzen), Kat van Duinen (Kat van Duinen), Tracy-Lee Rossling (Ethical Fashion Stylist & Sustainable Style Advocate)
<b>POWERED BY RAY</b>	<b>POWERED BY MPASA</b>	<b>17h30-18h00</b> <b>Breaking the Mold: Redefining Indie Filmmaking in South Africa</b> Ashish Gangapersad (Intrepid), Suraya Rose (Actress), Kevin Smith (Actor), Vivek Mehta (Director)	



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**2<sup>nd</sup> SEPTEMBER 1PM – 2PM**

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MIP AFRICA THEATRE 1	MIP AFRICA THEATRE 2	BRAIN BOX	MUZKI AFRICATHEATRE
<b>09h00-10h00</b> <b>ATL, GA x AFRICA Part 1: Building Bridges Through Storytelling, Culture, and Commerce</b> Byron Amos (Atlanta City Council), Karl Carter (Snake Nation), Keymanna Paulas (Georgia Entertainment Association), Bern Joiner (Atlanta Influences Everything), Quentin D. Wilson (Q10 Crémant de Loire), Corhonda Baker (Community Foundation for Greater Atlanta), Jhordan Gibbs (Milk + Cookies Music Festival), Sheoyki Jones (Socialxurrency!)	<b>09h00-10h00</b> <b>Blockchain &amp; the Future of Film: Reimagining Funding, Ownership, and Distribution</b> Weaam Williams (Holocene Films), Nafia Kocks (African Film DAO), Dre Ngare (Snake Nation)	<b>09H00-10H00</b> <b>Lights, Camera, Contracts: Navigating the Business &amp; Legal Aspects of Film/TV Production</b> Farren van Niekerk (Irish MacLeod), Guy MacLeod (Irish MacLeod)	
<b>10h00 - 11h00</b> <b>Talent Isn't Enough: IP is the Currency</b> Reuben Brigety, (Busara Advisors), Gordon M. Bobb (Del Shaw Moonves Tanaka Finkelstein Lezcano Bobb & Dang), Osman Mkhondo (OM Attorneys Inc.), Simo Kubheka (New Vision Film Studios South Africa)	<b>10h00 - 11H00</b> <b>NFVF engagement with the film industry in the announcement of current and upcoming funding calls</b> Onke Dumeko (NFVF), Hloniphile Gabela (Presidential Employment Stimulus Programme)	<b>10h00-11h00</b> <b>The Future of Non-Scripted Entertainment: Trends, Buyers, and the Evolving Production Landscape</b> Graeme Swanepoel, (GOAT Originals)	<b>10h15-11h15</b> <b>Show Me the Money – Making Sense (and Cents) of the Music Industry Money Map</b> Martin Myers (Cape Talk), Aldor Nini (Acromax Media GmbH and Acromax Technology GmbH - confirmed Thando Nyameni, CEO, KUMISA - Confirmed Osman Mkhondo, Partner at OM Attorneys inc, Head of Legal at PambiliMedia & Music Artist - Confirmed
<b>11h00-12h00</b> <b>Stories Without Borders: How Localization Empowers African Media</b> Michael Johnson (TransPerfect), Caroline Mbinyo-Koroso (TransPerfect), Heidi Rolfe (Content Lab - a TransPerfect Company), Nomsa Moletsane (MultiChoice), Tammy Lemekoane (MultiChoice), Tracy-Ann Van Rooyen (Showmax)  <b>POWERED BY TRANSPERFECT</b>	<b>11h00-11h45</b> <b>YouTube Unlocked: The Untapped Power of Global Film Distribution</b> Adetutu Laditan (Woof Studios Africa)	<b>11h00-12h00</b> <b>Future Frames: African Film DAO Pitch</b> Weaam Williams (Holocene Films)	<b>11h15–12h15</b> <b>Beyond the Stage: Turning Your Musical Voice into a Multi-Platform Powerhouse</b> Brian Little (Pressure Cooker Studios), Fosta Ngcukana (Bridges for Music), Rudy Julius (DJ, music producer, and composer), Tumi Mogapi (Africori Music Group)
<b>12h00-13h00</b> <b>Co-Production Success: The Partnership Playbook</b> Tristan Barrocks (Mid Career Productions), Michael Peterson (Peterson Polaris), Graeme Raubenheimer (Producer, Researcher + Broadcast Journalist), Sylvester Ndumbi (Simba Creative), Thato Moraka (Leaders in Motion Academy)	<b>11H45-12h30</b> <b>The Art of Independent Filmmaking</b> Jordy Sank (Sanktuary Films), Tertius Kapp (Director and Producer), Khosie Dali (Miss K Productions), Annemarie du Plessis (Meria Productions), Deidre Jantjies (Na Aap Productions)	<b>12h00- 12h45</b> <b>The Rise of the IP Controller: Fixing the Most Broken Part of Film Production</b> David Max Brown (AFDA), Sara Jones (Image Nation Abu Dhabi)	<b>12h15–13h00</b> <b>Inside the Royalty Room: A Fireside Chat with the CEO &amp; CMO of SAMPRA</b> Tiyani Maluleke (SAMPRA), Pfanani Lishivha (SAMPRA)
<b>13h00-14h00</b> <b>Bluey's Global Success Story: The Art of Global Storytelling That Resonates Locally</b> Denim Richards (Opulent Entertainment Group), Pierre Cloete (BBC Studios), Michael Udensi (BBC Studios), Barbara Jerzyk Alvarez (BBC Studios)	<b>12h30-13h30</b> <b>The African Channel - 20 years of exporting Africa to the world</b> Narendra Reddy (The Africa Channel)	<b>12h45-13h30</b> <b>From Local Stories to Global Screens: Mounia Aram (Mounia Aram Company)</b>	
<b>14h00-15h00</b> <b>From Fans to Filmmakers: The Power of TikTok Fandom in Storytelling and Industry Influence</b> Vivian Chuene (TikTok), Boniswa Sidwaba (TikTok), Chance Ntombela (Content Creator), Tricia Mpsi (Filmmaker), Renaldo Schwarp (MultiChoice)	<b>13h30-14h30</b> <b>From Hollywood to Humanity: Edwina Findley on Purpose-Driven Storytelling</b> Kudi Maradzika (Lincoln Green Media), Edwina Findley (Actress, Author, Co-founder: The School for Life, AbundantLifeUniversity)	<b>14h00-14h30</b> <b>YouTube &amp; Rights Management   How to lean on YouTube to protect your IP (even if not distributing on YouTube)</b> Danilo Acquisto (Special Effects Media), Kyla Booyesen (Special Effects Media)	
<b>15h00-16h00</b> <b>The Role of the Showrunner in African Storytelling</b> Jamil X.T Qubehav (Yellowbone Entertainment), Sam Wilson (Sunrise Productions), Roberta Durrant (Penguin Films) Samad Davis (Ergo Distro International) Dianne Ashford (Symmetry Entertainment), Kaye Singleton (Writer, producer, and actress)	<b>14h30-15h30</b> <b>The Youngins case study: creating content for today's youth</b> Nicola van Niekerk (MultiChoice), Tebogo Matlawa (MultiChoice), Tracy-Ann van Rooyen (Showmax), Phathu Makwarela (Tshedza Pictures)	<b>14h30 - 15h00</b> <b>Ruth Kadiri: From Scripts to Screens – A Nollywood Powerhouse</b> Ruth Kadiri (Ruth Kadiri Films)	<b>14h15-15h15</b> <b>From Atlanta to Africa: Building Global Music Bridges</b> Dr. A'lion Holliday (Worldwide Innovations Group), Cannon Kent (Atlantic Music Group), Phillana Williams (City of Atlanta: Mayor's Office of Film, Entertainment and Nightlife), Jhordan Gibbs (Milk & Cookies Music Festival)
		<b>15h00-15h30</b> <b>From \$0 to +\$1million - presenting a case for financial success on Youtube for african filmmakers</b> Danilo Acquisto (Special Effects Media), Adetutu Laditan (Woof Studios Africa), Ruth Kadiri (Ruth Kadiri Films), Twala Ng'ambi (Google)	
<b>16h00-17h00</b> <b>Producing International Content in a Trumpian Era</b> Karen Jaynes (Both Worlds Pictures), Thierry Cassuto (Both Worlds Pictures), Josette D Normandeau (IDEACOM International), Noémie Ferron (marketingNproduction), Mark Eckhardt (One Million Truths)	<b>15h30-16h30</b> <b>Funding the Vision: Unlocking Film &amp; TV Financing in Africa</b> Marie Lora-Mungai (Restless Global), Hellen Fissihaiie (f3global), Nthabeleng Phora (Gauteng Film Commission), Jacqueline Rainers Setai (KZN Tourism and Film Authority), Kagisho Bapela (IDC), Denim Richards (Opulent Entertainment Group), Reuben E. Brigety, (Busara Advisors)	<b>15h30-16h30</b> <b>Prompting Together: Storytelling, AI, and the Fight Against Digital Colonialism</b> David Stein (AFDA)	<b>15h15-16h15</b> <b>Next Up: The Hustle, Hope &amp; Hype of Young Artists in Africa's Music Industry</b> Refilwe Matabane (Gallo Records), Gavin Gutu (The Music Arena), Amy Tjasink (Rebel Bunny), Hunter Rose (Artist), Mr Areveerend (Temple Boys)
<b>17h15-18h30</b> <b>Inclusive Lens Awards</b> Sinalo Jonas (TV and radio presenter.), Tarryn Tomlinson (Live Able), Silindile Ndwandwe-Mngomezulu (Producer, writer, and director)  <b>POWERED BY BRONX COLORS</b>	<b>16h30-17h30</b> <b>AI and the Actor: Protecting Identity and Livelihood</b> Adrian Galley (SAGA), Jacques Adriaanse, (SAGA), Bongzi Ndaba (SAGA)  <b>POWERED BY SAGA</b>	<b>16h30-17h30</b> <b>From Brief to Broadcast: The Power of a Trusted Music Partner</b> Tshepiso Phakedi (Downtown Music Publishing Africa), Sibongile Tshabalala (Downtown Music Publishing Africa)  <b>POWERED BY DOWNTOWN MUSIC PUBLISHING AFRICA</b>	<b>16h15 - 17h15</b> <b>How to Grow the Reach of Your Music in a Crowded Digital World</b> Chad Saaiman (Stereotype Talent Management), Ethel Sibanda (House of One), Danilo Acquisto (Special Effects Media), Omar Morto (Creative Content Director and podcast host), Jodie Tabisher (Spotify)



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CONTENT PROGRAMME WEDNESDAY, 3 SEPTEMBER 2025



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PROGRAMME

MIP AFRICA THEATRE 1	MIP AFRICA THEATRE 2	BRAIN BOX	MUZKI AFRICATHEATRE
<b>09H00 - 10H00</b> <b>ATL, GA x AFRICA Part 2: Building Bridges Through Cultural Diplomacy</b> Mayor Andre Dickens (City of Atlanta), Buhle Phiwe (African Union), Adriane Jefferson (City of Atlanta), David Manuel (Fulton County Arts Council), Ency Litsoane (Atlanta Black Chamber), Thabo Manetsi (National Heritage Council South Africa), Karl Carter (Snake Nation)	<b>09h00-10h00</b> <b>Content that Travels: From Africa to the World, From Brazil to Africa</b> Jonathan Lett (Côte Ouest Audiovisuel - A Mediawan Company), Cynthia Brutus (Côte Ouest Audiovisuel - A Mediawan Company), Rodrigo Nascimento (Globo), Michelle Wheatle (Viu South Africa)  <b>POWERED BY CÔTE OUEST AUDIOVISUEL – A MEDIAWAN COMPANY</b>	<b>09h00-10h00</b> <b>Yasuke Way of the Butterfly: origin story of the first non Japanese honorary samura.</b> Mandlakayise Walter Dube (Director + screenwriter)	
<b>10h00-10h45</b> <b>From Africa to the Oscars: Crafting Stories That Cross Borders</b> Lala Tuku (SABC), Cindy Lee (Oscar-nominated director)	<b>10h00-11h00</b> <b>Global Waves, Local Screens: The Rise of Turkish &amp; Indian Content in Africa</b> Manjyot Sandhu (Narativ Media), Miroslav Radojevic (Global Agency), Ebubekir Talha Erdoğan (The Media Hub), Strini Naicker (Zee Entertainment), Shashank Singh (One Life Studios Pvt Ltd)	<b>10h00-11h00</b> <b>Beyond the Page: Adapting African Stories for Screen and Young Audiences</b> Helené Coetzee (Pan Macmillan) Refiloe Moahloli (Author and Storyteller), Aoife Lennon-Ritchie (Torchwood Literary & Scouting Agency), Karen Jaynes (Both Worlds Pictures), Daniel Snaddon (Sparks Flew), Zulaikha Patel (Author)	<b>10h00-10h30</b> <b>Masterclass: Cracking the Code – Music Release Strategy &amp; Timelines for DSPs</b> Jina Min (EMPIRE)  <b>10h30–11h30</b> <b>SAMPRA Development Fund: Fueling the Music Industry</b> Hear from three SAMPRA Development Fund beneficiaries as they share how the fund helped their projects succeed, and learn how you can apply for financial support to bring your own music vision to life.  
<b>10h45-11h30</b> <b>The City. The Storytellers. The Celebration.</b> Lisa Mini (Film Cape Town), David Franciscus (Protagonist Studios), Vanessa Sinden (Triggerfish Animation), Marguerite Venter (Two Oceans Aquarium Foundation), Silindile Ndwandwe-Mngomezulu (Producer, writer, and director), Monde Sibisi (Actor, writer, producer and director)	<b>11h00-12h00</b> <b>The Future Cinematic Sound</b> Astrid Iverson (Pressure Cooker Studios), Elben Schutte (Pressure Cooker Studios), Emily Bussac (Film Editor), Julia Jansch (Southern Point Pictures), Robin Goode (Figmint Films), Patrick Seddon (Figmint Films)	<b>11h00-12h00</b> <b>Experience Your Three Wells of Creativity</b> Matthew Kalil (David Lynch Masters in Film Program)	<b>11h30–12h00</b> <b>The Truth About Music Rights in Film &amp; Television—Debunking Myths and Maximizing Opportunities</b> Andrew Mitchell (Gresham Rights Management)
<b>11h30-12h15</b> <b>Culture Captured, History Honoured – Filming the Soul of KwaZulu-Natal's Heritage</b> Nosipho Dumisa-Ngoasheng (Gambit Films), Mpho Mbuli (KZN Tourism and Film Authority), Nhlanhla Mthethwa (Full Circle Productions), Siphso Sithole (Researcher: Bhambhatha Documentary), Sphesihle Dlamini (KZN Tourism and Film Authority), Noel Kok (Nature, Environmental & Wildlife Filmmakers), Jacqueline Rainers-Setai (KZN Tourism and Film Authority)	<b>12h00-13h00</b> <b>A New Era for Unscripted Content: The Rise of the Realnovela</b> Scharl van der Merwe (Multichoice), Shirley Adonisi (MultiChoice), Mbali Ntuli (MultiChoice)	<b>12h00-13h00</b> <b>Publicity Campaigns For Films</b> Khanyi Zondi (Sinema Agency)	<b>12h00-13h00</b> <b>Own Your Sound: Thriving as an Independent Artist in the Digital Age</b> Marie Lora-Mungai, (Restless Global), Tobie van Zyl (Makerverse), Ayanda Ngcobo (Railtracks)
<b>12h15 - 13h00</b> <b>AfrolandTV: The Global Home for Black and Afro-Diaspora Storytelling</b> Sandra C. Nduna (OTTera and Afroland TV), Wendy Parkies (OTTera), April Showers (Afro Unicorn)	<b>13h00 - 13h45</b> <b>Fuelling Africa's Stories: MTN's Commitment to Local Content, Platforms, and Creative Industries</b> Minnie Harris (MTN Group)		
<b>13h00-14h00</b> <b>Beyond the Frame: Unlocking the Power of VR in African Film and TV</b> Farhad Omar (Media Valley), Dylan Valley (Centre for Film and Media Studies, UCT), Nthabeleng Phora (Gauteng Film Commission), Lwazi November (e.tv)	<b>13h45-14h30</b> <b>Creative or Entrepreneur? Are you in the business of creativity, or a creative in business?</b> Louise Callcott-Stevens (Earcandy), Kgotsa Masithela (Downtown Music Publishing Africa), Abbesi Akhamie (Writer-Director and Producer), Jacques LaGrange (Jacques LaGrange Couture), Kim Jade (KJ Productions)		
<b>14h00-15h00</b> <b>The PR Playbook: Elevating African Stories in Film and Television</b> Kevin Kriedemann (Africa.film), Andrew Ohio (EIC Group), Khanyi Zondi (Sinema Agency), Suzaan Keyter (MutiChoice), Lani Lombard, (Primedia Studios), Paul Nunes (Lost + Found), Dora Din Whittley (The Whittley Agency)	<b>14h30 - 15h30</b> <b>Beyond the Game: Unlocking the Power of Live Sports and Original Sports Content</b> Neil Brandt (Storyscope), Kornelia Semmelink (NBA Africa), Andrew Miller (Red Bishop Media), Thalea Smidt (UCT Football), Dan Jawitz (Known Associates Entertainment), Ryan Cumming (SuperSport), Gary Rathbone (Sportscape Media)	<b>14h00-14h45</b> <b>Building Buzz: How to Drive Audiences to Your Films or TV Shows Using Social Media</b> Kyla Booysen (Special Effects Media), Shaheed Rajab (Special Effects Media)	<b>14h15-15h15</b> <b>Behind the Music: Building the Dream Team Around the Artist</b> Alyisha T. Obafemi (Whittley Agency), Colin Gayle, (Africa Creative Agency), James Andrews (Creators Union & Borderless Beats)
		<b>14h45-15h30</b> <b>Community is the Campaign: Rethinking How We Launch African Content</b> Danilo Acquisto (Special Effects Media), Kyla Booysen (Special Effects Media), Shaheed Rajab (Special Effects Media)	<b>15h15–16h00</b> <b>Streaming Signals: Decoding Tomorrow's Music Trends and tastes today</b> Yoel Kenan (Africor), Gareth Wilson (Virgin Music Group South Africa)
	<b>15h30-16h30</b> <b>Distribute Disrupt Repeat: The Future of African Content in a Global-On-Demand Era</b> Adetutu Laditan (Woof Studios Africa), Leslie Adams (Reach Africa), Graeme Swanepoel (GOAT Originals), Mounia Aram (Mounia Aram Company), Judith Pearson (CMII + Quest5 Consulting), Damola Ademola (Ink Blot Studio)	<b>15h30-16h15</b> <b>BRIDGING THE GAP: From Training to Industry</b> Maganthrie Pillay (Magan Global), Lindi Ndebele-Koka (SA Film Academy), Yusra Peters (Impact Film Maker), Beathur Mgoza Baker (Producer & Director), Whan Zulu (Film Producer), Onke Dumeko (NFVF)	<b>16h00-17h00</b> <b>Own Your Sound: Protecting Your Music and Knowing Your Rights</b> Moderator: Thando Nyameni, CEO, KUMISA, David Feinberg (Rosengarten & Feinberg), Osman Mkhondo (OM Attorneys)





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# mip<sup>®</sup> africa THEATRE 1

## MONDAY, 1 SEPTEMBER

### 10h00-11h00 | The Big Five of Streaming:

#### A Safari Through Africa's Streaming Landscape

In this session, we'll take a creative spin on Africa's streaming landscape, looking at the major and local players, audience trends, and content strategies through the lens of a safari. From platform giants to fast-moving newcomers, we'll explore who's leading the way and where the market is headed, all framed around the Big Five of streaming.

**Speaker:** Federico Eberhardt, Fabric Data, Global Business Developer- Confirmed

### 11h00-12h30 | From Corridors to Screens:

#### Shaping the Future of African Storytelling through Hyper-Local Narratives - Let's talk Africa

Join **Nomsa Philiso**, CEO of General Entertainment at the Multichoice Group, as she engages in a dynamic conversation with the content experts from across the continent. Unearth stories from across Africa's corridors and gain insights into the future of African entertainment. Discover the content and emerging narratives that are shaping cultural dialogues and making a profound impact across the continent.

### 12h30-13h30 | Beyond the Paywall: Rethinking Content Access for a Diverse Africa

As South Africa's digital economy grows, so does demand for content that is entertaining, accessible, and inclusive. Yet barriers like data costs, payment models, and content curation persist. This panel explores how streaming platforms can adapt through hybrid monetisation, flexible subscriptions, localisation, and diverse storytelling — ensuring Africa's media landscape becomes more representative, equitable, and sustainable for all audiences.

**Moderator:** Wendy Parkies, Business Development, OTTera

**Panelists:** **Elouise Kelly**, Country Manager, Viu South Africa, **Collin Mashile**, Chief Director: broadcasting policy, Department of communications, **Samad Davis**, Executive Producer/Showrunner, **Vikash Barath**, Group Senior Manager: Video Portfolio and MTN TV, MTN, **Dianne Ashford**, CEO, Symmetry Entertainment

### 14h30-15h30 | Opening the Frame: The Future of Genre in African Storytelling

From gritty social dramas to coming-of-age tales, African storytelling is often confined to a narrow band of genres—while sci-fi, fantasy, horror and action remain rare. How do we as African storytellers reshape the narrative? This panel unpacks the global forces shaping our narratives: from Hollywood's long-standing genre expectations to the influence of streamers, whose commissioning patterns heavily impact what gets made. We'll examine local strategies and global trends, to explore how African genre stories can break through creative and commercial limitations—and what's needed to truly diversify the continent's screen storytelling.

**Moderator:** Kudi Maradzika, Executive Producer & Director, Lincoln Green Media - Confirmed

**Panelists:** **Daryne Joshua**, Co-founding member, Gambit Films, **Nosipho Dumisa-Ngoasheng**, Director, Writer, Showrunner & Executive Producer, Gambit Films

#### SESSION POWERED BY GAMBIT MEDIA

### 15h30-16h30 | Spotlight on China: Discover the Latest Titles Ready for Global Acquisition

This session gives buyers and distributors the opportunity to preview the newest Chinese films, dramas, and unscripted formats available for

international markets. Attendees will get insight into trending genres, standout stories, and how Chinese content is resonating with global audiences — plus, a first look at titles ready for purchase and distribution deals.

### 16h30-18h00 | She Who Tells the Story: African Women Reshaping Film & TV

From behind the camera to centre stage, African women are driving a powerful shift in the film and television landscape. They are not just participating—they are producing, directing, financing, writing, and redefining the stories we see on screen. This session celebrates the bold rise of African women creators, while confronting the persistent barriers of gender inequality, limited funding, and lack of representation. Through powerful conversations with leading directors, writers, producers, and executives, we'll explore what it means to own your voice, reclaim narratives, and lead change in a male-dominated industry.

**Moderator:** Tanisha Colon-Bibb, Founder, Rebelle Agency and Rebelle Management

**Panelists:** **Thabile Ngwato**, CEO and Founder, Ray Lala Tuku, Head of Content, SABC, **Mounia Aram**, Founder and President, Mounia Aram Company, **Diaan Lawrenson**, Chief Executive Officer, AFDA, **Kim Jayde**, Founder, KJ Productions, Ruth Kadiri, Creative Lead and CEO, **Ruth Kadiri** Films, **Edwina Findley**, Co-founder, The School for Life, AbundantLifeU, **Robyn Watson**, Board President, Women in Film and Television Atlanta, **Cardellia Hunter**, Director, Office of Film, Entertainment, & Nightlife, **Jennifer "Jédon" Hatcher**, Co-founder, First Team Productions LLP

#### SESSION POWERED BY RAY

## TUESDAY, 2 SEPTEMBER

### 09h00-10h00 | ATL, GA x AFRICA Part 1: Building Bridges Through Storytelling, Culture, and Commerce

This session delves into the vibrant creative exchange between Atlanta and Africa, spotlighting opportunities in film and music. Discover how African talent can tap into Atlanta's booming entertainment hub, and how Atlanta creatives can access Africa's fast-rising markets. We'll explore cultural exports, two-way content distribution, and the shared storytelling traditions that inspire collaboration, drive commerce, and captivate global audiences.

**Opening:** **Byron Amos**, Council Member: District 3, Atlanta City Council

**Moderator:** Karl Carter, Snake Nation

**Panelists:** **Keymanna Paulas**, CEO, Georgia Entertainment Association, **Bem Joiner**, Creative Culture Curator, Atlanta Influences Everything, **Quentin D. Wilson**, Founder, Q10 Crémant de Loire, **Corhonda Baker**, Program Officer Arts and Culture, Community Foundation for Greater Atlanta, **Jhordan Gibbs**, Founder, Milk + Cookies Music Festival, **Sheoyki Jones**, Chief Impact Officer, Socialxurrency

### 10h00 - 11h00 | Talent Isn't Enough: IP is the Currency

The future of African creativity lies in ownership. This session unpacks how legal literacy, cross-border IP infrastructure, and U.S. partnerships can help African creators protect their rights, monetize globally, and fight piracy. With experts and industry leaders, we'll explore emerging legislation, licensing models, and practical steps to turn art into assets — and creativity into lasting equity.

**Moderator:** Reuben Brigety, President of Busara Advisors, US Ambassador (retired)

**Panelists:** **Gordon M. Bobb**, Partner, Del Shaw Moonves Tanaka Finkelstein Lezcano Bobb & Dang, **Osman Mkhondo** - Creative Industry Lawyer, Commercial Law Attorney and Partner, OM Attorneys Inc., **Simo Kubheka**, Executive Chairman, New Vision Film Studios South Africa (NVFSA)

#### SESSION POWERED BY BUSARA ADVISORS

### 11h00-12h00 | Stories Without Borders: How

**Localization Empowers African Media** In today's interconnected world, localization is key to ensuring African stories resonate globally. This session explores how translation, adaptation, and technology can expand media reach while preserving cultural integrity. Panelists will share insights, challenges, and success stories, highlighting how localization opens new opportunities for African creatives to connect with audiences worldwide and enrich the global cultural landscape.

**Moderator:** Michael Johnson, Director: Business Development, Transperfect

**Panelists:** **Caroline Mbindyo-Koroso**, Head: Kenya & Nigeria, TransPerfect Media, **Heidi Rolfe**, CEO, Content Lab (A TransPerfect Company), **Nomsa Moletsane**, Head of Physical Production, MultiChoice, **Tammy Lemekoane**, Senior Manager, Physical Production, MultiChoice, **Tracy-Ann Van Rooyen**, Executive Head of Content

#### SESSION POWERED BY TRANSPERECT

### 12h00-13h00 | Co-Production Success: The

**Partnership Playbook** This panel brings together Canadian and South African producers who have successfully collaborated across borders. They'll share insights on opportunities, challenges, and lessons from co-production ventures. The discussion will explore building sustainable partnerships, navigating cultural and logistical complexities, and leveraging strategic frameworks. Designed for producers, policymakers, and industry stakeholders, the session offers practical strategies for thriving in today's global co-production landscape. **Moderator:** Tristan Barrocks, Director, Writer, Producer, Mid Career Productions

**Panelists:** **Michael Peterson**, Director and Producer, Peterson Polaris, **Graeme Raubenheimer**, Producer & Researcher, Broadcast Journalist, **Sylvester Ndumbi**, Filmmaker/Producer, Simba Creative, **Thato Moraka**, CEO/Founder, Leaders in Motion Academy (LIMA)

### 13h00-14h00 | Bluey's Global Success Story: The Art of Global Storytelling That Resonates Locally

Since 2018, Bluey, the beloved Emmy® and BAFTA Award-winning animated series has taken the world by storm and brought families together all over the world, one laugh at a time. This panel explores how BBC Studios' award-winning kids and Family programming, led by the global phenomenon Bluey, strikes the perfect balance between universal themes and local relatability. Learn how plans are developing to reflect African voices.

**Moderator:** Denim Richards, Founder and CEO, Opulent Entertainment Group

**Panelists:** **Pierre Cloete**, Vice President for Africa at BBC Studios, **Michael Udensi**, Account Manager for Africa, Pan CEE, Hungary and Poland, BBC Studios **Barbara Jerzyk Alvarez**, Head of CEEMA Content Sales at BBC Studios

### 14h00-15h00 | From Fans to Filmmakers: The

**Power of TikTok Fandom in Storytelling and Industry Influence** This session explores how fan communities are reshaping content creation and influencing studios and streamers. Discover how TikTok transforms viewers into collaborators, superfans into creators, and micro-moments into global movements. From edits and challenges to crowdsourced narratives, learn how fandom drives storytelling, marketing, and industry impact. Essential for filmmakers, marketers, and creatives seeking to harness audience power.

**Moderator:** Vivian Chuene, Content Partnerships Lead for Sub-Saharan Africa, TikTok

**Panelists:** **Boniswa Sidwaba**, Head of Content Operations for Sub-Saharan Africa, TikTok, **Chance Ntombela**, Content Creator, Independent, **Tricia Mpsi**, Filmmaker Independent, **Renaldo Schwarp**, Senior Manager: Multiplatform Video, MultiChoice

**15h00-16h00 | The Role of the Showrunner in African Storytelling** At the intersection of art and execution stands the showrunner—the creative force shaping a series' vision and delivery. In Africa's dynamic TV and streaming landscape, their role is vital. This session unpacks how showrunners balance creativity and production, manage teams, budgets, and networks, and keep stories authentic and globally competitive. Essential insights for writers, producers, and directors aspiring to lead.

**Moderator:** Jahmil X.T. Qubekav, Co-founder, Yellowbone Entertainment

**Panellists:** Sam Wilson, Showrunner and Director, Sunrise Productions, Roberta Durrant, Creative producer and the show runner: Television and Film, Penguin Films, Samad Davis, Executive Producer/Showrunner, Dianne Ashford, CEO, Symmetry Entertainment

**16h00-17h00 | Producing International Content in a Trumpian Era**

While the world's audiences get more connected, and content has the power to travel the globe in new and exciting ways, the world is also feeling fractured, uneasy, and confrontational. What impact does this have both on the content we create, but also the ways in which we work together to create it? What role does the US industry currently play in the global market? What other lines of coproduction, cooperation, and imagination are we seeing develop around the world? What are audiences eager to consume - and can we at all predict what the next few years hold?

**Moderator** Karen Jaynes, Head Writer and Producer, Both Worlds Pictures- Confirmed

**Panellists:** Thierry Cassuto, Executive Producer, Both Worlds, Josette D Normandeau, President/Executive Producer, IDEACOM International Inc.

**Noémie Ferron**, Founder, Producer, Director, marketingNproduction, **Mark Eckhardt**, Chief Executive Officer, One Million Truths

**17h15-18h30 | Inclusive Lens Awards**

The Inclusive Lens Awards celebrate the trailblazers driving diversity, equity, and inclusion in Africa's film and television industry. Honouring individuals, projects, and organisations, the awards spotlight those reshaping narratives both on screen and behind the scenes. More than recognition, they serve as a platform to amplify underrepresented voices, celebrate visibility, and applaud the changemakers redefining African storytelling. Categories include Diversity and Inclusion in Kids' Programming, Disability Inclusion, and LGBTQIA+ Visibility.

**Host:** Sinalo Jonas, TV and radio presenter, MC, and advocate for diversity, equity, and inclusion

**Keynote:** Tarryn Tomlinson, Chief Executive Officer, Live Able (Pty) Ltd

**Speaker:** Silindile Ndwandwe-Mngomezulu, Producer, writer, and director

**WEDNESDAY, 3 SEPTEMBER**

**09h00-10h00 | ATL, GA x AFRICA Part 2:**

**Building Bridges Through Cultural Diplomacy**

This dynamic session explores how Atlanta, Georgia and African cities can deepen connections through the power of culture, creativity, and collaboration. We'll delve into innovative approaches to creative diplomacy and city-to-city partnerships that foster mutual growth. Discussions will spotlight talent pipelines, training, and exchange programs that equip creatives to thrive on a global stage, while examining public-private partnerships and investment strategies that drive sustainable impact. Bringing together cultural leaders, policymakers, and industry innovators, this conversation is about more than shared heritage—it's about building a living bridge of ideas, opportunities, and prosperity between two vibrant regions.

**Opening:** Mayor Andre Dickens, Mayor, City of Atlanta

**Moderator:** Buhle Phiwe, Senior Policy Advisor: Cultural Strategy, Technology and AI Policy Analyst, African Union

**Panellists:** Adriane Jefferson, Director, Mayor's Office of Cultural Affairs, City of Atlanta,

David Manuel, Director, Fulton County Arts Council,

Ency Litsoane, Head Southern Africa Regional Lead, Atlanta Black Chamber Global Opportunities Committee, Rashid Toefy, Head of Economic Development Western Cape, DEDAT, Thabo Manetsi CEO, National Heritage Council South African Government, Karl Carter, Founder, Snake Nation

**10h00-10h45 From Africa to the Oscars: Crafting**

**Stories That Cross Borders** What does it take for an African film to reach cinema's most prestigious stage? Oscar-nominated director **Cindy Lee** (*The Last Ranger*) shares the creative, strategic, and emotional journey behind global recognition. From authenticity and cultural specificity to positioning for awards and festivals, this session offers filmmakers and creatives a masterclass in vision, resilience, and elevating African stories to the world.

**Moderator:** Lala Tuku, Acting Group Executive for Video Entertainment, SABC

**10h45-11h30 | The city. The storytellers. The**

**celebration.** Join us for a dynamic panel discussion bringing together filmmakers to explore how Cape Town's world-class locations, cutting-edge LED studio technology and diverse genres are shaping the city's cinematic identity and driving tourism.

**Moderator:** Lisa Mini, Principal Film Officer of Film Cape Town

**Panellists:** David Franciscus Founder of Protagonist Studios, Vanessa Sinden, Senior Producer,

Triggerfish Animation, Marguerite Venter, Head of Productions, Two Oceans Aquarium Foundation,

Silindile Ndwandwe-Mngomezulu producer, writer, and director, Monde Sibisi South African actor, writer, producer and director



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## THEATRE 1

### WEDNESDAY, 3 SEPTEMBER

**11h30-12h15 | Culture Captured, History Honoured – Filming the Soul of KwaZulu-Natal's Heritage** KwaZulu-Natal's landscapes are more than cinematic backdrops — they are living archives of history, resistance, and identity. From Spioenkop to the Bhambatha Rebellion, this panel explores how film preserves heritage and drives cultural tourism. With case studies and community insights, we'll examine how screen content reshapes perceptions of Africa while creating meaningful narrative and economic impact.

**Moderator:** Nosipho Dumisa-Ngoasheng, Showrunner, Gambit Films (Blood Legacy)  
**Panelists:** Mpho Mbuli - Head of Destination Marketing, KZN Tourism and Film Authority, Nhlanihla Mthethwa, Producer, Director and Archive Researcher, Full Circle Productions (Bhambatha Documentary), Sipho Sithole, Researcher, Bhambatha Documentary, Sphehile Dlamini, Film Locations Specialist and Investment Promotion Manager, KZN Tourism and Film Authority, Noel Kok, Co-Founder & Programmes Director, Nature, Environmental & Wildlife Filmmakers, Jacqueline Rainers-Setai, Production and Development Manager, KZN Tourism and Film Authority

#### 12h15 - 13h00 | AfrolandTV: The Global Home for Black and Afro-Diaspora Storytelling

AfrolandTV is redefining global streaming with a platform dedicated to celebrating Afro-diaspora narratives. Through curated OTT and FAST channels—from faith to comedy and crime—it amplifies Black voices, empowers creatives, and connects communities worldwide. This session explores AfrolandTV's mission, partnerships, and growth, offering creators, distributors, and broadcasters insights into building a platform rooted in equity, representation, and global reach.  
**Moderator:** Sandra C. Nduna, Director, International Sales & Distribution, OTTera  
**Panelists:** Wendy Parkies, Business Development, OTTera, April Showers, Founder, Afro Unicorn

#### 13h00-14h00 | Beyond the Frame: Unlocking the Power of VR in African Film and TV

We would be honoured to invite you to moderate this panel, which will explore how African filmmakers, technologists, and artists are using Virtual Reality (VR) to tell immersive, culturally rich stories. From interactive activism-driven work to mythological recreations and music experiences, this discussion will tackle both the creative and infrastructural realities of VR on the continent.  
**Moderator:** Farhad Omar, Founder, Media Valley  
**Panelists:** Dylan Valley, Lecturer: Film and Media Studies (CFMS), University of Cape Town (UCT), Nthabeleng Phora, Head of Industry Development, Gauteng Film Commission

#### 14h00-15h00 | The PR Playbook: Elevating African Stories in Film and Television

From red carpets to viral campaigns, PR is key to amplifying African content on the global stage. This session explores case studies, media strategies, and the role of representation in shaping global narratives. Learn how PR professionals elevate African productions, spotlight cultural diversity, and drive visibility, influence, and success in an increasingly competitive international entertainment market.  
**Moderator:** Kevin Kriedemann, Founder, Africa.film  
**Panelists:** Andrew Ohio, Group Chief Executive Officer, EIC Group, Khanyi Zondi, Founder and Owner, Sinema Agency, Suzaan Keyter, Senior Publicity and digital specialist, MutiChoice, Lani Lombard, Head of Publicity, Primedia Studios, Paul Nunes, Commercial Director, Lost and Found, Dora Din Whitley, CEO, The Whitley Agency

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## THEATRE 2

### MONDAY, 1 SEPTEMBER

**10h00-10h45 | DFA: As Heard Directly from Stakeholders** Programming decision-makers who directly influence documentary production (funds, broadcasting, and co-producers) will discuss funding, commissioning, and policy. This is essential for emerging documentary filmmakers, especially in the current funding situation.  
**Moderator:** Karin Slater, Documentary Filmmaker  
**Panelists:** Pragna Parsotam-Kok, Executive Director, NEWF, Tarha McKenzie, Festival Manager, Encounters South African International Documentary Festival

**10h45-11h30 | Language and Sound in Animation: Crafting for Global Impact Through an Entrepreneurial Lens** Animation is entering a new era where sound drives story. This session explores how music, ambient sound, and sonic textures shape emotion and cultural resonance. Using three iterations of an upcoming horror short, we'll examine sound as narrative language—urban beats, ancestral rhythms, and regional melodies—revealing how audio is becoming foundational to animated storytelling across cultures and borders.  
**Speakers:** Mike Regis, Animation Director, OutsiderGenre, Tristan Barrocks, Director, Writer, Producer, Mid Career Productions

**11h30-12h30 | Studio Power, African Voice and Building a Scalable Film Economy** Africa's film industry is entering a new era, scaling creativity and building infrastructure to sustain it. This session explores how studios are evolving from content creators to global media enterprises. Using FilmOne's growth from Nigerian pioneer to pan-African powerhouse as a case study, influential voices will share strategies for competing globally. tinent's most influential voices together.  
**Moderator:** Ladun Awobokun, Chief Content Officer, FilmOne Limited  
**Panelists:** Kene Okwuosa, Group Chief Executive Officer & Co-Founder, Filmhouse Group, Ope Ajayi, CEO, Cinemax Distribution, Milton Reddy, SVP Sales, Known Associates Distribution, Michelle Steytler, Head Global Sales & Distribution, Slingshot Productions

**12h30 - 13h30 | From Africa to the World: How to Build World-Class Post-Production and Capture Global Audiences** Discover how to take film and television projects from local gems to international sensations through strategic post-production. This session explores keeping the full creative cycle in Africa while building local talent. Learn best practices in workflow, budgeting, and technical standards, plus how to avoid pitfalls and make smart choices that ensure your vision shines on the global stage.  
**Moderator:** Juliette Vivier, Managing Director EMEA, Digital Factory  
**Panelists:** Romain Ruef, Operations Director Morocco, Digital Factory, Duke Asuquo, Technical Operations, Nile Entertainment, Cédric Pierre-Louis, Director of Programming for African Fiction Channels, Canal+ International

**13h30-14h30 | Post on a Budget: Achieving World-Class Quality in African Productions** In Africa's resource-tight production environments, post-production is where creativity meets constraint. This session unpacks cost-effective strategies, tools, and workflows enabling filmmakers to deliver Hollywood-level results on modest budgets. From smart software and remote collaboration to editing hacks and efficient VFX, discover how African teams are levelling up their

post-game—proving that limited resources don't mean limited impact.

**Moderator:** Tongai Furusa, Founding Partner & Head of Post-Production, 14 10th Digital Film  
**Panelists:** Daniëlle Nel, Head of post, Post pixies, Stephen Abbott, Producer, Director & Editor, Stealth Donkey, Whan Zulu, Founder, Pitch Black, Tunde Ogundipe, vice-chair, SAGE

**14h30-15h30 | Unmasking Piracy's Devastating Impact and How the Industry is Revolutionising This Fight for a Sustainable Future** This panel examines the impact of piracy on African broadcasters, from lost revenues to weakened infrastructure and jobs. Speakers will highlight anti-piracy initiatives, including technological tools, legal enforcement, and collaboration. The discussion explores actionable strategies for governments, technology providers, and audiences to foster legitimate content consumption and safeguard the future of broadcasting across the continent.  
**Moderator:** Waldimar Pelser, Channel Director: Premium Channels, MultiChoice

#### 15h30-16h30 | Building TV and film finance models that work

Bringing large-scale productions to life in South Africa requires more than vision—it takes financing, partnerships, and diplomacy. This panel unpacks real-world case studies from Thierry Cassuto (*Recipes for Love and Murder*), Luke Rous (*Black Tax*), Delon Bakker (*Rouge*), Kutlwano Ditsele (*Gol*), and Tendeka Matatu, exploring co-productions, broadcaster alliances, and global collaborations. A must for producers, commissioners, and financiers.  
**Moderator:** Luke Rous, Executive Producer & co-founder, Rous House  
**Panelists:** Thierry Casutu, Executive Producer, Both World Studios, Delon Bakker, producer and co-founder, MANNEQUIN, Tendeka Matatu, Founder, Ten10 Films Media Consulting, Kutlwano Ditsele, Founder, ten30 Pictures

#### 16h30-17h30 | From Studio to Screen: Unlocking Sync Licensing for Music and Visual Media

In its third return to FAME Week, MPASA hosts a workshop on synchronization licensing — the bridge between music rights and visual storytelling. This session unpacks opportunities and pitfalls for creators, publishers, and filmmakers, while offering practical insights into rights, deals, and case studies. Learn how collaboration, legal clarity, and sync strategies can elevate storytelling and create sustainable value.  
**Moderator:** Kabelo Mpolenyane, Operations Assistant, MPASA  
**Panelists:** Kwelagobe Sekele, A&R and Curation, Gallo Music Publishers, Brett Vorster, Business Development & Client Services Manager, Downtown Music Publishing Africa, Sivan Pillay, CEO: Zero Gravity TV and Media & 360 Degrees South, Michael Nota, Licensing Supervisor, Universal Music Publishing (Africa)

### TUESDAY, 2 SEPTEMBER

**09h00-10h00 | Blockchain & the Future of Film: Reimagining Funding, Ownership, and Distribution** Blockchain is reshaping independent filmmaking with tools for funding, rights management, and audience engagement. This session explores cryptocurrency financing, DAOs for community building, and smart contracts for transparent revenue. Learn how Web3 unlocks creative ownership, global distribution, and new opportunities for filmmakers. Whether you're crypto-curious or experimenting already, discover how blockchain could revolutionise how films are financed, produced, and shared.  
**Moderator:** Weaam Williams, Founder and CEO, Holocene Films  
**Panelists:** Nafia Kocks, Head Developer, African Film DAO, Dre Ngare, Co-Founder & Head of Innovation, Snake Nation

**11h00-11h45 | YouTube Unlocked: The Untapped Power of Global Film Distribution** When Adetutu Laditan speaks, the global film world listens. As the former Senior Product Marketing Manager at YouTube (Google), and a key player in supporting the rise of Nollywood on the platform, Adetutu brings unparalleled insight into how filmmakers can use YouTube as a powerful engine for distribution, visibility, and revenue. In this unmissable session, she unpacks the opportunities that most African creators overlook, sharing strategies drawn from her hands-on experience working with some of the continent's most successful storytellers. If you're looking to take your film to the world, start here  
**Speaker: Adetutu Laditan**, Creative Director, Woof Studios Africa

**11h45-12h30 | The Art of Independent Filmmaking** Independent filmmaking is more than budget—it's a mindset of bold storytelling with limited resources and limitless creativity. This session explores the hustle from script to screen, with filmmakers sharing lessons on financing, casting, crewing, tight shoots, and finding audiences through festivals and digital platforms. A toolkit of resilience, resourcefulness, and creative freedom for anyone navigating the indie path.  
**Moderator: Jordy Sank**, Co-Founder and Director of Sanctuary Films  
**Panellists: Tertius Kapp**, Director and Producer, Independent contractor, Khosie Dali, Film producer and founder, Miss K Productions, **Annemarie du Plessis**, Producer & Owner, Meria Productions, **Deidre Jantjies**, Founder, Na Aap Productions

**12h30-13h30 | The African Channel - 20 Years of Exporting Africa to the World** Join us for an exclusive screening of TAC 20: The Africa Channel Story which is a captivating documentary chronicling the triumphs and challenges of taking Africa's stories to the world.

**13h30-14h30 | From Hollywood to Humanity: Edwina Findley on Purpose-Driven Storytelling** Award-winning actress **Edwina Findley** (*The Residence*, *The Wire*) takes the stage for an intimate fireside chat on purpose-driven storytelling. From Hollywood lessons to co-founding AbundantLifeU, she'll share candid insights on aligning creativity with impact. Drawing from her book *The World Is Waiting For You* (foreword by Viola Davis), Edwina empowers African creatives to break barriers, build meaningful careers, and inspire change.  
**Moderator: Kudi Maradzika**, Executive Producer & Director, Lincoln Green Media

**14h30-15h30 | The Youngins case study: creating content for today's youth** *Youngins* smashed Showmax viewing records and returns for a third season. This panel unpacks its success and the challenges of creating content for young adults — from evolving preferences and shorter attention spans to balancing relatability with compelling storytelling. With insights from the *Youngins* journey, discover what it takes to capture and keep Africa's most dynamic audience engaged.  
**Moderator: Nicola van Niekerk**, Acting Executive Head of Content, MultiChoice  
**Panellists: Tebogo Matlawa**, Head of Scripted Content: Middle & Mass, MultiChoice Group, **Tracy-Ann van Rooyen**, Executive Head of Content Strategy, Showmax (MultiChoice), **Phathu Makwarela**, Co-Owner of Tshedza Pictures

**15h30-16h30 | Funding the Vision: Unlocking Film & TV Financing in Africa** Africa's screen industry is rich in stories but often underfunded. This session explores evolving financing models, from grants and co-productions to private equity, branded content, and streaming deals. Producers, financiers, and funding agencies will share insights

on pitching to investors, navigating funding bodies, and packaging content for international markets—essential strategies for turning bold ideas into fully funded productions.

**Moderator: Marie Lora-Mungai**, Founder and CEO, Restless Global  
**Panellists: Hellen Fissihale**, CEO/Managing Director, f3global, **Nthabeleng Phora**, Head of Industry Development, GFC, **Jacqueline Rainers Setai**, Manager of Production, KZN Tourism and Film Authority, **Kagisho Bapela**, Head: Services Business Unit, IDC, **Denim Richards**, Founder and CEO, Opulent Entertainment Group, **Ambassador (ret.) Reuben E. Brigety**, President, Busara Advisors

**16h30-17h30 | AI and the Actor: Protecting Identity and Livelihood** SAGA will be presenting a discussion on AI from the actor's perspective, focusing on how generative AI poses a serious and growing threat to their livelihoods, identity, and creative integrity. How it is increasingly used to replicate actors' voices and likenesses without consent or compensation, leading to potential misuse in inappropriate contexts and displacing human performers with synthetic alternatives. Looking specifically at South Africa, where weak regulation leaves actors vulnerable to one-sided contracts and digital cloning  
**Speakers: Adrian Galley**, Vice-Chair, SAGA, Jacques Adriaanse, SAGA

## WEDNESDAY, 3 SEPTEMBER

**09h00-10h00 | Content That Travels: From Africa to the World, From Brazil to Africa**  
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WEDNESDAY, 3 SEPTEMBER

**10h00-11h00 | Global Waves, Local Screens: The Rise of Turkish & Indian Content in Africa**  
Turkish and Indian dramas have become cultural powerhouses in Africa, captivating audiences from Dakar to Durban with universal themes and high drama. This panel explores their growing demand, how they're licensed and localised, and their economic and cultural impact. We'll also unpack what this trend signals for African creators—whether to compete, collaborate, or co-produce with these global giants.

**Moderator:** : Manjyot Sandhu, CEO & Co Founder, Narativ Media

**Panellists:** Miroslav Radojevic, Sales Director I MENA & Africa, Global Agency, Ebubekir Talha Erdoğan, Sales & Business Development Manager, The Media Hub , Strini Naicker, Senior Vice President & Head of Commercial, Zee Entertainment Enterprises Limited, Shashank Singh, Lead - Syndication and Content Alliance, One Life Studios Pvt Ltd - Confirmed

**11h00-12h00 | The Future Cinematic Sound**  
Gain insight into the power of harnessing unique African music to tell bold and authentic stories through the eyes of the creators of *Whispering Giants* and *From Dust We Spin*.

**Speakers:** Brian Little, General Manager, Pressure Cooker Studios, James Matthes, Chief Executive Officer & Co-Founder, Pressure Cooker Studios

**12h00-13h00 | A New Era for Unscripted**

**Content: The Rise of the Realnovele**

MultiChoice introduces The Realnovele, a groundbreaking unscripted genre launched in 2025 with extended episodes of *Uthando Nesthembu*. Blending reality TV's authenticity with the serialized storytelling of telenovelas, it transforms unscripted content into appointment viewing. This innovation drives deeper engagement, sustained audience loyalty, and redefines how African reality shows are created, consumed, and celebrated on the global stage.

**Moderator:** Scharl van der Merwe, Head of Premium Content and Co-production, MultiChoice  
**Panellists:** Shirley Adonisi, Director of Local Entertainment Channels, MultiChoice, Mbali Ntuli, Head of Unscripted Content: Middle & Mass SA, MultiChoice

**13h00-13h45 | Fuelling Africa's Stories: MTN's Commitment to Local Content, Platforms, and Creative Industries**

**13h45-14h30 | Creative or Entrepreneur? Are you in the business of creativity, or a creative in business?** Africa's creative industries are some of the fastest growing sectors across the continent, but many creatives lack the business acumen to monetise their IP, creative skills, and talents. This can drive the perception that commercialism works against creativity, rather than as a critical lever of your success.

**Moderator:** Louise Callcott-Stevens, Founder, Earcandy

**Panellists:** Kgotsa Masithela, Senior Creative & Sync Associate: Downtown Music

**14h30-15H30 | Beyond the Game: Unlocking the Power of Live Sports and Original Sports Content**

As African audiences rally around live sports, the opportunity lies beyond the game itself. This panel explores how broadcasters, streamers, and brands build ecosystems through docuseries, athlete profiles, digital content, and social storytelling. From pre-match build-up to post-game analysis, discover how sports drive subscriptions, loyalty, and authentic African stories that resonate globally—where passion meets production and fandom fuels opportunity.

**Moderator:** Neil Brandt, Founder and Executive Producer, Storscope

**Panellists:** Kornelia Semmelink, Senior Director, Media Partnerships, NBA Africa, Andrew Miller, Author and Freelance Writer, Independent, Thalea Smidt, Professional Footballer (Midfielder), UCT Football, Dan Jawitz, Co- Founder, Known Associates Entertainment, Ryan Cumming, Head of Marketing, SuperSport, Gary Rathbone, Founder and Director, Sportscape Media

**15h30-16h30 Distribute Disrupt Repeat: The Future of African Content in a Global-On-Demand Era**

As streaming platforms multiply and content consumption habits evolve, African productions face both unprecedented opportunities and new challenges in getting stories seen—and monetised. This session dives into the next frontier of distribution for African film and TV: from AVOD and FAST channels to TikTok storytelling, Web3 ecosystems, and direct-to-audience platforms.

**Moderator:** Adetutu Laditan, Creative Director, Woof Studios Africa

**Panellists:** Leslie Adams, Sales Director, Reach Africa, Graeme Swanepoel, Founder, The GOAT, Mounia Aram, President, Mounia Aram Company

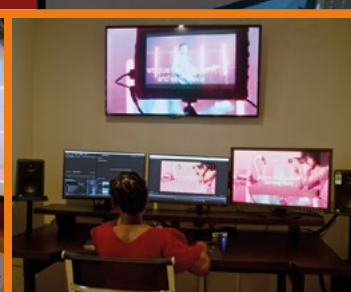
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# BRAIN BOX

## MONDAY, 1 SEPTEMBER

### 10h00-11h00 | Conflict Resolution Through the Stages of Film and TV Productions

Film and television production is inherently collaborative, yet prone to conflict at every stage. This masterclass provides practical strategies for navigating and resolving disputes, from pre-production to post-production, fostering a more harmonious and productive creative environment. **Facilitator:** Nareen Rebello, Programme Coordinator, AFDA

### 11h00 - 12h30 | Wellbeing Behind the Scenes: Wellness Tools for Film & TV Professionals

The demands of film and television production can be relentless—long hours, high stress, and little room to reset. This curated panel brings together experts from both the film industry and the wellness space to share practical, accessible tools that support the mental, emotional, and physical wellbeing of producers, freelancers, and crew. From on-set mindfulness practices and burnout prevention to creating healthier production cultures, this session explores why wellness isn't a luxury—it's a sustainability goal. Whether you're managing a team or working gig-to-gig, you'll walk away with a toolbox for thriving, not just surviving, in the industry.

**Facilitators:** Tammy Nicol, Creative Director, Bellovista productions, Dr. Deanna Minich, Nutritional Scientist, Food and Spirit, Audrey Redmon, Breathwork Facilitator, Breathwork Africa, Tamsin Sheehy, Owner & Teacher, The Shala Cape Town Yoga School, Michael Rushby, Managing Director, Galbraith Rushby Financial Services, Craig Lambinon, Medic, Medic 8, Samantha Lowe, Managing Director/Head of Production, Eyeforce Productions  
**Hosted by The Impact Lounge**

### 12h30- 13:15 | Rethinking content monetisation: from screens to brand scenes

In today's evolving media landscape, it's no longer enough to create compelling content – it must also be commercially viable. Leslie will challenge traditional approaches to monetisation and offer a fresh perspective on how producers can turn their content into brand-ready platforms. With the rise of connected TV, AVOD, and FAST channels across Africa, there's never been a better time to explore innovative, audience-centric strategies that attract both broadcasters and advertisers. Through real-world case studies, this session will illustrate how successful producers have written brands into scripts, developed audience-specific formats, and structured co-branded partnerships that deliver commercial and creative wins. These examples will provide tangible insights into how African content creators can build content that's not only watched – but actively wanted by buyers and brands alike. **Speaker:** Leslie Adams, Sales Director, Reach Africa

### 14h00-14h30 | How to adapt your stories for social media; social-first content through a film lens

In this talk, Special Effects Media will explore how filmmakers and production teams can craft social-first content using a film lens; turning strong storytelling into digital impact. The session will cover the rise of storytelling as a trend in digital marketing, best practices for structuring stories in today's digital-first world, and how filmmaking techniques can be adapted to social platforms. It will also unpack what's different when producing for digital and how to produce films with online audiences in mind. The session will conclude with a Q&A.

**Facilitators:** Aleksandra Surogina, Head of Operations and Content, Special Effects Media South Africa, Luyanda Mazibuko, Head of Operations and Content, Special Effects Media

### 14h30 - 15h00 | Vertical by Design: Creating

#### Social-First Content That Builds Your Film's

**Audience** In today's digital landscape, audience-building doesn't start at release; it starts on set. This hands-on 45-minute workshop is designed for filmmakers who want to think vertically — literally. Learn how to create compelling, social-first content throughout your production journey: from behind-the-scenes moments and cast takeovers to real-time storytelling that gets viewers invested before the final cut is even out. Led by digital storytellers and content strategists, this session goes beyond theory.

**Facilitators:** Aleksandra Surogina, Head of Operations and Content, Special Effects Media South Africa, Luyanda Mazibuko, Head of Operations and Content, Special Effects Media

### 15h00-15h30 | Fireside chat: A filmmaker's perspective on digital and social media.

#### Opportunities, threats and a practical look into the next 10 years of filmmaking

Step into the minds of today's filmmakers as they reflect on how digital and social media are rewriting the rules of the industry. In this intimate conversation, we dive into the evolving landscape of storytelling; where opportunities to go global are more accessible than ever, but so are the challenges. From new formats and platforms to shifting audience behaviours and the constant demand for content, this session offers a raw, forward-thinking look at what the next decade of filmmaking might hold. Whether you're a seasoned director or just getting started, this is your chance to glimpse the future of film — straight from the creatives shaping it.

**Moderator:** Aleksandra Surogina, Head of Operations & Content, Special Effects Media South Africa

**Panellists:** Luyanda Mazibuko, Head of Operations & Content, Special Effects Media, Ruth Kadiri, Creative Lead and CEO, Ruth Kadiri Films, Michal Malek, Director & Producer, Kinologic Media

### 15h30-16h30 | The State of Sustainability in the South African Film Industry in 2025

South Africa has long led in sustainability, including within the film sector. From early green production efforts to industry-specific tools and guidelines, the local industry has consistently embraced environmental responsibility. With the signing of the Climate Action Bill by President Cyril Ramaphosa, sustainability has become a legal obligation. Studios nationwide are now aiming to reach net zero by 2030. But how realistic is this? This session explores the current landscape, progress made, and the partnerships and policies supporting the path to net zero—while addressing gaps, challenges, and what a truly sustainable South African film industry could look like.

**Moderator:** Cindy Mkhwanazi, Training Manager at SA Film Academy | Co-Founder of GREENSET

**Panellists:** Zizipho Zikhali, Operations Manager and Project Lead, GREENSET, Marisa Sonemann Turner, Chief Operating Officer, Film Afrika, Abe Cambridge, Founder, Cinergy Mobile Power, Margot Maritz, Project & Marketing Manager, Leverage Point Entertainment

### 16h30-17h30 | DocYouth Presents: Emerging Voices in Documentary Filmmaking

In a rapidly evolving industry where fresh perspectives matter, DocYouth, a sub-committee of the Documentary Filmmakers' Association (DFA), champions the next generation of storytellers. The session explores the realities of breaking into the documentary space—from creative challenges and funding hurdles to mentorship and representation. Attendees will gain practical advice, hear personal journeys, and discover how to navigate the early stages of a filmmaking career while staying true to their voice and vision.

**Moderator:** Zoe Ramushu, Writer and Producer, Real Estate Sisters

**Panellists:** Kastarine Neo Kgola, Filmmaker and editor, STEPS, Thihangwi Ramutsindela, Programme Coordinator and Head Tutor, University of Cape Town, Shameela Seedat, Documentary filmmaker, *Whispering Truth to Power* and *African*

*Moot*, Godisamang Khunou, Award winning Writer, Producer & Director, Shameelah Khan, Postgraduate Screenwriting Lecturer at AFDA Cape Town

## TUESDAY, 2 SEPTEMBER

### 09H00-10H00 | Lights, Camera, Contracts:

#### Navigating the Business and Legal Aspects of Film and TV Production

This presentation explores the critical business and legal aspects of film and TV production, providing insights into contracts, intellectual property rights, financing, and distribution strategies. Attendees will learn how to navigate complex legal frameworks, secure funding, and protect creative work while ensuring the financial success of a film project. Whether you're a filmmaker, producer, or aspiring industry professional, this session offers essential tools for managing the business side of the entertainment industry.

**Facilitators:** Farren van Niekerk, Director, Irish MacLeod Inc., Guy MacLeod, Director, Irish MacLeod Inc.

### 10h00-11h00 | The Future of Non-Scripted

#### Entertainment: Trends, Buyers, and the Evolving

**Production Landscape** As the demand for non-scripted content continues to evolve, the industry faces new challenges and opportunities driven by shifting audience preferences, platform strategies, budgets and technological advancements. This keynote will explore the future of non-scripted entertainment, providing insights into global buyer trends, what networks and streamers are looking for, and how production companies can adapt to stay ahead. From innovative formats to the impact of AI and the growing role of social and digital-first content, we'll uncover the key factors shaping the next era of unscripted storytelling.

**Speaker:** Graeme Swanepoel, Co-Founder and Executive Producer, GOAT Originals

### 11h00-12h00 | The African Film DAO pitch

The African Film DAO pitch at MIP Africa is an exciting and exclusive event that highlights the dynamic and innovative talent emerging from across the continent. This select curation showcases five promising film or series projects, each offering a unique and diverse perspective. These projects represent the future of African cinema, tapping into a wide range of genres, styles, and voices that reflect the rich cultural fabric of the continent. The event will include in person and virtual presentations, from filmmakers across the continent.

**Facilitator:** Weaam Williams, Founder and CEO, Holocene Films

### 12H00- 12H45 | The Rise of the IP Controller:

#### Fixing the Most Broken Part of Film Production

Chain-of-title admin is one of the most overlooked but essential aspects of film and TV production, until something goes wrong. That's where IPLOCKER! comes in. This innovative new platform is addressing a significant issue by establishing a new standard in title documentation and introducing a groundbreaking new role: the IP Controller. In this session, founder Sara Jones presents the platform, the process, and the next generation of trained IP Controllers. Six AFDA Honours students who are ready to intern across independent productions. Discover how this role supports legal, licensing, and funding workflows and why every producer needs an IP Controller on board from day one.

**Facilitators:** David Max Brown, Senior postgraduate lecturer: Film production, AFDA Cape Town, Sara Jones, Head of Operations (Content), Image Nation Abu Dhabi

### 12h45-13h30 | From Local Stories to Global

#### Screens: Mastering the Art of Animation

**Distribution** In today's fast-evolving industry, creating a great animation project is only half the battle—getting it seen is the real challenge. In this masterclass, industry expert Mounia Aram will break down the essential strategies for successfully distributing animated content worldwide.

From co-productions and market positioning to branding and cultural adaptation, discover how to take your story beyond borders and connect with global audiences.

**Speaker:** Mounia Aram, Founder and President, Mounia Aram Company

### 13h30-14h00 Cocktails and Conversations with SAMPPA

#### 14h00-14h30 | YouTube & Rights Management | How to lean on YouTube to protect your IP (even if not distributing on YouTube)

This session introduces filmmakers and producers to YouTube's powerful rights management and IP protection tools; even for those not distributing content directly on YouTube. The talk will provide a clear overview of how creators can tap into YouTube's copyright systems to safeguard their content across digital platforms, and will share practical advice on getting started with rights management to protect revenue and IP. The session will conclude with a Q&A.

**Facilitators:** Danilo Acquisto, Co-Founder and CEO, Special Effects Media South Africa, Kyla Booysen, Senior Partner Manager, Special Effects Media South Africa

#### 14h30 - 15h00 | Ruth Kadiri: From Scripts to Screens – A Nollywood Powerhouse

Step into the spotlight with Ruth Kadiri, one of Nollywood's most celebrated and influential voices. With over a decade of experience as an actress, screenwriter, producer, and digital powerhouse, Ruth has carved a path few dare to walk — blending artistic vision with business acumen and building a self-made empire that thrives both on and offline. In this powerful 30-minute keynote, Ruth opens up about her journey through the heart of Nollywood, the bold decisions that shaped her career, and how digital platforms became a game-changer for African filmmakers.

**Speaker:** Ruth Kadiri, Creative Lead and CEO, Ruth Kadiri Films

#### 15h00-15h30 | From \$0 to +\$1million - presenting a case for financial success on Youtube for African filmmakers

In this panel, digital distribution experts and creators will share first-hand insights on how to successfully position African content for global audiences through digital platforms. The discussion will cover the evolving role of online distribution in film business models, opportunities unlocked through digital-first strategies, and what success looks like when African stories travel beyond borders.

**Moderator:** Danilo Acquisto, CEO, Special Effects Media

**Panelists:** Adetutu Laditan, Creative Director, Woof Studios Africa, Ruth Kadiri, Creative Lead and CEO, Ruth Kadiri Films, Aleksandra Surogina, Head of Operations & Content, Special Effects Media South Africa – Confirmed

#### 15h30-16h30 | Prompting Together: Storytelling, AI, and the Fight Against Digital Colonialism

What happens when emerging technology meets historical injustice? In this visionary masterclass, David Stein—Senior Lecturer and Motion Picture Programme Coordinator at AFDA Cape Town—unpacks his journey using AI to tell a personal story about the legacy of the “dop system” in South Africa's wine farming communities. Faced with the dominance of AI hegemony, Stein shifted from working alone to a collaborative prompting approach—co-creating with the community itself. This session offers a behind-the-scenes look at the creative outcomes and ethical challenges, inviting filmmakers, educators, and innovators to explore inclusive authorship and community-led digital storytelling through experimental, socially conscious innovation.

**Facilitator:** David Stein, Motion Picture Programme Co-ordinator, AFDA

#### 16h30-17h30 | From Brief to Broadcast: The Power of a Trusted Music Partner

This session will unpack

the value of partnering with Downtown Music Publishing Africa — from seamless music licensing to hands-on coordination and collaborative scoring. Case studies like iThonga and Homecoming highlight how DMP Africa elevates projects through tailored musical solutions.

**Speakers:** Tshepiso Phakedi, Production Music, Downtown Music Publishing Africa, Sibongile Tshabalala, Creative & Sync Manager, Downtown Music Publishing Africa

## WEDNESDAY, 3 SEPTEMBER

### 09h00 - 10h00 | YASAKE CASE STUDY

#### 10h00-11h00 | Beyond the Page: Adapting African Stories for Screen and Young Audiences

Africa's literary landscape is rich with untapped stories—vivid, imaginative, and deeply rooted in culture. As global demand for authentic African content rises, the opportunity to adapt books into children's film and TV has never been more promising. But successful adaptation requires more than creativity; it calls for collaboration between authors, producers, and decision-makers who recognise both cultural value and commercial potential. This engaging panel unites African authors and adaptation experts to explore how powerful narratives become compelling screen content. From creative development to deal-making, we'll unpack why children's content is a scalable, sustainable growth area for African entertainment.

**Moderator:** Helené Coetzee, Children's Publicist, Pan Macmillan

**Panelists:** Refiloe Moahloli, Author and Storyteller, Independent contractor, Aoife Lennon-Ritchie, Co-Founder & Co-Managing Director, Torchwood Literary & Scouting Agency, Karen Jeynes, Writer, Producer, and Director, Both Worlds Pictures, Daniel Snaddon, Creative Development, Sparks Flew, Zulaikha Patel, Author, My Coily Crownly Hair and Brave Like Me

#### 11h00-12h00 | Experience Your Three Wells of Creativity

Ever wondered where your story ideas come from? Discover your hidden wells of creativity and use them to write the kinds of scenes, locations and characters that only you have access to. In this session Matthew Kalil, author of the recently published *The Three Wells of Screenwriting*, will help you slow down the split-second, decision-making moment when you face the flashing cursor, and write? In an interactive session, you will discover that you draw from three distinct wells within yourself when you create. And you will learn to consciously use these wells to strengthen your stories. At its heart, this session is about the experience of writing. Ultimately, it seeks to make you a more conscious writer and to help you tell the stories that will resonate with your audience.

**Facilitator:** Matthew Kalil, Assistant Professor, David Lynch Masters in Film Program

#### 12h00-13h00 | Publicity Campaigns For Films

From teaser trailers to timeless re-releases, this session unpacks the full journey of film promotion. Learn how to generate early buzz through strategic teaser campaigns, influencer collaborations, and festival premieres. Explore how to navigate crisis PR and protect your project during moments of controversy or negative press. Finally, discover how to sustain momentum post-release with awards campaigns, anniversary screenings, and creative re-engagement strategies. Whether you're launching a debut short or managing a major feature, this session offers practical tools to build excitement, manage the spotlight, and ensure your film remains relevant long after release.

**Speaker:** Khanyi Zondi, Co-Founder and Film Marketer, Sinema Agency

#### 14h00-14h45 | Building Buzz: How to Drive Audiences to Your Films or TV Shows Using Social Media

What does it take to take a local show from zero to a billion views? Learn from the digital minds behind some of South Africa's biggest entertainment franchises brought to the territory by Primedia Studios; including *Deal or No Deal South Africa*, *MasterChef South Africa*, and *The Masked Singer South Africa*. Whether you're a filmmaker, producer, or marketer, if you want to turn content into conversation (and views into impact), this session is a must.

**Facilitators:** Kyla Booysen, Senior Partner Manager, Special Effects Media South Africa, Shaheed Rajab, Senior Community Manager, Special Effects Media South Africa

#### 14h45 - 15h15 | Community is the Campaign: Rethinking How We Launch African Content

In a world where traditional marketing no longer guarantees impact, this panel explores how community has become the most powerful campaign tool for African creators. From homegrown fandoms to digital movements, we'll unpack how filmmakers and producers are building loyal audiences long before release day and how those communities are fuelling visibility, conversation, and even funding. Join us for a provocative conversation that challenges outdated models of promotion and embraces a future where community is not an afterthought... It's the launchpad. Whether you're preparing for your next premiere or just dreaming up your debut, this session will leave you rethinking how you connect, share, and succeed.

**Moderator:** Danilo Acquisto, Co-Founder and CEO, Special Effects Media South Africa  
**Panelists:** Kyla Booysen, Senior Partner Manager, Special Effects Media South Africa, Shaheed Rajab, Senior Community Manager, Special Effects Media South Africa

#### 15h15-16h00 | Bridging The Gap: From Training to Industry

This important conversation explores the challenges and solutions in bridging the gap between training and meaningful industry participation. Since the dawn of democracy, South Africa's film, television, and multimedia sectors have seen significant growth in both production and funding. The broadcast, service, and corporate AV industries continue to expand—accelerated by the digital shift during COVID-19. Numerous training institutions now offer skills development across the value chain, yet young graduates still face major hurdles: navigating career pathways, accessing resources, and connecting to internships or employment. This session highlights real-world case studies, practical interventions, and pathways to empower the next generation.

**Moderator:** Maganthrie Pillay, CEO, Magan Global  
**Panelists:** Lindi Ndebele-Koka, CEO, SA Film Academy, Yusra Peters, Impact Film Maker, Beathur Mgoza Baker, Producer and Director, Whan Zulu, Film Producer



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## TUESDAY, 2 SEPTEMBER

**10h15-11h15 | Show Me the Money – Making Sense (and Cents) of the Music Industry Money Map** The music industry isn't just about making hits—it's about making smart business decisions. But with so many players at the table—artists, managers, labels, publishers, lawyers, DSPs—it's easy to get lost in the maze of rights, royalties, and revenue streams. This session breaks it all down: how money flows, who gets what, and where you should be focusing your energy as a creative or music entrepreneur. A powerhouse panel of insiders will unpack each slice of the music money pie and offer practical advice on how to maximise your earnings and protect your interests.

**Moderator:** Martin Myers, Radio Host, Cape Talk  
**Panellists:** Aldor Nini, Chief Executive Officer, Acromax Media GmbH and Acromax Technology GmbH, **Thando Nyameni**, CEO, KUMISA, **Osman Mkhondo**, Partner at OM Attorneys inc, Head of Legal at PambiliMedia & Music Artist

**11h15-12h15 | Beyond the Stage: Turning Your Musical Voice into a Multi-Platform Powerhouse** In today's dynamic music industry, your sound is more than just a performance—it's a brand, a business, and a bridge to new opportunities. This session explores how artists can unlock the full commercial potential of their music across media and entertainment platforms. From sync licensing and scoring for film and TV to brand partnerships and gaming, we'll delve into innovative, revenue-generating avenues beyond streaming and live shows. Discover how to leverage your unique musical voice, build a sustainable career, and thrive in a fast-evolving creative economy.

**Moderator:** Brian Little, General Manager, Pressure Cooker Studios  
**Panellists:** Fosta Ngcukana, Co-Founder, Bridges for Music, **Rudy Julius**, DJ, music producer, and composer, **Tumi Mogapi**, Head of Music Publishing, Africor Music Group

**12h15-13h00 | Inside the Royalty Room: A Fireside Chat with the CEO & CMO of SAMPRA** Ever wondered what happens behind the scenes when your music earns royalties? In this intimate fireside chat, we'll unpack:

- How royalties are tracked and paid in a rapidly changing digital landscape
- The biggest challenges and opportunities facing artists and labels today
- Insider tips to make sure you're not leaving money on the table
- What's next in rights management and streaming payouts,

Whether you're an artist, songwriter, producer,



manager, or industry executive, this is your chance to hear straight from the top how the system works — and how you can make it work better for you.

**Session speakers:** **Tiyani Maluleke**, CMO & Head of Development, Fund, SAMPRA, **Pfanani Lishivha**, Chief Executive Officer, SAMPRA

**14h15-15h15 | From Atlanta to Africa: Building Global Music Bridges** What happens when Atlanta's music innovation meets the rhythm and soul of Africa? In this boundary-breaking session, leaders from the Recording Academy (Atlanta Chapter), Milk & Cookies Music Festival, and the City of Atlanta's Office of Film, Entertainment, and Nightlife come together with African industry stakeholders to explore how collaboration, recognition, and cultural exchange can elevate the African music ecosystem. This panel dives into how platforms like the Grammys and global music festivals can better serve African artists, what it takes to build cross-continental partnerships, and how to prepare Africa's music industry for global stages. With insights into sync licensing, artist development, nightlife economies, and cultural diplomacy, this is a blueprint for exporting African music to the world—and making sure it's heard, celebrated, and paid.

**Moderator:** Dr. A'lon Holliday, City of Atlanta: CEO of Magnanimous Worldwide Innovations Group. - Confirmed

**Panellists:** Cannon Kent, City of Atlanta: Vice President of the Atlanta Chapter for the Recording Academy, **Phillana Williams** City of Atlanta: Co-Director, Mayor's Office of Film, Entertainment and Nightlife, **Jhordan Gibbs** Co-Founder, Milk & Cookies Music Festival

**15h15-16h15 | Next Up: The Hustle, Hope & Hype of Young Artists in Africa's Music Industry**

What does it take to make it as a young artist in today's African music scene? This panel dives into the dreams, challenges, and daily realities facing emerging musicians—from funding struggles and navigating the digital landscape, to breaking through industry gatekeepers and staying true to their voice. The panel also unpacks the shifting future of African music—from AI-generated beats to global licensing opportunities and the need for stronger infrastructure to support young creatives. Expect honest truths, shared tips, and inspirational stories that reflect the grind, the growth, and the greatness to come.

**Moderator:** Gavin Gutu, Head of Artist, Repertoire and Marketing, The Music Arena

**Panellists:** **Kwelagobe Sekele**, Creative, Catalog Curator, Producer, and Music Supervisor at Gallo Music, **Itumeleng Mosadi**, A+R Manager, Content Connect Africa

**16h15 - 17H15 | How to Grow the Reach of Your Music in a Crowded Digital World** In today's streaming-driven, algorithm-fueled landscape, creating great music is only half the battle. Getting it heard—by the right people, in the right places—is where real impact happens. This session dives into the strategies, platforms, and partnerships that can amplify your sound beyond your current circles. From playlist placements and social media storytelling to sync licensing, touring, metadata management, and audience analytics—experts will unpack what it takes to grow your music's reach locally, continentally, and globally. Whether you're an independent artist, a manager, or a label exec, this conversation will give you the tools and mindset to expand your footprint and build a loyal, far-reaching fanbase.

**Moderator:** Chad Saaiman, Managing Director, Stereotype Talent Management

**Panellists:** **Ethel Sibanda**, Strategy Lead, House of One, **Danilo Acquisto**, Co-Founder and CEO, Special Effects Media South Africa, **Omar Morto**, Creative Content Director and podcast host, DStv Content Creator Awards, **Jodie Tabisher**, Artist, Label and Partnership Manager, Spotify

## WEDNESDAY, 3 SEPTEMBER

**10h00-10h30 | The Power of Collectives: Reviving the Spirit of Community** South Africa's music scene once thrived on collectives that shaped culture and community, yet solo artistry now dominates. This session explores their decline, the impact on mental health, and the industry's shift toward individual recognition. It also proposes strategies to revive collectives—through recognition, education, and collaboration—creating a more inclusive, supportive, and sustainable music ecosystem for the future. **Speaker:** Buyisiwe Njoko, Lead Vocalist, Sun Xa Experiment

**10h30-11h30 | SAMPRA Development Fund: Fueling the Music Industry** Hear from three SAMPRA Development Fund beneficiaries as they share how the fund helped their projects succeed, and learn how you can apply for financial support to bring your own music vision to life.

**Moderator:** Tiyani Maluleke, CMO & Head of Development, Fund, SAMPRA  
**Panellists:** Kiara Ramklass, Founder & Director, Marimba Jam, **Msaki**, Composer, singer and songwriter, **Ricardo da Costa**, DJ, producer, and event entrepreneur

**11h30-12h00 | The Truth About Music Rights in Film + Television—Debunking Myths and Maximising Opportunities** Music shapes stories, but misconceptions about rights often cause costly pitfalls. This keynote demystifies performance, mechanical, sync, and master rights, clarifying their roles and importance. We'll tackle myths like “exposure is enough” and “credit is all you need,” while offering practical insights and real-world examples to help filmmakers, artists, and rights holders navigate licensing confidently and avoid common mistakes. **Speaker:** Andrew Mitchell, Co-founder and Managing Director, Gresham Rights Management

**12h00-13h00 | Own Your Sound: Thriving as an Independent Artist in the Digital Age** The digital era has changed the game for African music. In this powerful fireside chat we unpack how artists can seize control of their brands, revenue, and reach. From streaming to social platforms, they'll reveal how to cut through the noise, monetise your craft, and build loyal global audiences—on your own terms. Expect bold insights, real-world strategies, and the inspiration to turn independence into unstoppable success.

**Moderator:** Marie Lora-Mungai, Founder & CEO, Restless Global  
**Panellists:** **Tobie van Zyl**, Founder of Makerverse, **Ayanda Ngcobo**, Manager for Nasty C, Rowlene Tellaman



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Connecting you with music that's clearable, commercial, production-ready, and on point. Our catalogs span award-winning artists, bespoke compositions for your campaign, series, or soundtrack.

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Let's Power  
Your Story With  
African Sound.



**14h15-15h15 | Behind the Music: Building the Dream Team Around the Artist** No artist makes it alone. It takes time. Behind every rising star is a well-orchestrated team driving strategy, storytelling, and success. But what exactly do a label, manager, publisher, agent, and social media lead do—and how do you know when it's time to bring them on? This essential session breaks down the key roles that power an artist's career and what each one brings to the table—from securing deals and gigs, to protecting rights, building a fanbase, and shaping your brand. We'll also explore how to structure your team as you grow—from DIY beginnings to professional partnerships—and what to watch out for along the way.

**Speakers:** Aiyisha T. Obafemi, Partner/ CXO, Whitley Agency, **Colin Gayle**, Co-Founder, CEO Africa Creative Agency, **James Andrews**, Chief Innovation Artist Creators Union & Borderless Beats

**15h15-16h00 | Streaming Signals: Decoding Tomorrow's Music Trends and Tastes Today**

Find out where the industry is heading before it gets there. In this data-driven yet engaging session unpacks the latest global and regional trends emerging from streaming platforms. From genre surges to mood-based listening and shifting fan behaviors, you'll get a first look at the signals shaping what audiences want—and what that means for artists, labels, marketers, and music tech. Whether you're making music or making decisions, this talk offers valuable insights into what to keep an ear out for.

**Speaker:** Yoel Kenan, Founder, Africori

**16h00-17h00 | Own Your Sound: Protecting Your Music and Knowing Your Rights** In an industry where creative expression meets commercial opportunity, understanding your rights is not just empowering—it's essential. This session dives into the fundamentals of music rights, royalties, contracts, and copyright protection, arming artists, producers, and managers with the tools they need to safeguard their work and revenue. This session unpacks real-world scenarios, red flags to watch for, and practical strategies for navigating the business side of music. Whether you're just starting out or looking to renegotiate your catalogue, this conversation will help you protect your art, your name, and your future.

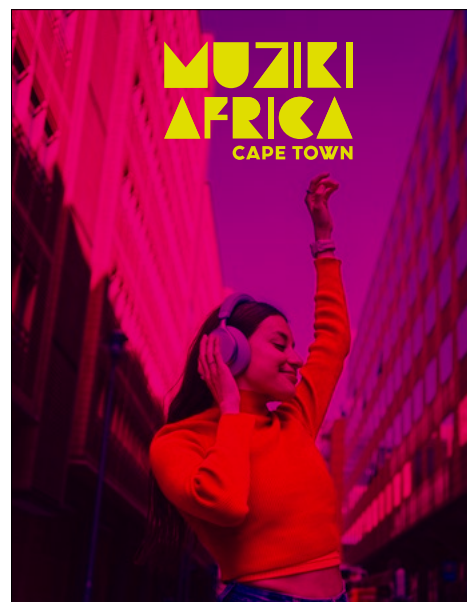
**Moderator:** Thando Nyameni, CEO, KUMISA

**Panellists:** David Feinberg, Partner, Rosengarden & Feinberg, **Nick Matzukis**, Director, Academy of Sound Engineering, **Osman Mkhondo**, Partner at OM Attorneys inc, Head of Legal at PambiliMedia and Music Artist



**SCAN ME FOR THE LIFE HAPPENS PROGRAMME!**

Whether a speaker suddenly joins or makes a dramatic exit, we're rolling with it. The show goes on, full of rhythm, flair, and unexpected twists!



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**ABOUT KUMISA**

The KwaZulu-Natal United Music Industry Association NPC (KUMISA) is a provincial music industry association dedicated to the development, growth, and sustainability of the music sector in KwaZulu-Natal. Its mission is to create a balanced ecosystem where cultural expression, economic returns, and social impact work hand in hand to empower music creators and industry professionals. Through its wide range of developmental, research and industry engagement programmes, KUMISA supports artists, managers, producers, and other stakeholders across the music value chain. These initiatives include the KUMISA District Seminars, Artist Management Masterclass, Music Publishing Masterclass, Music Business Incubator, KUMISA 1st Thursday sessions, KUMISA Tuesday 1-on-1 mentorships, Live Music Circuit, KZN CMO Hub, KUMISA Industry Forums, and the KUMISA Music Brunch. KUMISA's work continues to position KwaZulu-Natal as a vibrant and competitive player in the South African and global music industries.



# The Music Industry Lives Here

WHERE AFRICAN MUSIC GETS ITS BUSINESS HANDLED.

## BUILT FOR SYNC. ROOTED IN SOUND.

From reality shows to blockbusters, **we're the bridge between African brilliance and global screens.**

Whether you're sourcing music for ads, TV series, documentaries, sports, reality shows, or news - **we deliver music that's clearable, commercial, and crafted to elevate your story.**

## SYNCING MADE SIMPLE

At DMP Africa, we:

- **Find the perfect track** for your brief
- **Handle license clearance** start to finish
- **Create custom scores**, beds & jingles
- **Connect you with global composers & catalogs**



Let's Work Together

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# BRONX COLORS

## BRONX - WHERE BOLD CREATIVITY MEETS PROFESSIONAL PERFORMANCE!

This September, Bronx Colors is making its mark as the Official Make-Up Partner of FAME Week Africa (1-7 September 2025, Cape Town). Stepping into Africa's leading creative industries platform, Bronx Colors will bring its unapologetic energy and professional-grade performance to the runways, red carpets, film sets, and backstage glam stations that define the week.

Inspired by the trendy cultural heartbeat of the Bronx, New York City, our brand channels street-style grit, artistic spirit, and limitless diversity into every product we create. Just like the Bronx itself—where bold graffiti coexists with elegant skylines—we stand at the intersection of fearless expression and refined artistry. Our signature yellow, inspired by the brilliance of creativity and the iconic NYC taxi, is more than a color—it's a beacon of individuality, optimism, and originality.

### WHY FAME WEEK?

This collaboration places Bronx Colors at the centre of Africa's creative revolution, aligning our inclusive, boundary-pushing aesthetic with FAME's celebration of film, fashion, music, and entertainment. It's not just visibility—it's a cultural statement. We'll be working alongside top-tier talent, influencers, and media, proving that beauty isn't just about the look—it's about the story and the confidence behind it.

### WHY MUAS MATTER MOST!

At the core of every show, shoot, and performance is the make-up artist—the visionary who transforms faces into characters, tells stories through color, and brings the creative vision to life. In the professional makeup artistry world, MUAs are the heartbeat of the craft. That's why

Bronx Colors is made for them: high-performance, trend-forward products that deliver consistency and creativity, whether backstage at a high-pressure runway or on set under the hottest lights.

Our range empowers MUAs to experiment boldly, define trends, and execute flawless looks with confidence.

This FAME Week, we invite the industry's most discerning artists, creators, and beauty entrepreneurs to discover the freedom, power, and artistry of Bronx Colors.

This is more than makeup—it's a movement. It's made by professionals for professionals.

**PROFESSIONAL MAKE-UP  
MADE FOR EVERYONE**

# AFRICAN FASHION FORUM



E-MANIA

## MONDAY, 1 SEPTEMBER

### 10:30-10:40 | FASHIONING THE FUTURE: A WELCOME TO AFRICA'S STYLE VANGUARD

Step into a celebration of vision, voice, and vibrant design. In this spirited welcome, Vanessa Ford sets the stage for a day that goes beyond fashion—it's about culture, identity, innovation, and influence. As the African fashion industry commands global attention, this opening session honours the creatives leading the charge and the stories stitched into every thread. With warmth, wit, and purpose, Vanessa invites us to dive into the threads that bind community, heritage, and the future of African style. Let the runway of ideas begin.

**Speaker: Vanessa Ford**, COO, Super Sema and Founder, Mini Monroe

### 10:40-11:15 | AFRICAN FASHION IS NOT A TREND – IT'S A GLOBAL FORCE

African fashion is no longer sitting at the edges of global conversations — it's setting the pace. In this special Q&A, **Thando Ntuli**, founder and creative director of MUNKUS, sits down with moderator **Ezreen Benissan** (Founder, Africa Reimagined) to unpack the movement behind the headlines. Through her personal journey, the MUNKUS brand story, and her global insights, Ntuli will explore how African designers are shaping runways, red carpets, and retail spaces worldwide — while remaining rooted in heritage, innovation, and identity. Expect candid reflections on cultural storytelling, the importance of ownership and visibility, and why African fashion must be recognised not as a trend to be borrowed, but as a global force to be invested in and celebrated.

### 11:15-12:00 | DESIGNING FOR THE WORLD,

**ROOTED IN AFRICA** How are African designers maintaining authenticity while appealing to global markets? This session explores the tension between tradition and innovation, cultural expression vs. commercial appeal, and the importance of community, heritage, and storytelling in brand building.

**Moderator: Lala Tuku**, Acting Group Executive for Video Entertainment, SABC-

**Panellists: Jenevieve Lyons**, Founder, Jenevieve Lyons Label, **Kelly Low**, Inbound Marketing Director, Shimansky, **Ronaldo Engelbrecht**, Lead Designer, House of One, **Busi Silwanyana**, Founder, Laud Pulse

### 13:30-14:15 | THE POWER OF INFLUENCE –

**FASHION, MEDIA & IDENTITY** Fashion is more than clothing—it's a visual language. This intimate discussion explores how African fashion intersects with music, media, and youth culture, and the role of stylists, influencers, and celebrities in shaping trends and brand visibility.

**Moderator: SJ van Zyl**, Portrait and Beauty Photographer, Independent contractor

**Panellists: Vanessa Ford**, COO, Super Sema and Founder, Mini Monroe, **Kim Jayde**, Founder, KJ Productions, **Ezreen Benissan**, Founder, Africa Reimagined, **Aqeelah Harron-Ally**, founder of Fashion Breed, **Sisipho Graham**, Digital Creator, Model & Creative Strategist, Independent contractor

### 14:15-15:00 | DISRUPTING FASHION EDUCATION

Decolonial Approaches to Teaching and Preserving African Fashion Histories Fashion history is still largely taught through a Eurocentric lens, often overlooking the depth, diversity, and complexity of African dress cultures. This panel brings together leading voices in African fashion scholarship and pedagogy to explore urgent questions around how African fashion histories are taught, documented, and preserved. From the limitations of institutional archives and museums to the possibilities offered by social media, oral histories, and lived experience as "living archives," the discussion will unpack what a decolonial, inclusive, and contextually relevant fashion education could look like — and why it matters now more than ever.

**Moderator: Safiyya Karim** - Co-Country Co-ordinator Fashion Revolution South Africa & Fashion History lecturer

**Panellists: Professor Marguerite van der Merwe**, Senior Lecturer, Humanities Education at the University of Pretoria, **Siviwe James**, Visual & Sonic Artist, Researcher, and Cultural Worker

### 15:00-15:45 | SCALING AFRICAN FASHION

**– FROM STUDIO TO SHELF** This business-focused session explores the realities of fashion entrepreneurship in Africa. From funding and production to retail partnerships and export, we'll unpack the challenges and opportunities in scaling African fashion businesses locally and globally.

**Moderator: Jacques LaGrange**, Founder and Creative director, Jacques LaGrange Couture

**Panellists: Thando Ntuli**, Founder and creative director, MUNKUS, **Crystal Birch**, Founder, The Real Crystal Birch, and **The Hat Factory**, **Kat van Duinen**, Founder, Kat van Duinen, **Zydia Botes**, Co-Owner, Something Good Studio

### 15:45-16:30 | THE FUTURE OF AFRICAN FASHION: BOLD, BORDERLESS, AND DIGITAL WHAT DOES THE NEXT DECADE LOOK LIKE?

This closing session looks at fashion tech, digital retail, virtual fashion shows, and AI-powered design—alongside the continued need for deep, authentic cultural narratives.

**Moderator: Kim Cupido**, Catwalks Senior Strategist, WGSN

**Panellists: Kim Jayde**, Founder, KJ Productions, **Naeelah Jumat**, founder of Socioculture, **Robyn Agulhas**, founder, SinCHUI, **Jimi Owobo** Ogunla, Founder, Jimisterio Catwalk Academy Sustainability

### 16:30 - 17:15 | SUSTAINABLE IS THE NEW

**STYLISH** A conversation exploring how African fashion is leading the way in circular design, slow fashion, and community-based production. Learn how sustainability isn't just a buzzword—but a design philosophy rooted in African values.

**Moderator: Safiyya Karim**, Co Country Coordinator, Fashion Revolution – Confirmed

**Panellists: Belinda Venter**, Fashion designer and Founder, Belhauzen, **Kat van Duinen**, Founder, Kat van Duinen, **Tracy-Lee Rosslind**, Ethical Fashion Stylist & Sustainable Style Advocate



MUNKUS

CORRECT AT TIME OF GOING TO PRINT 15/08/25

FAME WEEK AFRICA | 63

# TASTES X THREADS

Prepare your senses for a spectacular evening where style and cuisine collide in the most unforgettable way. Tastes X Threads is not just a fashion show—it's a multisensory journey celebrating the artistry of African design and gourmet innovation. In this exclusive, not-to-be-missed event on the fashion calendar, standout designers will each unveil six curated looks, capturing the soul of contemporary African fashion. Every collection is paired with a bespoke dish crafted by SPYCED's chef, where flavours are as bold and expressive as the garments they accompany. From runway to plate, each pairing tells a story—of culture, craftsmanship, and creative daring. Expect an atmosphere filled with high fashion, culinary theatre, and sensory indulgence, where the catwalk becomes a canvas and the table a stage.

Collections from: Laud Pulse, E-Mania, Masa Mara, Zeitgiest, Jacques LaGrange Couture, Munkus

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# SOUTH AFRICAN BRANDS



## INSPIRE A BETTER NATION

South African brands continue to shape the continent's image and competitiveness, with 32% of the country's most admired brands being homegrown. According to the 15th annual Brand Africa 100 | Africa's Best Brands rankings by Kantar, GeoPoll and Brand Leadership, South Africa remains the continent's leading hub for industrialisation, entrepreneurship, and brand excellence.

Brand South Africa, the official marketing agency of the Republic, plays a key role in cultivating an environment where these brands thrive; positioning South Africa as a confident and proud global African competitive nation.

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Inspiring new ways