

FAME Week Africa to light up the Host City of Cape Town

Reed Exhibitions Africa is delighted to announce their partnership with the Host City of Cape Town for FAME Week Africa.

“FAME Week Africa will bring the film, arts, media and entertainment industries together to write business, connect with stakeholders and investors and explore the latest innovations and trends.”, says Carol Weaving, Managing Director, Reed Exhibitions Africa.

The industry can look forward to the 2021 edition comprising of the following events that will take place through-out the Host City of Cape Town, FAME Reel Showcase, with Comic Con Cape Town Fan Celebration Day and the already highly successful Cape Town International Animation Fair as co-located events, as well as value added virtual opportunities.

The FAME Reel Showcase will attract pan-African business creatives across all 4 sectors, providing a platform to display their talent; complimented by cutting edge products and content, knowledge sharing and business networking opportunities.

“FAME Week Africa brings together multi-sector business, and the 2022 event will culminate in a live B2B exhibition by day and red-carpet soirées by night. We are delighted to bring this thought altering and all-encompassing safari of events with creatives and industry professionals.” says Weaving.

Alderman JP Smith, Mayoral Committee Member for Safety and Security adds, “Cape Town is Africa’s premier film and media destination with an established television and film industry. As the City of Cape Town, we are proud to partner with and welcome another event to the Mother City’s diverse annual calendar. We believe this event, in the long term, has the potential to provide much needed support to the creative industry and provide a platform for local creatives to showcase their work.”

Connecting the creative continent

“Research shows an overlap in the industry, where many actors, artists, film directors, producers and entertainers ‘play’ and dabble across genres. As the industry moves to a more digital environment, we are seeing greater collaboration and interest,” says Megan Oberholzer, Portfolio Director: Travel, Tourism and Creative Industries at Reed Exhibitions Africa.

Through our partnership with the Host City of Cape Town, FAME Week Africa aims to drive commercial success as attendees access the creative industry community, thought leaders’ insights, content and allied communities from around the world engaging with each other. Whether you are from the film, arts, media or entertainment industry, FAME Week Africa will connect global creatives on the African continent

FILM From movies to documentaries, series and reality television, this pillar explores all industries involved in creating the end product. Think, film destinations, equipment crew and talent and content.

ART , This pillar is dedicated to performers and artists enabling them to showcase their craft and content whether it be performance, dance, literature, photography, painting, drawing, animation.

MEDIA One of the fastest changing landscapes, media has been transformed. This pillar highlights the various media platforms being used, showcasing the latest social media channels and streaming platforms, innovations by creative strategists, digital media influencers.

ENTERTAINMENT Bringing people together through virtual, live events; cinema drive-ins, music concerts, comedy shows, theatre productions, red-carpet events.

Ends.