Festival report JAMAFEST 2015:
"Unleashing economic potential of cultural and creative industries in the EAC"

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Festival Report

JAMAFEST 2015

“Unleashing Economic Potential of Cultural and Creative Industries in the EAC”

2 - 9 August 2015  |  Nairobi, Kenya
Jumuiya Ya Afrika Masharti Utamaduni Festival, JAMAFEST, is gaining prominence among the elements that define and give expression to the uniqueness of the EAC Integration process. Like other significant facets such as the EAC Flag and the EAC Anthem that symbolize an EAC identity, the Festival is emerging to reinforce our unity in the midst of our splendid diversity.

JAMAFEST, which has been hailed as “a new culture—an East African culture—a brilliant melting pot of cultural expressions”, has its underpinnings in the staging of the first edition of JAMAFEST in 2013 in Kigali Rwanda.

This event spurred so much enthusiasm in the Region for celebrating the excellence of East African Cultural Diversity. This year 2015, Jamafest returned for its second season at the Kenya International Convention Center (KICC) in Nairobi, Kenya from 2nd – 9th Aug 2015.

Each JAMAFEST is developed around a theme. This year’s regional Arts and Culture fete focused on the unique theme “Unleashing the Economic Potential of Cultural and Creative industries in the EAC”.

On behalf of the Community, I would like to sincerely thank the Republic of Kenya for hosting a truly successful Festival. I salute the other EAC Partner States for actively participating in the event, and acknowledge the efforts of the regional steering committee that organized the Festival, the participants, sponsors and partners.

The EAC Secretariat is delighted to publish this report highlighting the Festival as it unfolded. The report is available on www.eac.int and www.jamafest2015.eac.int

Dr. Richard Sezibera
Ambassador
Secretary General
East African Community
Jamafest is an acronym for Jumuiya ya Afrika Mashariki Utamaduni Festival, the Kiswahili rendering for the EAC Arts and Culture Festival which aims to promote regional socio-cultural integration through arts and culture by providing a platform to showcase culture as a primary driver of regional integration. It is envisaged to be held biennially and hosted by Partner States rotationally.

Jamafest came to life after the EAC Council of Ministers in September 2011 directed the EAC Secretariat to organize regular festivals of the kind, and Rwanda was consequently selected to host the first edition of the Festival in 2013.

The 2015 edition was hosted by the Republic of Kenya and the main activities took place at Kenyatta International Convention Center (KICC). The Festival was a weeklong affair running from 2 to 9 August 2015.

The Festival theme was Unleashing the Economic Potential of Cultural and Creative Industries in the EAC.

The Festival featured a carnival, art exhibitions, a ‘Village of Countries’ a symposium, live performances, films, literary works, a fashion show and comedy.

The next edition of the Festival takes place in 2017.
FESTIVAL FACT:
61,000 people took part in the Jamafest Carnival on Monday 3rd September 2015

Nairobiians stood mesmerized by street sides, through shop windows and office balconies. Work could wait. JAMAFEST was living up to the hype! And this was just the curtain-raiser for the weeklong fete. Hundreds of performers in the colorful Jamafest Carnival danced through Nairobi’s streets setting the tone for the festival.
The Jamafest Village was one of the main attractions at the Festival. The Village ensured thousands of curious visitors trooped in throughout the week to discover what each of the EAC Partner States had to offer in terms of culture, in the process promoting socio-cultural exchanges among East Africans.

FESTIVAL FACT: At least 21,000 guests visited the Jamafest Village in seven days.
18,000 Total number of estimated Festival-goers

7 Number of days Jamafest lasted

1,060 Number of participants from the five Partner States

21,000 Estimated number of visitors to the Jamafest Village of Countries

45 Number of articles about the Festival in the print/online media

4136 Visitors to Jamafest website

6.5 Hours of performances daily

150 Academicains took part in the Symposium on arts and culture

60 Performances during the Festival week

6 Live online broadcasts of Festival events
The JAMAFEST 2015 Symposium was organized by the EAC Secretariat in collaboration with the Ministry of Sports and Culture, the Republic of Kenya under the theme “Unleashing the Economic Potential of Culture and Creative Industries in the EAC”.

The Symposium provided a forum for academicians, cultural practitioners, policy makers and cultural managers to interact, interrogate and discuss various thematic issues and challenges related to the promotion of the Arts and Culture as a resource.

The Symposium featured the following presentations:

- Unleashing the Potential of the Creative and Cultural Industry in East Africa by Bob Nyanja
- Affordable Financing for EAC Culture and Creative Sector by Clarette Inamahoro
- The role of Information and Communication Technologies (ICT) in Unlocking Regional Opportunities and Market Access for Practitioners in Cultural and Creative Businesses by James Vuningoma, PhD
- Policy and Legal framework for promotion of Film Industries in in East Africa by Dr. Vicensia Shule
- Emerging Opportunities in the Creative and Cultural Economy in the EAC for Exploitation by Evelyn Cindy Magara

FESTIVAL FACT: JAMAFEST 2015 Symposium recommendations will inform policy review on culture and creative arts in the EAC.
The Jamafest Plastic Art Exhibition presented artisans specialised in this field an opportunity to showcase some of the finest the EAC region has to offer in form of plastics-based art works. Plastic arts are art forms which involve physical manipulation of plastic mediums (which are moulded or modelled into various forms of sculpture or ceramics). They may also include conceptual art, mosaic, painting, paper art, textile arts and fibre art.
Sights and scenes from Jamafest 2015
The East African Treaties may be negotiated by Ministers and Presidents but the biggest and perhaps most enjoyable agreements are written in Bongo Flava through the music of Diamond and Christina Shusho; through the genius of Anne Kansiime and the tones of Sauti Sol. The arts are often the best part of any culture because they go straight to the heart. The vision of an artist, the precision of a sculptor and the twist of a dancer does not require a passport or a visa to cross the borders. This festival is not just for cementing our social relations as East Africans but it is also a strategy to promote mutual trade, cultural and artistic cooperation among our people. When we appreciate each other, we understand each other; when we understand each other we can work together and succeed at anything we choose. When we understand each other-our union cannot be defeated. We are creating a new culture—an East African culture—a brilliant melting pot of everything.

H.E. William Ruto, Deputy President Republic of Kenya, Jamafest 2015
ON SOCIAL MEDIA

Nation Fire: Added 2 new photos.

Alamafest is here in Nairobi at the KICC! Entry is free and security is tight. Enjoy East African arts and culture.

Friends Whombe: Clearly waiting for the festivistic Jamboree.

Like · Reply · Message · August 1, 2015 at 9:14AM

Kenya Film Commission: Chasing the sun - 8 Aug 2015

Due to an illness, @KFCUKenya will not be able to attend the AECC Cultural Salon models @JAMAFASTEK2015.

Enchanting Landscapes: Enchanting Landscapes - 5 Aug 2015

Visiting the most beautiful countries from East Africa at the JAMAFEST 2015 happening at the KICC, Mombasa. 

Kenya Photographer: HADNO - 4 Aug 2015


I think culture must be protected as a cross-cutting factor inseparable from development. JAMAFEST 2015.

Kenya Pride: follower:

Kosteniuk dream: KODG @KODG2015 was a chance to interact with Paolo Aiello. Fine Art - Poster from Uganda. Quite impressive Art.

Shyota Pindell: follower:

Alamafest 2015: Day 1: No time to relax.(visitor) from Uganda. Quite impressive Art.

Nina: follower:

JAMAFEST 2015 was a chance to interact with Paolo Aiello. Fine Art - Poster from Uganda. Quiet impressive Art.
• Ministry of Sports and Culture (Rwanda)
• Ministry of East African Community (Rwanda)
• Ministry of Youth, Sports and Culture (Burundi)
• Ministry of East African Community (Burundi)
• Ministry of National Heritage and Culture (Kenya)
• Ministry of East African Community (Kenya)
• National Cultural Centre (Kenya)
• Ministry of Information, Youth, Culture and Sports (United Republic of Tanzania)
• Ministry of East African Cooperation (United Republic of Tanzania)
• Ministry of Gender, Labour and Social Development (Uganda)
• Ministry of East African Community (Uganda)
• National Cultural Centre (Uganda)

Members of the Jamafest Regional Steering Committee:

• Mr. Nyangezi François (Rwanda)
• Mr. Rurangwa Jean Pierre (Rwanda)
• Dr. Nzabonimpa Jacques (Rwanda)
• Ms. Kanindzi Viola (Burundi)
• Ms. Mateureme Niceeline (Burundi)
• Mr. Ojede F. Peter (Uganda)
• Ms. Eunice Turmeabwezi (Uganda)
• Mr. Amutenda Salvatore (Uganda)
• Prof. Hermas J.M Mwansoko (Tanzania)
• Mr. Shamouni Hashim Ali (Tanzania)
• Mr. Godfrey C. Masinde (Tanzania)
• Mr. Aghan Odero Agan (Kenya)
• Ms. Phyllis Watwana (Kenya)
• Ms. Elizabeth Nasubo (Kenya)
• Ms. Mary Makoitu (EAC Secretariat)
• Mr. Bernard Bakaya Lubeega (EAC Secretariat)
• Mr. Owora Richard Othieno (EAC Secretariat)
• Ms. Nasra Shyona (EAC Secretariat)
• Mr. Othoir Nyambarere (EAC Secretariat)
• Mr. Mohammed Lutaaya (EAC Secretariat)