



Festival Report

JAMAFEST 2013

**"Fostering the East African Community
Integration through Cultural Industries"**

11 - 17 February 2013 | Kigali, Rwanda



FOREWORD



February 2013 brought special pride to our region when the EAC Arts and Culture Festival–JAMAFEST took place, for the first time, in the Rwandan capital Kigali on the theme Fostering the East African Community Integration through Cultural Industries.

The main objective of the Festival was to promote regional

socio-cultural integration through arts and culture by providing a regional platform to showcase culture as a prime driver of EAC integration. Events like JAMAFEST are relevant to our aspirations to connect socially and transform economically, more so in a global environment where creative industries have become a strong pillar of growth for developing countries.

JAMAFEST 2013 was a significant step for the region to harness its abundance of creative talents and rich cultural assets to promote economic growth, job creation and social inclusion. Events such as these demand and deserve our full support.

On behalf of the EAC Secretariat, I would like to sincerely thank the Republic of Rwanda 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, incorporating feedback gained about the Festival as it unfolded. The report is available on www.eac.int and www.jamafest.org.

Amb. Richard Sezibera
Secretary General
East African Community



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THE FESTIVAL

Fostering integration through culture



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 whose main activities took place at Amahoro Stadium in Kigali. The Festival was a weeklong affair running from 11 to 16 February 2013.

The Festival theme was ***Fostering the East African Community Integration***

through Cultural Industries.

The Festival featured a carnival, art exhibitions, a 'Village of Countries' a symposium, live performances, films, literary works, a fashion show and comedy night, while participants also got to tour the Kigali Genocide Memorial Center and later got involved in Umuganda, a unique aspect of Rwandan culture that entails citizens coming together to engage in community service.



The next edition of the Festival takes place in 2015.



The Carnival

Kigali, brought to a standstill

Thousands of Kigali residents joined hundreds of performers in the colorful Jamafest Carnival, which was as successful a curtain-raiser as anyone could have hoped for. Work in the Rwandan capital was brought to a standstill for much of Monday 11 February 2013 as the carnival danced through Kigali's streets setting the tone for the official opening ceremony the following day.

FESTIVAL FACT:
The Jamafest Carnival was the first-ever street carnival to take place in Kigali





FESTIVAL FACT:
At least 5,000 guests visited the Jamafest Village of Countries in five days

Village of Countries

A platform for cultural exchange

The Jamafest Village of Countries was one of the main attractions at the Festival. Officially opened on the second day of the Festival week, 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 in Figures



17500

Total number of estimated Festival-goers

6

Number of days Jamafest lasted

929

Number of participants from the five Partner States

5000

Estimated number of visitors to the Jamafest Village of Countries

40

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

5152

Visitors to Jamafest website during the Festival month

4.5

Hours of performances daily

5

Symposium presentations on arts and culture

51

Performances during the Festival week

4

Live online broadcasts of Festival events



FESTIVAL FACT:
A dedicated Festival website; www.jamafest.org, provided daily updates on the event, while Radio Jamafest and Rwanda Television broadcast the event live

The Symposium

Sharing experiences, generating knowledge



The Jamafest 2013 Symposium was organized by the EAC Secretariat in collaboration with the Ministry of Sports and Culture, the Republic of Rwanda under the theme *"Fostering the East African Community Integration through Cultural Industries"*.

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 preservation and promotion of arts and cultural industries in the region/globally.

The Symposium featured the following presentations:

- A Unified East Africa through Arts and Culture by **Prof. Elisante Ole Gabriel**
- Transform the Rich and Cultural Diversity of EAC into Economic Opportunities by **Amb. Jean Rigi**
- Fostering the Economic Development of the EAC through Creating a Market for Cultural Goods and Services by **Mr. Aghan Odero Agan**
- The Challenges of Enforcing Intellectual Property Rights in Enhancement of Cultural Industries: Case of Rwanda by **Mrs. Carole Karemera**
- Arts and Culture as a Tool of Communication in Branding the Image of EAC in Africa and in the World by **Dr. Patrick Mangeni**



FESTIVAL FACT:

The Symposium was the first of its kind that the EAC organized to share knowledge on arts and culture



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Thoughts & Ideas



Legal protection is an integral part of cultural policy, hence the need for states of the EAC to adopt coherent cultural policies that promote a better recognition of intellectual property - Mrs. Carole Karemera, Executive Director, Ishyo Arts Centre



Culture must be understood as a cross-cutting factor inseparable from development and which must, therefore, be integrated in all plans and programs of development - Amb. Jean Rigi, Permanent Secretary, Ministry of EAC, Burundi



What is needed is a thorough reconsideration of governmental understanding of the cultural sector especially in terms of its economic viability - Mr. Aghan Odero Agan, Director Kenya Cultural Centre



Governments will need to create or foster institutional structures to uplift the quality of the arts - Dr. Patrick Mangeni, Makerere University, Uganda



It's culture which will act as a glue to ensure that EAC becomes one 'team' - Prof. Elisante Ole Gabriel, Director of Youth Development, Tanzania





FESTIVAL FACT:
The Plastic Arts Exhibition was the first exhibition to get underway at the inaugural edition of Jamafest, opening its doors to the public on 11 February 2013.

Plastic Arts Exhibition

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.



IN PICTURES

Sights and scenes from Jamafest 2013



IN THEIR WORDS



The use of culture as a cornerstone in the political, social and economic activities of our Community cannot be overlooked -
Hon. Protais Mitali, Minister for Sports and Culture, Rwanda



Culture is not merely about what we do: it is first and foremost about who we are, where we were and what we hope to become -
Amb. Dr. Richard Sezibera, EAC Secretary General



Arts and culture can play an important role in building the economy through cultural tourism -
Hon. Rukia Nakadama, Minister of State for Culture, Uganda



It is very nice. I wish it can be every year -
Collette Uwineza, Rwandan Exhibitor





IN THE MEDIA



Dijay Jackson Jamafest ,,,Is it possible that JamaFest get a similar event annually but in Diaspora?Europe&America,,
February 22 at 1:02pm · Edited · Like



Henriette Magdalene Mushime Would like to know how I can be part of the next one? Also, better ushering next time, nobody wants to be suffocated at an event like that, especially because there were visitors as well.
February 20 at 9:30am via mobile · Like



Alain Patrick almost all the performances were fantastic but please guys work on your time management during the event! I got books, I had time for fun, and I have experienced different stuff from different East African Country ! love to be born African! good job!
February 20 at 10:03am · Like · 1



Richard Kabonero @richardkbonero 12 Feb
Great cultural performances at the EAC jamafest.If you live in Kigali you should be at petite stadium.the best of East Africa on display
Retweeted by EAC-Afrika Mashariki
Expand



Kabeera Eric @KKabeera 16 Feb
#Jamafest closing celemony: #Petit Stade packed in its full capacity..u might think its World Cup final
Retweeted by EAC-Afrika Mashariki
Expand



Cultures should not only be prioritized as among the most important elements for linking East African nationals and attain regional integration, but also should be transformed into economic opportunities - Zephania Ubwani, The Citizen, Tanzania

The idea of JAMAFEST is to get the East African Community realities from the boardrooms and media pages and selected institutions, taking it to the East African citizenry, a noble and innovative move - Thomas Kagera, The New Times, Rwanda

Tunaamini kwamba tamasha hili ni kubwa, na lenye tija sana katika kutangaza na kuonyesha bidhaa za sanaa na utamaduni, lakini pia katika kuutangaza utamaduni wa taifa letu - Editorial, Mwananzania, Tanzania



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- 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)
- 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 Affairs (Uganda)
- East African Community Secretariat

Sponsors:



Members of the Jamafest Regional Steering Committee:

- Edward Kalisa (Rwanda) - Chair
- Arlette Ruyonza (Rwanda)
- Florence Batoni (Rwanda)
- Julius Sebuhalala (Rwanda)
- Francois Nyangezi (Rwanda)
- Makuza Luren Thecle (Rwanda)
- Rugeriyange Jean Marie Vianney (Burundi)
- Nicelate Matemere (Burundi)
- Jane A. Atudo (Kenya)
- Phyllis Watwana (Kenya)
- Nicholas Ole Moipei (Kenya)
- Prof. Hermas Mwansoko (United Republic of Tanzania)
- Habibu M. Msammy (United Republic of Tanzania)
- Mwanyasi Deogratius (United Republic of Tanzania)
- Rutaremwa Bekunda Charity (Uganda)
- Dr. Mangeni Patrick (Uganda)
- Salvatore Amutenda (Uganda)
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