



Festival Report

JAMAFEST 2017

*"Culture and Creative Industries; the Engine for
Unity and Employment Creation"*

7 - 15 September 2017 | Kampala, Uganda



The success of the 3rd edition of Jumuiya ya Afrika Mashariki Utamaduni Festival, JAMAFEST 2017, held in Kampala Uganda under the theme: *“Culture and Creative Industries: An Engine for Unity and Employment Creation”*, brought special pride and gave the EAC renewed confidence as the region strives towards economic and cultural integration. This event spurred so much enthusiasm in the region for celebrating the excellence of East African Cultural Diversity. Perceptions of the EAC integration process have been refreshed and updated internationally, paving the way for us to engage with our partners in new ways.

FOREWORD

JAMAFEST is aimed at promoting our regional socio-cultural integration through arts and culture by providing a platform to showcase culture as a primary driver of EAC integration and sustainable development; bringing together East African cultural practitioners and administrators to celebrate the rich and diverse cultural heritage of the region and providing space for intercultural dialogue among East African people.

Looking at the increased enthusiasm of the Artistes, Culture professionals, Policy Makers, private sector as well as the outstanding attendance of the general public during all the events of Jamafest 2017, I am delighted to note that the objective of JAMAFEST is being achieved.

JAMAFEST 2017 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 continued full support.

On behalf of the EAC Secretariat, I would like to sincerely thank the Republic of Uganda for hosting a truly successful Festival. I salute the other EAC Partner States for actively participating in the event, and acknowledge the efforts of both the national and regional steering committees that organized the Festival, the Participants, Sponsors and Partners

Liberat Mfumukeko

Ambassador
Secretary General



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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 in 2013, and Kenya hosting the 2015 edition.



The third edition, Jamanfest 2017 was hosted by the Republic of Uganda and the main activities took place at Kololo Ceremonial Grounds in Kampala.

The Festival was a weeklong affair running from 9 to 14 September 2017.

The Festival theme was ***Culture and creative industries: An Engine for unity and Employment Creation.***

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





The Carnival

A Carnival with a difference

The Jamafest Carnival, marked with an array of colours and sounds, sets the tone for the festival. In 2017, the Carnival was along Kampala Road, with 5 different performance stages, showcasing the cultural diversity of the region. Streets flooded with Kampala residents, affairs of the day were put on hold to celebrate the spirit of integration.



FESTIVAL FACT:

20,000 people took part in the Jamafest Carnival on 9th September 2017



Cultural Performances

Sights and scenes from Jamafest 2017





Art Exhibition & Demonstrations

The Jamafest Art Exhibition and Demonstrations presented East African artisans an opportunity to showcase some of the finest the region has to offer. The demonstrations included the art and skills required in embroidery, food processing, painting, as well as craft making.





FESTIVAL FACT:
The general public voted Rwanda the best exhibition area for display of products and customer care.



JAMAFEST Cultural Open Market

A platform for cultural exchange

The Jamafest Cultural Open Market was one of the main attractions at the Festival. The market 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



42,800

Total number of estimated Festival-goers

7

Number of days Jamafest lasted

1,286

Number of participants from the six EAC Partner States

10,000

Estimated number of visitors to the Jamafest Cultural Open Market

15,900

Number of visits to the Jamafest website

82

Performances during the Festival week

19

Academic Papers presented at the Symposium on arts and culture

800

Participants at the Symposium



The Symposium

Sharing experiences, generating knowledge



The Jamafest 2017 Symposium was organized by the EAC Secretariat in collaboration with the Ministry of Gender, Labour and Social Development, the Republic of Uganda under the theme **“Culture and Creative Industries: An Engine for Unity and Employment Creation”**.

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 an engine for socioeconomic development in the region.

The Symposium featured the following thematic areas:

- Critical Analysis of Ethical Cultural Issues in Science and Technology in East Africa.
- Cultural Values of Ingenious Peoples of East Africa in the Management and Conservation of Natural Resources and Environment.
- Cultural Diversity for Human Peace, Reconciliation and Development in East Africa.
- Arts Education in East Africa.
- Culture and Cultural Industries for Regional & National Development.
- Harnessing Legal and Policy Framework for Cultural Development.
- Fostering and Developing languages for Regional Culture Exchange and Development.



FESTIVAL FACT:

The symposium recommended that the EAC Secretariat develops an action plan for implementation of the recommendations of the Symposium with clear timeframes.



IN PICTURES

Jamafest 2017 memorable moments







Virgil Van Guma @markopolo94 · 11 Sep 2017

Scenes from Kololo Airstrip

#JAMAFEST2017



Ministry of Sports @moscakenya · 13 Sep 2017

TRUE TO KENYA: Kenya's Ambassadors to #JAMAFEST2017 from 7th-15th September 2017 in Kampala, Uganda.

Translate from Indonesian



Wizara ya Habari @Wizara_HabariTZ · 15 Sep 2017

#JAMAFEST2017 Tanzania tumejifunza mengi kuhusu utamaduni na sanaa za wenzetu katika Tamasha la JAMAFEST mjini Kampala"-Dkt. Mwakymbwe

Translate from Indonesian



Mr Omogin @omogin · 14 Sep 2017

Passed by #JAMAFEST2017 #JAMAFESTUG



Steven Mutangana @mutangana2 · 10 Sep 2017

Replying to @MirindiD @kayumbabertrand and 8 others

Byiza cyane @MirindiD @Ururkenesza rwaserutse gitore. Abitabiriye #JAMAFEST2017 banejejwe n'imbyino za #kinyarwanda #RwOT

Translate from Haitian Creole



ON SOCIAL MEDIA



Steven Mutangana @mutangana2 · 14 Sep 2017

#Rwanda Mbega byiza weee #Ururkenesza mu mbyino zanyuze abitabiriye #JAMAFEST2017 shar.es/1VXQIq via @kigalitoday

Translate from Turkish



Nabuzayi L. Wamboka Retweeted

Josepha Jabo @josephajabo · 12 Sep 2017

A lovely portrait of .@KagutaMuseveni by Franco Owendo of Nommo Gallery at #JAMAFEST2017.

@josephajabo



ACKNOWLEDGEMENTS



- Ministry of East African Community, Republic of Burundi
- Ministry of Youth, Sports and Culture, Republic of Burundi
- Ministry of East African Community, Republic of Kenya
- Ministry of National Heritage and Culture, Republic of Kenya
- National Cultural Centre, Republic of Kenya
- Ministry of East African Community, Republic of Rwanda
- Ministry of Sports and Culture, Republic of Rwanda
- Ministry of East African Cooperation, United Republic of Tanzania
- Ministry of Information, Youth, Culture and Sports, United Republic of Tanzania
- Ministry of East African Community, Republic of Uganda
- Ministry of Gender, Labour and Social Development, Republic of Uganda
- National Cultural Centre, Republic of Uganda

Members of the Jamafest Regional Steering Committee:

- *Jane S. Mpagi (Uganda)*
- *Benon Moses Kigenyi (Uganda)*
- *Naumo Juliana Akoryo (Uganda)*
- *Naboth Namanya (Uganda)*
- *Francis P. Ojede (Uganda)*
- *Eunice Tumwebaze (Uganda)*
- *Mucyo Noel (Rwanda)*
- *Sinzinkayo Leonard (Burundi)*
- *Phyllis Watwana (Kenya)*
- *Sharon Soinato Konchellah (Kenya)*
- *Joyce N. Fisso (Tanzania)*
- *Shamoun Hashim Ali (Tanzania)*
- *Mary Makoffu (EAC Secretariat)*
- *Bakaye Lubega (EAC Secretariat)*
- *Nasra T Shiyo (EAC Secretariat)*





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