

About CANEX at IATF2023

Given the relevance and opportunities provided by the creative economy as a key driver for development and job creation, Afreximbank has developed the Creative Africa Nexus (CANEX) programme to facilitate the development and growth of the creative and cultural industries in Africa and the diaspora. The programme provides a range of financing and non-financing instruments and interventions aimed at supporting trade and investment in Africa's creative sector.

Through various events and innovative projects, Afreximbank works to engage in trade and export development initiatives that bring together governments, bi/multi-lateral organisations and the private sector to work collectively to create an enabling environment for the African Creative and Cultural Industries. Africa's creative economies, including fashion, music, film, art, crafts and Sport amongst others, are showcased through an annual CANEX Weekend and a bi-annual CANEX at Intra-African Trade Fair (IATF) comprising of the CANEX Summit, a dedicated Creatives Market and Exhibition, and a Live Theatre Programme among other activities for the growth of Africa's CCI.



CANEX at IATF2023

Building on the success of CANEX WKND that was held in Abidjan between 25 - 27 November 2022, which saw over 2,800 delegates from over 60 countries participate in a 4 day programme that included 13 panel discussion, 13 masterclass sessions, as well as a range of special events, live performances, deal room meetings and networking opportunities, CANEX at IATF2023 is scheduled to hold during Intra African Trade Fair 2023.

CANEX at IATF2023 will further develop conversations and provide even more business to business and business to government opportunities through a 7 day gathering. The event will be another important milestone in Afreximbank's implementation of the Creative Africa Nexus (CANEX) programme; a multi-faceted intervention aimed at supporting and developing Africa's rapidly growing creative sector.

The third edition of IATF will hold under the theme "Connecting African Markets" and CANEX at IATF2023 will bring together creatives, policy makers, financial institutions, business and political leaders, development partners, thought leaders and the most powerful and respected names in the Creative and Cultural Industries from across the continent and the diaspora.

This event will provide a unique platform for facilitating business, investment, collaboration, partnerships and inspiration amongst creatives across the value chain of diverse creative and cultural industry sectors from film, music, and fashion to culinary arts, sports, and visual arts amongst others, CANEX at IATF2023.

The objectives of CANEX at IATF2023, include gathering continental and global players to showcase and exhibit their goods and services, and to explore business and investment opportunities within the rapidly expanding creative economy.

Who Will Attend?



Industry Professionals

Media editors and creative agencies

Advertising and creative agencies

Filmmakers

Art Curators and galleries

Event and Festival organizers

Fashion designers

Broadcasters

Streaming platforms and digital platforms

Cinema and film distributors

Creative Sector retailers

Visual artists

E - Gamers - players and designers

Animators and FX artists

Record label executives and music distributors

Musicians

Songwriters

Composers

Performers

Music producers

Literary and music publishers

Educators and trainers

Content creators

Individuals

Creative enthusiasts

Creative influencers

Culture tourists

Corporate & Investors

Private investors

Banks

Hedge Funds

Sovereign funders

Governance

Law and policy makers

Governments

Cultural Bodies

Tourism bodies

Culture ministries

What To Expect At IATF2023



It is expected that the Intra-African Trade Fair will attract:

More than **1,600** exhibitors;

More than **35,000** visitors, buyers and conference delegates from all 54 African countries, and the rest of the World; and

More than **US\$43** Billion in trade and investment deals.

CANEX at IATF2023, will comprise of the following key components:

Market & Exhibition:

A vibrant retail market space as well as a business focused exhibition space will provide smaller brands, larger businesses, associations and countries to showcase their creative goods and services.

CANEX Music Factory:

collaborative music creation sessions will happen live at the event.

Fashion Shows:

Fashion designers from the continent and the diaspora will display their talent on a pan-African platform.

Meeting / Networking Opportunities:

Matchmaking meeting services, networking lounges and special events will provide a range of networking opportunities.

Live Theatre:

Two days of intimate conversations, showcases and Fireside Chats

Summit:

A high-level one day Summit with top experts will tackle key topics that affect all creative and cultural industry sectors.

Live Performances:

From music and dance, to poetry and literature readings, live performances will then culminate in an all-star Mega Concert.

Deal Room:

A finance and investor focused space aimed with developing finance products for the creative industries.

Buyers' Lounge:

A specialized space for buyers to connect with creative producers.

Art Exhibition:

Some of Africa's finest curators and artists will showcase their works to high-profile art collectors.

Masterclasses:

One day of intensive expert-lead masterclasses.



What To Expect At IATF2023



Opportunities For Creative Professionals And Businesses

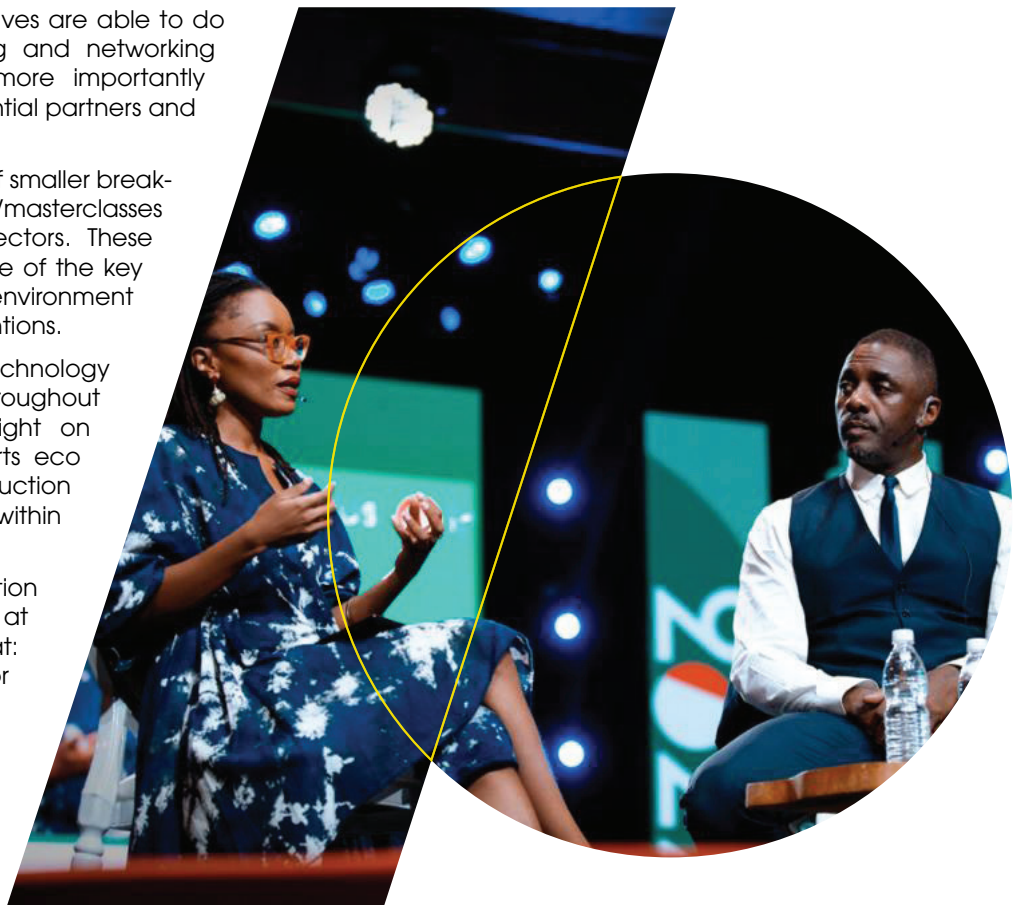
CANEX at IATF2023 will ensure that creatives are able to do business with an emphasis on meeting and networking opportunities between creatives but more importantly between creatives and buyers and potential partners and investors.

CANEX at IATF2023 will also see a range of smaller break-aways and highly interactive sessions /masterclasses focused on topics across creative sectors. These sessions will be designed to address some of the key challenges facing the African creative environment and recommend implementable interventions.

Other exciting sports, culture and technology driven activations will also take place throughout the week. There will also be a spotlight on investment opportunities in Africa's sports eco system including e-gaming and the introduction of the Culinary Arts as the newest vertical within CANEX.

A range of sponsorship and exhibition opportunities are on offer at CANEX at IATF2023 and information can be found at: www.intraafricantradefair.com or info@creativeafricanexus.com

Attendance is free to CANEX at IATF2023 but pre-registration is essential on the website. Additional event, travel and related information can also be found on the website.



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