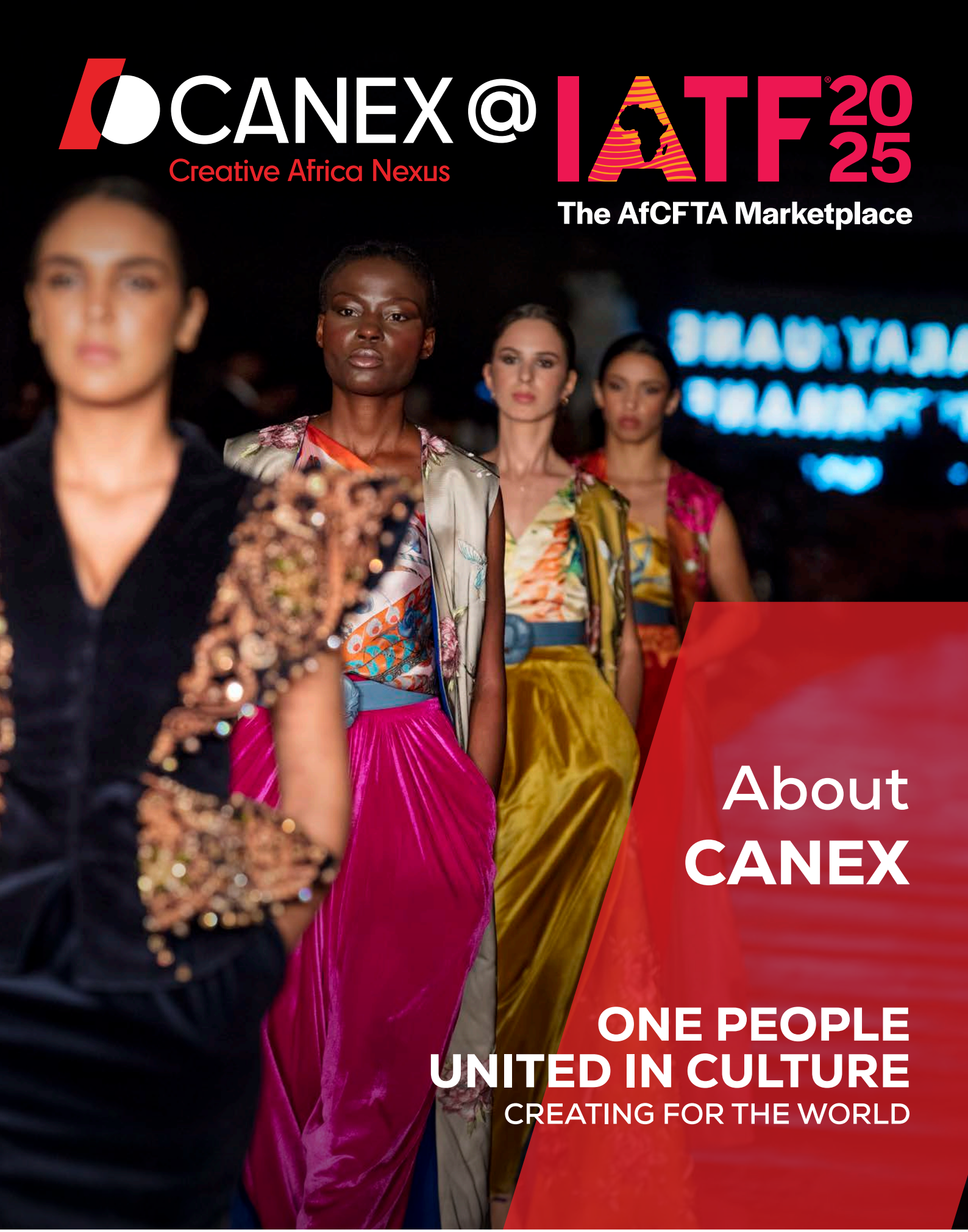
CANEX @ IATF 2025

Creative Africa Nexus

The AfCFTA Marketplace



About CANEX

ONE PEOPLE UNITED IN CULTURE

CREATING FOR THE WORLD

PROMOTED BY

AFREXIMBANK

IN COLLABORATION WITH

African Union

AfCFTA

HOSTED BY ALGERIA

ALGIERS, ALGERIA

4 - 10 SEPTEMBER



INTRODUCTION

The Creative and Cultural Industries (CCIs) as drivers of both economic growth and cultural engagement primarily generate income through trade and commercialisation of intellectual property rights whilst creating new jobs in higher occupational skills, particularly for small and medium-sized enterprises.

With advancements in technology, especially the digital and streaming revolutions, creative and knowledge-based industries have become leaders in disruption and innovation, emerging amongst the most dynamic sectors in the global economy. In addition to its economic benefits, cultural and creative industries generate non-monetary value that can contribute significantly to achieving people centered, inclusive, and sustainable development.







However, despite being among the most rapidly growing sectors, CCIs and their linkages to the rest of the economy have largely been overlooked in Africa resulting in the dominance of informal players and emergence of unstructured markets. Some of the constraints to the growth and development of Africa's CCIs include limited capital, due largely to perceived risks associated with the sectors; knowledge gaps especially in specialised areas e.g. film production, incomplete value chains; limited linkages into high value demand hubs; and unfavourable regulatory environment.

Afreximbank, having recognized the relevance and opportunities provided by the creative economy as a key driver for development and job creation, established the Creative Africa Nexus programme (CANEX) to support the development of Africa's Creative and Cultural Industries and address some of the challenges faced by this economy, through the provision of access to finance, capacity building, trade, investment and export promotion, access to new market opportunities, digital solutions, and policy advocacy to fast-track the scaling of Africa's creative sectors within the global economy.



OBJECTIVES

The key strategic objectives under the CANEX Programme include:

- Increasing Africa's share of global cultural trade flows through trade and investment promotion activities
- Deploying specialised financial products to support the CCI ecosystem
- Facilitating technical capacity programs that enable export grade production
- Facilitating market access to high value demand hubs (through partnerships)
- Advocating for harmonised regulatory reform especially in relation to IP rights and standards.





INSTRUMENTS OF INTERVENTION

Key instruments of intervention under the CANEX Programme include:

FINANCING through credit (direct/indirect), venture funding, equity, guarantees, project and asset based finance, Afreximbank has also deployed specialised products for financing some CCI sectors. The Film Financing Development Facility, is a debt financing solution aimed at supporting the development and production of films produced by African entities, African owned entities in the diaspora or Joint Venture Partnerships with Africans in support of the production of African content. It not only targets film productions but attempts to address financing gaps in the entire value chain, from construction of cinemas and studios, purchasing of film equipment or the scaling up of existing African film distribution channels.

The Music Development Facility is a debt financing solution aimed at supporting the production and distribution of music produced by African recording artists/recording labels. The underlying objective is to back production by recording artists and 'record labels' with a history of strong sales.

To achieve the above the Bank has committed a $2 billion facility for Creative and Cultural Industries.

CAPACITY BUILDING

Through various digital and physical activities CANEX continues to ensure the expansion of skills training, business development support and professional growth through partnerships with expert intermediaries to enable creative enterprises to grow and operate in a wider context. These activities, such as the CANEX Music Factory, CANEX Script to Screen and The CANEX Book Factory, encompass masterclasses and support through incubators/accelerators, amongst other interventions.

ACCESS TO MARKETS

Afreximbank has identified key gaps with creative production value chains and has created interventions that focus on bridging these gaps, with a focus on access to markets. The aim of these interventions is to facilitate access to international markets; to promote trade and export opportunities; to increase manufacturing, and production capacity, and competitiveness.

Since October 2021, 80 luxury African brands have benefited from our access-to-market initiative, dubbed CANEX Presents Africa. African designers have an opportunity to showcase their products at Portugal Fashion Week, Paris Fashion Week, and the Tranoï Tradeshow, providing a platform for luxury brands to engage with global audiences, retail buyers, wholesalers, and global media for business development and the promotion of African products.

EXPORT & INVESTMENT PROMOTION

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 CCI. Africa's creative economies, including fashion, music, film, gastronomy, sports, literature and visual art, amongst others, are showcased through the biennial CANEX WKND and CANEXat IATF (Intra-African Trade Fair), comprising a Creative Africa Programme, dedicated Creatives Exhibition, and Live Theatre Programme, among other activities, for the growth of Africa's CCI.

POLICY ADVOCACY

With its governmental and NGO partners, Afreximbank undertakes high level advocacy that facilitates policy formulation, creating an enabling regulatory and operating environment for creatives in Africa and the diaspora.



STRATEGIC PARTNERSHIPS

Afreximbank works with strategic partners including:

- The African Union
- The African Continental Free Trade Area (AfCFTA) Secretariat
- African Governments and Government Agencies in charge of culture
- African and Africa-centered media platforms
- African and non-African Financial Institutions
- African and non-African corporates and NGOs



CANEX at IATF 2025

Building on the success of previous events, most recently CANEX WKND 2024 that was held in Algiers, CANEX at IATF 2025 will take place from 4-10 September 2025 in Algiers, Algeria.

CANEX WKND 2024 saw thousands delegates from across the continent representing a diversity of creative sectors, taking part at this event that hosted over 21 live performances, 13 masterclass sessions, and included an awe-inspiring fashion show, high-energy music concert and exciting gastronomical showcases alongside a vibrant market and exhibition.









CANEX at IATF2025 will further develop conversations and provide even more business-to-business and business-to- government opportunities through a curated gathering that will once again hold under the theme ***"One People, United in Culture, Creating for the World."*** The event provides a unique platform for facilitating business, investment, collaboration, partnerships, and inspiration amongst creatives across the value chain.

The objectives of CANEX at IATF2025 , 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.

KEY HIGHLIGHTS WILL INCLUDE:

- **EXHIBITION & MARKET**
  An exciting space to exhibit fashion, visual arts, crafts, gastronomy and other creative products in a dynamic market.

- **ROUND TABLES & MASTERCLASSES**
  A range of high- level masterclasses aimed at fine tuning expertise across various creative sectors and hosted by experts from Africa and beyond.

- **CONVERSATIONS**
  Engaging and in-depth panel discussions with outcomes driven topics with a focus on high-level Fireside Chats with well-known and respected African and Diasporic creatives.

- **LIVE PERFORMANCES**
  A range of live performances from some of Africa and the diaspora's top musicians and performers will take place on the CANEX at IATF 2025 Main Stage.

- **GASTRONOMY SHOWCASES:**
  Celebrity chefs from Africa and the Diaspora will be on hand to share their stories, expertise and maybe even some recipes!

- **ART EXHIBITION**
  Once again CANEX at IATF will host a showcase of visual arts curated especially for the event.







- **CANEX MUSIC FACTORY**
  Once again the CANEX Music Factory live recording studio will be on site for music recording sessions facilitated by industry experts - be part of the next album release.

- **CANEX SHORTS**
  This short film competition will once again take place at CANEX at IATF 2025 with the screening of the winning films and an awards ceremony.

- **CANEX BOOK FACTORY**
  CANEX Book Factory presented in partnership with Narrative Landscape Press and The James and Grace Adichie Foundation.

- **NETWORKING / B2B & B2G OPPORTUNITIES**
  A host of networking and dealmaking opportunities and events are always a part of CANEX at IATF 2025.





WHAT IS INTRA-AFRICAN TRADE FAIR (IATF)?

African Export-Import Bank (Afreximbank), in collaboration with African Union Commission and AfCFTA Secretariat, brings you the 4th Intra- African Trade Fair (IATF2025) which will be hosted by the People's Democratic Republic of Algeria, in Algiers.

The AfCFTA is expected to boost intra-African trade significantly over the coming years. Increasing intra-Africa trade can foster industrialization, promote value addition, create jobs, and enhance competitiveness on the global stage.

IATF2025 will provide a unique and valuable platform for businesses to access a single African market of over 1.4 billion people with a GDP of over US$3.5 trillion created under the African Continental Free Trade Area.

IATF OBJECTIVES

- To bring together continental and global players to explore business and investment opportunities in Africa.
- To serve as a marketplace where buyers and sellers meet and explore business opportunities.
- To provide a platform for B2B and B2G exchanges and development of business opportunities.
- To share trade, investment and market information and to identify solutions to address the challenges affecting intra- African trade.
- To share information about trade finance and trade facilitation interventions provided by Afreximbank and similar financial institutions.
- To provide a broad platform that connects a broad spectrum of tradeable and trade-facilitating activities, namely Creative Industry, Automotives, Seminars and Workshops etc










IATF KEY COMPONENTS / VERTICALS

01.

TRADE EXHIBITION

Countries, large corporates as well as Small and Medium Enterprises (SMEs) can set up pavilions and exhibition stands, which will enable them to customise their exhibitions to fit their unique requirements. This offers private and public entities opportunities to showcase their goods and services.

02.

TRADE AND INVESTMENT FORUM

The four-day conference will feature leading African and international speakers and a variety of sessions dealing with African trade and investment issues. Specifically, the conference will feature dedicated sessions on trade and investment opportunities under the AfCFTA and will also include training workshops covering exporting, standards, and marketing. It will also discuss key barriers affecting intra- African trade and investment and provide practical solutions.

03.

CREATIVE AFRICA NEXUS (CANEX)

This platform will showcase the African and Diaspora creative economy in fashion, music, film, arts and craft, sports, literature gastronomy and culinary arts. The CANEX Programme will include a Creative Africa Summit and dedicated Creative Industry Exhibition and showcase.

04.

A B2B AND B2G PLATFORM

The platform will provide opportunities for matchmaking, business exchanges and conclusionof business and investment deals. This is supported by a dedicated African Buyers' Programme which will provide trade facilitation and financing solutions to Africa buyers.

05.

SPECIAL DAYS

The Special Day segment is open to countries, private and public sector entities and offers opportunities for them to sponsor their own special event on a particular day to showcase their trade, investment, tourism, and cultural opportunities.
The first slot is reserved for the Host Country (Algeria).

06.

IATF VIRTUAL

This platform showcases goods, services and investment opportunities on an interactive online platform. The IATF Virtual is currently live and will continue even after the physical Trade Fair has ended. www.intrafricantradefair.com/en/iatf-virtual-page.

07.

AFRICA AUTOMOTIVE SHOW

The Africa Automotive Show will present a platform for auto manufacturers, assemblers, Original Equipment Manufacturers (OEMs) and component suppliers to exhibit their products and interact with potential buyers and suppliers. It consists of an Auto Forum, Auto show and B2B and B2G exchanges.

08.

AU YOUTH START-UP PROGRAMME

The Youth Start-Up segment will have a dedicated Pavilion for African Youth Start-Ups where they will showcase their innovative ideas, prototypes, goods and services. The IATF will provide opportunities for matchmaking, entrepreneurship, training, networking amongst the youth and other delegates at the Trade Fair.

09.

GLOBAL AFRICA DAY

IATF2025 Global Africa Day will highlight commercial and cultural ties between Africa and its diaspora, featuring a Global Africa Summit, market and exhibition, cultural and gastronomic showcase.

10.

AFRICAN RESEARCH AND INNOVATION HUB @IATF

The African Research and Innovation Hub @IATF will allow university students, academia and national researchers to exhibit prototypes of their inventions and showcase published research papers. This will provide opportunity for researchers to move from prototype to full development and also attract venture capital.

11.

SUB-SOVEREIGN GOVERNMENTS NETWORK (AFSNET)

The African Sub-Sovereign Governments Network Conference presents a platform to promote intra-African trade and investment, educational and cultural exchanges and effective and active engagement on development of African regions among sub-sovereigns in the context of the AfCFTA. The Conference is expected to bring together, several African Sub-Sovereign Governments including members of the Forum of Regions of Africa (FORAF) as well as a diverse range of high-level participants from the Diaspora. Participants will include senior government officials, prominent private sector leaders, seasoned investors, reputable financial institutions, and respected development partners.

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