

# IATF<sup>®</sup> Intra-African Trade Fair 2021



## CANEX at IATF2021

15 - 21 November 2021

Durban, KwaZulu-Natal, South Africa

Durban International Convention Centre (Durban ICC)

[www.intrafricantradefair.com](http://www.intrafricantradefair.com)

## Building Bridges for a successful AfCFTA

**Intra-African Trade Fair** is the key event boosting trade in Africa. No other event brings together more professionals under one roof. In 2021, IATF's theme will focus on the newly-launched '**Building Bridges for a successful AfCFTA**' (African Continental Free Trade Area) - a single market for goods and services across 55 countries, aimed at boosting trade and investment.

### IATF2021 by numbers:



### IATF2021



### IATF2021 Organisers:



### IATF2021 Official partners:



### IATF2021 Official event partners:



### IATF2021 Country days:





# Creative Africa Nexus at IATF2021



## Creativity at the heart of innovation and transformation

The Creative Africa Nexus Programme at IATF2021 is a consolidated platform for the creative and cultural industry throughout Africa. The programme includes 5 days of engaging performances and conversations showcasing the best that Africa has to offer along with a full-scale exhibition space, B2B/B2G meetings and networking opportunities that will culminate in a two-day high-level Summit - The CANEX Summit at IATF2021.

This creative platform wishes to facilitate investments into the creative industry through education, trade, industrialization, and provision of critical infrastructure to support the transformation of the African economy.

The Creative Africa Nexus programme will welcome a large range of visitors and participants, speakers, stakeholders, and guests from creative hubs across Africa. Attendees will comprise of Business Leaders, Entrepreneurs, Media Professionals, Creative and Media Agencies, Brands, Media Channels, Filmmakers, Marketing and Advertising professionals as well as Media Experts.

### Individuals

- Creative enthusiasts
- Influencers
- Culture tourists

### Governance/ Public Sector

- Culture ministries
- Law & policy makers
- Governments
- Cultural bodies
- Tourism boards
- Associations

### Corporate & Investors

- Private investors
- Banks
- Hedge funds
- Sovereign funds

### Industry Professionals

- Content creators
- Media editors and journalists
- Advertising and creative agencies
- Filmmakers
- Art curators and galleries
- Event and festival organizers
- Fashion designers
- Fashion and creative sector buyers
- Broadcasters
- Streaming platforms and digital platforms
- Cinemas and film distributors
- Creative sector retailers
- Visual artists
- E-gamers – players and designers

- Animators and FX artists
- Record label executives & music distributors
- Musicians
- Crafters
- Songwriters
- Composers
- Performers
- Music producers
- Literary and music publishers
- Educators and trainers

To participate in CANEX at IATF2021,  
please contact:

### Janice Costa

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Participation is limited.  
Enquire now to reserve your stand:

6 SQM Stand Packages (includes floor space  
and packaged extras)

start from:  
**US \$1,600**