

MUSIC • FILM • FASHION • VISUAL ARTS • CRAFTS • LITERATURE  
POETRY • THEATRE • DANCE • VR • GAMING • SPORTS

## Connecting Africa's Creative and Cultural Industries



 **CANEX  
WKND**

**2022**

**ABIDJAN, CÔTE D'IVOIRE  
25 - 27 November, 2022**

CANEX WKND, presented by African Export Import Bank (Afreximbank) in partnership with the Government of Cote d'Ivoire will be a 3-day gathering of creatives from across Africa and the diaspora in Abidjan between 25 - 27 November 2022.

The event will be an 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.

CANEX WKND will be a prominent gathering of creatives, investors, industry leaders, related businesses and government representatives, enabling business to business and business to government networking and deal-making opportunities. Creatives will also have various opportunities to connect and engage with Africa and her diaspora's leading voices in music, film, fashion, crafts, visual arts, literature, gaming, VR, sports and more.

**FACT SHEET**



In 2021, CANEX at the Intra-African Trade Fair in Durban, South Africa brought together over 3,000 delegates. The CANEX Summit held over 21 live performances and hosted about 115 speakers, industry leaders and experts. Building on the key successes of CANEX at IATF2021, CANEX WKND will further build bridges across African creatives and beyond.



## KEY HIGHLIGHTS WILL INCLUDE:



### MARKET

The ability to exhibit fashion, visual arts, crafts and other creative products in a dynamic market.



### B2B/G NETWORKING

A range of networking opportunities - through meeting services - to connect with potential partners, buyers and investors.



### CAPACITY BUILDING

Through Masterclasses and educational programmes.



### CONVERSATIONS

Engaging and in-depth panel discussions.



### LIVE PERFORMANCES

A range of exciting live performances from some of Africa and the diaspora's top musicians and performers will take place on the CANEX WKND Main Stage.

# WHAT TO EXPECT AT CANEX WKND

CANEX WKND will ensure 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.

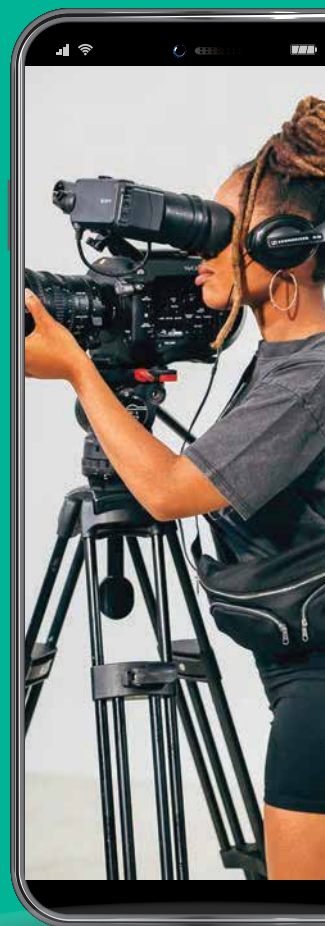
CANEX WKND will see a range of smaller break-away and highly interactive sessions/masterclasses focused on topics across creative sectors. These sessions will be designed to address some of the key challenges facing the African creative environment and recommend implementable interventions.

A visual feast of fashion and art design will be on display through a unique installation designed specifically for the event, combining the works of top African fashion designers and visual artists. This along with a runway fashion show will present the incredible talent and skill of African and diaspora creatives.

The music programme at CANEX WKND will be part of a larger collaborative music project headed by legendary US producer, Gordon "The Commissioner" Williams. The music programme at CANEX WKND will feature Pan-African and diasporic musical collaborations that will kick-off in 2022 and build throughout 2023, culminating at IATF2023. A range of other entertainment including dance, spoken word, and live music will also be featured at CANEX WKND.

Film and film policy will feature strongly in the CANEX programme. In addition to expert panels and dedicated break-away sessions, a red-carpet film event will take place.

Other exciting sports, cultural, and technology driven activations will also take place throughout the weekend. There will also be a spotlight on investment opportunities in Africa's sports ecosystem, including e-gaming.



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