



**SPEECH BY THE KENYA FILM CLASSIFICATION BOARD CEO DR. EZEKIEL MUTUA DURING THE JW SHOW 2019 HELD ON 9TH NOVEMBER, 2019 AT TWO RIVERS MALL, KIAMBU COUNTY**

On behalf of the Kenya Film Classification Board (KFCB), allow me to express my sincere appreciation for the invitation to the JW Show 2019. We are honoured to join you as you showcase our diverse culture through Fashion and Art. This is the second year in a row that the Board is partnering with the JW Show to host this important event and we are indeed proud to be associated with you, the JW Show, and want to thank the organizers for their commitment to this important cultural bonanza.

The Kenya Film Classification Board believes in your work of promoting culture through fashion and art and that's why we have made our small contribution to the success of tonight's event through the stage and sound system, the preliminary shows in the counties and enhanced visibility and hype for the event through diverse social platforms including tonight.

The rich cultural display evident here tonight under the theme '*Made in Kenya by Kenyans*' is a true manifestation of our talent, industry and vast culture which exemplify the opportunities in the Fashion and Art industry in Kenya. With today marking the culmination of the yearlong trainings and mentorship that you have undertaken countrywide, allow me to congratulate you and laud you for your commitment to promoting our cultural identity at the grassroots. Your work is aligned to our Board's *Sinema Mashinani* initiative. Indeed, the brilliant talent in fashion and other forms of art displayed here tonight perfectly capture Kenya as a hotbed of talent.

The unique designs and varied art arrayed here tonight and that is made on Kenyan soil is testament that our creativity and talent as a people is unmatched the world over and are pivotal in wealth and job creation in line with the Presidential Big 4 Agenda for development under the

Manufacturing Pillar. It is gratifying that in celebrating and promoting our own culture and art products, we are not only contributing to the growth of our economy but we are also giving hope to many talented youths in Kenya.

I would, therefore, like to reiterate our Board's commitment to supporting your efforts geared towards helping the youth to nurture their creative talents through various forms of art. We believe that through our partnership with the JW Show, we shall help the youth to establish enterprises based on their creative talents, contributing immensely to regional economic development.

The Board has initiated the *Sinema Mashinani* Program in order to identify and nurture talent like the ones displayed here tonight. I am, therefore, pleased to note that the JW Show finds a perfect nexus with our mandate and the *Sinema Mashinani* Rollout as it trades with creativity, knowledge and information as well as individual ingenuity, skill and talent. I, thus, urge you to remain focused, believe in yourselves and embrace the predominant values of hard work, persistence and determination. It is also important to know that nothing comes easily; just trust the process and work progressively towards achieving your dreams in this industry. As Government, we commit to continue collaborating with the sector in fighting unemployment at one front by investing in, resourcing, and offering industry expertise to our artists.

I am pleased to note that you traversed the counties to build capacity of fashion designers and models at the grassroots thus giving them the exposure that they need. The fashion industry is very important because it epitomizes patriotism as you are using locally available resources for your outfits. Further, the contribution that you are making towards the GDP of the local economy cannot be overemphasized. The Creative Economy is a big frontier for job creation in this country and even globally.

According to a 2013 UNESCO Report, the Creative Economy employed close to 30 million people across the world; generated \$2.25 trillion in revenue; and accounted for 3% of the world's GDP as at the end of 2013. Further, a 2015 study commissioned by the International Confederation of Authors and Composers' Societies (CISAC) revealed that Africa and the

Middle East region had attained a revenue output capacity level of \$58 billion, creating 2.4 million jobs. This only furthers the truth that the money is in the Creative Arts.

I wish to once again thank the organizers of this momentous event. I assure you that the Board will continue partnering with you to promote talent among the youth.

Congratulations to all of you for there are no losers but only winners with diverse talents and levels of creativity.

**Thank you and God bless you.**

