

# Dar to host 7th East African Media Summit

By [Marc Nkwame](#)

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Dar es Salaam city has been chosen to host this year's instalment of the East African Media Summit being organised by the EAC Secretariat together with the East African Business Council (EABC).



The Head of Communications at the East African Community Secretariat in Arusha, Mr Richard Owora-Othieno, revealed here that both EAC and EABC as well as Heads of Media Houses across the region are finalising preparations for the 7th EAC-EABC Media Summit, which is to be held from 14 to 15 May 2015, at the Hyatt Kilimanjaro Hotel Dar es Salaam, Tanzania.

The 7th EAC-EABC Media Summit will bring together over 250 Media owners, CEOs, Publishers, Editors, prominent Media personalities and practitioners on a round table discussions under the theme: *The Role of the Media in Deepening Democracy in the Region*, with sub-themes on *Democracy in the EAC: Achievements and Challenges; The Role of Media in Electoral Processes and Regional Security, Business Environment and Media: Towards a Common Goal*.

The EAC statement quotes the Chairman of the Preparatory Committee, Kajubi Mukajanga, as saying "We see the Summit as a vehicle to increase the visibility of EAC's flagship in the integration process and EAC-EABC joint activities through the media is commendable."

The Head of Corporate Communications and Public Affairs at the EAC Headquarters Owora Richard Othieno notes that the Media Summit is designed to, among others; advance the relationship between the EAC/EABC and the media, who have long been recognised as strategic partners for the Community in achieving its key objective of deepening and widening regional integration and development process.

Launching the EAC Media Scholarship Fund sponsored by EAC-KfW-AKU and announcing and recognising Winners of the EAC Media Award Competition 2013/14 are expected at the Media Summit over a Gala Dinner.

The East Africa Media Awards were originally launched during the 3rd Media Summit in Kampala, Uganda in 2009. The first Awards ceremony was held during the 4th Summit in Nairobi, Kenya in 2011.

The Media Awards are currently in the fourth year running. The judging process for 2013/14 concluded on 26 February, 2015. Twenty three winners have been identified for the Awards in different categories.

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