

EU report on SA's creative, cultural industries to be released

On 11 February 2014, the British Council, VANSa and Arterial Network will be hosting a reception at Wits Arts Museum to launch a revealing report into the position of the cultural and creative industries in South Africa, with regard to export, exchange and trade with the EU and other parts of the world.



The publication is the culmination of a research project financed by the European Union and undertaken through a partnership between the British Council, the Visual Arts Network of South Africa, Arterial Network South Africa and EUNIC partners.

It explores the current state of South Africa's creative sector with regards to the export and exchange of creativity and culture with the rest of the world, with particular consideration given to trade between Europe and South Africa. It is rooted in two years of intensive research and discussion with creative businesses and government, and spans across all areas of the creative sector including film, music, visual arts, craft and design, theatre and new media.

The project has brought together voices and insights from across the creative industries - from hard data to case studies alongside input from government agencies, such as the Department of Arts and Culture (DAC) and the Department of Trade and Industry (DTI). The resulting publication outlines recommendations on how to strengthen opportunities for the South African creative and cultural industries.

Some innovative approaches

"The way in which this research was conducted was a very successful effort, which was only made possible through the fruitful collaboration with various bodies, networks and professionals of the South African creative and cultural sector. It provides an extremely comprehensive overview of the status quo and shows some innovative approaches and opportunities of how to move the sector forward. We thank everyone who was involved for their commitment and useful insight," said Colm McGivern, director designate, British Council, South Africa.

After a brief welcome by Colm McGivern, the findings of the report will be presented by Joseph Gaylard (VANSa) followed by addresses from Andre le Roux (chairman of Arterial Network SA), Mhlanganisi Masoga (DTI), Monica Newton (DAC)

and Richard Young, head of operations, Delegation of the European Union to South Africa.

Launch event, Creative Industries Trade Dialogue Report, will be held at Wits Arts Museum from 6.30pm to 9pm.

For general information on the report, contact Joel Mills, director, Arts Sub Saharan Africa, British Council, +27 (0) 818 738 398, joel.mills@britishcouncil.org.

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