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**REMARKS BY THE CABINET SECRETARY FOR SPORTS, CULTURE AND THE ARTS DR.  
HASSAN WARIO ARERO DURING THE LAUNCH KALASHA FILM WEEK AT THE  
KENYATTA INTERNATIONAL CONVENTION CENTRE 28<sup>TH</sup> OCTOBER 2015**

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The First Secretary of the French Embassy to Kenya, Mr. Emmanuel Renoult.

The Chairman of Kenya Film Commission Mr. Chris Foot

The CEO KFC Madam Liz Chongoti

Local and International Film Makers

Distinguished Guests

Ladies and Gentlemen

Allow me to begin by welcoming all of you to this year's Kalasha Film and TV Festival Market, courtesy of the Kenya Film Commission and the French Embassy in Kenya.

The event, which is being used as a creative hub, intends to bring together, for the first time, all the players from the Eastern Africa Film & TV industry, in one place and at the same time; offering a platform for worldwide players and festival goers from the Film & TV industry to gather, discuss, exchange, collaborate, share stories and develop new business opportunities.

The event's primary objective is to showcase Kenya as a major regional hub for film and TV production, post-production and distribution across all platforms and genres while fostering new business opportunities for local and international media players in the East African market.

This is in tandem with the mandate of the Kenya Film Commission, which include among others:

- To develop the local film industry; and

- To promote and market Kenya as a preferred international filming destination.

### **Ladies and Gentlemen**

Kenya has a very huge potential to be among the top three film producers in Africa. Given the necessary support and appropriate investment, it is envisaged that the film and television industry could employ 100,000's people and contribute Kshs. 40 billion annually to the economy.

Closer home, the Nigerian film industry generates USD 1 billion annually and employs 1 million people (2<sup>nd</sup> largest employer); and contributor to the GDP after oil.

In France, the Film Industry is larger than the pharmaceutical and car industries.

To set the ball rolling, we are in the process of finalizing the national Film Policy and Bill. This will result in the much needed legal framework meant to propel the film industry to the expected level of growth needs to be strengthened.

The film Bill, among other proposals recommends the establishment of the Film fund to inject capital into the film industry.

At this juncture, I want to commend the Jubilee Government for providing incentives needed to cut the costs of film production in Kenya. These include removal of taxes and VAT on importation of filming equipment as well as consumption of goods and services.

## **Ladies and Gentlemen**

Over the year's, though the number of locally produced films has been growing but the quality of these films has not been good enough so as to capture both the local and international markets.

The main reason is that Kenya does not have an adequate pool of trained film professionals in areas such as script writing, directing, acting and production among others.



Majority of the existing media training institutions is in journalism or video production.

To address this anomaly, my Ministry is in the process of beginning a Film School. The School will avail opportunities for talented individuals to realize their potential in cinematic and performing Arts.

### **Ladies and Gentlemen**

When we were growing up, every major town in Kenya used to have two or three cinema halls.

The culture of attending cinema was a typical lifestyle of urban people. With the rapid revolution of ICT technology, many of these halls became moribund, only to be bought by church organizations.

This implies that film producers have been confined to few platforms, mainly the television and digital platform. This is not necessarily a setback, but can be turned into a money minting opportunity.

The emergence of the global digital migration, has brought with it unprecedented opportunities in the film industry. More television stations are on air and require quality content. In effect, local producers stand to benefit from the demand and hence employment opportunities.

To enable the success, the industry needs support in terms of enforcing the Kenya Information Communication Act (KICA) of 2013 which requires that all public broadcasters attain 40% local content going up to 60% local content by June 2018.

Up-scaling local contents in our TV stations has many advantages. Local content promotes national values and collective identity, promotes development and skill of local talent, creates a source of income for artistes, producers, broadcasters and; protects the public against offensive content.

With these remarks, it is now my pleasure to welcome you to give your address. Welcome your Excellency.

## NOTES