

**Press Release N°129/ 2017****AU Ministers of Youth, Culture and Sport Call for greater Contribution of the Audio-visual and Cinema industry to the Development of the Continent**

**Nairobi - Kenya- 15 September 2017:** AU Ministers of Youth, Culture and Sport converged for the Extraordinary Session of the AU Specialized Technical Committee on Youth, Culture and Sport 2, (STC- YCS2), which kicked off Friday, 15 September 2017, at Kenyatta International Conference Centre, Nairobi, Kenya.

Addressing the Session, on behalf of H.E. Moussa Faki Mahamat, AU Commission Chairperson, H.E. Dr. Amira Elfadil, AU Commissioner for Social Affairs, said that the African Union Agenda 2063 adopted by the AU Assembly in January 2015, provides for an Aspiration for culture, noting that culture and creative industries are taking a centre stage in the continental and global agenda and it is the right moment for the continent, to boost the audio visual and cinema sector development for increased profit to the artists and the continent at large. She added that the African Audio-Visual and Cinema Commission (AACC) will be a structure that will coordinate and facilitate the development of this industry.

Recalling that the process of organizing the development of the audio-visual and cinema sector at the continental level, and the many initiatives that were carried out for the organization and development of the film sector industry in the continent. “now it is high time we capitalize on the overwhelming expertise of the sector so that it provides a meaningful contribution to the development of the economy of the African continent” Commissioner emphasized.

The Commissioner also reiterated AUC Commission commitment to continue to coordinate all key stakeholders on the implementation of the projects and programmes on anti-doping related to education, awareness creation, and communication and code compliance.

Preceded by the Expert Session, the Ministerial Session focused on the consideration of the Draft Statute for the operationalization of the African Audio-Visual and Cinema Commission (AACC), as a Specialized Agency of the African Union. The Draft is expected to be forwarded to the AU Legal Office for vetting prior to its submission to the Specialized Technical Committee on Justice and Legal Affairs for endorsement and onward transmission to the AU Executive Council for approval.

In his opening statement , H.E Dr. Hassan Wario, Kenya Minister of Sport , Culture and the Arts said “ our effort here today will cascade into a series of formal processes, culminating into ratification of the AACC statute by the AU Assembly of Heads of State and Government in Addis Ababa early next year.

The frame-work and Ethos of AACC is strongly hinged on the aspiration of Africa’s Youth in the next 50 years, he noted. “This is reflected for example, in the AU agenda 2063, aspiration which recognizes Film and Culture as bearing immense contribution to the economy of Africa, and the attendant need to empower women and Youth in respect to entrepreneurial skills.

The Session opened in the presence of Ministers responsible for youth, sports and culture from the AU Member States, Pan-African Organizations, the Pan African Youth Union, youth organizations: regional youth organizations, national youth councils, civil society, diaspora youth; Regional Economic Communities (RECs); AU Sport Development Regions, Pan African Cultural Organizations, Sport Organizations, UN organizations, and the media.

Concluding the Session, H.E. Prof. Sarah Anyang Agbo, AUC Commissioner for Human Resources, Science and Technology, summarized the main key focus of the Session and praised the constructive deliberations. She noted that the adoption of the draft Statute of the African Audio Visual and Cinema Commission (AACC) by the AU policy organs will ensure the full establishment and operationalization of this important Specialized Agency of the African Union.

For successful development of sports in Africa, the Commissioner noted the African countries, we have a duty and responsibility to comply with the World Anti-Doping Code and promote a drug free environment in all competitions.

The Commissioner also urged the African Member States on the need to “close the skills gap” by placing emphasis on the skills useful or critical for employment in Africa in general, and more particularly, on the skills for developing the cultural and creative industries in Africa.

The STC- YCS Extraordinary Session adopted its report to be submitted to the Heads of State and Government at their next Summit.

**Media enquiry:**

Ms, Afrah Thabit, Directorate of Information and Communication, African Union Commission- E-mail: [Thabitma@africa-union.org](mailto:Thabitma@africa-union.org)

**For further information:**

Directorate of Information and Communication | African Union Commission | [DIC@africa-union.org](mailto:DIC@africa-union.org) | [www.au.int](http://www.au.int) | Addis Ababa | Ethiopia

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