



THE YEAR IN REVIEW

NCAC MARCH 2024 TO MARCH 2025



FOREWORD

It has been my privilege to provide leadership for the Council at this historic time when the cultural and creative industries of Nigeria are making front-page news locally and globally. The challenge is to reimagine the Council into a responsive public sector support organization that is useful to the community and the ecosystem. That is our first job and mandate to ensure we are working every day to protect, project, promote, and preserve the living culture of Nigeria and the cultural heritage of Nigeria. In this regard, we are also taking a view based on the modern evolution of these sectors, the growth of the cultural and creative industries in Nigeria. The Council has taken responsibility for the Creator Economy as well as the original cultural and creative industries with a clear focus to position the NCAC locally and globally as the key public sector agency to drive these sectors in Nigeria.

Our approach is to stay close to the industry and, when necessary, act as advocates for the ecosystem and unlock the resources needed to refinance the Council, its facilities and retrain our staff.

It is important that as we move forward to drive reform, we don't forget the people inside our institutions who have to do the work and to work out how best we can use their talents in the important work ahead. In this regard, we have redesignated our offices as creative hubs and hope to offer them as co-working spaces to the ecosystem once we have reequipped them. As we build the capacity of our staff as trainers and further empower them and assist their roles, we hope to use these hubs to drive innovation, capacity building, and upskilling both within the Council and the broader ecosystem.

As we move forward into our future, we are confident that with the support of our Honourable Minister, and our oversight committees in the National Assembly, as well as the various strategic alliances we have set up, we will be able to fulfil our mandate. We are seeking to unlock the resources to push through this year putting NCAC to work and bringing some of our assets alive to enable the ecosystem.



THE COUNCIL / CHIEF EXECUTIVE OFFICER



Mr. Obi Asika is the Director-General/CEO of the National Council for Arts and Culture, Nigeria and has been a tireless advocate and key driver of the Nigerian creative industries for more than three decades. Prior to this appointment in January 2024, Obi Asika was a multi award-winning creative entrepreneur who built one of the most successful entertainment brands in Nigeria (Storm 360/Storm Records).

He was also Executive Producer of FIFA U20 World Cup 1999, Big Brother Nigeria, The Apprentice Africa, Calabar Festival 2008, The Omniverse and co-founded Social Media Week Lagos, the biggest new media and technology conference in Africa, amongst other accomplishments.

Obi Asika's previous public sector appointments include becoming Senior Special Assistant to the President on Digital Strategy & Social Media in 2015 and contributing his expertise to more than 15 Federal Government committees across different Administrations.



THE COUNCIL / CHIEF EXECUTIVE OFFICER

He has also contributed his leadership to several creative sector boards, including DAAR Communications, the Copyright Society of Nigeria and the Online Publishing Association of Nigeria. He was part of the team that gave birth to the National Start-Up Act as a core member of the presidential team, and he has also been a member of the Joint Industry Board on Audience Measurement, which is building the television marketplace.

An internationally renowned thought-leader on the African creative and cultural economy, Obi Asika was appointed in 2014 to the Advisory Board of the Smithsonian Museum of African Art in Washington, D.C. and he has delivered presentations at the London Business School, Harvard Business School, MIT, Wharton School of Business, Corporate Council on Africa, South by South West and more.



FUNCTIONS OF THE COUNCIL

A

To promote and foster the appreciation, revival and development of Nigerian arts and culture;

B

To plan and coordinate cultural activities in Nigeria and foster the development of literary, visual and the performing arts in Nigeria;

C

To assist the National Commission for Museums and Monuments established under section 1 of the National Commission for Museums and Monuments Act in the creation, acquisition and preservation of artistic works, cultural monuments and depositories;

D

To organise and promote exhibition in visual, performing and literary art, as may be determined, from time to time, by the Minister;

E

To coordinate inter-State cultural exchange activities;

F

To render assistance to the States in the field of arts and culture; and

G

To promote the development of music, traditional dancing, drama, opera, cinema, films, photography, folklore, oral tradition, literature, poetry, painting, sculpture, architecture, town planning and general arts, woodwork, embroidery, weaving and similar crafts.



MANDATE OF THE NATIONAL COUNCIL FOR ARTS AND CULTURE

Our Strategic Ambition

- Promote, revive, and develop Nigerian arts and culture
- Coordinate and support the cultural and creative industries (CCI) across Nigeria
- Support sectoral growth through access to capital, markets, regulation, and upskilling

Our Strategic Ambition:

- Position Nigeria as a global soft power
- Make Nigeria the cultural capital of the world
- Serve as a one-stop enabler for Nigeria's CCI

Our Sectoral Scope Includes:

- Music, Film, Theatre, Literature, Fashion, Gaming, Architecture, Design, Culinary Arts, Digital Media, Heritage, Crafts, and more – 49 creative sectors in total

Our Approach:

- Deliver global best-in-class support services
- Facilitate access to markets and funding
- Strengthen regulation, policy, and governance
- Provide targeted training and capacity building



KEY ACHIEVEMENTS

- **Policy and Strategic Actions:**

The Council developed and implemented policies that enhanced the visibility and viability of Nigeria's cultural sector. Key alliances were formed with national and international stakeholders to support these initiatives.

- **Training and Capacity Building:** Various training programs and skill development initiatives were executed to empower industry professionals, fostering growth in the creative economy.

- **Programming and Events:**

NCAC successfully organized and participated in key national and international cultural events, further amplifying Nigeria's cultural heritage and creative potential.

VISION

- **Stakeholder Engagement:** Extensive engagement with industry players, policymakers, and the general public ensured that NCAC's initiatives were impactful and aligned with sectoral needs.

- **Challenges and Opportunities:** Despite notable progress, the Council faced challenges such as funding constraints and infrastructural gaps. However, these challenges also presented opportunities for innovation, strategic partnerships, and policy enhancements to sustain sectoral growth.

- **Outlook for 2025:** Building on the successes of 2024, NCAC aims to deepen its impact by expanding training programs, enhancing policy frameworks, and leveraging technology to drive cultural and creative industry growth. The Council remains committed to its mandate of preserving, promoting, and projecting Nigeria's rich cultural heritage on a global stage.



CHALLENGES AND OPPORTUNITIES

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OUTLOOK FOR 2025

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PROGRAMS

3 Programming and Events

1. Core Programs Origin

This is a multi-faceted initiative introduced by NCAC in 2024. It is a digital platform that will serve as a national repository of the living culture of Nigeria, an intellectual property index, a social platform for artistic and cultural engagement, and an avenue for the projection of Nigerian Soft Power across the globe. NCAC is partnering with PlayHouse Communications (a Nigerian Company) and other stakeholders like the State Governments, Traditional Institutions, and Nigerian Universities to build this platform. The first stages of data aggregation were commenced in 2024, and the program was included as part of the 2025 appropriation proposal to secure seed funding.

The Origins project is making significant progress, with data collection underway across states and strategic partnerships established with key stakeholders, including the Council of Traditional Rulers, Council of Vice Chancellors, and PlayHouse Team.

Collaborations with MTN, Google AI, and Diaspora partners further enhance the project's potential. We look forward to continued success and impactful outcomes.



PROGRAMS

4 Programming and Events

- **MEFA:** Partnering with NCAC to develop a 4,000–capacity Arena in the Arts and Craft Village (the first of its kind) and to extend this to six other locations across the country to provide much needed infrastructure for the development of the creative economy in Nigeria

The Memorandum of Understanding (MoU) between the Council and MEFA marks a significant milestone in our collaborative efforts. With MEFA's site development slated for completion by December, 2025, we are poised to celebrate a major achievement – the 50th Anniversary of the Council.

This project underscores our shared commitment to promoting Arts, Culture & Entertainment and we look forward to a successful collaboration that will yield lasting benefits for our organization and the cultural sector as a whole.



POLICY AND STRATEGIC ACTIONS

1.1 Policy Development

The DG insisted that the NCAC must be reimagined to fulfil its mandate and to better serve the community and the industry; this begins with its legal status and position. A legal reform committee comprising internal and external resources is currently working, and we expect a draft bill in April 2025 for consideration.

Establishment of Legal Reform Committee

NCAC's establishing law was enacted in 1975 and updated in 1987. Thus, the need to urgently review the Act was apparent to NCAC Management. A committee was set up with membership from within the Council, as well as local and international experts.

Development of Strategic Roadmap:

A new strategic roadmap was developed in-house to align with the Minister's 8-Point Agenda, which includes the following focus areas:

- Nigeria Destination 2030 as an initiative to grow the cultural and creative economy
- Skills development
- Creation and improvement of policy frameworks
- Governance and collaboration
- Smart strategic partnerships
- Development of clear growth targets
- Creation of enabling business environments
- Cultural heritage preservation and sustainability

NCAC, on its part, is being repositioned to provide services to the cultural and creative industries spread across several subsectors, meet the needs of Nigerian youth, and serve as the central authority to catalyse and coordinate the arts, culture, and creative economy in Nigeria.



STRATEGIC STAKEHOLDER MEETINGS

NCAC has held strategic stakeholder meetings across several segments of the CCI. These engagements, aligned with forthcoming sector-specific roadmaps, demonstrate proactive collaboration with key leaders, ensuring that our plans and policies are informed, coordinated, and reflective of sector priorities as well as aligned with industry leaders



NATIONAL COUNCIL
FOR ARTS & CULTURE



Stakeholders Roadmaps

The Omniverse Summit 2.0, which was held from February 25th to February 28th, 2025, in Lagos, was an event that provided a platform for stakeholders from various art, culture, and creative Industries to converge and co-create roadmaps for the development of their respective industries. Participants had insightful discussions facilitated by a distinguished panel of experts, all united by a shared objective of fostering a more interconnected and globally inclusive society. The National Council for Arts and Culture (NCAC), under the leadership of Mr. Obi Asika, Director-General of NCAC, held a stakeholders' engagement at the Summit to sustain the effort to promote digital literacy and drive transformation across all sectors of the arts, culture, and creative industry in the country.

The Omniverse 2025 Stakeholders' Meeting spanned for four days and had eight sessions, bringing together key players from various creative industries. Stakeholders engaged in robust discussions, identifying challenges, opportunities, and strategies for growth.

These sessions were all aimed at:

I. Co-create a roadmap: Develop a comprehensive roadmap for the growth and development of each sector.

II. Identify challenges and opportunities: Share experiences, challenges, and opportunities in each industry.

III. Foster collaboration and partnerships: Establish partnerships and collaborations among stakeholders, NCAC, and other relevant organizations.



RECOMMENDATIONS

The Stakeholders' Meeting on the roadmap for the development of various segments of the creative industries in Nigeria, organized by NCAC was a complete success. It marked a significant milestone in the journey towards establishing Nigeria as a leading creative hub in Africa.

The meetings provided a platform for stakeholders to converge, share ideas, and co-create roadmaps for the development of their respective industries.

The prospects and challenges identified during the meeting have been outlined and the implementation of these roadmaps will require the collective efforts of all stakeholders, including the NCAC, government agencies, private sector organizations, and civil society groups.

We are confident that with the successful implementation of these roadmaps, Nigeria's creative industries will experience significant growth and development, contributing to the country's economic prosperity and cultural advancement.



With Jahman Anikulapo, Culture Advocate, Leader, Journalist & With Brain Jotter Creator/Influencer



POLICY AND STRATEGIC ACTIONS

A major spin-off from the workshops was the development of sector-specific roadmaps. These are currently considered as drafts, and the Council held co-creation workshops with industry stakeholders to ensure their full adoption by industry. Some of the sectors that the Council addressed through these sessions in February 2025 were as follows:

- ❖ Nigerian Music Industry
- ❖ Nigerian Fashion Industry
- ❖ Nigerian Performing Arts, Theatre and Dance
- ❖ Culinary Arts
- ❖ Literature & Publishing
- ❖ Esports
- ❖ The Nigeria Creator Economy



STRATEGIC PARTNERSHIPS

Strategic Alliances

The Council forged partnerships with key public and private organizations to strengthen the cultural and creative sectors. NCAC also signed several Memoranda of Understanding (MoUs) with institutions to enhance its various initiatives and activities. Some of these are as follows:

- **PlayHouse Communications:** a digital marketing company working with NCAC for the development of the Origins platform

- **Third Sector Solutions:** an established consulting firm operating in the field of development, supporting NCAC in building capacity as well as rendering specific services to apply for grants in the arts and culture subsectors.

- **Dexude:** a Nigerian technology solutions provider and hub development firm with a proven track record.

Wootlab: a tech company based in Abuja that will be carrying out digital skills training for all NCAC staff, beginning at the Abuja Office

EVEN Labs: a U.S.-based digital music platform that will be entering the Nigerian market in 2025.



STRATEGIC PARTNERSHIPS

National Information Technology Development Agency (NITDA) – being the premier government agency overseeing the tech sector, NITDA will support NCAC in the area of capacity building and tooling, while NCAC will draw in the cultural and creative industry sectors for a robust synergy with those in the digital economy, as well as support NITDA in the execution of some of its key events such as GITEX Nigeria 2025.



STRATEGIC PARTNERSHIPS

Nigeria Governors' Forum (NGF) – This alliance signifies a new era of collaboration between the Council and State Governments to create a thriving environment for the creative industries. NGF has committed to partnering with NCAC to deliver its flagship programmes coming up, such as CLAP, Origins, and Nigeria's Got Talent. A shared initiative.



STRATEGIC PARTNERSHIPS

- **Windsor Gallery** – one of the leading art galleries in Nigeria, The Windsor Gallery is a renowned contemporary and modern art institution with locations in Abuja, Lagos, and Abidjan. It is dedicated to fostering a vibrant art scene through exhibitions, art advisory services, and representation of artists. WG serves as the curating partner of NCAC, which led the Art Exhibitions and panel discussions at the NAFEST 2024.
- **Founders Institute** – The Founder Institute is the world's most proven network to turn ideas into fundable startups, and startups into global businesses. This collaboration is focused on NCAC's flagship projects, including:– Origins, ICE Hubs, and CLAP. This collaboration will support the growth and development of the Arts, Culture, and Creative Economy in Nigeria.
- **Canvas Institute:** The partnership is designed to promote cultural heritage, enhance the tourism sector, empower young creatives, and foster sustainable development within Nigeria and the Black diaspora.
- **CEOs Network Africa** – The CEOs Network Africa is a social enterprise set up in order to help budding entrepreneurs through their journeys as entrepreneurs via tailored trainings, our annual awards, networking, and mentorship events. This collaboration is mainly focused on youth engagement and reach.
- **African International Documentary Festival Foundation (AFIDFF):** The objective of the foundation is to discover and train documentarians and journalists to attain the peak of their expertise. The foundation aims to celebrate new talents in



STRATEGIC PARTNERSHIPS

documentary, filmmaking, and storytellers of African descent while showcasing a rich African cultural heritage and history by discovering and presenting underrepresented stories to preserve and promote the rich heritage sites and cultures in Africa in collaboration with NCAC.

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- **Rolling Stone Africa:** NCAC is partnering with RSA to offer access, content, and context on Nigerian soft power. Rolling Stone is a global media partner to NCAC and this partnership will enable global reach for NCAC programs
- **Essence Ventures Global Partnership:** NCAC is exploring a global partnership with Essence to further promote the Soft Power of Nigeria.



STRATEGIC PARTNERSHIPS



Gbemi Abudu, NBA Africa, A 7 Artist and Barkue Tubman from Essence



Aisha Rimi, MD NIPC, Tola Akerele, DG National Theatre, Tola Odunsi, Director and Producer, Bolanle Austen-Peters, Terrakulture founder, and others at Essence/NCAC lunch in Lagos





DESTINATION 2030 NIGERIA



Dear:

ESSENCE IN NIGERIA

Invitation to Stakeholder Lunch with Essence & the Federal Ministry of Art, Culture & Creative Economy, Sunday 15th September 2024 at 19 Ologun Agbaje Street, Victoria Island, Lagos

We are excited to invite you to an exclusive stakeholder lunch hosted by the Office of the Minister of Art, Culture, and Creative Economy in Nigeria & the National Council for Arts and Culture (NCAC) in collaboration with Essence Ventures, home to Essence magazine and Essence festival.

This gathering will bring together key stakeholders across Nigeria's creative and cultural industries as well as leaders from advertising and finance to discuss international collaborations and strategies for tapping into these vibrant global markets.

Essence's global intent, expansion, and mission is to bridge the existing gaps with the African Diaspora by prioritizing economic inclusion. This is a natural fit to the Origins platform of the NCAC as well as the Ministry's Destination 2030 "Nigeria Everywhere" programme, which are focused on providing connections for Nigerians at home as well as those that form the majority of black people dispersed worldwide over the past 500 years.

We invite you to be part of this effort to explore collaborations that will bridge the gap, recognizing the value of Nigeria and Nigerians, and the pivotal role of the Black Community in the US and globally, as innovators, entrepreneurs, game changers and trend setters.

Barkue Tubman Zawolo
Chief of Talent and Diasporic Engagement, Essence Ventures

Obi Asika
Director General, National Council for Arts and Culture

DATE Sunday 15th September, 2024

TIME 3PM Prompt

VENUE Slice Social House
19, Ologun Agbaje Street,
Victoria Island, Lagos.



Keynotes:

Keynote on the Prospects for the Sector at the Central Bank of Nigeria Senior Management Seminar. This was an important session enabling

- the NCAC to show our roadmap, the opportunity, and the real way this sector can help drive forward the Nigerian economy in terms of jobs, inspiration, and business.

TMCON 2024: The African Creator Economy: Navigating the Next Wave. This topic directly aligned with the conference theme of “The Next Wave” and the DG’s expertise in the African entertainment and media industries. As a pioneer in the African creator economy, the DG provided invaluable insights into its growth and prospects. He also discussed the factors that have contributed to its rise, the impact of emerging technologies, and the opportunities that lie ahead for creators in Africa.

The Biggest Festival for Africa’s Tech and Media Creators, 26th October, 2024, Vision Event Arena, Wuse 2 (Harrow Park), Abuja.



KEYNOTES

Army War College Lecture: a class of 75 Lt. Colonels and Colonels. The lecture was on “Cultural Influence in Leadership”. This lecture aimed to show that while culture and context might differ, the values we associate with leadership are universal. These include bravery, integrity, respect, empathy, mindset, understanding that talent is not enough, it needs to be enhanced by consistent hard work. Additionally, the focus was on culture and context and also about how the soft power wielded by the Nigerian creative industries can be applied to socialize our armed forces and close any gaps perceived or real with the citizens. 9th May, 2024 at the Army War College Abuja. The Dg was honored to represent the Hm and speak to this important audience.



STRATEGIC ACTIONS

- **FAME Week Africa 2024:** FAME Week Africa brings together co-related events focusing on the major creative economies, namely film, television, animation, music, fashion, and entertainment technology. South Africa is the host country. NCAC presented Nigeria as the Country of Honor in 2024 i



- Nigeria – EU Innovation Days organized by the EU, Landmark, Lagos.
- Keynote speech on “Leveraging Collaborations to Grow Creative Youth Innovations” – 14th Career Day “The Creative Economy: Building Nigeria’s Future Through Youth Innovation” organized by The Bridge Leadership Foundation.
- Panel Discussion at The Africa Defence Industry Conference, theme “Future Frontiers in Africa’s Defense Technology”, August, Abuja. Fireside Chat DG Dicon, DG NCAC,
- Diplomatic and International Development Partners Forum organized by the Ministry, September 2024, Abuja
- Keynote address on the Creative Industry at Africa Creative Market, September 2024, Lagos.

- Global Cultural Experience 2024, Organized by The Ministry of Arts, Culture. Creative Economy United Nations General Assembly
- BOI – IDICE Stakeholder Engagement Forum, 2nd May 2024



KEY EVENTS / INTERVIEWS

Quararumo Festival

Fireside Chat with Supo Shasore on a lifetime of creativity at one of Nigeria's biggest literary festivals.



KEY Speaking Opportunities

/INTERVIEWS

- **Innovation Support Network Annual gathering:** focus on collaboration to drive economic growth and societal development. The Dg made a keynote and also presented the CLAP collaboration with ISN.

Keynote address with theme “Culture Our Structure” at OctoFest 2024 organized by Bigway Theater Company, 1st October 2024, Abuja.

- World Culture and Diversity Day interview at NTA Abuja.

- “The Business of Art, Culture, and Tourism” Guest Interview on African Independent Television (moneylinewithnancy) to discuss the roadmap of the Ministry and the position of the Council as the convening agency of the sector.

Special Guest of Honour of the Ken Saro-Wiwa International Writers’ Residency established by the Association of Nigerian Authors (ANA) held in Abuja on 1st November 2024.

- Special Guest of Honour at the Panegyric Competition in Nigeria organized by the Federal Ministry of Education on 19th December 2024.
- Special Guest of Honour at the Fashion Training program of the Ukrainian Embassy held on 9th November 2024.
- Digital Policy Dialogue by EU, GIZ, and DTC Nigeria.
- Guest Interview on Arise News.
- Special Guest, Bet Awards Pre Party at Africa Haus in Los Angeles.
- Origins Launch Event at UNGA with Africa House with 120 global guests.



IVLP US State department

International Visitor Leadership Program (IVLP): The Director-General was part of a study tour under the aegis of the IVLP, a long-standing program of the U.S. State Department, which was for the first time focused on Intellectual Property (IP) and the creative economy. The tour took them to meet with senior government officials, and leaders in the IP community, as well as major industry players in the public and private sector. The group visited Washington D.C., Atlanta, Georgia and Los Angeles, California over a Ten-day period. As a result of this activity, NCAC made powerful new contacts and friends, which are promising with regard to the Council's strategy for 2025 in terms of the execution of its programs and projects. In this regard we were received by the US Justice Department, the State Department, the US patent office, The Atlanta Mayor's Office, the Motion Picture Association of America, the Recording Industry Association of America, the Screen Actors Guild of America among others.



High level meetins at the Recording Industry Association of America



High level meetings at the Motion Picture Association of America

US STAKEHOLDER ENGAGEMENT

Intellectual Property and Creative Economy

Industry Perspectives on Protecting Intellectual Property in Washington, D.C June 22nd - 26th, 2024

We visited the Department of Justice and learned how the US is combating Piracy, we were at the US patent office to see how they manage those issues and also visited the Recording Association of America the home of the music industry and the Motion Picture Association of America all in Washington

- We also visited the Screen Actor's Guild in Los Angeles, the Berkeley School of Film where we took a session with an Oscar winning director and talked about some of the US-Nigeria collaboration in the space. We also visited the Oscars Museum, toured Universal Studios with over 40 sound stages and saw first hand how its an economic actor. We also attended the BET awards pre concert at Crpyto Arena with Davido and the Bet Awards Africa Pre Party as we touched several members of the ecosystem.

With Multiple Oscar Winner at UC Berkeley



Atlanta Mayor's office of Film and Entertainment

US STAKEHOLDER ENGAGEMENT

Intellectual Property and Creative Economy

- Gain exposure to key business tools used by members of the creative economy to scale. The U.S. Department of State sponsored a Regional Project entitled “Intellectual Property and the Creative Economy
- Examine the creative industries’ infrastructure and business ecosystem; with input from IP
- We exchanged best practices with U.S. policymakers, at the state and local levels, In Atlanta we saw the work and incentives done to attract major studios and music festivals to Atlanta to improve the work & operating environment, drive employment growth, and attract global investment into their Atlanta, Georgia June 30th - July 3rd, 2024
- Government Support for Georgia’s Film and Music Industry Los Angeles, California June 26th - 30th, 2024



Angela Nwandu, founder of the Shaderoom (30m followers on Instagram and number one in America for Black entertainment) in Los Angeles at the bet pre-awards

Portrait of MLK at the Atlanta City Hall

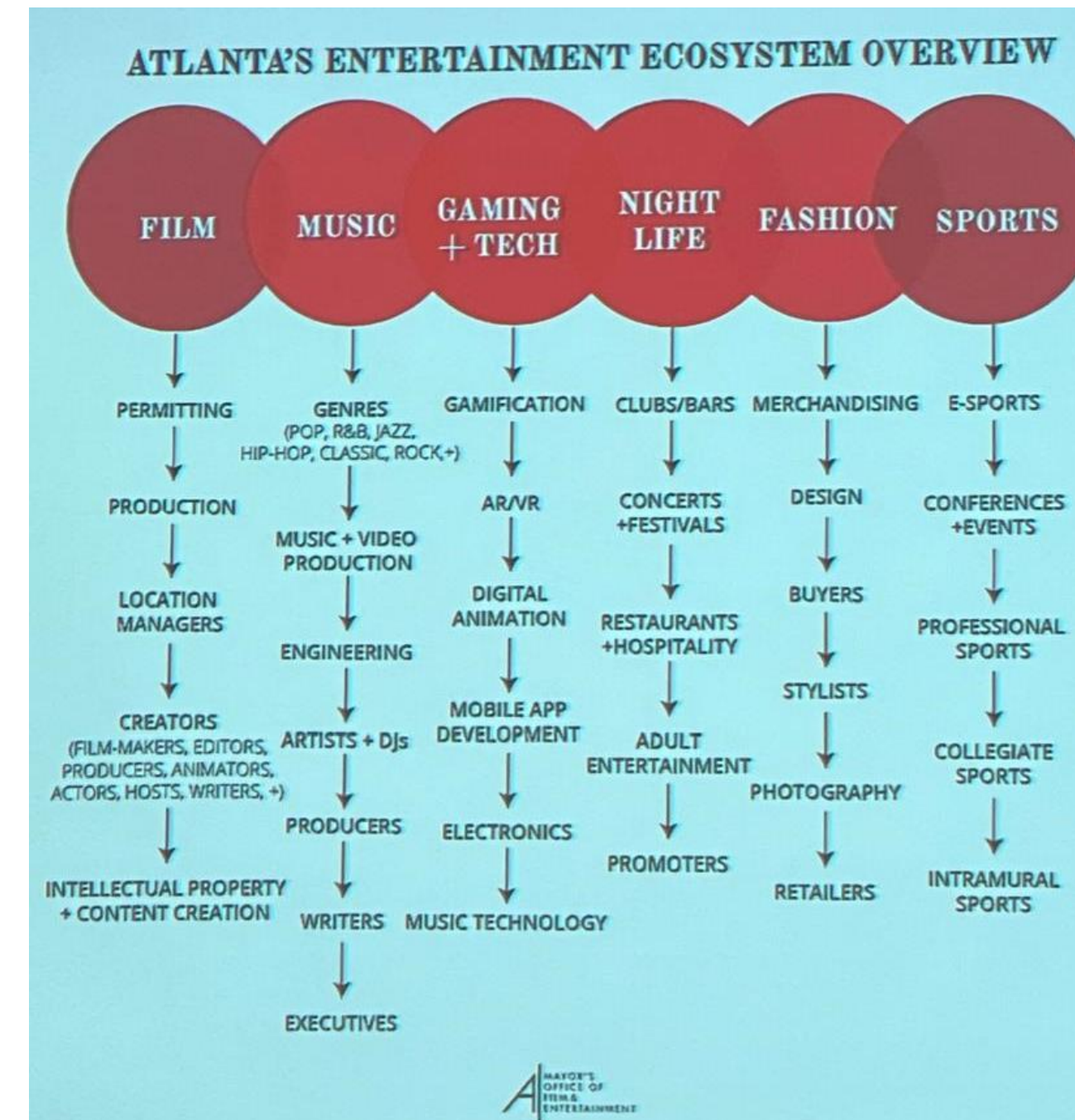


US STAKEHOLDER ENGAGEMENT

Intellectual Property and Creative Economy

- Studios as Economic and Cultural Diplomacy Actors
The program covered various aspects of Intellectual property and creative economy, understanding federal government tools for protecting IP by exchanging best practices ie sharing knowledge with U.S policymakers and Industry experts Examining the role of Directors, actors and studios in the creative economy by enhancing the business environment for creative industries. Exploring best practices for financing and distributing creative content.

In conclusion this program offered valuable insights into the creative economy and Intellectual Property, with a focus on practical applications and best practices.



STAKEHOLDER ENGAGEMENT

1.4 Stakeholder Engagement Public Sector Organisations

NCAC, led by the DG, had several engagements with other Ministries, Departments, and Agencies of the Government as part of advocating for the cultural and creative sectors, and forging new relationships to build collaboration. Some of these include:

- National Assembly
- The Inspector-General of Police
- National Defence College
- Central Bank of Nigeria
- Bank of Industry
- IDICE (Investment in Digital and Creative Enterprises)
- Budget Office of the Federation
- Committee of Vice Chancellors
- Chief Executives of Culture

Bilateral and multilateral partnerships

In the year under review, NCAC had meaningful engagements with the following international development partners and diplomatic missions:

- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations Children's Fund (UNICEF)
- United Nations Development Program (UNDP)
- International Finance Corporation (IFC)
- Chinese Embassy
- Embassy of Italy
- Embassy of Iran
- Embassy of Spain
- High Commission of Trinidad and Tobago



STAKEHOLDER ENGAGEMENT

- Jamaican High Commission
- United States Embassy
- British High Commission
- Embassy of Botswana
- Embassy of Belgium
- Embassy of Cameroon
- Turkish Embassy

NCAC at the United Nations General Assembly:

Africa House, a global think-tank based in Accra, Ghana, partnered with NCAC to host a side-event during the United Nations General Assembly in New York in September 2024. This allowed the Council to present the *Origins* Programme, particularly to the Nigerian and African Diaspora at large. The event was a huge success with several key linkages created with corporations led by persons of African descent, and major productive collaborations are envisaged for 2025.

Nigeria's Readmittance into the International Federation for Arts and Culture: In 2024, a long-standing break from the International Federation of Arts Councils and Culture Agencies (IFACCA) was resolved after fruitful talks with key officials of the organization. Nigeria will be participating in the organisation's congress in 2025, and the Director General has been invited as a keynote speaker.



STAKEHOLDER ENGAGEMENT

United Nations General Assembly (UNGA)



Kojo Annan, Chair Africa House, Charles Emembolu, Chair Isn Hubs, Nkiru Balonwu, Founder Africa Soft Power, President Nana Akufo-Adoo of Ghana



With Dr. Bosun Tijani, New York

The Nigerian delegation, led by the Minister of Arts, Culture, Tourism and the Creative Economy (FMACTCE), engaged in a week of strategic meetings, symposiums, and cultural events in New York during the 2024 United Nations General Assembly (UNGA). The objective was to promote Nigeria's creative economy, attract investment, and forge international partnerships.



STAKEHOLDER ENGAGEMENT

United Nations General Assembly (UNGA)

KEY HIGHLIGHTS

1. Strategic Meetings at Roc Nation: Engaged with key figures in wealth management, Artificial Intelligence, Sports, and Politics regarding investments in Africa's creative sector. Earn Your Leisure (EYL) recognized Nigeria as its second-largest market and discussed expanding operations, including potential appearances at Omniverse 2025 and launching Invest Fest Nigeria.

2. Africa-Focused Conferences and Forums: Participated in the Forward Africa Leaders Symposium and the UAE-Africa Trade Corridor Launch, meeting with high-level African leaders and institutions to showcase NCAC initiatives like CLAP, ICE & Origins.

3. Nigeria Destination 2030 Launch: Official unveiling of Nigeria's creative economy roadmap. Featured performances, international stakeholders, and the announcement of a strategic partnership with the EVEN music streaming platform.

4. Collaboration with generator & NITDA: gener8tor, a 2 billion dollars tech accelerator, to launch a national startup program in Nigeria. Strengthened tech collaboration between NCAC and NITDA.

5. Africa House/Origins Partnership: Soft launch of Origins created by NCAC, will be partnering with African House, hosted by Kojo Annan and Mamadou Toure. Engaged high-level executives from OpenAI, Meta, and others in dialogue around cultural heritage, innovation, and autonomy.



STAKEHOLDER ENGAGEMENT

United Nations General Assembly (UNGA)

6. Next Narrative Africa (The Bridge at the Apollo Theater): Celebration of African creativity through music and storytelling. Launch of a \$40M fund to support African and diaspora content creators.

7. Brazil-Nigeria Cultural Exchange: Dialogue initiated with Feira Preta, the largest Black culture festival in Latin America, to explore cultural alignment between Nigeria and Brazil.

8. Investment Prospects: Positive investment interest expressed by U.S.-based family offices, including Barry Johnson of Seven Generations Family Office, in Nigeria's creative industries.

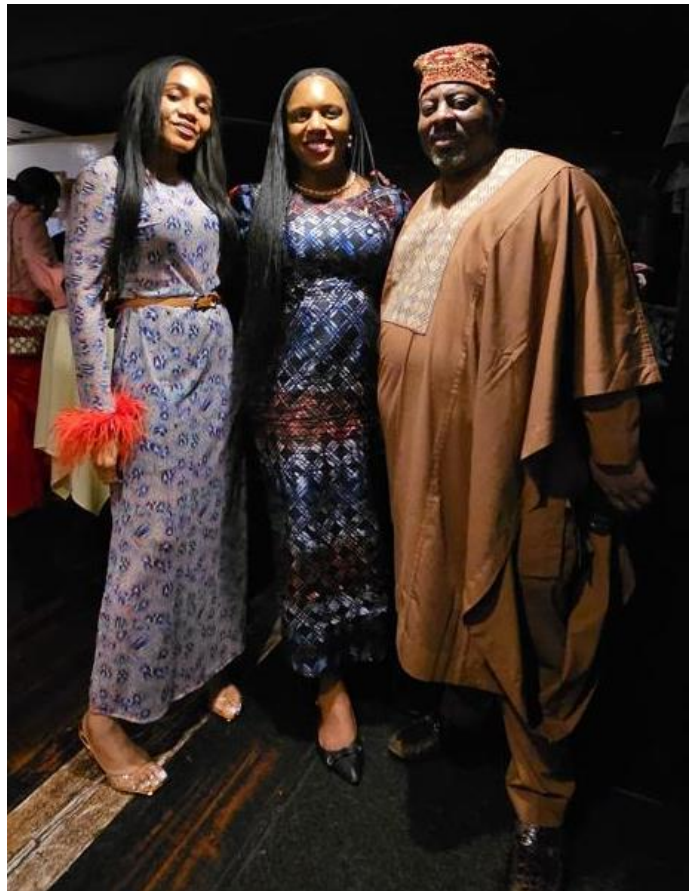
NEXT STEPS

- Follow-up collaborations with EYL, generator, and Feira Preta.
- Promote the Africa House Origins platform.
- Deepen international investment and cultural diplomacy efforts through NCAC initiatives.



STAKEHOLDER ENGAGEMENT

United Nations General Assembly (UNGA)



HM with New York Commissioner of Culture



With Femi Oke



HM with Chef Eros in New York



STAKEHOLDER ENGAGEMENT

2024 OFALA FESTIVAL

The Ofala Onitsha is the most important festival in the East of Nigeria and it was attended By the Dg who himself holds an ancient Ozo title in Onitsha and NCAC Ambassador for Culture Mr Farouk Oreagva,

The Ncac was represented by two directors and the zonal head and team from Enugh Creative Hub and zonal Office, The NCAC as par t of its mandate is working with States And Festival Organisers to up grade Festival Delivery and has indezxed our maor Festivala For the Origins Platform



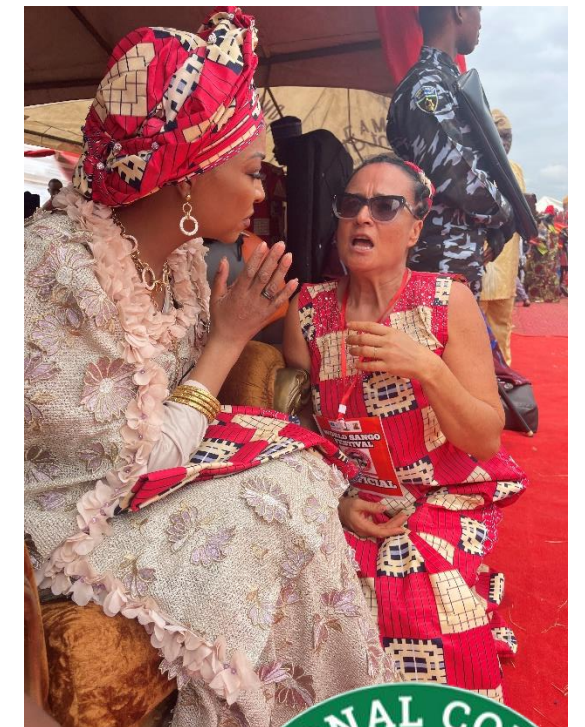
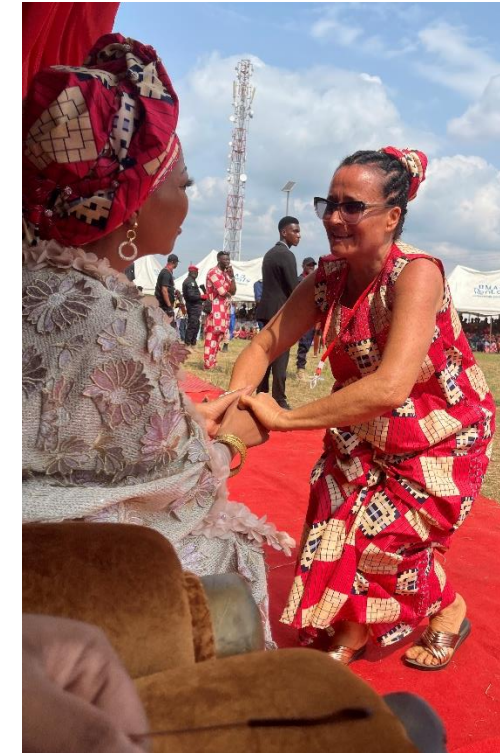
STAKEHOLDER ENGAGEMENT

Participation in targeted initiatives to promote Nigerian cultural heritage:

- Dg NCAC attended the
- Sango festival in Oyo Town
The NCAC has indexed the traditional and cultural festivals of Nigeria for Origins

Reactivation of the Arts and Craft Village, Abuja:

NCAC introduced new assets and investments to the Arts and Craft Village, the Council's Permanent Site in 2024. The Council installed solar street lighting, making the grounds more attractive to patrons of the arts vilage, and facilitated the establishment of new businesses at the location, such as food and beverage providers. At the moment, the Council is in talks with private operators for the development of the site, including the refurbishment of the Amphitheater. The Arts village is a core focus of this leadership, and the National Festival for Arts and Culture (NAFEST and INAC) were both held at the venue with more to come as we seek to fully bring it alive in 2025.



TRAINING & CAPACITY BUILDING

2.1 Training Programs

The Council conducted training sessions for 75 participants in:

- Mobile photography
- Mobile videography

2.2 Skill Development

NCAC organised an In-House One-Day Training Workshop on Grant Writing, targeted at staff of the Council. Participants were selected from each Department of the Council. This involved over 70 members of staff and has led to the creation of a dedicated workstream focused on taking advantage of grants in our area and ensuring we compete to collect.

The Council is in the process of negotiating an MOU with Alison to develop workforce training for the Council, other Agencies and for the wider population.



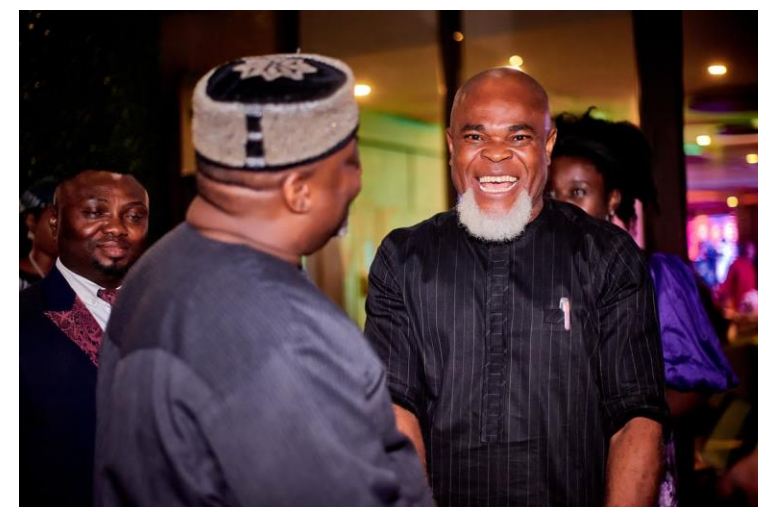
KEY EVENTS

3.2 Key Events:

The Cultural and Creative Economy Summit: Convened thought leaders and stakeholders to discuss strategies for advancing the cultural and creative economy. This was a rebranded event and delivered in a new format with full participation by all states of Nigeria.

Pre-INAC Dinner with Diplomatic Missions

(18 October 2024): Hosted a pre-INAC dinner to engage diplomatic missions and foster cultural diplomacy. The format was rebooted, and it was a top-level evening bringing together leaders in our diplomatic community.



KEY EVENTS

National Festival of Arts and Culture (22th to 30 November 2024): NCAC successfully hosted the National Festival of Arts and Culture (NAFEST), showcasing Nigeria's rich cultural diversity through performances, exhibitions, and competitions. Twenty-Seven (27) States, including the Federal Capital Territory (FCT), participated. NAFEST 2024 was unique in that, unlike previous editions, this was mostly hosted by NCAC with the support of the FCT Administration. Also, many of the legacy events of the festival were renamed, rebranded, and reformatted to appeal to a younger demographic. These included the Swag Show, Jollof Wars, Dance-Off Naija, Sing-Off Naija, formerly known as the Fashion Show, Cooking Competition, Traditional Dance Competition, and Singing Competition, respectively.



NA FEST IN PICTURES



PROGRAMS & EVENTS

International Arts and Craft Expo (18th to 30th November 2024): NCAC brought together stakeholders from the States, Diplomatic Missions, Development Partners, and Non-Governmental Organisations to celebrate and promote Nigerian Arts and Crafts. Key partners at INAC included the British Council (took 20 pavilions for their invited creatives and conducted *adire* training for 100 attendees), and German Technical Cooperation (pledged financial support to NCAC in the area of media and publicity).



PROGRAMS & EVENTS



INAC: Beautiful Cultural Heritage Showcased at the 2024 National Festival of Arts and Culture (NAFEST)

<https://youtu.be/iis8CKUfQHW?si=sFYGFGaAF04YQ5jh>



The Business of Arts, Culture and Tourism, Obi Asika, National Council for Arts and Culture

<https://youtu.be/dlk3CIFKslc?si=9j9daW7eyWokAPa0>



PROGRAMS & EVENTS



NCAC'S Pre-Dinner of the International Arts and Crafts EXPO 2024

https://youtu.be/8e06DXAQp1o?si=_QkrL7-pxjglS1ii



Federal Government Inaugurate 54th Arts, Culture Creative Economy (CCES)

<https://youtu.be/F-azLa50bE8?si=FPgbBXj3jIITJBr>



CHALLENGES & OPPORTUNITIES

3.3 Other Actions

- Launch of the new NCAC website.
- Launch of dedicated websites for NAFEST and INAC. Relaunch of NCAC Social Media presence.
- Introduction of an official dedicated email system
- for proper communication.
- Strategic Collaborations across Public & Private Sectors

4 Challenges and Opportunities

- Limited funding for the sector.
- Late release of funds appropriated by the government.
- Infrastructure gaps that require direct investment
- by both the Federal and State governments.
- The obsolete legal framework for the sector makes it difficult for NCAC to effectively navigate the 21st century.

Despite the aforementioned challenges, opportunities for growth exist. They include the prospect for digital transformation (given the strategic partnerships entered into in 2024) and richer international collaboration and partnerships. There is strong, focused, and visionary leadership at FMACTCE; this will attract significant investment to the sector in the short-term.



COLLABORATION WITH SISTER PARASTATALS

The National Council for Arts and Culture (NCAC) enjoys a cordial relationship with its sister parastatals under the Federal Ministry of Arts, Culture, Tourism and Creative Economy. Through collaborative efforts, they promote Nigeria's rich cultural heritage, develop the tourism sector and preserve national heritage. Key sister parastatals include:

- National Council for Arts & Culture (NCAC)
- Nigerian Tourism Development Authority (NTDA)
- National Gallery of Art (NGA)
- National Theatre (NT)
- Centre for Black and African Arts & Culture (CBAAC)
- National Institute for Cultural Orientation (NICO)
- National Commission for Museum & Monument (NCMM)
- National War Museum (NWM)
- National Institute of Archeology & Museum Studies
- Nigerian Film Corporation
- National Film & Video Censors Board (NFVCB)
- Nigerian Tourism Development Corporation (NTDC)
- Nigerian Institute for Hospitality & Tourism (NIHOTOUR)
- National Theatre (NT)
- National Troupe of Nigeria (NTN)



NCAC DG visited DG Museum



NCAC DG visited DG CBAAC



NCAC DG with Exe. Sec. NICO



DEPARTMENTAL SUMMARY OF ACHIEVEMENTS

Human Resource Management Department

- Conducted the 2024 Promotion Examination, where 426 staff were shortlisted, and 400 were promoted.
 - Organizing an in-house workshop/training.
 - 68 notifications for admission were issued, where 35 staff members have already submitted their various certificates.
 - 31 staff members due for retirement in 2024 were processed and captured successfully at PENCOM for retirement benefits to be paid.
 - Taking cognizance of staff who left the Council service via voluntary resignation and death, 23 staff members during the year in review.
6. Fresh enrollees of staff members into the National Health Insurance program.

Finance and Accounts Department

- Appropriated funds for the year 2024 were judiciously expended.
- Clearance of backlogs of Kilometer Allowances for disengaged staff from 2017.
- Clearance of backlogs of burial expenses of deceased staff from the year 2017
- Payment of appropriate salary/promotion arrears to due staff.

Creative Skill and Enterprise Development

1. Since its inception, the department coordinates regular meetings of the DG with Heads of the NCAC Creative Hubs.
2. During the 2024 NAFEST, the department conducted trainings in Photography and Videography as part of the Innovation, Creativity and Entrepreneurship (ICE) program, which attracted over Eighty (80) participants with some NCAC staff benefitting.



DEPARTMENTAL SUMMARY OF ACHIEVEMENTS

EXTENSION SERVICES DEPARTMENT MARCH 2024 TO MARCH 2025 AS OUTLINED

Audience participation analysis report with data collected at NAFEST 2024.

2. The department is proud of the success story of the participation of NCAC in the Fame Week Africa 2024, which was held in South Africa, and Nigeria was the Country of Honour.

3. The department successfully created the advert platform for INAC/NAFEST 2024.

4. The Extension Services Department created the platform that birthed a collaboration between NCAC and NGF

5. Through the Assistance of the office of DG NCAC, we were able to achieve email communication with embassies (i.e., Zoho official email). The Dept established efficient relations with the National Assembly through the appointment of a permanent liason by the DG.

- The department participated and made meaningful contributions at Omniverse Summit 2024.

- **PERFORMING ARTS DEPARTMENT MARCH 2024 TO MARCH 2025 AS OUTLINED**

1. Performed Drama, Dance, and Musical Performances for key Government and Diplomatic Missions events, like State House, Indian High Commission.

- The official Theme Song for NAFEST 2024 was written and performed by one of the Department's up-and-coming star, Mr. Jared Daniel.

3. Supervised seven key NAFEST activities, which include:

- a. *Dambe*
- b. Sing off Naija
- c. Dance off Naija



DEPARTMENTAL SUMMARY OF ACHIEVEMENTS

ARTS AND CULTURE DEPARTMENT ACTIVITIES, 2024

1. World Culture Day celebration by FCTA Social Development Secretariat at Cyprian Ekwensi Centre, 22nd August 2024 – The Department invited craftsmen and put up a sales exhibition.

2. The Culture & Creative Economy Summit (CCES) at Ajuji Hotel, Abuja on the 26th of August, 2024 – Embellishment of Venue.

- **National Sewing Championship 2024** by Ladi Memorial Foundation, Chateko Vocational Institute, 26th of August to 7th of September, 2024 – 3 Arts & Culture Department staff participated as adjudicators.
- **Pre-INAC Dinner** at The Vue Restaurant on the 30th of October, 2024 – The department set up the Cultural Corner for photoshoot, invited craftsmen, and mounted a sales exhibition, and also general embellishment of the venue.

5. FAME Week in South Africa – the department attended and set up a sales exhibition of Nigerian handicrafts.

6. Diplomatic & International Development Partners (Ambassadors) Forum at United Nations (UN) Housien 2nd September, 2024 – The Department curated and mounted an exhibition of visual arts on collaboration with Moriam Ajaga SA to the President, the exhibition was called Connected Culture

7. Afro Hair Summit 2024 by Photizo Life Foundation, 6th to 8th December 2025 at Transcorp Hilton Hotel, Abuja – Embellishment of outdoor stage and hall for Gala night by the department.

8. World Culture Day & International Day for Monuments & Sites organized by the FMACTCE at China Cultural Centre, 17th December, 2024 – The department mounted an exhibition of Nigerian handicrafts.



DEPARTMENTAL SUMMARY OF ACHIEVEMENTS

9. International Mother Tongue Day & Workshop on Traditional Musical Equipment Gastronomy organized by the FMACTCE at China Cultural Centre, 18th December, 2024 – The department mounted an exhibition of Nigerian handicrafts.

10. INAC – Allocation of Stands for Cultural Market and exhibition at the NCAC pavilion.

11. NAFEST – coordinated The Swag Show, the Children's Arts and Crafts Competition, the National Competition on the use of Nigerian Indigenous Materials for Interior Decoration, produced cushions for seating at the amphitheater, the Cultural Market, and also mounted an exhibition of Nigerian crafts at the NCAC pavilion.



DEPARTMENTAL SUMMARY OF ACHIEVEMENTS

CORPORATE AND STRATEGIC PLANNING DEPARTMENT

- 1. The Department organized and coordinated the Grant Workshop.
- 2. The Delivery Unit is handled by the Department.
- 3. The Department produced the NCAC Bulletin, titled **"Culture Beat"**.
- 4. Managing the Media coverage and Team successfully.
- 5. Fliers for CCES, INAC and NAFEST.
- 6. NCAC Annual Report.
- 7. Video and Still Images of NCAC Programmes.
- 8. Uploading of relevant information on NCAC Social Media handles.
- 9. The Dept worked closely with the DG on pr, comms and media management and strategic comms for the council



S/N	EVENT	TIME	VENUE	NOTE
1	NAFEST Official Opening Ceremony	12:00 pm	Ampitheatre, NCAC Arts & Crafts Village, Abuja	- All participants including states are to be at the venue by 10:am prompt - NCAC Staffs on duty are expected to report at the venue by 9:00am prompt
2	Command Performance	6:00 pm	Ampitheatre, NCAC Arts & Crafts Village, Abuja	



S/N	EVENT	TIME	VENUE	NOTE
1	Official Closing Ceremony	4:00pm	Ampitheatre, NCAC Arts & Crafts Village, Abuja	- All participants including states are to be at the venue by 2:00pm prompt - NCAC Staff on duty are expected to report at the venue by 2:00pm prompt



REPORT FROM ZONAL CREATIVE HUBS

BAUCHI CREATIVE HUB

1. Various courtesy visits were made to the following:
 - The Executive Governor of Bauchi State.
 - The Emir of Bauchi.
 - The Commissioner for Culture and Tourism.
 - Tour of Eye seeing by the Creative Hub Director with some management members of staff to Gombe, Adamawa and Taraba States respectively.
- The General Manager of BATV.
- The General Manager Bauchi Tourism Development Board.
2. An In-House Workshop was conducted on cultural heritage preservation, event management, and planning.
3. The Hub hosted a Cultural Festival which featured activities such as Dance Drama, Arts and Crafts Exhibitions, Quizzes for Secondary Schools that had about 20 schools participating in the state.

EDO CREATIVE ZONE

1. An In-House Seminar on Traditional Games and Sports in our ethnic groups was held.

ENUGU CREATIVE HUB

1. The office witnessed one of the highest and most celebrated cultural festivals in Igboland, Ofala.
2. The office attended the 2024 Iwaji Festival hosted by the Anambra State government.
3. The Hub represented the DG, Mr Obi Asika, at the Iwaji Festival of Anambra State for people living in Enugu at Michael Okpara Square.
4. The Hub attended and supported the DG at the Ofala Onitsha Festival



REPORT FROM ZONAL CREATIVE HUBS

KADUNA CREATIVE HUB

1. Conducting tutorial classes for staff members who participated in the 2024 Promotion Examinations.
 2. Courtesy visit to the Palace of Sarkin Unguwar Sarkin Musulmi, Kaduna.
- Encouraged environmental sanitation as part of its Corporate Social Responsibility.

KANO CREATIVE HUB

1. The Hub collaborated with Spark Lab to organize the "Face of Arewa" program, promoting creativity and entertainment in the region.
2. The Hub was present at the 2023 Culinary Summit at Kano Tourist Camp, showcasing local cuisine and culinary expertise.

3. Another Collaboration with U.A.A. to enhance the functionality of the National Craft Development Center, supporting local artisans and crafts.

- Secured office space for Katsina and Jigawa liaison offices at the Federal Secretariat, improving operational efficiency.

LAGOS CREATIVE HUB

1. The hub organized a school excursion during which over 30 schools were given a tour of the Lagos Creative Hub.
2. An interactive workshop held in conjunction with the Lagos State Domestic and Sexual Violence Agency. It was titled "Understanding the Interconnected Dynamics of Domestic and Sexual Violence: Impact, Prevention, and Societal Response," took place at the Exhibition Hall of the Lagos Creative Hub.



REPORT FROM ZONAL CREATIVE HUBS

3. Another interactive workshop on Child Nutrition, Culture, and Civilization was hosted at the Exhibition Hall of the Lagos Creative Hub by the Hub.

4. A celebration of traditional Nigerian and African dances titled “Traditional Dance –Dance Afrikana.” The 8th edition was held at the NCAC Open Car Park Space, Lagos Creative Hub.

- 1.The Hub organized an exhibition titled “POP–UP Arts Sales Exhibition” in collaboration with the National Gallery of Arts that took place at the Aina Onabule Building, National Gallery of Arts, Lagos.

MAIDUGURI CREATIVE HUB

1. The Hub conducted a joint program with Peace FM (FRCN), Maiduguri, celebrating Cultural Day.
2. The Hub organized an in–house training of its staff members on the ethics of work.

- Lastly, the Hub is in talks with Kufu Tilo Kanuri International Organization to conduct an exhibition on the Arts and Crafts of Kanuri people in Maiduguri and a subsequent training to be conducted for women and youths on skills acquisition, yet to be held.

OSUN C REATIVE ZONE

1. A 3–day in–house sensitization seminar for staff due to write the 2024 promotion exam took place.
 2. The Hub served on the planning committee and subsequently in the organization of the 2024 Osun Osogbo Festival.
- The Hub took part in an Exhibition of Service organised by the State's Ministry of Intergovernmental Affairs, where Federal MDAs showcased and explained their services and mandates to the public.



REPORT FROM ZONAL CREATIVE HUBS

SOKOTO CREATIVE HUB

- An exhibition of Craft Products was organized by the Hub, showcasing of local craft products.
- 2. The Hub hosted Secondary Schools in the state to a drama competition focusing on Government Policies addressing insecurity in the North-West geopolitical zone, aimed at raising awareness among youths about the importance of security and the role they can play in promoting peace and stability
- 3. Youth Empowerment Program: The Hub's acquisition program trained youths to become self-reliant, equipping them with essential skills for their future endeavors. The program covered various trades, including crafts such as cloth weaving, cloth dying, leather goods, pottery production, beads and mats making, calabash carving, and decoration.

UYO CREATIVE HUB

1. Collaborated with National Gallery of Arts (NGA) in the celebration of her 2024 Children's Day, which focused on Tiling Arts, Culture, and Creativity toward Economic Growth.
2. Hosting of the Association of Heads of Federal Establishment – AHFE.
 -
4. The Hub engaged in an in-house presentation in which a lecture was held educating staff members about the rich cultural activities in Nigeria.
5. Seventeen (17) members of staff were promoted during the 2024 Promotion Examination.



DEPARTMENTAL AND ZONAL CREATIVE HUBS ACHIEVEMENTS

Conclusion:

The achievements of these offices are a testament to the managements commitment to excellence and the teams' dedication to delivering outstanding results. As we move forward, we are confident that the momentum build will continue to propel us towards even greater successes.





Nigeria Everywhere, UNCA New York



Re Adenuga @ Nigeria Everywhere



Quaramo Festival of Literature with Supo Shasore, Gbemi Shasore, Johnny Baxter,



Origins Launch, New York



With , HM Hannatu Musawa, Ba rkue Tubman – Zawolo of Essence Magazinw



Backstage with Davido before his performance at the BET Awards Pre Concert 2024 at the sold out Crypto Arena, Los Angeles



Mamadou Toure, co founder Africa House



Kojo Annan, Founder Africa House

OUTLOOK FOR 2025

5 Outlook for 2025

NCAC's Vision and Strategic Goals for 2025 include:

- Development of a medium-term strategy and action plan for the Council.
- Development and Presentation of a sector-specific business case for the sector to the Nigeria Governors' Forum
- Expansion of cultural programming, especially targeting Nigerian youth and underserved parts of the country, notably in the northern States, through our Discover Nigeria initiative
- Broad engagement with stakeholders of the various industry groups representing the cultural and creative sector.
- Mobilisation of resources for NCAC programs from grants and financial institutions and intervention funds.
- Enhanced engagement with international cultural organizations.
- Development and Launch of Digital platforms to expand the ecosystem



NOTE: THE STAKEHOLDER ENGAGEMENTS REPORTED IN THIS SECTION REPRESENT PART OF AN ONGOING CONSULTATIVE PROCESS. FINAL ROADMAPS AND SECTOR-SPECIFIC STRATEGIES WILL BE PUBLISHED IN THE COMING MONTHS AS WE CONTINUE TO ALIGN WITH PARTNERS, INDUSTRY EXPERTS, AND POLICYMAKERS



NATIONAL COUNCIL FOR ARTS AND CULTURE

Nigerian Culture House
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Gudu District, FCT – Abuja