

THE YEAR 2025 IN REVIEW

A YEAR OF... STRATEGIC PARTNERSHIPS

2025 was a year of memorable moments and strategic partnerships set to launch NCAC to a defining, new era.





ENABLING LAW

The National Council for Arts and Culture (NCAC) was established by Decree No. 3 of 1975 and amended by Decree No. 5 of 1987. It is a Federal Government organ charged with the responsibility of coordination, development and promotion of the living Arts and Cultures of Nigeria at National and International fora.

PREAMBLE



Mandate of the National Council For Arts and Culture

The National Council for Arts and Culture, recognizing the transformative power of Arts and Culture in shaping our national identity and promoting cultural diversity, has aligned it's focus to drive the Renewed Hope Agenda's objectives in the creative and cultural industries.

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

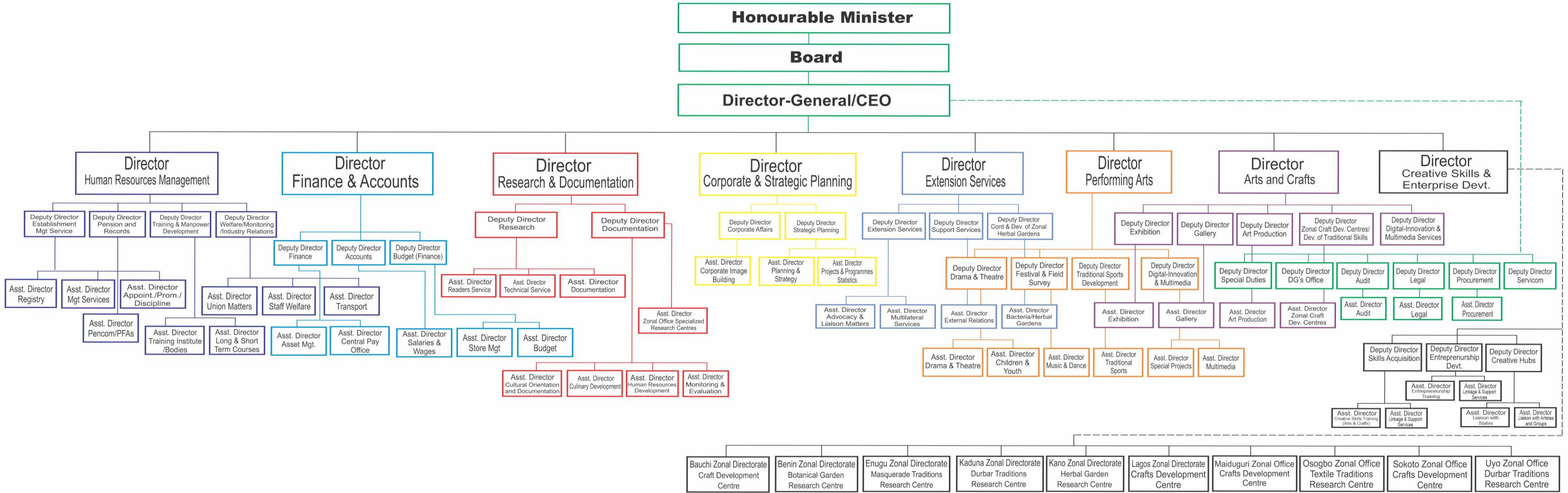
Our Approach:

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

NCAC ORGANOGRAM



National Council for Arts and Culture (NCAC) Organogram



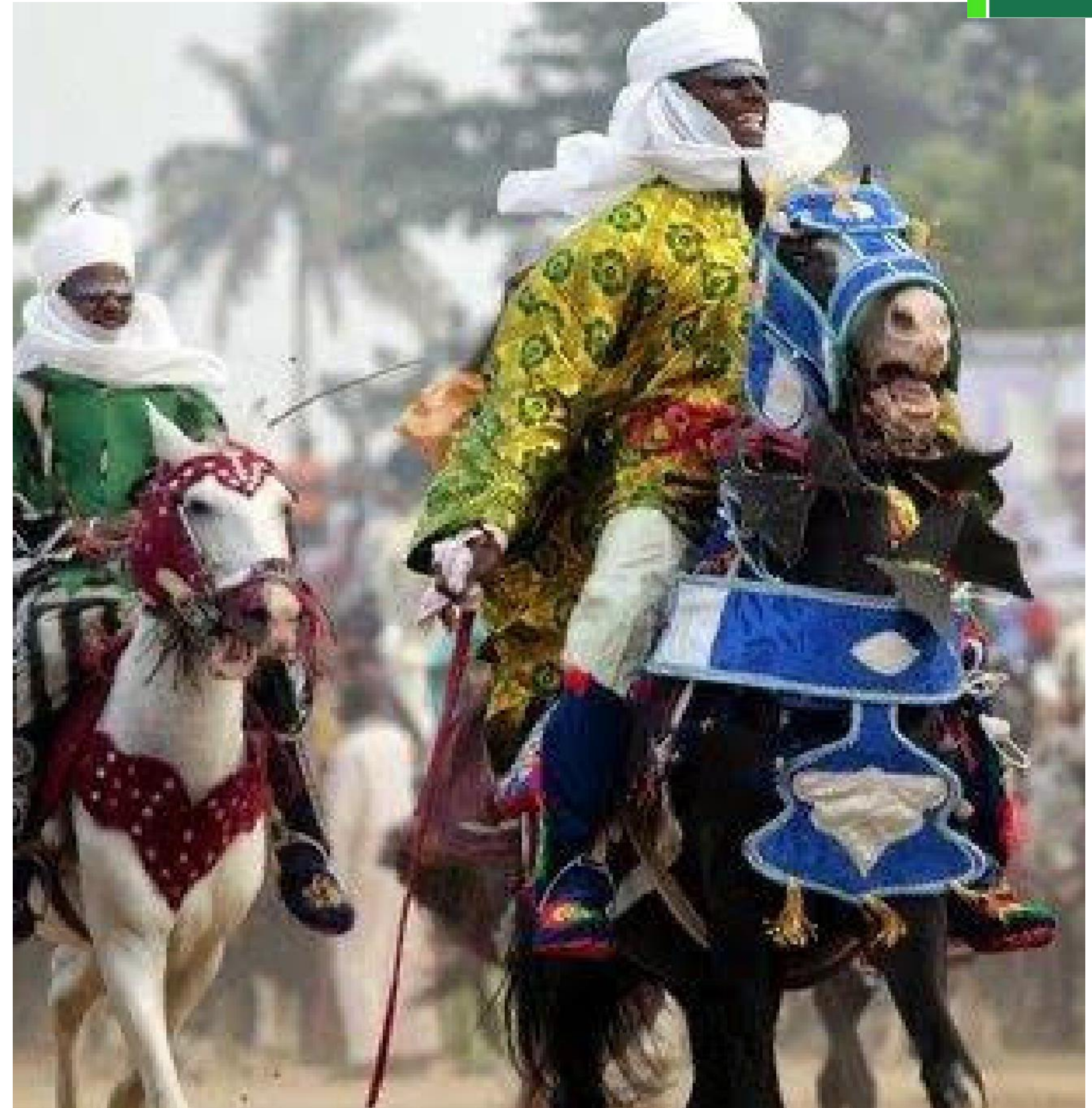
Staff of strength of the Council (1,032)

A 2025 RETROSPECTIVE: NCAC IN REVIEW

This year, the National Council for Arts and Culture (NCAC) has transitioned from a traditional role of heritage preservation to becoming a central engine for Nigeria's economic diversification. Our mission remains focused on a singular goal: positioning culture as a primary driver of growth, job creation, and international diplomacy.

The 2024 - 2025 period saw the historic launch of Nigeria's first-ever Creator Economy Report, providing the definitive data roadmap required to scale the creative sector into a multi-billion dollar industry. This commitment to modernizing the sector was further solidified by our Director General, Obi Asika, being recognized by The Guardian as a "Person of the Year" for his leadership in culture and the creative economy.

Beyond these milestones, the Council successfully inaugurated the Council for Creative Technology Futures (CCTF) to integrate AI and digital innovation into our cultural output. We also celebrated NCAC @ 50, marking five decades of excellence with a forward-looking strategy for the next 50 years. Through expanded digital platforms like Discover Nigeria and high-level global partnerships with tech leaders and international cultural bodies, the NCAC is successfully bridging the gap between traditional heritage and the global digital marketplace. As we look ahead, we continue to champion "Culture as the New Oil," ensuring that Nigerian creativity remains a sustainable and protected asset for generations to come.



This year has marked a transformative chapter for the National Council for Arts and Culture (NCAC) as it evolves into a strategic driver of Nigeria's modern economy. Under a renewed mandate to capitalize on "Culture as the New Oil," the Council has moved beyond traditional preservation to actively architecting a future where Nigerian creativity is a global commercial powerhouse. Central to this vision has been the leadership of our Director General, Obi Asika, whose lifelong advocacy for Nigerian soft power was recently celebrated by The Guardian as a "Person of the Year" in the Culture and Creative category.

A primary pillar of this year's success was the landmark launch of Nigeria's first-ever Creator Economy Report, a data-driven blueprint designed to scale the sector and provide investors with a clear roadmap for engagement. This commitment to a tech-enabled future was further solidified by the inauguration of the Council for Creative Technology Futures (CCTF).

Chaired by Engr. Charles Emembolu and composed of elite leaders in tech, law, and the arts, the CCTF serves as the premier platform for integrating Artificial Intelligence, Web3, and Blockchain into the creative industries to protect and monetize Nigerian intellectual property.

Beyond digital innovation, the Council successfully executed the 36th edition of the National Festival of Arts and Culture (NAFEST) under the theme "Connected Culture,"

reinforcing national unity through a "Cultural Olympics" that engaged thousands across every state. This was complemented by the launch of the Creative Leap Acceleration Program (CLAP) and the expansion of the Discover Naija platform, which continues to bridge the gap between grassroots talent and the global digital marketplace. Through these integrated efforts—from policy frameworks to international partnerships with entities like the British Council and Google—the NCAC is ensuring that Nigeria's creative assets are not only celebrated but remain sustainable, protected, and profitable in the digital age.



THE FIRST OF ITS KIND CREATOR ECONOMY REPORT

A primary pillar of this year’s success was the landmark launch of the State of the Nigerian Creator Economy Report, a pioneering study developed by the NCAC in collaboration with the Federal Ministry of Art, Culture, Tourism and the Creative Economy. This comprehensive mapping exercise represents the first time the sector’s vast potential has been quantified with hard data, providing a definitive blueprint for scaling Nigeria’s cultural influence into a multi-billion dollar economic engine. The report captures the immense scale of the ecosystem, revealing that Nigeria is home to over 6.3 million TikTok creators and nearly half a million influential Instagram profiles, with the music industry alone delivering over ₦58 billion in royalties in the past year.



By formalizing this once-fragmented landscape, the report provides policymakers, investors, and development partners with a clear line of sight into the "Content, Culture, and Cashflow" that define our modern economy. It identifies critical pathways for growth, focusing on the professionalization of talent and the establishment of local platforms to ensure more value is retained within our borders. This data-driven approach is essential for achieving our target of creating three million new jobs by 2030, transforming the creative sector from a series of individual success stories into a structured, IP-driven industry. Through this report, the NCAC has moved beyond mere observation, providing the strategic foundation necessary to empower a new generation of digital entrepreneurs and secure Nigeria’s place as Africa’s premier cultural and economic hub.



EXECUTIVE OVERVIEW: ALIGNING CULTURAL MANDATES WITH THE RENEWED HOPE AGENDA



At the "Renewed Hope Agenda," spearheaded by the administration of President Bola Ahmed Tinubu, represents a comprehensive roadmap for a prosperous and inclusive Nigeria, anchored by the pillars of economic stability, social development, and good governance. Central to this vision is the goal of achieving a \$1 trillion economy by 2030 a milestone that necessitates the aggressive diversification of the nation's revenue streams through industrialization, digitization, and the creative arts. In this context, the National Council for Arts and Culture (NCAC) has emerged as a vital institutional enabler, re-aligning its statutory mandate with these national priorities to transform Nigeria's cultural capital into a sustainable economic engine.

The Institutional Framework and Strategic Ambition. Established by Decree No. 3 of 1975 and strengthened by subsequent amendments, the NCAC is the Federal organ charged with the coordination, development, and promotion of Nigeria's living arts and culture on both national and international stages. Under the current strategic cycle (March 2024 - March 2025), the Council has transitioned from a purely promotional body to a "one-stop enabler" for the Creative and Cultural Industries (CCI). This transition is guided by a strategic ambition to position Nigeria as a global soft-power superpower and the cultural capital of the world.

By providing best-in-class support services, facilitating access to global markets, and strengthening policy governance, the NCAC now oversees a vast sectoral scope covering 49 creative fields, including film, music, gaming, and digital media.



EXECUTIVE OVERVIEW: ALIGNING CULTURAL MANDATES WITH THE RENEWED HOPE AGENDA



A cornerstone of the NCAC's reform agenda is the Innovation, Creativity, and Entrepreneurship (ICE) initiative, led by Director-General Obi Asika. ICE is designed to cultivate a culture of innovation across the creative sector while providing the technical tools necessary for entrepreneurial success. Through a network of Innovation Hubs and specialized creative workshops, the initiative aims to upskill two million Nigerian youths by 2030. By designating ten NCAC locations as regional creative hubs and partnering with private sector leaders and state governments, the Council is creating a decentralized ecosystem that directly addresses the Renewed Hope Agenda's focus on job creation and youth empowerment.

Global Partnerships and Cultural Diplomacy The Council has significantly expanded its international footprint through strategic collaborations, most notably with the University for the Creative Arts (UCA) in London. This partnership focuses on establishing National Centres of Excellence, facilitating creative talent exchanges, and aligning Nigeria's creative economy with global sustainability goals.

Furthermore, the NCAC's engagement with international bodies, such as the South African Art Council and leadership roles at FAME Week, underscores its commitment to cultural diplomacy as a tool for economic growth. These efforts ensure that Nigerian creatives are not only visible on prestigious platforms but are also equipped with the cross-border opportunities necessary to compete in a globalized market.



VISIONARY LEADERSHIP: OBI ASIKA AS THE GUARDIAN'S PERSON OF THE YEAR (CULTURE)

The transformation of the National Council for Arts and Culture (NCAC) this year has been driven by a fundamental shift in leadership philosophy. This impact was officially recognized when the Director-General, Obi Asika, was named. The Guardian's Person of the Year for Culture. For us at the NCAC, this was undoubtedly a highlight of the year, as it underscores the important work the DG is doing in upholding Nigerian culture as a beacon of light and a key tool for soft power and global influence. This prestigious honor acknowledges his role as a "Guardian" of Nigeria's creative future not merely by preserving the artifacts of the past, but by architecting the infrastructure for a digital and globalized era.

His recognition reflects a career-long commitment to the "Business of Culture," moving the sector from the periphery of government social services to the very center of national economic strategy 6 Studio Shodwe www.reallygreatsite.com

Under this visionary leadership, the NCAC has championed the "Culture as the New Oil" narrative, emphasizing that Nigeria's greatest export is its intellectual property. Being named a Person of the Year validates the success of high-impact initiatives like the Creator Economy Report and the Council for Creative Technology Futures (CCTF), which have redefined how the nation perceives its creative assets.



This accolade serves as a national validation of the NCAC's new direction one that prioritizes data, protects creators' rights, and ensures that the "irresistible allure" of the Nigerian spirit is translated into sustainable global influence and domestic prosperity.



**COUNCIL
FOR
CREATIVE
TECHNOLOGY
FUTURES
NIGERIA**

SAFEGUARDING THE LIVING LEGACY: NCAC AND UNESCO AT THE KANO ANCIENT CITY



In a significant collaboration for historical preservation, the National Council for Arts and Culture (NCAC) partnered with the UNESCO Heritage Volunteers Initiative for a week-long intensive camp at the Kano World Wall and the UNESCO Ancient City Associated Sites. Delivered by Bashir M. Hamisu on behalf of Director-General Mr. Obi Asika, the programme emphasized that heritage preservation is not a passive act of nostalgia, but a strategic investment in Nigeria's future.

The Living Classroom: Education and Skill Transmission. The mission at Kano focused on "intergenerational dialogue" the pairing of master craftsmen and women with younger learners. The NCAC's educational framework was showcased as a dynamic tool for:

- Endangered Craft Revival: Direct mentorship in traditional weaving, pottery, and indigenous design to ensure ancient skills are not lost to time.
- Cultural Documentation: Training volunteers and youth in the systematic recording of oral traditions, languages, and indigenous knowledge systems.
- Economic Empowerment: Through the ICE (Innovation, Creativity & Entrepreneurship) initiative, participants were taught to view heritage as a viable engine for self-employment and enterprise.



SAFEGUARDING THE LIVING LEGACY: NCAC AND UNESCO AT THE KANO ANCIENT CITY



Strategic Platforms for Heritage

The Kano presentation reaffirmed the NCAC's ecosystem of platforms designed to promote cultural pride:

- NAFEST (The Cultural Olympics): Utilizing "Cultural Clinics" and craft demonstrations to turn festivals into massive learning spaces.
- INAC (International Arts and Crafts Expo): Bridging the gap between local authenticity and global standards through training in digital marketing and export-ready packaging.
- Origins & Discover Naija: Leveraging digital tools to fast-track young talents in film, fashion, and music, ensuring traditional values remain foundational to modern innovation.

Conclusion: A Bond Between Past and Future By aligning with UNESCO's global vision, the NCAC has moved beyond mere "museum silence" to a model of digital and physical motion. The Kano Ancient City engagement proved that when youth are empowered to understand their identity, heritage becomes a tool for national progress, unity, and sustainable tourism.





PRESERVING MARITIME EXCELLENCE: THE BONNY KINGDOM BOAT REGATTA

The NCAC's commitment to grassroots cultural preservation was on full display at the 3rd edition of the Bonny Kingdom Boat Regatta Festival, held on December 26, 2025, at the Admiral Waterway in Rivers State. As a cornerstone of the "Bonny-Mas" end-of-year celebrations, this festival represents a premier example of how traditional maritime heritage can be institutionalized into a high-value cultural tourism product. By showcasing the Ibani heritage of the Grand Bonny Kingdom, the regatta has transitioned from a local celebration into a nationally recognized asset that stimulates local economic growth and enhances Nigeria's visibility as a premier coastal destination.

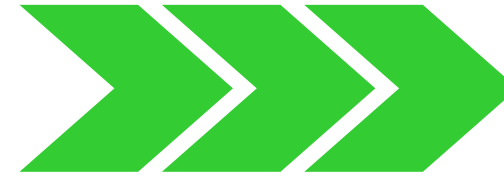
During the festival, Director-General Obi Asika, represented by Mr. Kefas Wasinda, characterized Bonny Island as "Nigeria's Cultural Gateway to the Atlantic." He highlighted the festival's critical role in destination branding and community-based economic empowerment. To ensure this riverine tradition achieves global prominence, the NCAC announced the proposed integration of the Bonny Boat Regatta into Naija Season, the landmark national cultural platform set to launch in 2026.



This move aligns with the Federal Ministry's overarching goal of creating a unified national cultural calendar that connects local festivals to international audiences.

The 2025 competition saw a masterclass in teamwork and synchronicity, as eleven Chieftaincy Houses vied for supremacy in elaborately decorated canoes.

PRESERVING MARITIME EXCELLENCE: THE BONNY KINGDOM BOAT REGATTA



Beyond the athletic mastery on display, the event served as a powerful symbol of unity and intergenerational transmission, with His Majesty, King Edward Asimini William Dappa Pepple III, emphasizing that the regatta is a living expression of the Kingdom's collective values. With the Wilcox Chieftaincy House emerging as back-to-back champions, the festival concluded as a resounding success, proving that when community ownership meets strategic national support and private sector partnership, Nigeria's cultural traditions become powerful engines for sustainable development.



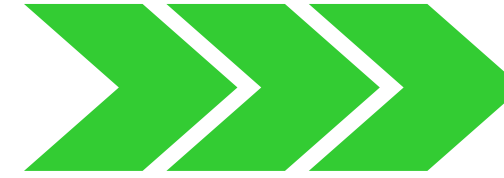
A LEGACY OF ROYALTY AND INNOVATION: THE 2025 OFALA FESTIVAL

A Legacy of Royalty and Innovation: The 2025 Ofala Festival

The NCAC's commitment to documenting and elevating Nigeria's premier living traditions was prominently displayed at the 2025 Ofala Festival in Onitsha. Led by Director General Obi Asika, alongside the Honourable Minister of Arts, Culture, and Creative Economy, Hannatu Musa Musawa, the Council's delegation joined the people of Onitsha to witness a festival that represents the zenith of Igbo cultural authority and heritage. The two day celebration, held at the palace of His Royal Majesty, Igwe Nnaemeka Alfred Achebe (Agbogidi), serves as a sacred affirmation of the monarch's reign and a communal celebration of the "Iru Ofala" and "Azu Ofala" rites. For the NCAC, participation in this festival is a testament to the Council's role in promoting national integration through the lens of our most revered traditional institutions.

The festival seamlessly blended ancient war dances and royal processions with a bold vision for a tech-enabled future. A significant highlight was the unveiling of the Ofala Festival App, a digital innovation introduced by the Obi of Onitsha to modernize community engagement and heritage preservation.





A LEGACY OF ROYALTY AND INNOVATION: THE 2025 OFALA FESTIVAL

This technological leap mirrors the NCAC's broader agenda of integrating digital tools into the creative economy. During the "Azu Ofala" festivities, the Director General personally presented the award for the best dressed and best performing age grade to the Millennials, emphasizing the importance of youth engagement in the continuity of cultural excellence. Beyond the vibrant displays of attire and dance, the festival served as a critical platform for socio-economic dialogue. In a powerful address, the Igwe called for regional unity and the cessation of disruptive economic practices, highlighting the billions in potential revenue lost to the regional economy. This call for stability was echoed by national dignitaries, including the Deputy Speaker of the House of Representatives, Hon. Benjamin Kalu, who highlighted legislative efforts like the Eastern Development Commission to drive local prosperity. The presence of key leaders including former Governor Peter Obi and Mrs. Uche Azikiwe reinforced the festival's status as a site of profound national significance. Through its active support of the Ofala, the NCAC continues to ensure that Nigeria's royal traditions remain not only preserved but also relevant and influential in a modern, developing society.



NETWORKING NIGERIA'S CRAFT TO THE WORLD: INAC 2025



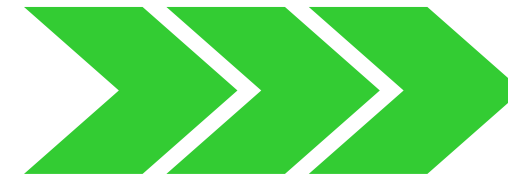
The 17th edition of the International Arts and Craft Expo (INAC) 2024 served as a definitive showcase of the NCAC's mission to globalize Nigerian creativity. Held at the Arts and Crafts Village permanent site in Abuja from November 18th to 23rd, the Expo operated under the strategic theme "Networking Nigeria's Craft to the World." This flagship event transformed the capital into a global crossroads, bringing together a diverse community of artists, craftspeople, and diplomatic organizations to celebrate the intersection of traditional heritage and contemporary artistry. By providing a professionalized marketplace for textiles, pottery, sculpture, and jewellery, INAC 2024 moved beyond a simple exhibition to become a high-impact platform for artisans to connect with international buyers and industry professionals.

Domestically, participation from States including Yobe, Ekiti, Abia, Ogun, and the FCT demonstrated a unified sub-national commitment to the creative economy. These states utilized the Expo to showcase regional specialties, from Adire materials to intricate beadwork, aligning their local creative outputs with the federal government's broader economic diversification goals. Beyond the institutional displays, the success of INAC 2024 was driven by a vibrant cohort of private exhibitors and entrepreneurs, such as Bella Design and Culture, Kushies African Concept, and Pett Arts Gallery. Their participation highlighted the growing commercial viability of the Nigerian "handmade" sector and its readiness for the global stage. By integrating live cultural demonstrations and photography exhibitions with traditional craft, the Expo successfully projected Nigeria's rich artistic heritage as a modern, exportable asset. As the event concluded, it left behind a clear footprint for future growth, reinforcing the NCAC's role in ensuring that Nigerian craft remains a sustainable and competitive force in the international market.



INAC
International
Arts And Crafts
Expo 2025





THE ECONOMICS OF SOFT POWER: THE 2025 INAC INVESTMENT FORUM

A major highlight of the 17th International Arts and Crafts Expo was the 2025 INAC Investment Roundtable, a high-level forum that gathered government leaders, private-sector innovators, and international partners to explore the theme: "The Economics of Nigeria's Soft Power." Held at the CSEA Conference Hall in Abuja on October 10th 2025, the roundtable represented a strategic shift in the NCAC's approach, moving beyond cultural display to the rigorous economic valuation of our creative assets. Under the leadership of Director-General Obi Asika, the forum established a clear consensus that Nigeria's storytelling and creativity are not mere heritage expressions but central pillars of a sustainable national economy capable of driving massive GDP growth and global influence. The keynote address delivered on behalf of the Minister of Art, Culture, Tourism and Creative Economy, Barrister Hannatu Musa Musawa, set an ambitious tone for the proceedings by emphasizing that Nigeria must transition from applause to access and from viral moments to viable industries. To achieve this, the forum identified critical areas of focus including the creation of an enabling environment through robust Intellectual Property (IP) protection and the deployment of strategic investment across the entire value chain. By positioning Nigeria as Africa's primary destination for creative capital and forging deeper synergies between the financial and creative sectors, the Council aims to turn the "irresistible allure" of the Nigerian spirit into tangible economic transactions.

The technical deliberations addressed the infrastructure gap between talent and profit, with the Council for Creative Technology Futures (CCTF) proposing the creation of a Creative Data Observatory to track royalties and audience metrics. Experts argued that reliable data is the only way to make the industry bankable, suggesting the implementation of creative industry tax reliefs and a Creative Venture Fund supported by the Central Bank. These discussions were reinforced by international perspectives from the European Union, which urged alignment with global IP standards to ensure that Nigerian content is properly documented and protected in the international marketplace.



THE ECONOMICS OF SOFT POWER: THE 2025 INACINVESTMENT FORUM

The forum also highlighted the Federal Government's active interventions, including the \$200 million Economic Creative Development Fund and the creative Leap Acceleration Programme (CLAP). Progress on a new IP Digitization Law was revealed, designed to ensure that the monetization of the creative economy directly benefits the original creators. The roundtable concluded with a call for the formation of a Creative Technology Working Group involving the NCAC, NITDA, and the Ministry of Finance. By rebasing the culture and creative industries through data-driven research, the NCAC is ensuring that Nigeria's soft power is successfully translated into hard economic value, securing a future where our stories win both hearts and markets.



REPORT ON THE STRATEGIC MISSION TO THE UNITED KINGDOM

In April 2024, Director-General Mr. Obi Asika led an official mission to the United Kingdom to present Nigeria's Cultural and Creative Economy Roadmap. This visit was instrumental in aligning the Federal Executive Council (FEC) approved programs CLAP, CEDF, CITCO, and Nigeria Everywhere with international stakeholders and the NCAC's own delivery platforms, including Origins and Discover Naija.

Key Engagements & Strategic Partnerships

The mission yielded several high-impact outcomes across the creative and diplomatic sectors:

- **Media & Branding:** Formalized a strategic partnership with Rolling Stone Africa to promote the "Nigeria Everywhere" agenda and commemorate the NCAC's 50th Anniversary.
- **Institutional Collaboration:** Secured an MoU with The Africa Centre for the Origins platform and initiated a curriculum partnership with the University of the Creative Arts (UCA) to support Nigerian National Centres of Excellence.
- **Cultural Diplomacy:** Activated the UK-Nigeria Creative and Cultural Industries (CCI) Working Group in collaboration with UK Trade Envoy Florence Eshalomi, MP, ensuring alignment with the UK Parliament.
- **Museum & Arts Relations:** Engaged the British Museum on storytelling and restitution, and collaborated with Bonhams on Nigerian art valuation and institutional asset mobilization.

Economic & Infrastructure Milestones Investment:

- Advanced the redevelopment of the Abuja Arts Village, with a delivery target set for Easter 2026.
- **Music & Live Events:** Secured a commitment from Afronation to bring its global brand "home" to Nigeria. Simultaneously, Sony Music UK pledged technical support for the National Centre for Excellence in Music.
- **Global Media:** Developed the "My Beautiful Nigeria" visual campaign in collaboration with world-renowned creative Mario Testino Studios and cultural ambassador Misan Harriman.

Legacy of the Mission

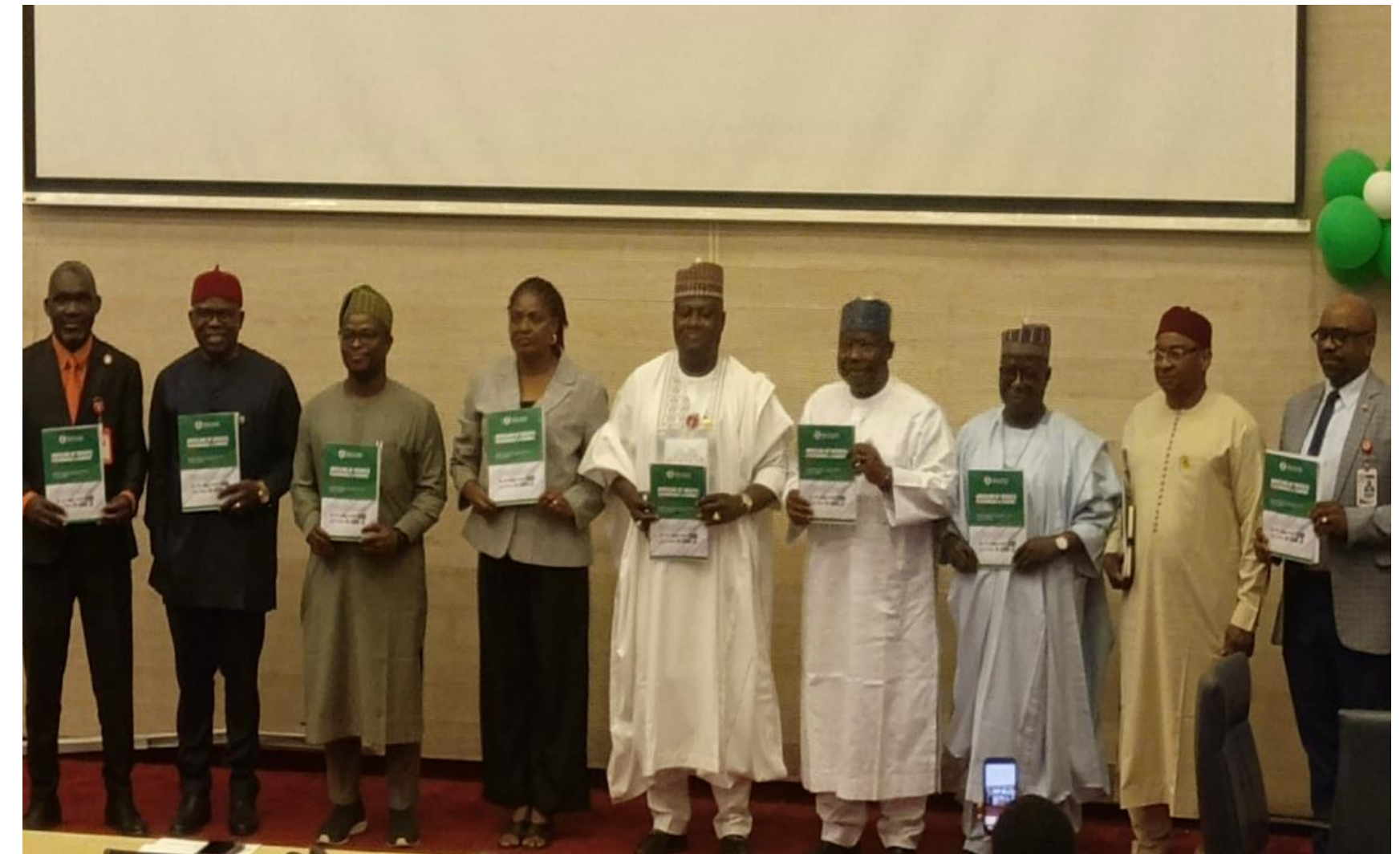
The UK mission successfully transitioned Nigeria's creative roadmap from a domestic policy to an international investment opportunity. By formalizing bilateral ties and securing technical partnerships with global leaders like Sony and UCA, the NCAC solidified its commitment to the Renewed Hope Agenda, ensuring Nigeria's creative economy remains globally competitive and locally impactful.

DIGITAL EXCELLENCE AND GOVERNANCE: THE 2024/2025 BPSR SCORECARD



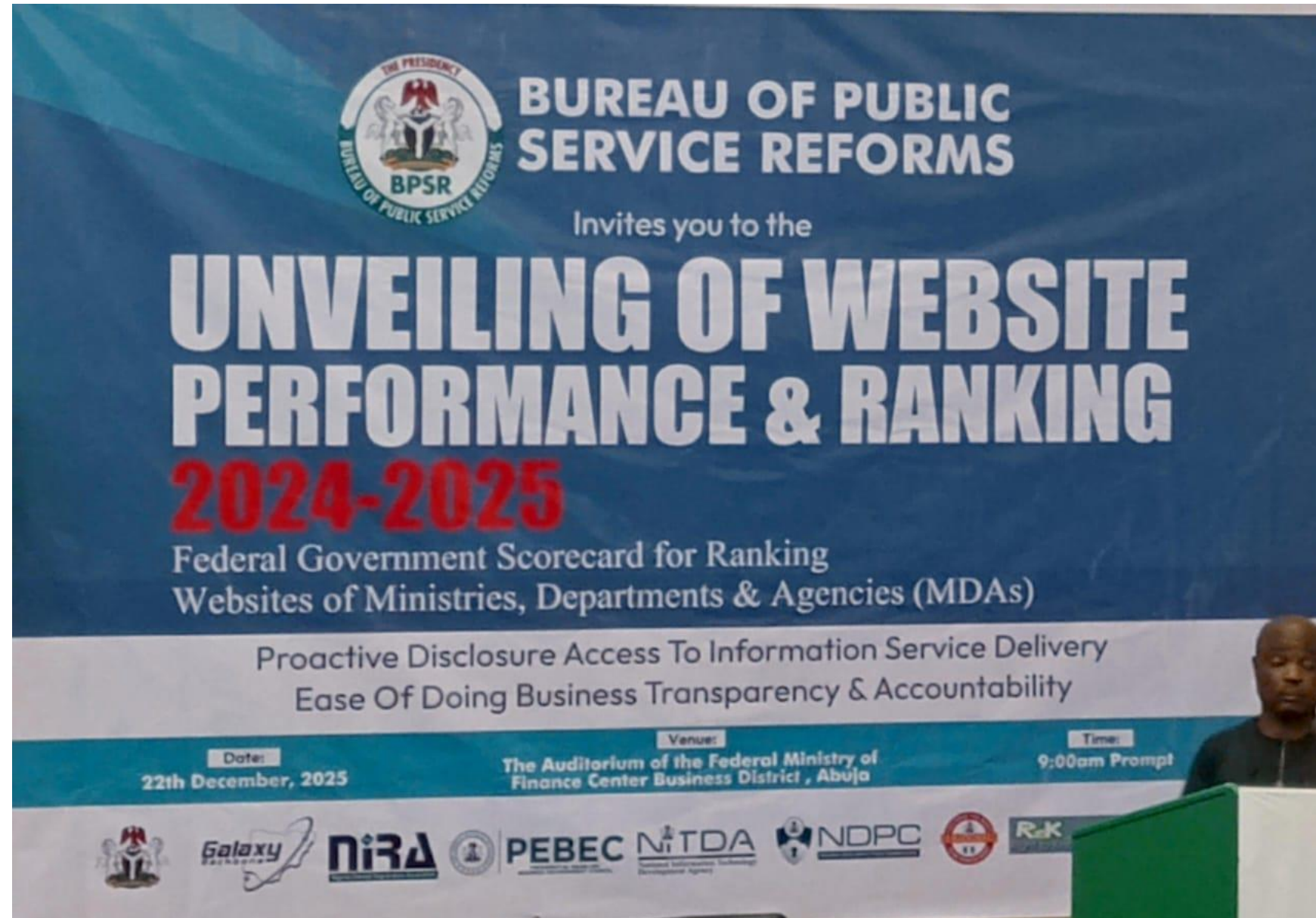
The NCAC's commitment to modernization and digital transformation was validated during the official release of the 2024/2025 Website Scorecard Ranking by the Bureau of Public Service Reforms (BPSR). Held on December 22, 2025, at the Federal Ministry of Finance, this exercise serves as a critical benchmark for transparency, accountability and citizen-centric governance. With 235 MDAs evaluated, the scorecard highlights a growing alignment with the Renewed Hope Agenda, emphasizing that in a post-pandemic era, a standardized and functional digital presence is no longer a luxury but a statutory imperative for effective service delivery.

The Secretary to the Government of the Federation, Senator George Akume, underscored that these rankings are a vital index of the National e-Government Masterplan. By adhering to these rigorous standards, government agencies are working to reduce bureaucracy, facilitate seamless financial transactions, and mitigate cyber-related risks.





Digital Excellence and Governance: the 2024/2025 BPSR Scorecard



The exercise follows a strict peer-review process conducted by an inter-ministerial jury, ensuring that the results are a credible reflection of an agency's ability to host accessible and secure public data. This focus on "digital-first" governance directly supports the NCAC's own efforts to digitize Nigerian culture and provide a transparent gateway for the global creative economy.

The ceremony concluded with the recognition of top-performing agencies such as Galaxy Backbone, the Nigerian Content Development and Monitoring Board (NCDMB), and the Nigerian Export Promotion Council (NEPC). These institutions serve as models for how digital platforms can be leveraged to improve the ease of doing business and enhance national security. For the NCAC, this scorecard provides a valuable reference point for continuous improvement, ensuring that our digital touchpoints remain world-class as we lead the charge in monetizing and protecting Nigeria's cultural intellectual property in the digital age.

REPORT ON THE EXECUTIVE CERTIFICATION COURSE IN STRATEGIC LEADERSHIP AND INNOVATION MANAGEMENT (NOVEMBER 2025)

The Executive Certification Course in Strategic Leadership and Innovation Management, held from November 19 to 21, 2025, represented a significant milestone in the National Council for Arts and Culture's ongoing commitment to institutional excellence. Organized by the Integrated Institute of Professional Management, the program was specifically designed to bridge the gap between traditional public sector administration and modern, innovation-driven governance. By empowering a delegation of senior officials with advanced tools in systems analysis and change leadership, the initiative directly supports the Director-General's vision for a modernized Council capable of leading Nigeria's cultural renaissance in an increasingly digital world.

The program was delivered through a sophisticated virtual learning environment that allowed for real-time intellectual exchange without disrupting the Council's daily operations. This digital delivery model provided participants with a diverse range of instructional methodologies, including deep-dive case studies, scenario planning, and systems-mapping exercises. A unique strength of the course was its mixed-sector participation, which brought together directors from the NCAC and high-level executives from the private sector. This diversity fostered a rich environment for benchmarking, allowing NCAC officials to compare public sector mandates with private sector efficiency models, thereby strengthening the Council's visibility and collaborative potential.



The curriculum was built upon four transformative pillars that addressed the full spectrum of executive effectiveness. It began with the foundations of strategic leadership, where participants defined a "Leadership North Star" to guide long-term institutional impact and learned to identify "execution drag" those administrative bottlenecks that often slow down the implementation of cultural policies. This was followed by an intensive module on systems thinking, which taught participants to view the Council as an interconnected organism where actions in one directorate invariably affect the performance of another. By utilizing diagnostic tools like the McKinsey 7S Model and causal loop diagrams, the delegation gained the ability to identify the root causes of organizational challenges rather than merely addressing their symptoms.

The latter half of the certification focused on the intersection of innovation and the future of work. Participants explored the role of digital transformation, emphasizing how automation and digital archives can enhance public engagement and preserve Nigeria's cultural assets. The training concluded with strategies for change management and high-performance team building, providing the senior staff with the psychological and strategic frameworks necessary to lead their subordinates through periods of institutional reform.

AFRICA'S MEMORY AS A GLOBAL ASSET: RECLAIMING THE TECHNOCULTURE



In a powerful keynote address, Director-General Mr. Obi Asika redefined the role of cultural archiving, moving it from the realm of nostalgia to the forefront of national strategy. He asserted that African memory is not merely a cultural treasure but a global asset and vital infrastructure for the digital age.

The address challenged global narratives by highlighting Africa's ancient "tech stacks" sophisticated systems of science and data that predated modern Western innovation. Evidence cited included:



- Engineering & Mathematics: The lost-wax bronze casting of Ife, the fractal geometry used in Benin City's urban planning, and the 3,500 year-old terracotta and iron innovations of the Nok civilization.
- Industrial Mastery: The ancient iron-smelting furnaces of Lejja, Nsukka, and the expert blacksmithing traditions of Awka, which demonstrated an early control of complex supply chains.
- Data Systems: Ancient scripts such as Nsibidi (ideographic writing) and Uli (visual storytelling), alongside Ge'ez and Tifinagh, served as living knowledge frameworks long before the dominance of the Latin alphabet.
- origins: Digitizing the Oral Tradition
- To bridge the gap between ancient wisdom and modern technology, the NCAC introduced Origins.

This flagship platform serves as a social history network designed to aggregate, digitize, and activate Africa's heritage

- AI Integration: Origins utilizes Artificial Intelligence to decode oral traditions and languages, transforming proverbs into data and heritage into innovation.
- Generational Link: A national call was issued for young Nigerians to interview their elders, ensuring millions of personal histories are preserved in "digital motion" rather than museum silence.

Africa's Memory as a Global Asset: Reclaiming the Techno-culture

The Arctic World Archive: Preserving for 40,000 Years

In a historic move toward "Eternal Preservation," the NCAC announced a partnership with Piql to store Nigeria's cultural memory in the Arctic World Archive. This initiative ensures that Nigeria's stories and knowledge will endure for over 40 millennia, protecting them against the volatility of digital and physical decay.

Conclusion: Culture as Infrastructure

Mr. Asika concluded with a call to treat culture not as "decoration," but as economic and intellectual currency. By aligning memory with technology and storytelling with data, the NCAC is providing the global Black family with a sense of home and a roadmap for the future.

"Our ancestors built civilizations without Google," Asika noted. "The time to remember who we are and to archive that knowledge for the world is now."



EAGLE HOUSE: ESTABLISHING THE HOME OF NAIJA SOFT POWER



As the NCAC expanded its reach in 2025, the unveiling of Eagle House marked a revolutionary shift in Nigeria's cultural diplomacy. Modeled after elite global institutions such as the British Council and Soho House, Eagle House serves as a premium, Afro-urban platform that blends exclusivity with commerce, connecting Nigerian creativity to the world's most influential cities.

The Vision: Diplomacy Powered by Commerce Eagle House is defined as Nigeria's "Global Cultural Embassy." Unlike traditional diplomatic outposts, it operates on a Public-Private Partnership (PPP) model, achieving financial independence through a fully commercialized framework. With a membership-based structure and revenue streams from high-end hospitality, IP merchandise, and private events, it is designed to scale without ongoing government funding.

The Ecosystem Under One Roof Eagle House serves as the physical headquarters for the NCAC's core strategic platforms. Each location acts as a vibrant laboratory for:

- **Talent & Innovation:** Hosting the CLAP (talent acceleration) and ICE (innovation hubs) programs.
- **Content & Storytelling:** Serving as a gateway for Origins and the Discover Naija talent funnel.
- **Cultural Experience:** A year-round home for Naija Season, featuring Nigerian fusion cuisine, Afrobeats lounges, and curated galleries. Financial Growth and "Unicorn" Ambition.



- The financial projections for Eagle House reflect the immense value of the Nigerian brand.

From an initial 2025 valuation of £150 million, the project is on a strategic path to achieve "Unicorn Status" (£1B+ valuation) by 2030. This growth is underpinned by a two-phase expansion plan:

1. **Phase 1 (2025-2030):** Establishing 10 flagships in global capitals including London, New York, Paris, Tokyo, and Johannesburg.
2. **Phase 2 (By 2040):** Expanding to over 50 locations, targeting emerging markets in India, Brazil, and Southeast Asia.

Why Eagle House Matters

Eagle House is more than a social club; it is a strategic tool for National Brand Building. By providing a permanent soft power presence abroad, it:

- **Drives IP Commerce:** Facilitating international trade in Nigerian fashion, film, and music.
- **Engages the Diaspora:** Offering a sophisticated "home away from home" for Nigerian and African creatives and business leaders.

Eagle House: Establishing the Home of Naija Soft Power

- Innovates Diplomacy: Using culture as a bridge for tourism, investment, and global South collaboration.

Conclusion: The Stage is Set

Eagle House embodies the "Nigeria Everywhere" movement connecting local roots to global stages and past heritage to future innovation. It is an open invitation to global partners and investors to join Nigeria as it takes flight, ensuring that the nation's excellence is not just recognized, but immortalized in the world's leading cities.

THE HOMECOMING TOUR: A LITERARY LANDMARK WITH CHIMAMANDA NGOZI ADICHIE

In one of the most significant literary gatherings of 2025, the National Council for Arts and Culture (NCAC) partnered with Narrative Landscape Press to host The Homecoming Tour. On July 3rd, 2025, the NAF Conference Centre in Abuja served as the stage for a reading by the world-renowned, award winning author Chimamanda Ngozi Adichie, featuring her latest acclaimed novel, Dream Count.

A Strategic Literary Alliance

This collaboration underscored the NCAC's mandate to treat literature not just as art, but as a pillar of Nigeria's global cultural identity. By partnering with Narrative Landscape Press, the Council successfully aligned federal cultural infrastructure with the private creative sector to celebrate Nigeria's "literary prowess."

The event served as a focal point for the "Nigeria Everywhere" agenda, showcasing a global icon whose work continues to shape the international perception of Nigerian storytelling.

Driving Cultural Accessibility

A key highlight of the partnership was the NCAC's initiative to democratize access to high-profile cultural events. To ensure a diverse audience of students, writers, and enthusiasts, the Council facilitated:

- The NCAC Discount Program: Providing 200 subsidized tickets to the public.
- Incentivized Engagement: Utilizing a dedicated digital portal and the promotional code NCACDC to offer a 30% reduction in ticket costs.



The Homecoming Tour: A Literary Landmark With Chimamanda Ngozi Adichie



Impact and Legacy

The Abuja reading was more than a book tour; it was a demonstration of the NCAC's role as a facilitator of the creative economy. By bringing one of the world's most influential voices to the capital, the Council reinforced the connection between national heritage and contemporary global literature.

As part of the 2025 annual review, The Homecoming Tour stands as a testament to the Council's successful efforts to keep Nigeria at the center of the global intellectual conversation.



NATIONAL CONSENSUS: NIGERIA'S GOVERNORS ENDORSE THE \$100 BILLION CREATIVE ROADMAP



At the 5th meeting of the Nigeria Governors' Forum (NGF) held in August 2025, the 36 State Governors reached a historic consensus to integrate the creative economy into state-level development strategies. This resolution followed a comprehensive presentation by the National Council for Arts and Culture (NCAC), led by Director-General Mr. Obi Asika, representing the Honourable Minister of Art, Culture, and the Creative Economy, Hannatu Musawa.

Strategic Objectives for 2030

The presentation detailed an ambitious roadmap designed to transform Nigeria's cultural assets into a primary economic driver. The core targets presented to the Forum included:

NATIONAL CONSENSUS: NIGERIA'S GOVERNORS ENDORSE THE \$100 BILLION CREATIVE ROADMAP



- Economic Impact: Scaling the sector's GDP contribution to \$100 billion by 2030.
- Employment: Generating over 3 million new jobs through creative and tourism-led initiatives.

The Architecture of Growth

The Governors reviewed the financial and physical infrastructure being deployed to catalyze this growth. The roadmap is anchored by several high impact initiatives:

- Dedicated Funding: The \$200 million Creative Economy Development Fund (CEDF) to support grassroots and professional talent.
- Infrastructure Investment: The \$1 billion Creative & Tourism Infrastructure Corporation (CITCO), aimed at financing large-scale projects.
- Flagship Developments: The advancement of the Lagos Arena, the Abuja Creative City, and the Renewed Hope Cultural Villages across the Federation.

Subnational Collaboration & Implementation Recognizing the importance of local execution, the Forum resolved to bridge the gap between Federal policy and State impact. The Governors committed to:

1. Creative Economy Desks: Establishing dedicated offices within each state to streamline creative initiatives.
2. Co-Created Festivals: Partnering with the NCAC to scale local festivals into global tourist attractions.
3. Digital Integration: Adopting the Naija Season platform to maintain a 365-day cultural economy across all states.

Conclusion: A United Front

The NGF commended the ongoing reforms to strengthen Intellectual Property (IP) protections and expand Nigeria's global "Soft Power." By aligning the 36 states with the Federal roadmap, the 2025 meeting ensured that the vision for a \$100 billion creative economy moved from a central policy to a nationwide movement, fostering social cohesion and sustainable prosperity.



NIGERIA GOVERNORS' FORUM



CULTURAL DIPLOMACY IN ACTION: THE BANGLADESH YOUTH FESTIVAL ART EXHIBITION



In a vibrant display of international solidarity and youth empowerment, the High Commission of the People's Republic of Bangladesh in Abuja hosted a landmark exhibition of artworks by youth artists on December 3rd, 2025. The event, held as a center piece of the Bangladesh Youth Festival, underscored the growing cultural ties between Nigeria and Bangladesh.

Spotlighting the Next Generation

The exhibition provided a prestigious platform for young contemporary artists to showcase their work to a diverse audience of diplomats, cultural administrators, and art enthusiasts. By hosting this event within the High Commission's premises in Asokoro, the festival highlighted the role of the "Global South" in fostering creative dialogue and shared heritage.

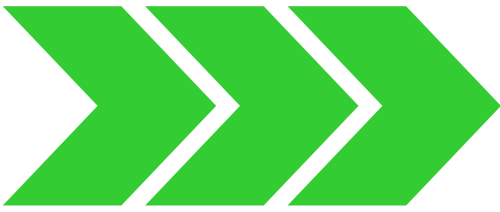
Strengthening Bilateral Ties The NCAC's association with such international festivals aligns with its broader mandate to facilitate global cultural exchange. The Bangladesh Youth Festival served as a successful case study in: Youth Engagement:

- Providing professional visibility for emerging creative voices.
- Diplomatic Innovation: Using art as a primary tool for bilateral relationship building.
- Shared Values: Celebrating the commonalities between the Nigerian and Bangladeshi creative spirits.

Conclusion: A Year of Global Connection

The successful hosting of the Bangladesh Youth Festival exhibition marked a high point in the 2025 diplomatic calendar. It reaffirmed that cultural diplomacy remains a vital bridge for mutual understanding and a powerful catalyst for the global creative economy.

HEADING: STRATEGIC OVERSIGHT: NCAC AND HOUSE COMMITTEE DELIBERATE ON SECTOR GROWTH



On June 17th, 2025, the House Committee on Culture and Creative Economy conducted a formal oversight visit to the National Council for Arts and Culture (NCAC). This engagement served as a vital mechanism for legislative monitoring and sectoral strengthening.

Key Deliberations:

- **Fiscal Accountability:** A comprehensive review of the NCAC's 2024 budget implementation and operational performance.

- **Economic Sustainability:** Developing robust frameworks for enhanced internal revenue generation.
- **Legislative Advocacy:** Identifying critical areas for policy intervention and increased budgetary appropriation.

The Committee, led by Chairman Hon. Gabriel Saleh Zack, reaffirmed its commitment to providing the legislative backing necessary for the NCAC to fulfil its mandate of heritage preservation and national unity. Director-General Obi Asika, alongside his management team, expressed appreciation for the Committee's proactive stance on funding and capacity building. This synergy underscores a shared commitment to elevating Nigeria's global cultural standing.



A LEGACY OF MONUMENTS: CELEBRATING THE GRAND EGYPTIAN MUSEUM IN ABUJA



A Legacy of Monuments: Celebrating the Grand Egyptian Museum in Abuja
Report on the Diplomatic Reception and Cultural Milestone November 12th 2025
In a historic moment for Global Archaeology and Cultural Tourism, the Arab Republic of Egypt officially inaugurated the Grand Egyptian Museum (GEM) the largest museum in the world dedicated to a single civilization. Following the primary ceremony led by His Excellency President Abdel Fattah El-Sisi in Cairo, the Egyptian Embassy in Abuja hosted a prestigious reception to celebrate this monumental achievement with its Nigerian counterparts.

The Grand Egyptian Museum: A Global Benchmark The GEM represents the pinnacle of modern museum science and heritage preservation. As a global asset, it offers a blueprint for how nations can leverage their ancient history to drive modern economic growth. The Abuja reception served to share this vision with Nigeria's cultural leadership, emphasizing the role of museums as engines for tourism and national pride.

Diplomatic Recognition and Partnership

The event was marked by a high-level diplomatic exchange, with the Egyptian Embassy extending a special invitation to Mr. Obi Asika, Director-General of the National Council for Arts and Culture (NCAC), as the Special Guest of Honour.

The reception facilitated deep dialogue on:

- **Museum Management:** Sharing best practices from the GEM project to inform Nigeria's own creative infrastructure goals (such as the Abuja Creative City).
- **Heritage Tourism:** Exploring bilateral strategies to increase cultural travel between West and North Africa.
- **Curatorial Collaboration:** Strengthening ties between Nigerian and Egyptian historians and conservators.

ALEGACY OF MONUMENTS: CELEBRATING THE GRAND EGYPTIAN MUSEUM IN ABUJA



Conclusion: Connecting the Nile and the Niger The celebration of the Grand Egyptian Museum in Abuja was more than a diplomatic courtesy; it was a reaffirmation of the shared commitment between Nigeria and Egypt to preserve Africa's memory. By honoring this milestone, the NCAC continues to position Nigeria within a global network of cultural excellence, ensuring that the lessons of the world's greatest heritage projects are integrated into our national roadmap.



STRATEGIC INSTITUTIONAL COLLABORATION: NCAC AND THE YAR'ADUA CENTRE FORGE NEW PARTNERSHIP

In a decisive move to expand the scope of Nigeria's creative economy through institutional synergy, the National Council for Arts and Culture (NCAC) has initiated a strategic partnership with the Yar'Adua Centre. This collaboration was formalized during a high-level consultative meeting hosted by the Acting Director-General of the Yar'Adua Centre, Amara Nwapa. The engagement focused on the development of joint programming, cultural activations, and the shared utilization of resources to promote the arts and creative industries within the Federal Capital Territory and beyond.

The NCAC delegation was led by the Director of Stakeholder Partnerships, Bashir Hamisu, and the Manager of the Arts Village, Oluwaseun Odukoya. The inclusion of Odukoya, a distinguished artist and storyteller, added a significant layer of creative depth to the deliberations. Beyond the strategic objectives, the meeting served as a vital "good neighbor" engagement, given the physical proximity of the NCAC Arts Village to the Yar'Adua Centre. This geographic synergy provides a unique opportunity for both institutions to create a vibrant cultural corridor that facilitates seamless public engagement and artistic exchange.

STRATEGIC INSTITUTIONAL COLLABORATION: NCAC AND THE YAR'ADUA CENTRE FORGE NEW PARTNERSHIP

The deliberations yielded a robust consensus, with both organizations pledging to co-create a roadmap for future programming and cross-platform initiatives. This partnership is expected to bridge the gap between policy implementation and cultural execution, leveraging the prestige of the Yar'Adua Centre alongside the statutory mandate of the NCAC. As the Council continues to drive its 2025 strategic agenda, this collaboration stands as a testament to the power of inter-institutional cooperation in elevating Nigeria's cultural standing and fostering a sustainable environment for creative professionals. The Council looks forward to unveiling the specific projects and milestones that will emerge from this promising alliance.



STRATEGIC MASTERCLASS REPORT: "FROM CRAFT TO BRAND" – DIGITAL EMPOWERMENT FOR ARTISANS

On September 5th, 2025, the National Council for Arts and Culture (NCAC) hosted a transformative masterclass titled "From Craft to Brand: Digital Empowerment for Artists & Artisans" at the Abuja Arts & Crafts Village. This initiative served as a direct response to the global surge in demand for authentic Nigerian cultural products and addressed the critical branding gap that often prevents local artisans from accessing high-margin international markets. By integrating traditional craftsmanship with 21st Century digital tools, the Council sought to fulfill its mandate of commercializing Nigerian arts while supporting national goals for economic diversification, youth empowerment, and the expansion of Nigeria's cultural exports.

The opening ceremony featured a keynote address delivered by Mr. Suleiman Yahaya, Manager of the Arts & Crafts Village, on behalf of the Director-General, Mr. Obi Asika. In his remarks, Mr. Yahaya underscored the timeliness of the initiative, highlighting its alignment with the Council's flagship Innovation, Creativity, and Entrepreneurship (ICE) program. This vision was echoed by the leadership of Imago Digital Ltd, who identified the mastery of storytelling, social media, and professional branding as the primary bridges connecting local talent to global visibility. It was also announced that this masterclass serves as the inaugural phase of a longitudinal program, leading into an intensive four-week mentorship designed to refine brand identities and product photography for selected participants.



The technical deliberations were led by a diverse panel of industry experts who explored the intersection of creative originality and commercial viability. Mr. Ode Samuel Obla emphasized that visual consistency and distinct brand identity are essential for building consumer trust, while renowned fine artist Mr. Adebayo Ebenezer Seun argued that a mastery of one's craft is the ultimate foundation for successful branding. The discussion on digital visibility was spearheaded by Mr. Oliver Emmanuel, who provided practical strategies for converting engagement on platforms like Instagram and TikTok into sustainable income.

STRATEGIC MASTERCLASS REPORT: "FROM CRAFT TO BRAND" – DIGITAL EMPOWERMENT FOR ARTISANS

Complementing these insights, Mr. Jabir Hadi Imam offered a global perspective, encouraging participants to leverage international residencies and exhibitions to scale their creative enterprises.

During the interactive engagement sessions, participants raised vital questions regarding intellectual property and the protection of creative works. The panel recommended a dual approach involving both branding as a differentiator and formal legal registration with the Nigerian Copyright Commission. The session concluded with a practical art showcase that yielded immediate results, including on-the-spot sales and the generation of new business leads. This practical outcome reinforced the masterclass's core findings: that there is a palpable hunger for digital marketing skills among artisans and that even foundational training in storytelling can significantly elevate the perceived value of a cultural product.



SECURING THE CREATIVE FOUNDATION: COPYRIGHT LICENSING AND THE FUTURE OF THE NIGERIAN ECOSYSTEM

In commemoration of the 2025 African Copyright and Collective Management Day, the National Council for Arts and Culture (NCAC) participated in a high-level colloquium focused on the strategic importance of copyright licensing for public performance. The event served as a significant gathering of the architects of Nigeria's entertainment landscape, bringing together Nollywood icons such as Monalisa Chinda, Francis Duru, and Ejike Asiegbu, alongside Afrobeats pioneers Kenny Ogungbe and Orits Wiliki. Crucially, the dialogue was bolstered by the presence of key regulatory leaders, including Dr. Shuaibu Hussein, Director-General of the National Film and Video Censors Board (NFVCB), and Mr. John Asein, Director-General of the Nigerian Copyright Commission (NCC).

During his address, the Director-General of the NCAC emphasized that intellectual property rights are not merely legal formalities but the very economic infrastructure upon which the creative industry is built. Copyright serves as the fundamental anchor for contracts, licensing agreements, and large-scale investments. For the Nigerian ecosystem to reach its zenith, Collective Management Organisations (CMOs) must operate with a high degree of transparency and administrative efficiency. The DG noted that when these organizations lack clarity, creators inevitably disengage and investors withdraw, creating an "execution drag" that stifles the growth of the entire sector.

Securing the Creative Foundation: Copyright Licensing and the Future of the Nigerian Ecosystem



With PwC valuing Nigeria's creative and cultural industries at an estimated \$25 billion, the imperative for a unified and robust ecosystem has never been more urgent. While Nigerian content is globalizing at an unprecedented rate, the gap between visibility and monetization remains a hurdle that can only be cleared through deliberate collaboration between policymakers, regulators, and creators. For a comprehensive analysis of these trends, stakeholders are encouraged to consult the 2025 Nigerian Creator Economy Report, which offers a roadmap for turning Nigeria's vast cultural capital into a sustainable engine for national economic revival.

PRESERVING AFRICA'S MEMORY: NCAC AND PIQL NIGERIA COLLABORATE ON DIGITAL ARCHIVAL SECURITY

At the 2025 PIQL Nigeria Public Sector Breakfast Meeting, the Director-General of the National Council for Arts and Culture (NCAC), Mr. Obi Asika, articulated a compelling vision for the role of historical documentation in a modern economy, asserting that "Africa's memory is a global asset." The engagement served as a platform to redefine archives, moving them from the periphery of administration to the center of Nigeria's future-ready data infrastructure.



To illustrate the immense potential currently being repressed by systemic gaps, the DG highlighted the recent success of Comic Republic. The Nigerian multimedia firm successfully licensed four of its intellectual property titles to Universal Studios for \$4 million a landmark achievement that nonetheless represents only a fraction of the latent value residing within Nigerian creativity. Despite the global appetite for local content, a significant portion of potential revenue remains uncaptured due to fragmented licensing frameworks and inadequate monetization strategies.



PRESERVING AFRICA'S MEMORY: NCAC AND PIQL NIGERIA COLLABORATE ON DIGITAL ARCHIVAL SECURITY

The Director-General emphasized that archives are not merely static records of the past but are living assets essential for establishing national identity and reframing the African narrative for a global audience.

To illustrate the profound depth of Nigeria's cultural timeline, the DG cited significant historical milestones, including the ancient iron smelting sites at Lejja, Nsukka, and the 13th Century inscriptions preserved at the Borno palace. He argued that these records provide the evidentiary foundation necessary to reclaim Nigeria's historical standing and provide the context required to chart a sustainable course in an increasingly data-driven world. By viewing archives as strategic intelligence rather than dead assets, the NCAC aims to ensure that the nation's cultural milestones are both accessible and protected from the risks of digital obsolescence. A pivotal highlight of the meeting was the formalization of a Memorandum of Understanding (MoU) between the NCAC and PIQL Nigeria. This strategic partnership represents a significant leap forward in securing Nigeria's archival storytelling. By leveraging PIQL's specialized technology for long-term data preservation, the NCAC is taking proactive steps to ensure that Nigeria's cultural heritage remains intact and immutable for future generations. This collaboration aligns with the broader institutional goal of administrative modernization and the digitalization of Nigeria's vast cultural inventory.



The event concluded with a recognition of leadership excellence in the sector. The Honorable Minister of Art, Culture, Tourism, and the Creative Economy, Hon. Hannatu Musa Musawa, and the Director-General were both honored with awards for their transformative roles as custodians of Nigeria's heritage. These accolades underscore the administration's commitment to building a resilient cultural ecosystem that values its history as much as its future innovation. Through this partnership, the NCAC reaffirms its position at the forefront of cultural preservation, ensuring that the Nigerian story is told accurately, securely, and with global resonance.

NCAC ARTS AND CRAFT VILLAGE: 2025 INSTITUTIONAL ACTIVITY REVIEW



Throughout 2025, the National Council for Arts and Culture (NCAC), primarily through the operations of the Arts and Craft Village, spearheaded a series of high-impact collaborations. These initiatives spanned partnerships with other government agencies, international development organizations, and the private sector, all strategically designed to fulfill the Council's mandate of developing, promoting, and preserving Nigeria's creative heritage while ensuring its economic viability.

I. Cultural Revitalization: The NTA "Tales by Moonlight" Partnership In a significant inter-agency collaboration, the NCAC partnered with the Nigerian Television Authority (NTA) to revitalize the iconic cultural series, Tales by Moonlight. This partnership merged the NTA's technical broadcasting Infrastructure including professional scripts and production crews with the NCAC's deep reservoir of artistic talent. The Council served as the creative engine for the project, managing authentic costuming, acting talent, and artistic direction. By utilizing the Arts and Craft Village as the primary filming location for the pilot episode, the NCAC successfully transformed a physical space into a living stage. This project ensures that a "New Generation" of Nigerians is reached with immersive content that preserves national folklore and strengthens the Nigerian brand.

I. Global Competitiveness: The GIZ Creative Entrepreneurship Residency Reflecting the Council's commitment to the economic professionalization of the sector, the NCAC facilitated a specialized residency in Lagos for a prominent vendor from the Arts and Craft. This international partnership focused on high-level professional development, centering on personal branding and business management tailored for the creative economy. By transitioning artisans from traditional practitioners into sustainable business owners, this initiative directly enhances the global competitiveness of Nigeria's creative workforce and serves as a model for the Council's broader upskilling agenda under the ICE (Innovation, Creativity, and Entrepreneurship) framework.

NCAC Arts and Craft Village: 2025 Institutional Activity Review



III. Youth Engagement: The "Catching Them Young" Initiative

In December 2025, the NCAC expanded its private sector outreach through the "Catching Them Young" holiday program, hosted in partnership with Lil's Diamonds. The Arts and Craft Village welcomed approximately 30 children for a three-day intensive program that integrated traditional storytelling with hands-on craft workshops. Crucially, the program blended heritage preservation with modern goal-setting exercises, instilling cultural pride alongside personal development skills. This collaboration demonstrated the Council's agility in working with private organizations to impact the younger demographic, ensuring that cultural appreciation is fostered at an early age.

IV. Strategic Outlook and Conclusion

The 2025 activities at the Arts and Craft Village confirm its status as a versatile hub for both cultural preservation and economic growth. The transition toward a "Night Market" model and the ongoing development of the 4,500-capacity MEFA performance arena.



STAKEHOLDERS' MEETING AT THE OMNIVERSE AFRICA SUMMIT 2025



The Omniverse Summit 2.0 which held from February 25th to February 28th, 2025, at the Landmark Event Centre in Victoria Island, Lagos was an event that provided a platform for stakeholders from various art, culture and creative Industries to converge and co-create a roadmap for the development of their respective industries. Participants had insightful discussions facilitated by 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 stakeholder's engagement at the Summit to sustain 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.



STAKEHOLDERS' MEETING AT THE OMNIVERSE AFRICA SUMMIT 2025

The stakeholders' meeting on the roadmap for the development 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 meeting provided a platform for stakeholders to converge, share ideas, and co-create a roadmap 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.



NCAC AND UCA PARTNER TO BOOST NIGERIAN CREATIVE INDUSTRY

The National Council for Arts and Culture (NCAC) and the University for the Creative Arts (UCA), UK, have formalized a partnership to develop Nigeria's creative economy. UCA will serve as global knowledge and curriculum adviser to Nigeria, enhancing creative education and industry growth.

The partnership aims to unlock Nigeria's creative potential, fostering collaboration and innovation. Key stakeholders, including government officials, industry leaders, and international representatives, have welcomed the initiative.

"This partnership is designed to unlock the full potential of Nigeria's creative industry and economy," said Obi Asika, DG, NCAC. The collaboration is supported by the Nigerian Governors Forum and the UK-Nigeria ETIP framework, marking a significant step in Nigeria's creative diplomacy.



NCAC STRENGTHENS UK TIES TO BOOST NIGERIA'S CREATIVE ECONOMY

The Director-General of the National Council for Arts and Culture (NCAC), Obi Asika, has concluded a successful visit to the United Kingdom, solidifying strategic partnerships to drive Nigeria's cultural and creative industries.

Key outcomes include:

- NCAC's partnership with the University for the Creative Arts to establish centers of excellence in Nigeria
- Membership in the UK Creative Industries Leadership Network, marking a first for an international organization

Asika's appointment as Co-Chairman of the UK-Nigeria ETIP Creative Economy Working Group underscores Nigeria's growing influence in the global creative economy. The visit aligns with the Honourable Minister's agenda, positioning NCAC as a key driver of Nigerian soft power and cultural diplomacy.



NCAC AND UCA PARTNER TO BOOST NIGERIAN CREATIVE INDUSTRY



The National Council for Arts and Culture (NCAC) has signed a Memorandum of Understanding with the University for the Creative Arts (UCA), UK, to enhance global creative collaboration. The partnership aims to boost innovation, skills, and international opportunities for Nigerian creatives.

Key initiatives include strengthening creative education infrastructure, cross-border artist exchanges, and capacity building via NCAC's ICE hubs and CLAP platform. The partnership will also showcase Nigerian arts globally and conduct joint research on creative economy sustainability.

NCAC has joined UCA's Creative and Cultural Industries Leaders Network, alongside industry giants like Apple and Warner Bros, amplifying Nigeria's global creative voice.

"Unlocking opportunities for Nigerian talent is a key goal," said Obi Asika, NCAC Director-General. Prof Lyndsay Duthie, UCA Pro Vice-Chancellor, added, "Empowering next-gen Nigerian leaders is our priority."

The partnership aligns with President Tinubu's Renewed Hope Agenda, boosting Nigeria's creative economy, jobs, and global influence.

CCES 2025: ENUGU SUMMIT AIMS TO MONETIZE CULTURE FOR NATIONAL GROWTH



The Enugu State Government and the National Council for Arts and Culture (NCAC) have hosted a landmark summit on "Monetizing Culture and Creative Industries at the Sub-National Level" from September 8th - 12th 2025, at the Landmark Nike Lake Resort, Enugu.

The summit brought together key stakeholders, including government officials, arts and culture directors, and international representatives, to discuss strategies for boosting Nigeria's creative economy. Professor Lyndsay Duthie, Vice-Chancellor of the University for the Creative Arts, emphasized that culture is a major economic driver, not a luxury, stressing the need for global collaboration to build a sustainable creative economy.

Key highlights:

- Culture drives economy, employment, and development
- Need for concerted efforts to establish a viable cultural economy
- Importance of skills, talent, and infrastructure highlighted
- Insights shared by Goethe-Institut, British Council, and Eastern Nigeria Film

The summit aimed to harness Nigeria's cultural potential, aligning with national development goals and positioning the creative sector as a driver of employment and wealth creation.



AFRICA CENTRE AND NCAC PARTNER TO PROMOTE AFRICAN HERITAGE

The Africa Centre and Nigeria's National Council for Arts and Culture (NCAC) have forged a strategic partnership to co-create cultural programming, exhibitions, and artistic exchanges celebrating Africa's rich heritage and global influence.

The partnership focuses on developing Origins, NCAC's digital storytelling and heritage platform. This collaboration aligns with The Africa Centre's theme, **"The Global Africa,"** amplifying African voices and experiences worldwide.

Through this initiative, the partners aim to strengthen Africa's global cultural presence and showcase the continent's vibrant heritage.





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THE YEAR 2025 IN REVIEW