

Rewriting the Narrative: Africa-Europe Dialogue

17 February 2022, 09-11am CET



The banner features a blue background with a yellow polka-dot pattern on the right. On the left, there is a yellow map of Africa and the European Union flag. The text 'Africa-Europe Week' is at the top left. Below it, the slogan 'TOGETHER. TOMORROW. TODAY.' is written. The hashtag '#AFRICA EU' is centered. The main title 'REWRITING THE NARRATIVE: AFRICA-EUROPE DIALOGUE' is prominently displayed. At the bottom left, the date and time '17 FEBRUARY 2022, 9-11AM CET' are listed. On the right, a woman in a white and green traditional African dress is shown. The EMEA and CREAT...MED logos are at the bottom right.

Culture and creativity are recognized as key factors not only for economic growth and development but also social cohesion and identity. From this perspective, we want to reengage with African-European dialogue from a different vantage point: we want Africa to take the lead in setting forth a new kind of conversation that is truly transformational and inclusive.

Rewriting the Narrative: Africa-Europe Dialogue is a 2-hour online event led and organised by the Euro-Mediterranean Economists Association (EMEA) that will bring together cultural and creative entrepreneurs, artists, policy-makers, academics and finance actors from Africa and Europe. The aim is to open debate around the key challenges and opportunities facing collaboration in the cultural and creative industries (CCI), with a focus on strengthening Africa-Europe cooperation and cultural exchange.

Objectives of the session:

- 1) To identify and enhance the visibility of success stories linked to EU-Africa cooperation in the CCIs.
- 2) To identify key challenges faced by artists and entrepreneurs working on the CCI in Africa and Europe, especially in terms of international cooperation, access to talents, markets and finance.
- 3) To facilitate a high-level multi-disciplinary debate revolving around the challenges and opportunities identified and propose specific solutions and policy recommendations to tackle them, initiating meaningful debate about the future of Africa-Europe relations with regards to culture and creativity.

Session agenda:

09:00 – 09:10	Jihan El Tahri Introduction of the session
09:10 – 09:15	Rym Ayadi Presentation of CREAT4MED
09:15 – 10:00	Creatives/Entrepreneurs Presentation of CCI cases, identifying 3 key challenges encountered (6 minutes per presentation)
10:00 – 10:05	Jihan El Tahri Wrap-up of the presentations and introduction to the debate
10:05 – 10:50	Panelists & Creatives/Entrepreneurs High-level debate around the previous presentations, moderated by Ms. El-Tahri and aiming to propose specific solutions and policy recommendations to address the challenges described and facilitate a supportive framework for collaboration between Africa and Europe
10:50 – 11:00	Jihan El Tahri Wrap-up and closing

Role	Name	Bio
Moderator	Ms. Jihan El-Tahri	Jihan El Tahri is a multi- award-winning film director, writer, visual artist and producer. She currently serves as the General Director of the Berlin based documentary support institution DOX BOX. El Tahri has been a member of The Academy (Oscars) since 2017 and is currently on the selection committee of the Locarno International Film Festival. She has directed more than 15 films and her visual art exhibitions have travelled to renowned museums and several Biennales around the world. Her writings include “Les Sept Vies de Yasser Arafat” (Grasset) and “Israel and the Arabs, The 50 Years war” (Penguin). She continues to mentor and direct various documentary and filmmaking labs. El Tahri has served on the boards of several African film organisations including the Federation of Pan African Cinema and The Guild of African Filmmakers in the Diaspora.
Panelist	Mr. Kofi Adomakoh	Mr. John Kofi Adomakoh holds a Bachelor of Science degree in Agriculture, majoring in Economics from the University of Ghana, Legon, and an Executive Master’s Degree in Business Administration (Marketing option) from the University of Ghana Business School. He has over 25 years of banking experience within Africa, 15 years of which have been at executive management levels. His leadership roles have included Executive Director, Corporate & Institutional Banking at Barclays Bank Ghana Limited (now ABSA Bank Ghana Limited), Head of Institutional Banking Group at Ecobank Ghana Limited, Director & Global Head, Project and Asset-Based Finance of the African Export-Import Bank headquartered in Cairo, and in 2020 he was appointed Managing Director of the GCB Bank.
Panelist	Mr. Kunle Afolayan	Kunle Afolayan is an award-winning Nollywood actor, film-maker, movie producer and director. Kunle is the CEO/founder of Kunle Afolayan Productions Television (KAPTv), and Golden Effects Pictures. In 2006, he directed the first Nigerian film ever to be screened at the 2007 Pan African Film Festival, IRAPADA (REDEMPTION). Afolayan’s films have been screened at FESPACO, International Film Festival Rotterdam (IFFR), the London Film Festival BFI and New York Africa Film Festival, amongst others.
Panelist	Prof. Rym Ayadi	Professor Rym Ayadi is the Founder and President of the Euro–Mediterranean Economists Association (EMEA). She is the Director of the CREAT4MED project and Director of the EU-Mediterranean and African Network for Economic Studies (EMANES). Prof. Ayadi is Senior Advisor at the Centre for European Policy Studies (CEPS); Professor at the Bayes Business School, City University of London and Member of the Centre for Banking Research (CBR); Academic member and Chair of the European Banking Authority – Banking Stakeholders Group (EBA- BSG). She is also Associated Scholar at the Centre for Relationship Banking and Economics (CERBE) at LUMSA University in Rome.

Panelist	Ms. Nagla Bahr	Ms. Bahr has more than 30 years of experience in finance, economic development, and strategic planning with a focus on emerging markets development. Ms. Bahr has a special expertise in MSMSs Finance and development and structuring and managing Guarantee Schemes. Her expertise was practiced in markets of MENA, Africa, East Europe, and South Asia. Ms. Bahr is the Managing Director of the Credit Guarantee Company (CGC) in Egypt since 2015. Prior to 2015 Ms. Bahr has served under both local and international umbrellas of BP, Shell Winning, Fulbright Commission and Finance and Banking Consultancies (FinBi). Ms. Bahr across her different services interacted with different ministries and authorities of GOE as well as the Central Bank of Egypt. She also interacted and worked closely with different International and bilateral Institutions such as WB, EIB, EU, IFAD, UNDP, IFC, AFDB, GIZ and Moody's analytics and others. Ms. Bahr has BSc in Economics and a Master degree in Professional Economic Development. She also acts as the chairwomen of the Euro-Mediterranean Guarantee Network (EMGN).
Panelist	Mr. Moubarak Lo	Former Special Advisor to the Prime Minister, Senegal. President of the Emergence Institute, specializing in economic and statistical studies and strategic planning. He is also Director General of the Economic Foresight Bureau. Previously, he was Deputy Director in the Cabinet of Macky Sall, President of Senegal. He also served as an economic advisor to several Prime Ministers. He is an expert for the UN, the African Development Bank, the World Bank and the African Union. He has served as associate lecturer at the National School of Administration of Senegal and the University Gaston Berger of St. Louis.
Panelist	Prof. Pier Luigi Sacco	Pier Luigi Sacco, PhD, is Senior Advisor to the OECD Center for Entrepreneurship, SMEs, Regions, and Cities, Associate Researcher at CNR-ISPC, Naples, Professor of Cultural Economics, University of Chieti-Pescara, and Senior Researcher at the metaLAB (at) Harvard. He is the Special Adviser of the European Commissioner for Education and Culture, member of the Europeana Research Advisory Board, of the Economics of Culture Committee of the Italian Ministry of Culture, of the Advisory Council for Research & Innovation of the Czech Republic, and of the Advisory Council of Creative Georgia. He works and consults internationally in the fields of culture-led local development and is author of more than 200 papers on peer reviewed journals and major international scientific publishers.
Creative/Entrepreneur	Ms. Dineo Seshee Bopape	Dineo Seshee Bopape is a South African multimedia artist. Using experimental video montages, sound, found objects, photographs and dense sculptural installations, her artwork "engages with powerful socio-political notions of memory, narration and representation." She is a 2007 graduate of De Ateliers in Amsterdam and in 2010 completed an MFA at Columbia University, New York. She was the main prize winner of the Future Generation Art Prize 2017 by PinchukArtCentre, the recipient of a 2010 Columbia University Toby Fund Award, and the winner of 2008 MTN New Contemporaries Award. She has shown her work in major and minor national and international exhibitions.

Creative/Entrepreneur	Ms. Mane Cisneros	Mane Cisneros was born in Madrid. She is founder and director of the African Film Festival of Tarifa (FCAT), based on the diffusion of cinematography of the African continent and its diaspora in Latin America, as well as the Centre of Cultural Diffusion of the Strait Al Tarab. She created Cinenomada and Mobile Entertainment, two devices aimed at reinforcing the dissemination of African cinema. She is coordinator of a study that aims to create a digital cinema network in Mozambique and to support a network of African film festivals dedicated to the promotion and dissemination of the documentary genre.
Creative/Entrepreneur	Ms. Angèle Diabang	Angèle Diabang Brener is a screenwriter, director and film producer from Senegal. Diabang was trained at the Forum Média Centre in Dakar (2003), at FEMIS in Paris and at the Filmakademie in Germany. She runs the production company Karoninka which is credited with over a dozen films. In 2005, she directed her first film, <i>Mon beau sourire</i> , which was acclaimed by international critics; followed by four other documentaries, including <i>Congo, un médecin pour sauver les femmes</i> , the first film about Doctor Denis Mukwege, winner of the 2018 Nobel Peace Prize. Angèle then moves on to fiction with her short films <i>Ma coépouse bien-aimée</i> (Clermont-Ferrand 2019 selection, best screenplay award at the Émergence festival in Togo) and <i>Un air de kora</i> (Bronze Foal at FESPACO 2019 and Best short Film at WADA 2019, Nigeria; best short film in Kigali, Bujumbura, Cotonou, Dakar). She also won the ECOWAS Best Director Award at FESPACO 2019. From 2014 to 2016, Angèle was President of the Board of Directors of SODAV, a collective management society of copyright in Senegal.
Creative/Entrepreneur	Ms. Najlaa El-Ageli	Najlaa El-Ageli, an architect with over twenty years of experience in the profession, founded Noon Arts Projects in 2012. A small private arts foundation, with a mission to bring the best of contemporary Libyan art, from both emerging and established artists, and expose it to the world stage. Collaborating with various cultural foundations and galleries, she has curated over 16 projects and successfully shed light on the current Libyan cultural and artistic scene. She has collaborated with the London based Shubbak festival 2015 and The Nour Festival 2015 curating the solo retrospective exhibition "Birthmark Theory" for the late Libyan/Canadian artist Arwa Abouon, The Benetton Foundation 2016 Italy for the Imago Mundi Libya project, and went on to curate two successful group exhibitions with Casa Arabe in Spain between 2018 and 2020. One of them, 'Pop Art from North Africa', with a collective of 19 artists from North Africa exploring the phenomenon of Pop Art; and, the other one titled 'Retracing A Disappearing Landscape', featuring another collective of 18 artists with a link to Libya, addressing collective memory and personal histories relating to modern day Libya. From 2020 Najlaa has been collaborating with Sulger Buel Gallery in London as an independent curator, she curated "Waves", a collective of five emerging North African artists, and "Soul Taming" for renowned and established Egyptian/ Nubain artist Fathi Hassan.
Creative/Entrepreneur	Mr. Youssef Mechmech	Youssef Mechmech is an independent product designer graduated from Ensaama in Paris with extensive experience in both sides of the Mediterranean. He is the founder of Design Tounsi, the first alternative platform in Tunisia dedicated to the development and democratization of the profession of designer, which was born out of a lack of information on design culture, the designer's profession and its impact on society and businesses in Tunisia.

Creative/Entrepreneur	Ms. Shahdan Safwan	<p>Shahdan Safwan is the founder of Patchouli Home, an Egyptian start-up brand and Online Concept Store of colorful home linens, artistic handicrafts with trendy designs and boho-chic home accents, inspired by patchouli-scented hippies and cross-cultural layering of colors, textures and patterns from around the globe.</p> <p>Before founding Patchouli, Shahdan Safwan used to work in the private sector as an HR Strategic Partner for more than 8 years. She joined the United Nations World Food Program where she had the opportunity to acquire humanitarian assistance exposure, while contributing to the Sustainable Development Goals of reaching Zero Hunger, Partnerships and Gender Parity. Afterwards, she decided to leverage her creativity and strategic vision to pursue her passion for home décor and exotic interior designs, while maintaining an entrepreneurial mindset towards empowering women and bringing social value to her community.</p>
Creative/Entrepreneur	Ms. Anna Soler-Pont	<p>Anna Soler-Pont (Barcelona, 1968) studied Arabic Philology and, after a stay in Cairo and a trip from Barcelona to New Delhi by road, in 1992 she founded the Pontas Literary & Film Agency. Since then, she has traveled the five continents in search of authors and human stories. She is the writer and producer of the film adaptation of Traces of Sandalwood.</p>

About CREAT4MED

CREACT4MED is a project co-funded by the EU, which aims to strengthen businesses within the Cultural and Creative Industries (CCIs). It seeks to support entrepreneurs, start-ups and SMEs, create jobs, and foster sustainable economic growth in the Southern Mediterranean, with a particular focus on young people and women.

- **Project full name:** CREative Entrepreneurs ACTing FOR the future MEDiterranean
- **Grant agreement number:** ENI/2019/412-505
- **Project website:** creativemediterranean.org
- **Budget:** 2,220,675 EUR – funded by the EU Commission (90%)
- **Timeline of implementation:** 1st March 2020 – 28th February 2024

CREACT4MED mission and goals:

- Boost CCI businesses and entrepreneurship in the Southern Mediterranean, increasing the capacity of CCI to attract investment, create jobs and foster inclusive economic growth.
- Empower current and potential entrepreneurs, in particular young people and women, to start or grow CCI businesses through tailored training and financing opportunities.
- Establish a regional CCI hub to bring together actors from North Africa, the Middle East and Europe, strengthening networking, exchanges and cooperation in the sector across the Mediterranean.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA). Project Partners are the European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED), the Faculty of Economics and Political Science Business Incubator (FEPS BI), AFAEMME, Beyond Group, LUMSA, MED Confederation, Neapolis University Pafos, Positive Agenda and Womenpreneur.



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Coordinated by the Euro-Mediterranean Economists Association (EMEA)



Funded by the European Union (90%, 2020-2024)

About the Euro-Mediterranean Economists Association (EMEA)



The Euro-Mediterranean Economists Association (EMEA) is a Barcelona-based regional organization established in 2012, that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in Mediterranean and Africa; and promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.