



## AFRICAN AUDIOVISUAL AND CINEMA COMMISSION (AACC)

The Ministers of Culture, Youth and Sports of African Union Member States established the long awaited African Audiovisual and Cinema Commission as a specialized agency of the African Union on 17<sup>th</sup> June 2016 in Addis Ababa, Ethiopia.

The establishment was the result of concerted efforts led by the Government of the Republic of Kenya, the Pan African Federation of Filmmakers (FEPACI), the African Union Commission and leading film producing countries including Benin, Burkina Faso, Cote D'Ivoire, Democratic Republic of Congo, Ghana, Mali, Nigeria and Zimbabwe among others. Establishment of AACC was first called for by the AU Executive Council in Maputo, Mozambique, in 2003.

AACC will be responsible for the promotion of the rapid development of the African audiovisual and cinema industry and shall create appropriate structures at the national, regional and continental levels; strengthen cooperation between African States in the area of audiovisual and cinema; and promote the use of audiovisual and cinematic expressions as factors of rapid development, job creation, integration, solidarity, respect of values and mutual understanding in order to foster peace, a positive image of Africa and prevent conflicts.

### Expected Benefits of AACC to African Countries:

- ✓ Grow the sector from 5 to 20 million jobs in the medium term
- ✓ Grow the sector from US\$5 billion to 20 billion in annual GDP contribution, in the medium term
- ✓ A robust audiovisual and cinema industry capable of projecting a positive image of Africa
- ✓ Facilitate attainment of Agenda 2063, the Africa We Want, and be a good base for the export of African film products and services to international audiences and customers
- ✓ Enhance capacity of the continent to meet its foreign policy objectives particularly peace building, integration and Pan Africanism

**Extraordinary Session of the 2<sup>nd</sup> Specialized Technical Committee On  
Youth, Culture and Sport (STC-YCS2)  
17<sup>th</sup> to 19<sup>th</sup> October 2016  
Kenyatta International Conference Centre (KICC)  
Nairobi, Kenya**

The Extraordinary Session of the 2<sup>nd</sup> Specialized Technical Committee on Youth, Culture and Sport (STC-YCS2), has been convened to approve the Statutes of the AACC by the Ministers of Culture. This Extraordinary Session will be hosted by the Government of Kenya under the auspices of the Ministry of Sports, Culture and the Arts, from 17<sup>th</sup> to 19<sup>th</sup> October 2016 in Nairobi, Kenya.

