

**SPEECH BY THE PRINCIPAL SECRETARY, MINISTRY OF YOUTH AFFAIRS,  
CREATIVE ECONOMY AND SPORTS, HON. FIKIRINI JACOBS KAHINDI, DURING  
THE OPENING CEREMONY OF THE 14TH KALASHA INTERNATIONAL FILM & TV  
MARKET, FESTIVAL AND AWARDS, HELD AT THE KICC, NAIROBI, ON 28TH APRIL  
2026**

Cabinet Secretary, MOYACES, Hon Salim Mvurya,  
Distinguished Delegates,  
Ladies and Gentlemen,

It is a great honour to join you at the 14th Edition of the Kalasha International Film & TV Market, Festival, and Awards.

Allow me to begin by congratulating the Kenya Film Commission, under the leadership of the Board and management, for organizing yet another successful edition of this important platform that continues to elevate Kenya's creative industry on the continental and global stage.

I also extend a very warm welcome to all our international delegates. Karibuni Kenya. We are proud to host you and invite you to experience the richness of our culture, creativity, and innovation.

**Ladies and Gentlemen,**

As the Principal Secretary in the State Department for Youth Affairs and Creative Economy, and the Accounting Officer, my role is to ensure that the policies, programmes, and commitments articulated by the Ministry are effectively implemented and deliver tangible impact to our creatives.

I wish to reaffirm my full support to my Cabinet Secretary in advancing the Creative Economy Bill, 2026. We are committed to fast-tracking this critical legislation to ensure that the creative sector is well-structured, adequately supported, and globally competitive.

Secondly, allow me to express fully why, as a Ministry, we are committed to seeing the growth of the creative economy.

The creative economy is one of the fastest-growing sectors globally, and Kenya is well positioned to harness its immense potential. Currently, the rapidly growing creative sector contributes over 5% to Kenya's GDP and is driven by a young, highly talented, and digitally savvy population. With an estimated market size of approximately USD 3.8 billion, this sector presents a powerful opportunity for economic transformation, job creation, and global cultural influence.

The creative economy is growing rapidly and generating new jobs in every region of the world, and it is predicted to account for up to 10 per cent of global GDP by 2030. Kenya must therefore seize this moment and position itself as a continental and global leader in this space.

Key opportunities for growth and investment in Kenya span across multiple value chains. In talent development, there is strong potential for film schools, design academies, and

animation and coding bootcamps to nurture the next generation of creators. In content production, opportunities exist in the establishment of studios, co-working spaces, and expanded film, music, and game production capabilities. In distribution and platforms, strategic investments can be made in film and streaming platforms, festivals and exhibitions such as the Kalasha Market, and e-commerce channels that connect creatives to global audiences.

The Government is actively transforming Kenya's creative economy into a major economic pillar, with a clear focus on monetizing talent, protecting intellectual property, and creating sustainable livelihoods. Through improved infrastructure, we are advancing plans to build world-class studios at Talanta Stadium, while also fostering partnerships with global digital platforms such as TikTok and Meta to enhance content monetization opportunities for our creatives.

At the international level, we are strengthening global partnerships, including active engagement with the Recording Academy, with the aim of potentially hosting an African edition of the Grammys here in Nairobi. These efforts signal our ambition to elevate Kenya's creative industry onto the global stage.

Fundamentally, our focus is on transitioning the sector from being perceived as a hobby to a structured, well-regulated industry. We are committed to protecting creatives from exploitation, strengthening intellectual property frameworks, and leveraging digital infrastructure to unlock new markets and revenue streams.

In line with this, the State Department for Youth Affairs and Creative Economy is prioritizing several key areas:

First, we are strengthening the creative economy through enhanced coordination, stakeholder engagement, and targeted programmes that support talent development and enterprise growth.

Second, we are rolling out regional creative hubs and offices across the country. These will decentralize opportunities, bringing services, resources, and support closer to creatives at the grassroots level, and ensuring that no talent is left behind.

In addition, the State Department is taking deliberate steps to strengthen data systems within the creative sector. We will mainstream industry data collection through the Kenya National Bureau of Statistics, in line with the Film Industry Satellite Account, to ensure that decision-making is guided by accurate, credible, and timely data.

This intervention will address a long-standing gap in the sector, where limited data has constrained effective planning, investment decisions, and policy formulation. With reliable data, we will be better positioned to quantify the contribution of the creative economy to GDP, track job creation, and identify emerging opportunities for growth.

Further, this data-driven approach will enhance transparency, improve resource allocation, and strengthen our engagement with both local and international partners, including investors who increasingly rely on verifiable industry insights before committing capital.

**Ladies and Gentlemen,**

The Kalasha platform offers more than just networking. It is a space for learning, exchange, and growth. I encourage all participants to take full advantage of the conferences, panel discussions, workshops, and networking sessions. These engagements are critical in equipping our creatives with the knowledge, skills, and partnerships needed to thrive in a highly competitive global industry.

As we move forward, the State Department will continue to provide the necessary oversight, accountability, and support to ensure that our policies translate into real opportunities for our young people and creatives.

In conclusion, I reaffirm our commitment to working closely with all stakeholders to unlock the full potential of Kenya's creative economy. Together, we can build a vibrant, inclusive, and globally competitive sector.

I wish you all a productive and successful Kalasha International Film & TV Market, Festival, and Awards.

Thank you, and God bless you all.