



REPORT OF THE **AFRICA TOURISM AND CREATIVE ECONOMY EXPO (AFTCREE) 2025**



November 24th, 2025
Abuja, Nigeria





MR. CHUKS AKAMADU

MANAGING DIRECTOR, AFRO CULTOUR LIMITED/ C. E. O. AFRICA TOURISM AND CREATIVE EXPO

CONVENER

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LEADING COUNTRIES IN ATTENDANCE



- | | |
|------------|--------------------------|
| 1.Nigeria | 10.Saharawi |
| 2.Algeria | 11.Ethiopia |
| 3.DR Congo | 12.Sao Tome and Principe |
| 4.Botswana | 13.Cote hd'Ivoire |
| 5.Guinea | 14.Columbia |
| 6.Iran | 15.Cuba |
| 7.Rwanda | 16.United Arab Emirates |
| 8.Zambia | 17.Congo Brazzaville |
| 9.Libya | 18.Thailand |

INSTITUTIONS IN ATTENDANCE



- 1.Federal Ministry of Arts, Culture, Tourism and Creative Economy. Nigeria
- 2.Association of Nigerian Authors (ANA)
- 3.Africa Continental Free Trade Area (AfCFTA)
- 4.Emirates Airline
- 5.Nigerian Governors' Forum (NGF)
- 6.National Institute for Cultural Orientation (NICO)
- 7.National Institute for Hospitality and Tourism (NIHOTOUR)
- 8.Nigerian Tourism Development Authority (NTDA)
- 9.News Agency of Nigeria (NAN)
- 10.Bank of Industry (BoI)
- 11.First Bank Limited
- 12.NG Eagle Airline
- 13.Abuja Chamber of Commerce and Industry
- 14.Business Day Newspapers
- 15.Federation of Tourism Association of Nigeria (FTAN)
- 16.Plateau State Government
- 17.Kano State Government

COMMUNIQUÉ ISSUED AT THE AFRICA TOURISM & CREATIVE ECONOMY EXPO 2025 (AFTCREE)

Held on: 24th-25th November 2025

Venue: *Nicon Luxury Hotel, Abuja, Nigeria*

The maiden edition of the **Africa Tourism and Creative Economy Expo (AFTCREE)**, organized by **Afrocultour**, in partnership with the Federal Ministry of Arts Culture Tourism and Creative Economy, convened a continental assembly dedicated to celebrating Africa's immense potential, cultural richness, and creative excellence. The Expo reaffirmed the continent's capacity to position itself as a global force in **Tourism, Arts, Culture, and the Creative Economy**.

With the theme “**Optimizing Africa's Comparative and Competitive Advantage for Accelerated Trade and Economic Growth**,” the Expo emphasized the transformative power of collaboration and the strategic need to convert Africa's tourism assets and resources, human capital, and innovation into sustainable engines of economic development.

AFTCREE served as a vibrant platform for exchanging ideas, showcasing groundbreaking innovations, fostering enduring partnerships, and deepening regional integration. The event brought together **diplomats, captains of industry, development partners state governments, policymakers, investors, creative scholars** and a broad spectrum of stakeholders committed to unlocking Africa's prosperity through trade in services and creativity.

Participants were drawn from **17 countries, 15 Nigerian states**, and diverse public and private sector organizations. The Expo featured **keynote addresses, goodwill messages, paper presentations, panel discussions, and exhibitions**, all centered on reimagining Africa's trade and creative economy.

The gathering reaffirmed that the continent's progress hinges on its ability to collaborate, build resilient networks, and leverage its unique creative energy.

COMMENDATIONS

The participants:

- **Commended the Federal Government of Nigeria** for its support in hosting the maiden edition of AFTCREE in partnership with Afrocultour Limited and for establishing a dedicated ministry to promote Arts, Culture, Tourism, and the Creative Economy.
- Applauded the **reforms and initiatives** introduced by the Honourable Minister, **Barr. Hannatu Musa Musawa**.
- **Commended Afrocultour Limited**, organizers of the Expo, for their visionary commitment to advancing Africa's tourism and creative sectors.

Highlights of Deliberations

- a. The dismal performance of the Tourism and Creative Industries across Africa despite the continent's vast potential.
- b. Funding challenges resulting in infrastructure deficits, digital gaps, weak capacities, limited market access, and inadequate legal and regulatory frameworks—especially regarding intellectual property protection.
- c. The importance of **peer review** mechanisms and the adoption of **global best practices** in the industry.
- d. The numerous **investment opportunities** and emerging **growth drivers** within the sector.
- e. The **unveiling of the CultourMetre**, a performance-measurement tool designed to track year-on-year progress and commitment levels of African countries in supporting tourism and the creative economy, for improved performance of the continent on the global tourism map.
- f. Exhibitions and cultural displays by participating countries, states, and institutions, highlighting Africa's rich cultural and tourism heritage.

RESOLUTIONS

The Conference resolved and strongly urged the following:

1. **Increased Government Commitment:**

African governments should prioritize tourism and the creative sectors by mainstreaming them into their respective economies for the purpose of raising Africa's share of global trade from less than **3% to 10% by 2030** and expand its share of global tourism revenue from **5% to at least 20% by 2030**, with the potential to significantly reduce poverty, create jobs, and advance the UN Sustainable Development Agenda.

2. **Institutional Consolidation:**

Governments across Africa should emulate Nigeria's model by consolidating relevant agencies within the Tourism, Arts, Culture, and Creative Economy sectors under a single coordinating structure for enhanced synergy, efficiency and productivity.

3. **Improved Access to Funding:**

Governments should ensure seamless access to funds earmarked for developing the tourism and creative sectors.

4. **Investment-Friendly Reforms:**

African governments should introduce reforms, incentives, and enabling policies that attract domestic and foreign investments, as well as grants and support from development partners.

5. **Strengthened Legal and Regulatory Frameworks:**

Countries should institutionalize robust legal and regulatory systems that support the growth, protection, and sustainability of the tourism and creative industries.

6. **Annual AFTCREE Review Mechanism a call to action:**

AFTCREE should be institutionalized as an **annual continental event** to enable Africa monitor, measure, evaluate and rank each country's annual performance using the *CultourMetre* for tracking progress, ahead of the 2030 target.

7. **Hosting Right**

For fairness and inclusivity, the Organizers of AFTCREE (Afrocultour Limited) should select suitable countries to host subsequent editions of the Expo across the various subregions of Africa.

8. Promotion of Edu-Tourism:

Governments should prioritize **Edu-tourism** as a tool for national reorientation, public sensitization, and reinforcing the strategic importance of tourism and creative economic development.

9. Cultural Preservation:

African countries must be intentional in tackling the growing threat of **cultural erosion**, ensuring that heritage preservation remains a national and continental priority.

10. Addressing Data Gaps:

Countries should urgently resolve issues of **data paucity and integrity** and invest in strategic data infrastructure to support informed decision-making, policy development, and sector-wide growth.

Adopted this 24th day of November 2025 at Nikon Luxury Hotel, Abuja, Nigeria.

Sign: Chairman and Secretary of Communique Drafting Committee

Theme: Optimizing Africa's Comparative and Competitive Advantage for Accelerated Trade and Economic Growth

Chairman:

MR. AMOS SAKABA

(Member Expo LOC/Retired Director, Nigerian Investment Promotion Commission (NIPC))

Secretary:

UWEMEDIMO UKPONG

(Member, Expo LOC)

HOST COUNTRY (NIGERIA)



BARR. HANNATU MUSA MUSAWA

HON. MINISTER OF ARTS, CULTURE, TOURISM & CREATIVE ECONOMY

CHIEF HOST

HOST COUNTRY (NIGERIA)



DR MUKHTAR MUHAMMAD YAWALE, MFR, mni
PERMANENT SECRETARY, FEDERAL MINISTRY OF ART, CULTURE, TOURISM & CREATIVE ECONOMY

LEAD SPEAKER

H.E. Philda Nani Kereng

Ambassador of Botswana to Nigeria

PERFORMANCES

1. Theatre 54
2. Onyx Models
3. Nigeria Police band
4. Emma Sax
5. Kano State Cultural Troupe

GOODWILL MESSAGES

1. H.E. Pascaline Gerengbo Yakivu, Ambassador of DR Congo to Nigeria
2. H.E. Alhaji Abba Kabir Yusuf, Executive Governor of Kano State
3. H.E. Barr. Caleb Mutfwang, Executive Governor of Plateau State
4. Senator Muhammed Onawo, Chairman, Senate Committee on Arts, Culture and Creative Economy
5. Mr. Paulos, Country Head, Emirates Airline
6. Mrs. Amie Alex-Irobi, AfCFTA Nigeria

PANEL OF DISCUSSANT

1. Dr. Kabir Ali Masanawa, Director-General, Katsina State History and Culture Bureau
2. Dr Elizabeth Ben-Iheanacho, Retired Director, National Council for Arts and Culture, Nigeria
3. Mr. Andrew Ochagla, Founder & CEO, Dresberg Global Limited
4. Mr. Chuks Akamadu, CEO, Afrocultour Limited/Convener of the Expo

SPECIAL FEATURE

Unveiling of “Cultourmetre” – a tool for measuring, tra

king and ranking African nations' progress in mainstreaming culture and tourism into their respective economies.

PHOTO SPEAKS



PHOTO SPEAKS





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