



# CREATIVE ECONOMY WEEK

A graphic of a lightbulb where the glass part is filled with a vibrant, multi-colored abstract pattern of brushstrokes and geometric shapes. The base of the bulb is a simple grey screw-in base.

Creativity, Collaboration and Innovation.

**05 - 09 MARCH 2025**  
**HARARE**

**PROGRAMME**

**05 MARCH 2025**

## Literature Publishing Roundtable

**10:00 - 12:00**

This discussion explores Zimbabwe's publishing landscape, focusing on publishing innovative business models, technological advancements, and explore opportunities for growth.

Hosted by author and poet Maggie Chideme in collaboration with The Lifeline Narrative, and Business of Books

## Creative and Cultural Industry Leaders Intellectual Property Roundtable

**14:00 - 15:30**

Sharing findings from a recently released strategy brief, with in depth conversations of the Zimbabwe Creative Industry

Hosted by Brenda Matanga Legal Practitioners, Ministry of Sport, Recreation, Arts and Culture

## Opening Ceremony

**Closed Ceremony - By Invite Only**

Official opening of Creative Economy Week. Official announcement of British Council and Embassy of Switzerland Partnership on the Creative Economy programme. Official launch of Music Connects Africa

**06 MARCH 2025**

## Fashion Exhibition Opening Ceremony + Fireside Chat

**09:00 - 10:00**

Fashion exhibition by British Council's Creative DNA programme opening event. Official launch of Creative DNA Zimbabwe.

Hosted by Danayi Madondo of Haus of Stone, Creative DNA delivery partner.

**06 MARCH 2025**

## Music Contracts, Copyrights and Royalties Masterclass

**09:30 - 12:00**

A full day comprehensive masterclass covering the legal aspect of music including contracts, protecting and monetizing music IP as well as a deep dive into music publishing.

Jabulani Kwaramba - IP Associate- Honey & Blanckenberg.  
Kefiloe Molefe - Head of A&R – Sheer Publishing Africa.  
Kgotso Masithela - Music licensing -Sheer Publishing Africa

## Design Think Tank: Introduction to indigenous & sustainable design materials

**11:00 - 13:00**

Introduction to Indigenous & Sustainable Design Materials led by fine artist Lin Barrie, It explores the intersection of traditional techniques and sustainable fashion. Barrie will share her unique artistic methods using natural materials, demonstrating how these can be translated and applied within a sustainable fashion design context.

## Executive Business Luncheon

**12:00 - 14:00 - By Invite Only**

Luncheon with Business leaders across public and private sector operating in or supporting the Cultural and Creative Industries.

## Panel Discussion: Weaving Narratives, Shaping Futures

**15:00 - 16:00**

A Fashion Film Conversation: This panel explores the power of fashion film to tell stories and shape cultural narratives, featuring expert reviews of emerging artists' work. Discussions will centre on creative collaboration, balancing cultural preservation with global reach, and leveraging fashion film to showcase designs and communicate deeper cultural themes.

**07 MARCH 2025**

## **Music Distribution and Marketing Masterclass**

**08:30 - 15:00**

A deep dive into ins and outs of online music distribution, essential skills for preparing music for digital release worldwide by crafting an effective marketing plan and pitching tracks to major platforms. It also includes understanding the role of Radio, TV and streaming playlists in promoting your music.

Hosted by Wendy Verwey Bekker -  
Regional Manager for Africa- Ditto Music

## **Networking: AI connects Fashion**

**09:00 - 10:00**

Afri-digital, a Zimbabwean knowledge management start up focused on socio-economic development through technology, education, and arts & culture, for a Zimbabwe Fashion Mixer. This event will explore the exciting intersection of AI and fashion.

Hosted by Aurra Nicole (AfriDigital)

## **The State of Zimbabwean Fashion**

**10:00 - 11:00**

This panel of fashion leaders and policymakers will explore the current state of Zimbabwean fashion, addressing key challenges and opportunities facing the industry. Discussions will focus on areas like manufacturing, market access, policy, the Fashion Council's mandates, cultural identity, and collaboration to chart a course for sustainable growth and global recognition.

Simba (Moderator), ZimTrade, NACZ, FCoZ - Joyce Chimanye, IWMC - Gilmore Khumalo, SSFB - Marcus or Ulenni, FWZ/Hunhu - Priscilla Chigariro, FCZ - Ishmael

## **Design Think Tank: Symbol Stories**

**11:30 - 13:30**

A creative and immersive wellbeing design session connecting attendees through symbol stories and exploring cultural heritage and identity through design. Guided by Ellen Rock Studio, participants will be invited to create a printed symbol of their own design and contribute to a communal artwork.

## **Catalyst Grant Open Call clarification meeting**

**15:00 - 16:00**

1st Clarification meeting Inviting interested artists and creatives to come and hear about the Catalyst Grant opportunity and ask questions for clarification.

Hosted by British Council

## **Silent Disco**

**16:30 - 18:00**

**08 MARCH 2025**

## **Unlocking Worldwide Opportunities for local Artists**

**10:00 - 11:00**

A conversation on how local artists can succeed on the global music stage.

Hosted by Wendy Verwey Bekker -  
Regional Manager for Africa- Ditto Music. Mr Kamera -  
Music Composer.

## **Moving the Industry Forward**

**11:00 - 12:00**

A conversation with key industry experts on how to drive sustainable growth in the local music industry.

Hosted by Iyati - Senior Producer / Presenter Star FM.  
Fungai Kush Zvirawa  
Founder and CEO- Khaya Defero

## **Fashioning the future**

**12:00 - 13:00**

This panel discussion brings together 15 African designers - for a dynamic panel discussion exploring the multifaceted landscape of African fashion. This session will delve into the similarities and differences that define various regional styles, identify key opportunities for growth within the industry, and explore the potential for Pan-African collaboration to strengthen and elevate African fashion on a global stage.

## **Music & Fashion Showcase**

**17:45 - 20:00**

A collaborative music and fashion showcase curated by Haus of Stone and Kay Media Africa featuring some of the best emerging music artists and fashion designers from Zimbabwe and across Africa..

**09 MARCH 2025**

## **Proweb Fashion Business Event**

**14:00 - 16:00 - BORROWDALE RACECOURSE**

For the first time ever, the Mashonaland Turf Club (MTC) will host the prestigious Breeder's Cup race meeting, rebranded as The PROWEB BREEDER'S CUP, in celebration of International Women's Day under the theme #AccelerateAction. This groundbreaking collaboration between MTC, PROWEB, Magitare Trust, British Council and UN Women promises an exhilarating fusion of sport, creativity, and empowerment.