THE AFRICAN CONTINENTAL FREE TRADE AREA
LA ZONE DE LIBRE-ÉCHANGE CONTINENTALE AFRICAINE
A ZONA DE COMÉRCIO LIVRE CONTINENTAL AFRICANA
ENEO HURU LA BIASHARA AFRICA
منطقة التجارة الحرة القاريه الإفريقيه

Creatives Connect Afrika (CCA) 2026

The AfCFTA Forum and Festival on Tourism, Cultural and Creative Industries

Theme: Entertainment-Led Tourism: ***Transforming Pan-African Creative Wealth into Global Economic Influence***

30 November – 3 December 2026 | Accra, Ghana

Partnership Proposal

Africa's Creative Wealth is Global

African creativity is increasingly reaching and influencing audiences across the world, shaping global trends and creating new reasons to experience the continent.

Music

African sound leads global charts.

Film & Digital

Streaming and content reach global audiences

Fashion & Design

Contemporary design defines global taste.

Culture & Cuisine

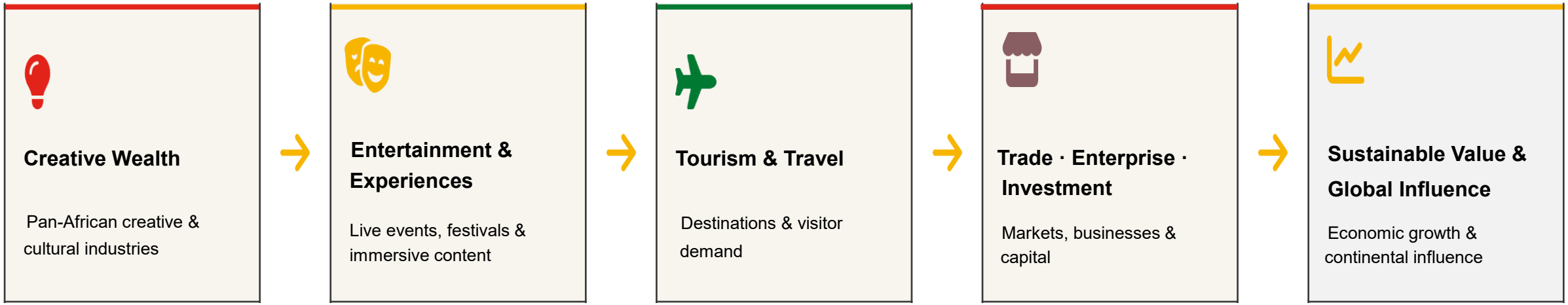
Festivals, sport and wellness draw the world to Africa



The opportunity is to turn this growing cultural influence into greater economic value for Africa - More Travel. More Trade. Stronger Enterprises. Greater Investment.

From Creative Influence to Economic Opportunity

CCA 2026 explores how Africa can more deliberately connect its creative wealth with tourism, trade, enterprise and investment.



The opportunity: harness the power of African creativity not only to attract attention, but to stimulate travel, open markets, grow businesses and create economic opportunities across the continent

Evolution of the AfCFTA Forum on Tourism, Cultural and Creative Industries

2022

AfCFTA Engagement at ATLF

A dedicated AfCFTA session on tourism, cultural and creative industries is introduced within the Africa Tourism Leadership Forum (ATLF), convened by Africa Tourism Partners (ATP).

2022 - 2024

Evolving Dialogue

The engagement evolves through subsequent editions, strengthening dialogue on the linkages between tourism, cultural & creative industries, trade and development.

2025

Inaugural CCA

The first standalone CCA is convened in Accra, in collaboration with ATP and the Black Star Experience under the Office of the President of Ghana - bringing together policymakers, institutions, creatives, enterprises, investors and development partners.

2026

Building the Next Chapter

CCA returns with an expanded focus on Entertainment-Led Tourism and the economic opportunities at the intersection of tourism and creative economies.

CREATIVES CONNECT AFRIKA

An AfCFTA Forum and Festival on Tourism, Creatives and Cultural Industries

Snapshots of CCA 2025























Convened in collaboration with

CCA 2026 at a Glance

4 Days



30 November – 3 December 2026



Alisa Hotel – North Ridge
Accra, Ghana

THEME

Entertainment-Led Tourism: Transforming Pan-African Creative Wealth into Global Economic Influence

One platform. Multiple Ecosystems

The CCA 2026 Experience

30 NOV Day 1

Masterclasses
Knowledge exchange and capacity building for creatives, entrepreneurs, tourism businesses, SMEs and stakeholders.

Pan-African Tourism, Hospitality and Creatives Leadership Roundtable – Closed Door
Heads of Tourism Boards and Authorities with creative & entertainment industry leaders exploring closer collaboration.

B2B Networking Session
Connecting businesses, creatives, entrepreneurs, buyers, investors and potential partners.

Sustainable Village of Creative Entrepreneurs
An interactive showcase for creatives, partners and industry stakeholders, featuring film, music, fashion, sports, esports, and digital content, while fostering intra-African market access, connections and exchange.

African Creative Marketplace
A dedicated marketplace showcasing, buying and selling African creative products, providing creatives and enterprises with opportunities to reach new customers, access Markets and generate commercial opportunities.

Welcome Cocktail
Networking and celebration to open the convening.

1–3 DEC Days 2–4 · Forum & Festival

CCA Forum
Offical opening ceremony and high-level, technical and industry dialogue.

Sustainable Village of Creative Entrepreneurs
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Business & Investment Engagements
Matchmaking, market linkages, investment and partnership opportunities.

CCA Festival & Creative Experiences
Showcases across Wellness · Film · Fashion · Music · Sport · Digital Content · Cultural Experiences.

Pan African Musical Showcase & Celebration
A vibrant closing celebration of CCA 2026, featuring artists and sounds from from across the continent and showcasing African music as a driver of entertainment-led tourism.

One platform. Multiple Ecosystems

CCA creates a meeting point for stakeholders who do not always operate in the same spaces but whose collaboration is essential to unlocking the potential of entertainment-led tourism.

Tourism Leadership & Captains of Industry

Policymakers, government institutions, Tourism Boards and Authorities.

Creative & Entertainment Industries

Artists, filmmakers, musicians, designers, producers, content creators, promoters, cultural practitioners, sports and esports stakeholders, industry associations and other creative professionals.

Tourism Industry

Tourism businesses, hospitality, tour operators, destination management organisations, tourism entrepreneurs, hotels and restaurants, travel management companies and private-sector tourism associations, councils and federations.

Business & Enterprise

Entrepreneurs, start-ups, SMEs, established businesses and industry associations operating across the tourism, cultural and creative industries.

Finance & Investment

Investors, financial institutions and development finance institutions supporting investment and enterprises across the tourism, cultural and creative industries.

Strategic Ecosystem

Development partners, international & regional organisations, technology platforms, media, academia and knowledge institutions supporitng the tourism, cultural and creative industries

Moving Beyond Dialogue to Execution

BUILD

Capacity of creatives, entrepreneurs and tourism businesses through targeted masterclasses, skills development and knowledge exchange.

CONNECT

Tourism and entertainment leaders, businesses, creatives, investors, buyers and strategic partners.

SHOWCASE

African destinations, enterprises, products, services and creative experiences.

COMMERCIALISE

Pathways to markets, buyers, business partnerships and investment.

EXPERIENCE

Immersive African creative and cultural experiences that demonstrate the potential of entertainment-led tourism.

Towards economic value

Why Partner with CCA 2026

1 **BUILD VISIBILITY**

Build visibility across Africa’s tourism, cultural and creative industries through association with a continental platform convening public and private sector stakeholders.

2 **ENGAGE**

Engage with emerging enterprises, markets and investment opportunities within Africa's tourism and creative economies.

3 **DEMONSTRATE**

Demonstrate relevant expertise, solutions, products and services to a diverse continental audience.

4 **SUPPORT**

Support African creatives, entrepreneurs and SMEs to strengthen their businesses, access markets and pursue commercial opportunities.

5 **CONTRIBUTE**

Contribute to stronger intra-African tourism, enterprise development, investment and economic integration.

6 **CONNECT**

Connect with policymakers, Tourism Boards and Authorities, industry leaders, creatives, entrepreneurs and private-sector associations, councils and federations from across Africa.

Partnership Opportunities

Closed Door Pan – African Tourism, Hospitality and Creatives Leadership Roundtable

Support the strategic high-level roundtable between tourism institutions and creative and entertainment industry leaders.

Masterclasses & Capacity Building

Support masterclasses, technical expertise, training materials and practical capacity development in tourism, cultural and creative industries.

Creative Enterprise & Sustainable Village

Showcase your organisation, products and solutions while supporting African creative enterprises and market access.

African Creative Marketplace

Support connecting African creatives and enterprises with buyers, investors and business partners to unlock market opportunities.

Festival and Entertainment-Led Tourism Experiences

Support festival programming, creative showcases and immersive tourism and entertainment experiences including the fashion show, cultural performances, music concerts and Post CCA Tours.

Networking & Hospitality

Welcome Cocktail, Pan African Musical Showcase & Celebration and other hosted networking engagements

Participation & Access

Support participation of creatives, entrepreneurs, SMEs and key stakeholders from across Africa.

Media & Communications Partnership

Gain partner recognition and visibility across CCA promotional materials and event platforms, while supporting communications and audience engagement

Convened in collaboration with

Partnership can take different forms

There is no one-size-fits-all approach. Partnerships can be developed around the priorities, expertise and strategic interests of participating organisations.

In-cash Partnership

Cash contribution through CCA, towards programme components and delivery.

Technical Partnership

Expertise, knowledge, speakers, facilitators, research and capacity-building support.

In-Kind Support

Direct contribution to logistics, media, products or services.

Enterprise Development Support

Direct support to creatives, entrepreneurs and SMEs participating in CCA.

Strategic Collaboration

Joint initiatives, programming and longer-term partnerships aligned with tourism, trade and creative economy development.

Join Us in Accra

30 November – 3 December 2026

The AfCFTA Secretariat, ATP, the Government of Ghana and their community of partners invite your organisation to collaborate in delivering a continental platform that connects Africa's creative wealth with tourism, enterprise, markets and investment.

Together, we can transform Africa's creative influence into sustainable economic opportunity.

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Merci

Obrigado

Thank You

Gracias

Asante

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