



# Creative Economy Sector Investment Opportunity in Kenya



CREATIVE  
ECONOMY LTD.



MINISTRY OF INVESTMENTS,  
TRADE AND INDUSTRY



**INVEST KENYA**  
KENYA INVESTMENT AUTHORITY

## Acknowledgements



MINISTRY OF INVESTMENTS,  
TRADE AND INDUSTRY



MINISTRY OF YOUTH AFFAIRS,  
CREATIVE ECONOMY AND SPORTS



### Government Ministries/ Agencies:

- Ministry of Gender and Cultural Heritage
- Ministry of ICT and Digital Economy
- Kenya Industrial Property Institute (KIPI)
- Kenya Film Commission



### Arts and Culture Organizations:

- Kenya Cultural Centre
- Kenya National Theatre
- Association of Designers of Kenya
- Music Copyright Society of Kenya (MCSK)
- Digital Content Creators Association of Kenya
- Art at Work



### Private Sector and Development:

- Genesis Analytics
- America Chamber of Commerce (AmCham)
- International Finance Corporation (IFC)

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***The government recognises the creative economy as a key pillar of our economic transformation.***

His Excellency Dr. William Ruto, C.G.H.,  
President of the Republic of Kenya

GLOBAL CREATIVE ECONOMY SECTOR OVERVIEW

**The global Creative Economy market is growing, and is projected to grow to 10% of global GDP by 2030**



**The creative economy is growing globally as USD 2.3Tn – 3.1% of G.D.P**

Heading to 10% of global GDP before 2030

Global creative economy value



**50M+ jobs worldwide**

2–7% of GDP in developed economies

Accounts for 6.2% of Global Employment

**Digital & Literary Media**

- Digital Media
- Publishing and Literature



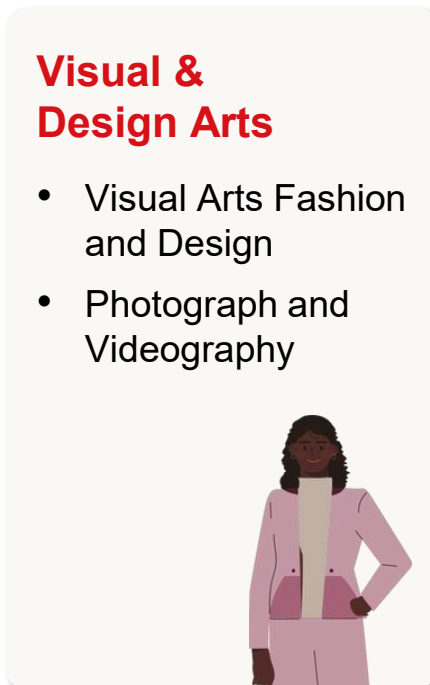
**Cultural & Performing Arts**

- Performing Arts
- Cultural Heritage



**Visual & Design Arts**

- Visual Arts Fashion and Design
- Photograph and Videography



**Media & Entertainment**

- Film and Television
- Animation and Gaming



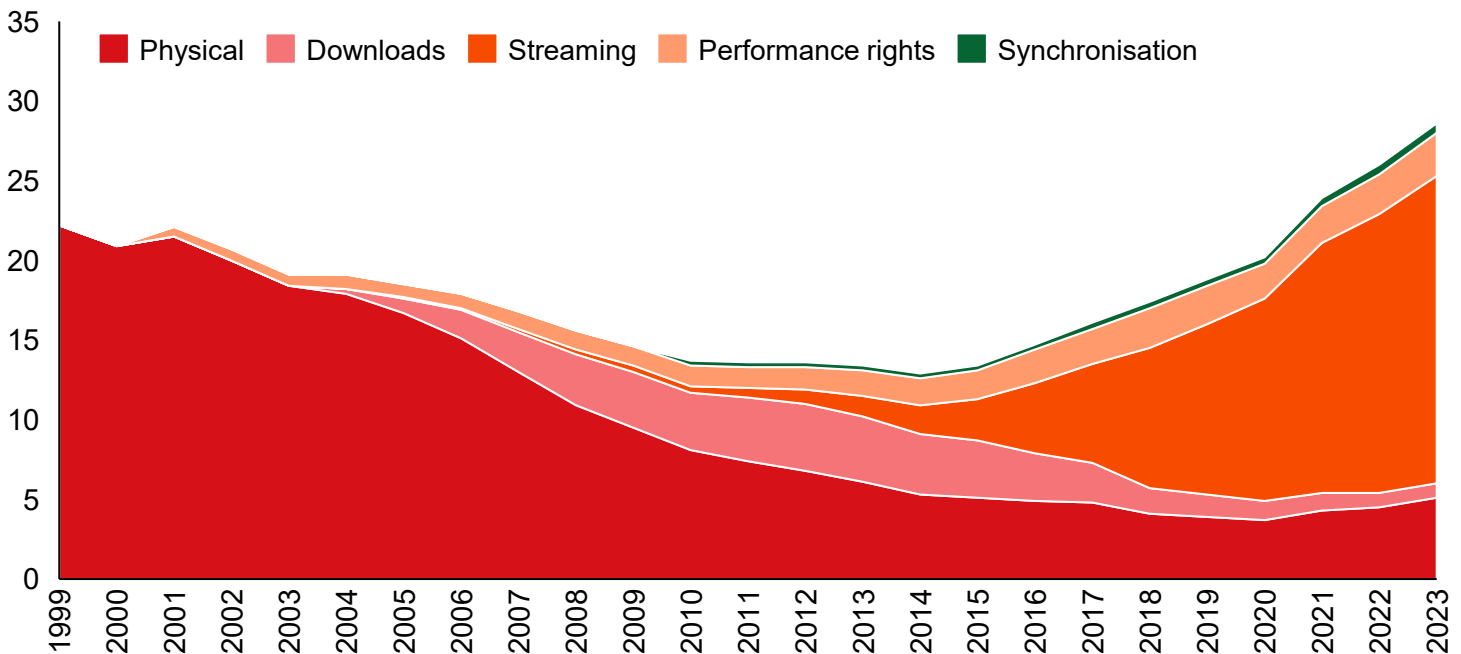
**0.027% from the Box Office**

Source: Industry reports; UNCTAD Creative Economy Outlook 2024

GLOBAL CREATIVE ECONOMY SECTOR OVERVIEW

**As a result, markets are adjusting to this shift by integrating digital technologies, increasing investment in intangible assets, and restructuring regulatory frameworks**

**Markets shifting to Streaming Platforms**



**Key insights**

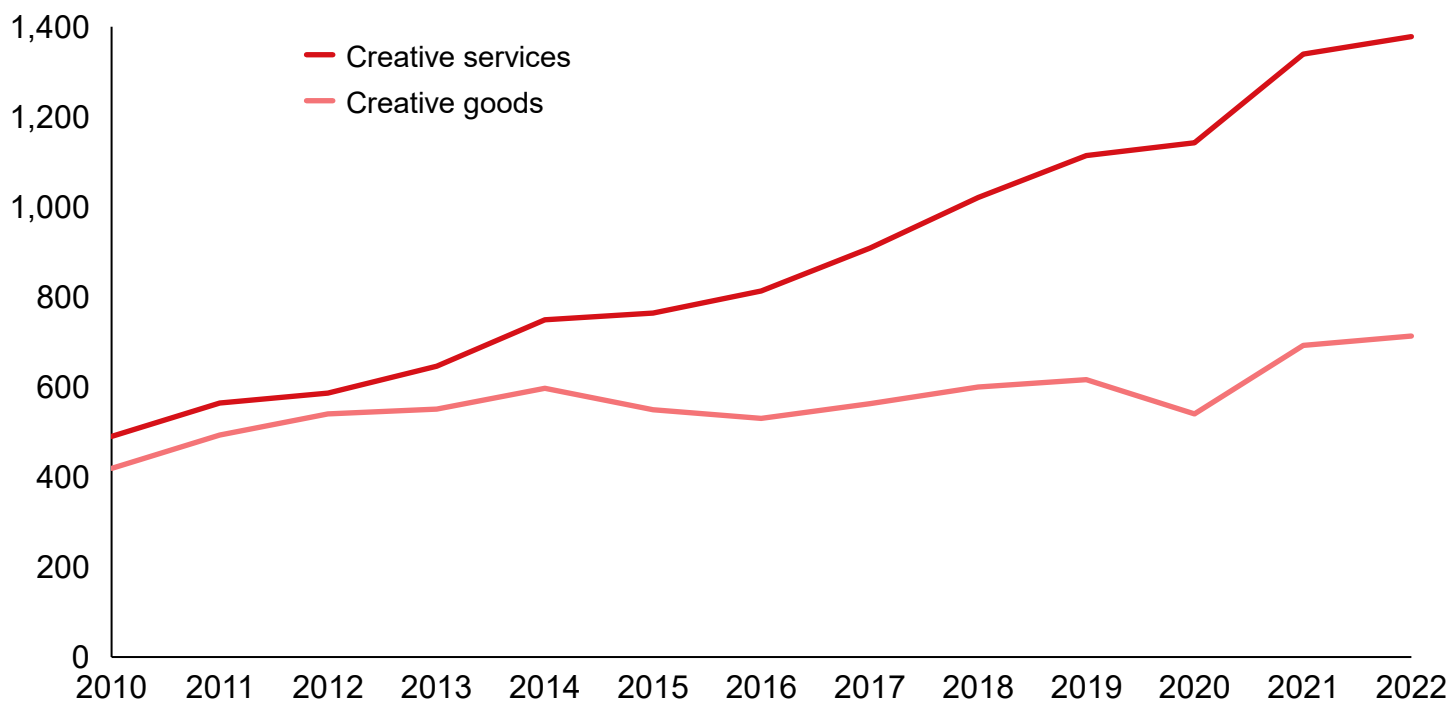


- **Integration of digital technologies and strategic investment shifts;**
  1. **Streaming services:** Streaming accounts for 67.3% for global music revenue after 10.4% of year-on-year share expansion
  2. **AI Integration:** Enhances content creation, with 41% of news teams using it for illustrative art, 39% for social media content, 38% for writing & articles
  3. **Non-Fungible Tokens (NFT's):** To address copy right and piracy issues
  4. **Strategic shifts in investments:** Impact investing going beyond arts and culture to include equity and debt in creative businesses ~ USD 60B in assets under management in the sector: Developing countries increasing their share in creative services exports (10% in 2010 – 20% in 2022): Urban and regional growth models being deployed (Saudi Arabia, Uzbekistan)
- **Policy & Regulatory adjustments: Governments are recognizing the orange economy (formalizing it & drafting new laws worldwide to protect creator)**

Source: Industry reports; UNCTAD Creative Economy Outlook 2024

## Creative Economy Resonance; Creative services leading the growth

As digital integration continues to transform the sector creative services have grown by 29% since 2017, reaching 1.4 Trillion exports in 2022.



### Leading exported creative services in 2022



- Software services – 41.3%
- Research & Development – 30.7%
- Advertising Market Research & Architecture – 15.5%
- Audiovisual Services – 7.9%
- Information Services – 4%
- Cultural, Recreational and Heritage services – 0.6%

Source: UNCTAD Creative Economy Outlook Report, 2024; UNCTAD Creative economy booms, with services leading the growth

## Creative Economy Resonance; Sustainability and inclusion are becoming core creative economies

Governments are increasingly integrating green growth and social inclusion into creative economy policies

- 36 Countries surveyed.
- 12/36 – with sustainability initiatives
- 12/36 – are promoting sustainable practices
- 24/36 – (67%) have sustainability focused policies

### What sustainable practices include:

- Sustainable design
- Energy Efficiency
- Circular economy
- Women, Youth and Inclusion

### Global benchmark example:

- Coldplay global tour – CO2 emissions were reduced by 50%

## Key Takeaways:

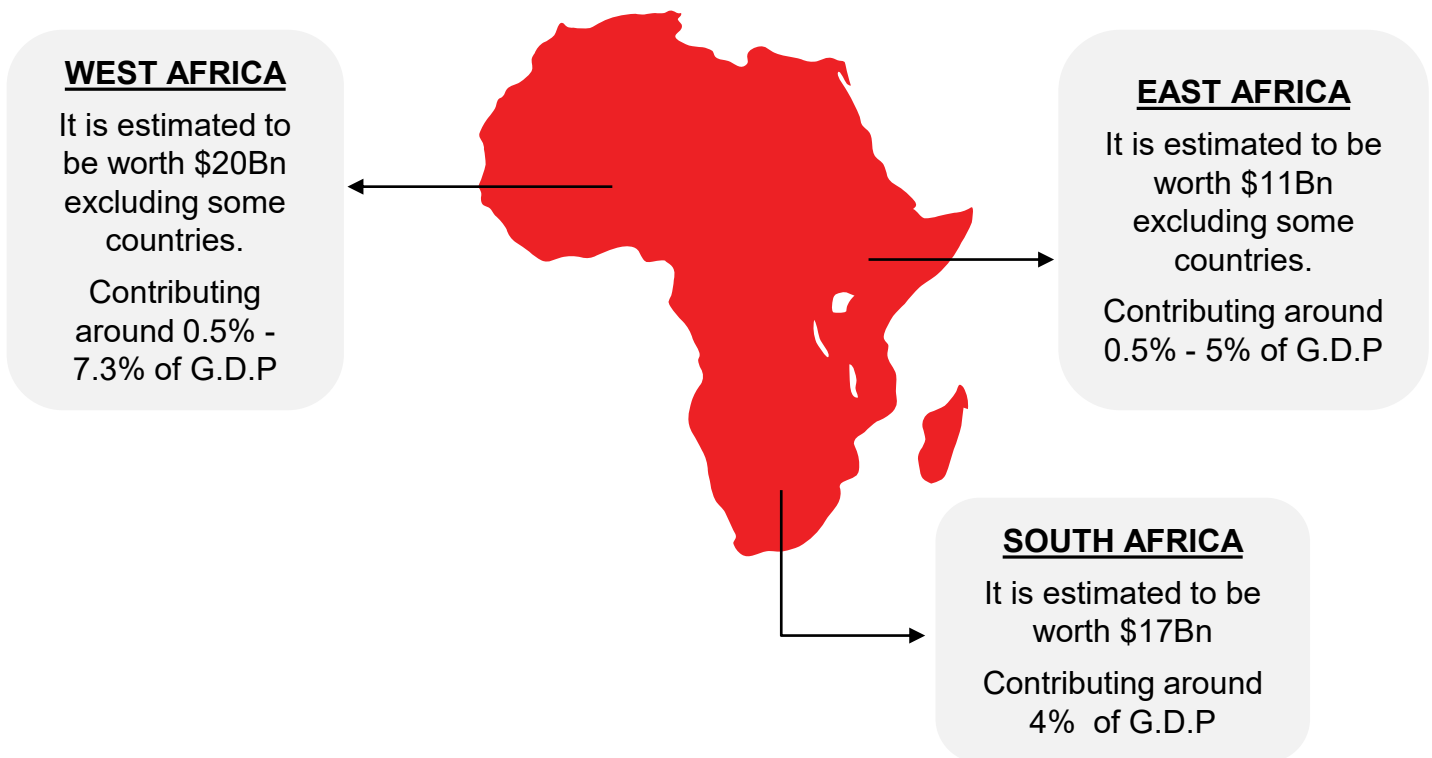


**Sustainability** plus **inclusion** are becoming essential pillars for a creative economy that delivers broad-based prosperity while protecting the planet

GLOBAL CREATIVE ECONOMY SECTOR OVERVIEW

## Africa’s creative economy is projected to contribute around 10% of global creative good and services by 2030

Africa has one of the fastest growing creative economy sectors aside from Manufacturing and Agriculture. It is estimated to be potentially worth around USD 200 Bn by 2030 and in turn creating 20 Million jobs by 2030.



### Key insights



- Africa is projected to produce up to 10% of global exports of creative goods totalling to the estimated USD \$200B
- Creative industries are the fastest growing in developing economies significantly contributing to G.D.P, employment and exports.
- However, Africa’s creative economy is under-measured and has limited national statistics

Source: UNCTAD Creative Outlook 2024, South African Cultural Observatory

KENYA'S CREATIVE ECONOMY SECTOR

# Kenya's Creative economy has strong growth momentum and is poised to contribute to 10% of Kenya's GDP in the medium term



## GDP Share & Target

**5% » 10%**

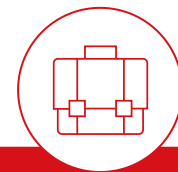
Creative economy currently 5% of GDP; Kenya aims for 10% in the medium term



## Growth Momentum

**60% faster**

Growth in creative economy in comparison to other sectors



## Employment

**7.9k » 8.1k**

Wage jobs grew from 7.9k (2022) to 8.1k (2023)



KENYA'S COMPETITIVE ADVANTAGE IN THE CREATIVE SECTOR

# Kenya's unique strengths strategically position it as a key regional creative hub

DETAILED AHEAD

- 1



Digital Penetration & Connectivity

Kenya has **~27.4 million internet users** and over 80% smartphone penetration, enabling creators to reach audiences directly through digital platforms

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2




Youthful & Tech-Savvy Population

Over **70% of Kenyans are under 35**, providing a vibrant, creative, and entrepreneurial workforce that drives innovation in music, film, gaming, and fashion

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3



Fast Growing ecosystem with Partnerships and scale-up opportunities

Collaborations with different partners, and private sector players are unlocking financing, training, mentorship, and access to international markets.

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4



Expanding Market Opportunities

Kenya's Entertainment & Media sector was worth **US\$3.8B in 2023** and is projected to reach **US\$4.8B by 2028** at a **5.2% CAGR**, offering strong growth prospects. Cultural exports such as music, film and fashion are gaining international visibility, driving both soft power and trade.

Source: [Data Reportal, state of digital Kenya 2025](#), Kenya National Bureau of Statistics (KNBS), [Kenya Mastercard Foundation](#), Mastercard Foundation and KCB Foundation's Transformative Partnership, Kenya Media Landscape Report 2023,

KENYA'S COMPETITIVE ADVANTAGE IN THE CREATIVE ECONOMY SECTOR:  
STRONG DIGITAL CONNECTIVITY

# 1 Digital Penetration and Connectivity

Kenya's strong digital infrastructure and widespread internet access position the country as a leading regional hub for digital creative industries, enabling content creation, distribution, and monetization through online platforms



- As of 2025, Kenya has a record of 27.4 million internet users, representing 48% of the population
- A 2022 report by KIPPRA indicated that 27% of the youth have engaged in digital content creation
- Smartphone penetration exceeding 80% enabling access to digital platforms.
- High mobile broadband coverage (4G & 5G) allowing creators to produce and distribute content efficiently.



- This will enable digital creators (music, film, gaming etc.) to reach global markets.
- Supports digital entrepreneurship, e-learning and online marketplaces
- This will in turn make Kenya attractive for tech start ups, creative firms and global partnerships

1 Raw, semi-processed, and finished leather

Source: UNCOMTRADE

KENYA'S COMPETITIVE ADVANTAGE IN THE CREATIVE ECONOMY SECTOR:

## 2 Youthful and Tech Savvy Population

Kenya's youthful and digitally literate population provides a strong foundation for innovation, entrepreneurship and growth In the creative industries



- Over 70% of Kenya's population is under 35 years, creating a large pool of young creators, innovators & digital entrepreneurs
- Young people are highly engaged in technology, social media, digital content creation film etc.
- High youth unemployment has also driven many young people to pursue creative and digital entrepreneurship as alternative sources of income
- 15% of youth engaging in digital content creation consider it their primary source of income



This:

- Positions young people as the main producers and consumers of digital content
- Drives growth in sectors like film, music, fashion, gaming and digital media
- Positions Kenya as a regional hub for youth-driven innovation and creative startups
- Kenya's tech savvy population is projected to grow to 22.7 Million by 2030

Source: Kenya Institute for Public Policy Research and Analysis: Harnessing Digital Content Job Creation in Kenya

### 3 Kenya's Collaboration with Regional and Global Partners proof of scalable creative financing and investor-ready pipelines.

#### Kenya has significant partners in the Creative Economy Sector

- 
- |                                 |   |
|---------------------------------|---|
| <b>Konza Digital Media City</b> | <ul style="list-style-type: none"> <li>Kenya signed a <b>US\$284M financing agreement</b> with Korea under the Economic Innovation Partnership Program to build a Digital Media City at Konza Technopolis.</li> </ul> |
|---------------------------------|---|
- 
- |                  |  |
|------------------|--|
| <b>Heva Fund</b> | <ul style="list-style-type: none"> <li><b>\$5 million (~KSh 644 million)</b> initiative via <i>Ota Kopa &amp; Ota Kopa Plus</i>.</li> <li>Financing products targeting ~7,000 creatives; loans up to KSh 999,999 and KSh 1 M–4.99 M respectively.</li> <li>Target to <b>unlock up to KSh 1 billion</b> in financing; shared-risk 50:50 model.</li> </ul> |
|------------------|--|
- 
- |                  |  |
|------------------|--|
| <b>Microsoft</b> | <ul style="list-style-type: none"> <li><b>\$1 billion</b> investment for digital ecosystem including data center, AI labs, connectivity, and skills programs — foundational infrastructure for digital creative work.</li> </ul> |
|------------------|--|
- 
- |                                 |  |
|---------------------------------|--|
| <b>United States Government</b> | <ul style="list-style-type: none"> <li>Strategic engagement to expand investment, capacity building, co-creation platforms, and legal reforms (IP, production incentives), with emphasis on creative trade and industry growth.</li> </ul> |
|---------------------------------|--|
- 
- |  |  |
|--|--|
| <b>UNESCO / UN Joint SDG Programme (DigiKen)</b> | <ul style="list-style-type: none"> <li><b>36-month DigiKen programme</b> backed by UN and Team Europe partners — budget not explicitly public but backed by multiple UN agencies and EU funding mechanisms.</li> <li>~4,500 direct jobs and ~20,000 indirect jobs created through the digital platform ecosystem at the end of 36 months .</li> <li>Empower an estimated ~2 million+ Kenyan users to engage productively with digital platforms after 36 months .</li> </ul> |
|--|--|

Source: KONZA; Heva Fund; KCB; UNESCO

KENYA'S COMPETITIVE ADVANTAGE IN THE CREATIVE ECONOMY SECTOR:  
EXPANDING MARKET OPPORTUNITIES

**4 With a projected US\$1.0 billion market expansion by 2028 for E&M alone, Kenya’s creative economy is increasingly positioned as a competitive investment frontier**

As Kenya’s Entertainment & Media (E&M) industry continues to emerge as a high-growth segment within the broader creative economy, other segments are also coming up

## Kenya Entertainment & Media Market Outlook (2023–2028)

Indicator	Value
Market Size (2023)	US\$3.8 Billion
Projected Market Size (2028)	US\$4.8 Billion
Growth Rate (CAGR)	5.2%
Absolute Market Expansion	+US\$1.0 Billion

This growth is largely driven by increasing consumption of streaming content, growth in digital advertising, and wider mobile and internet penetration

Source: PwC Global Entertainment & Media Outlook 2024–2028

KENYA'S COMPETITIVE ADVANTAGE IN THE CREATIVE ECONOMY SECTOR:  
EXPANDING MARKET OPPORTUNITIES

## 4 Kenya's Creative Economy Segments and projected contribution to the Economy in Medium Term – Long term

Creative Segment	Estimated 2023 Base	2030 Projection	Projection Rationale
<b>Music &amp; Digital Music</b>	~US\$110M (industry)**	~US\$150–180M	Based on growing streaming/digital music CAGR of ~6.1% (2025–2030) and broader monetization expansion in Kenya's music sector.
<b>Film &amp; TV Content</b>	~US\$40M	~US\$70–90M	Projected growth from digital distribution, film incentives, studio development (including Konza Digital Media City opening by 2030).
<b>Visual Arts &amp; Digital Galleries</b>	~US\$20M	US\$30–40M	Growth via gallery expansion, online export marketplaces, and rising local and global demand for African art.
<b>Crafts &amp; Handicrafts Exports</b>	US\$132M	US\$180–220M	Increasing exports via AGOA, AfCFTA access, e-commerce platforms, and creative tourism circuits.
<b>Digital Media &amp; Animation</b>	~US\$5.3M	US\$20–30M	Technology adoption (AR/VR, animation studios) and mobile advertising expansion fueling digital content monetization.
<b>Gaming &amp; eSports</b>	Emerging (~US\$3–5M)	US\$15–25M	Mobile gaming growth and esports leagues projected to scale revenue through regional competitions & sponsorships.
<b>Live Events &amp; Festivals</b>	~US\$28M	US\$50–70M	Expanded infrastructure (venues, concerts, cultural festivals) and creative tourism growth through 2030.

ZipDo Education Report 2026 — Kenya Creative Industry Statistics (music, film, arts, crafts data)  
 Kenya Music Industry Statistics (2023) (industry growth and detailed music data)  
 PwC Africa E&M Outlook (sector growth context)  
 Updates on arts, culture, and entertainment (growth rates and market trends)  
 Gaming & digital trends (emerging opportunities)

## 4 Key Market Opportunity Drivers

### Digital Monetization & Streaming Growth

- Kenyan music, film, and creator content is increasingly monetized through global platforms enabling export earnings through royalties, licensing, and advertising.
- Kenya recorded **over 17 million internet subscriptions** in 2023/24, strengthening digital consumption.<sup>1</sup>

### Exports and Global Visibility

- Kenya's products; **music, film, fashion, and design** are gaining international traction, contributing trade growth through exports, diaspora markets, and global brand partnerships.
- Kenya's handicrafts and creative goods exports have historically exceeded **US\$100 million annually** in some years.<sup>2</sup>

### Regional Market Access (Scaling Beyond Kenya)

- Kenya is strategically positioned as a gateway to East Africa and COMESA markets, offering access to a consumer base of over **300 million people** across the region, expanding market demand for Kenyan creative content and services.<sup>3</sup>

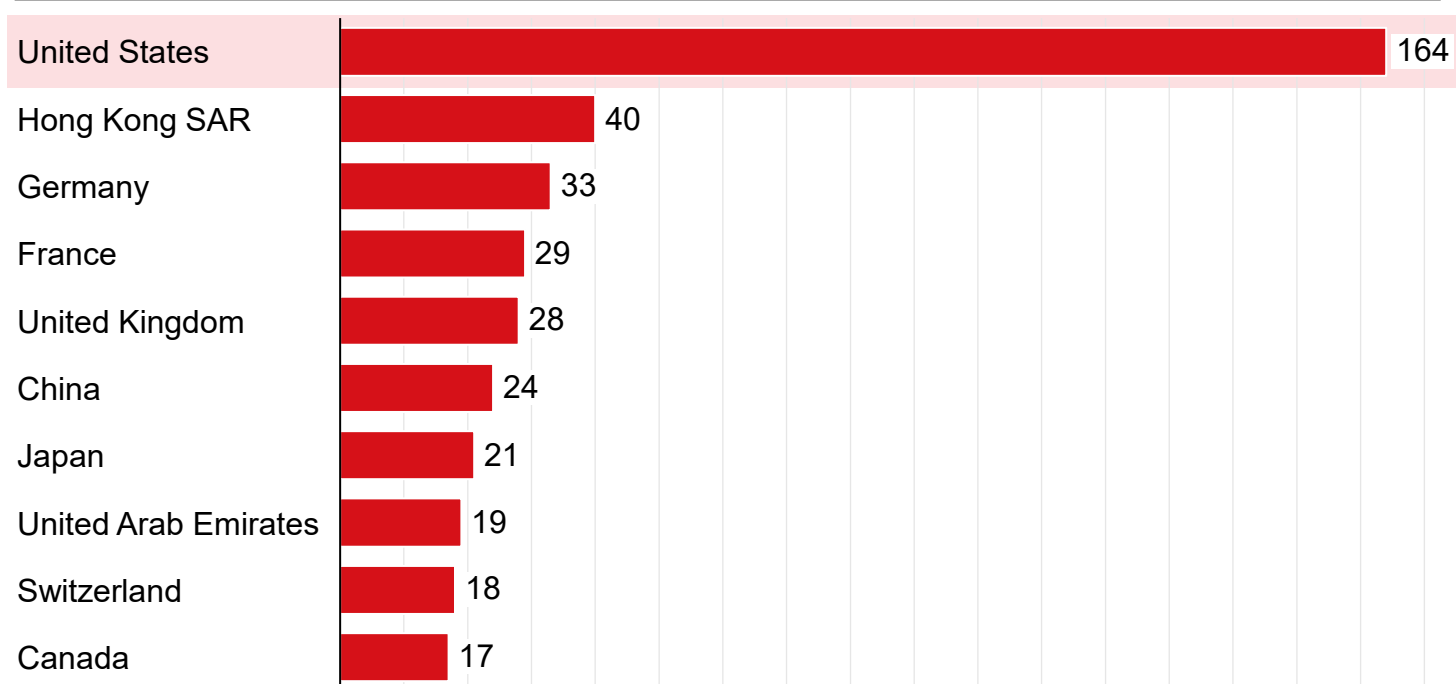
### Expanding Live Events and Creative Tourism

- Tourism remains a major economic contributor, with cultural tourism increasingly linked to festivals, music, and film experiences.<sup>4</sup>

1. Communications Authority of Kenya – Sector Statistics Report, 2023/2024  
 2. UNCTAD Creative Economy Outlook / Creative Goods Trade Data  
 3. COMESA Secretariat / Regional Market Statistics  
 4. Kenya Tourism Board / Ministry of Tourism sector performance reports

## 4 Global consumption on Creative Goods and Services global export market

### Top ten importers of creative goods in 2022, US\$ billion



### In order to access global markets Kenya must:



Focus on meeting the tastes, following growing trends, standards, and supply chain requirements of these markets.



Follow strict regulations on IP, product quality, design standards, and digital content compliance, through bolstering creative sector policies, intellectual property regimes, and quality infrastructure.



Export Strategy & Partnerships to penetrate these markets,

## Kenya offers investors a variety of opportunities



**6<sup>th</sup>**  
largest  
economy  
in Africa

**Stable economy and  
leading vibrant  
democracy**



**~93%**  
renewable  
energy at  
competitive  
rates

**Leading Africa's  
green transition**



**4**  
international  
airports  
**2**  
seaports

**Logistics and  
innovation hub of  
the region**



**>80%**  
literacy rate

**Young, trainable,  
and productive  
workforce**



**50+**  
active  
tech hubs  
countrywide

**Robust digital and tech  
ecosystem aligned with  
EU regulations**



**100%**  
repatriation  
of profits or  
interests

**Incentives for  
investment  
and investor  
protection**

Note: As of July 2025

Source: IMF 2024, Kenya Ports Authority 2025, Genesis Analytics 2024, KenGen, World Bank 2023, Kenya Investment Authority 2025

# Kenya has received endorsements

## Kenya is rated...

**1<sup>st</sup>**



Greatest investment momentum in Africa in 2024<sup>1</sup>



Greenfield projects in East Africa in 2023<sup>3</sup>



Funding to start-ups in Africa (~ \$984M in 2025)<sup>2</sup>



Africa IMD2 competitiveness Index 2025

**3<sup>rd</sup>**



On Ease of Doing Business in Sub-Saharan Africa<sup>4</sup>

**13<sup>th</sup>**











Fastest-growing economy in Africa in 2023<sup>6</sup>



Women's financial and economic inclusion in Africa<sup>5</sup>

1. fDi Intelligence 2024  
 2. Africa: The Big Deal Report 2024  
 3. UNCTAD  
 4. World Bank 2020 2023  
 5. African Center for Economic Transformation  
 6. World Bank 2023  
 Note: As of September 2025

## Creative Economy presents significant opportunities across the value chain

Creative Value Chain Segment	2030 Revenue Pool (USD Mn)	2025–30 Investment Required (USD Mn)
 Music & Audio	180	120
 Film & TV Content	85	75
 Fashion & Design	95	70
 Digital Media & Animation	30	40
 Gaming & eSports	25	30
 Crafts & Handicrafts	220	50
 Live Events & Festivals	60	45
 Publishing & Creative Tech Platforms	55	60
<b>Total</b>	<b>750</b>	<b>490</b>

### The Creative Economy revenue pool could grow...

From ~USD  
**490Mn**  
in 2025<sup>3</sup>...



... to ~USD  
**~750Mn**  
by 2030

### Additional metrics

Indicator	2030 Projection/Estimate
Creative Economy Contribution to GDP (2030)	~10% of Kenya GDP
Direct & Indirect Jobs	~350,000 creative jobs
Export Value (Cultural Goods & Services)	~USD 580 million
Digital Creatives & Platform Monetization	Rapid digital ad & subscription growth

## Creative Economy presents significant opportunities across the value chain



The **Creative Economy** in Kenya is projected to generate **~USD 750 million in annual revenue by 2030**, led by **crafts & handicrafts, music, fashion, and film & TV** segments.



Achieving this forecast will require an estimated **USD 490 million in targeted investment** across production infrastructure, platforms, talent development, festival infrastructure, export facilitation, and digital monetization platforms.



**Crafts & Handicrafts** is forecast to remain the largest revenue contributor by 2030 (~USD 220Mn), driven by export growth under trade agreements such as, AfCFTA, and e-commerce platforms.



**Music & Audio** and **Film & TV** are major value pools with projected revenues of USD 180M and USD 85M respectively, reflecting global streaming demand, expanded content pipelines, and co-production frameworks.



**Digital Media & Animation** and **Gaming & eSports** represent high-growth but currently smaller segments — offering innovation-driven expansion opportunities.

Sources: PwC (2024); Statista (2024); UNESCO (2023); Communications Authority of Kenya (2024).

## There are 3 critical enablers for investment in Kenya’s Creative Economy sector ; Government Focus

- 1



**Policies and institutional framework**

The **Creative Economy Support Bill, 2024** aims to formalize creative enterprises, standardize sector classifications, and attract capital. Intellectual Property reforms to strengthen rights enforcement, improving monetization and exporter confidence.

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2



**Dedicated Financing Vehicles & Investment Platforms**

**Targeted financing instruments** that unlock capital for creative enterprises, including funds, credit lines, and investment readiness programs

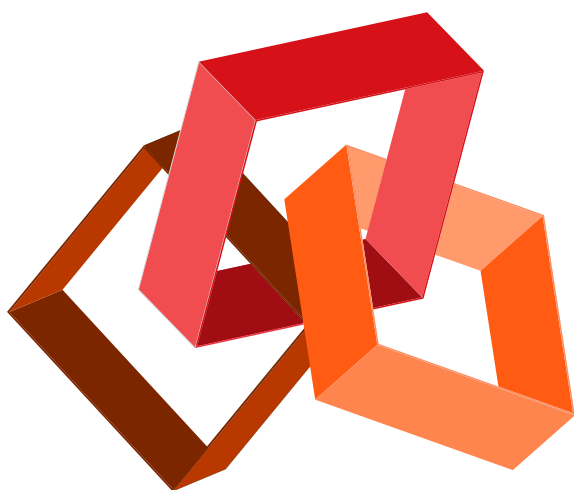
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3



**Digital Infrastructure & Platform Adoption**

Expansion of internet connectivity, mobile penetration, streaming platforms, and digital marketplaces that allow creative content to be produced, distributed, and monetized at scale. Growth in mobile **broadband** and **OTT streaming platforms** directly drives revenue for creatives through royalties, ad revenues, and digital sales.



Sources: Parliament of Kenya (2024); Communications Authority of Kenya (2024); Standard Media Group (2024); Nairobi Wire (2024)

## Kenya does offer and is developing a variety of incentives aimed at stimulating investment and growth in the creative economy; Current Measures and Pending legislation

Incentive Type	What It Does	2025–30 Investment Required (USD Mn)
 <b>Creative Fund Grants</b>	Direct financial support to creatives	Proposed — under Creative Economy Support Bill
 <b>Credit Guarantee Schemes</b>	Improves access to financing	Proposed — Creative Economy Support Bill
 <b>Tax Incentives for Creatives</b>	Tax breaks, exemptions, rebates	Proposed — Creative Economy Support Bill & film sector initiatives
 <b>Film Production Incentives</b>	Rebates & facilitation for shoots	Government offers to attract foreign productions
 <b>EPZ/SEZ Tax Benefits</b>	Corporate tax relief, duty exemptions	Currently available for eligible creative businesses
 <b>Start-up Tax Rates (NIFCA)</b>	Reduced corporate tax for certified start-ups	Currently available under Finance Act 2025
 <b>IPR &amp; Regulatory Support</b>	Protects creator rights	Policy focus area; aligns with draft policies

Sources: Parliament of Kenya (2024); PwC Tax Summaries; Invest Kenya website

KENYA'S COMPETITIVE ADVANTAGE IN THE CREATIVE ECONOMY SECTOR:  
EXPANDING MARKET OPPORTUNITIES

## 1 Kenyan government commitment includes budgetary allocations

For the 2024–25 fiscal year

**USD 123 million** was allocated to the Digital Superhighway and Creative Economy pillar

An additional **USD 183 million** was allocated under the broader Tourism, Sports, Culture, and Recreation sector which included **USD 128 million** for the Sports, Arts and Social Development Fund

And a further **USD1 million** was added specifically for film development services in the 2025 Supplementary Appropriations Bill signed by the President in March 2025



# Kenya offers multiple public SEZs, EPZs and industrial parks

## Example parks<sup>1</sup>



1

**Konza Technopolis**  
Machakos  
**5,000 acres**

Borders 3 counties (Makueni, Machakos and Kajiado)  
60 KM from Nairobi



2

**Dongo Kundu SEZ**  
Mombasa  
**3,000 acres**

Adjacent to the Mombasa Port in Likoni



3

**Naivasha SEZ**  
Naivasha  
**1,000 acres**

Located in Maai Mahiu along the Nairobi-Naivasha SGR line  
Competitive power tariffs  
Planned 5,000 acre expansion



4

**Olkaria SEZ**  
Nakuru  
**8,292 acres**

Leverages geothermal power and hosts KenGen's Green Energy Park



5

**Riwa SEZ**  
Homa Bay  
**530 acres**

13 KM from the CBD  
8 industrial, sector-based zones planned

**18,000 acres of public SEZ and industrial park land**  
**47 CAIPs in development**

1. At different stages of development (e.g., Konza Technopolis is operational, Dongo and Naivasha are under construction)

Source: SEZA, EPZA

## Private SEZs and industrial parks are also available in Kenya

### Example parks<sup>1</sup>



1

#### Vipingo SEZ

Kilifi  
2,000 acres



Plug-and-play industrial park in Kilifi County focused on green energy solutions



2

#### Two Rivers Financial Center

Nairobi  
64 acres



Access to international markets for global, regional, and Kenyan service-oriented business enterprises



3

#### Tatu City

Kiambu  
5,000 acres



Mixed-use special economic zone



4

#### Northlands SEZ

Kiambu  
528 acres



Private SEZ located in Ruiru, Kiambu County



5

#### Infinity IP

Nairobi  
200 acres



Private IP for SMEs located 10 km from Jomo Kenyatta International Airport and 20 km from Nairobi's City Center



6

#### Mount Kipipiri Golf and Resort

Nyandarua  
1.478 acres



Megaproject in Kipipiri, Nyandarua

Source: SEZA, EPZA

# Appendix

# 1. Creative Economy Support Framework

Kenya's Parliament is reviewing the **Creative Economy Support Bill, 2024**, which, if enacted, will institutionalize several sector-specific incentives and support mechanisms.



## Key Proposed Incentives



Establishment of a **Creatives Fund** to provide grants and financial assistance to creative practitioners.



**Credit guarantee schemes** to improve access to financing and reduce investment risk for creatives.



Implementation of **fiscal incentives, including tax incentives** for registered creatives (e.g., tax breaks, exemption from certain fees).

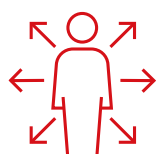


Development of an **online platform** linking creatives to incentives, grants, training, and other resources.



Measures to formalize and protect intellectual property rights.

**“ The Cabinet Secretary... shall establish fiscal incentives, including tax incentives, to support the development of creatives... and exemptions of creatives from registration fees and other barriers. (Bills Digest - The Creative Economy Support Bill, 2024) ”**



This legislative framework will create **formal recognition, access to grants and financing, and fiscal incentives** directly tied to creative industry registration and participation once enacted.

## 2. Film Sector Tax Incentives & Production Benefits

The Government of Kenya has taken steps to attract investment in the film sector through **tax incentives and production facilitation**



### Current / Ongoing Measures



**Tax rebates and incentives for foreign film producers;** introduced to attract international studios to shoot in Kenya, including incentives for personnel movement and equipment.



Programming support for marketing Kenya as a **production destination.**

Government proposals include **tax exemptions on film products** and plans to reduce entry barriers for filmmakers.

These incentives are aimed at both **local and international investors** in film production; helping reduce cost, broaden participation, and stimulate economic activity in the sector.

# 3. Fiscal & Investment Incentives Applicable to Creative Businesses



Beyond sector-specific measures (like those in the Creative Economy Bill and film rebates), Kenya offers **general investment incentives** that creative agents and creative businesses can leverage

## Tax & Investment Incentives



**Export Processing Zone (EPZ) benefits** — 0% corporate tax for 10 years, then reduced rates thereafter; exemptions on withholding tax and import duties.



**Special Economic Zone (SEZ) incentives** — reduced corporate tax rates (10% initially), VAT exemptions, and other fiscal benefits.



**Investment deduction allowances** — up to 150% deduction on capital investments outside Nairobi or Mombasa.



**Tax allowances and deductions** on equipment, buildings, and eligible capital expenditure.











Start-ups certified in the Nairobi International Financial Centre receive **reduced corporate tax rates**.

These incentives aren't exclusively for creative industries but **apply to eligible creative businesses**, especially those involved in exports, media tech, digital platforms, and content distribution enabling lower operational costs and improved return on investment.

**Additional Supportive Measures (Policy Direction)** While not yet fully operational as incentives, the government has articulated several support commitments that create an enabling environment: **Investment in creative education and training** — e.g., **Kenya Film School** bolstered as a sector pipeline.

**Strengthened intellectual property frameworks** to enhance creators' rights and monetization. **Proposed county-level grants and tax reliefs** for registered creatives under the draft Creative Industry Support Bill

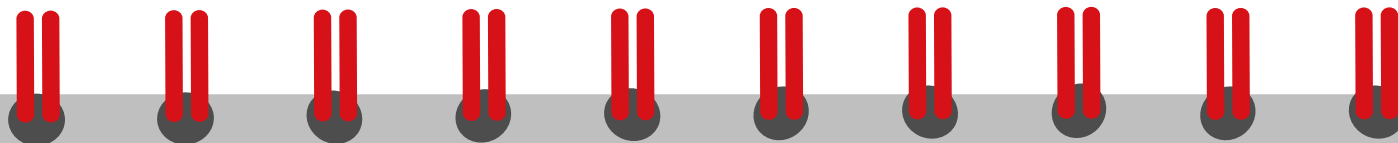
### 3. Investment Allocation

Segment	Why Investment Is Needed
 <b>Music &amp; Audio</b>	Recording studios, distribution partnerships, talent development funds
 <b>Film &amp; TV Content</b>	Production infrastructure, incentives, co-production financing
 <b>Fashion &amp; Design</b>	Brand incubation, export market entry, tech-enabled retail systems
 <b>Digital Media &amp; Animation</b>	Talent incubators, studio spaces, AR/VR content labs
 <b>Gaming &amp; eSports</b>	Studio capital, regional leagues, monetization platforms
 <b>Crafts &amp; Handicrafts</b>	Market export platforms, artisan financing, quality upgrades
 <b>Live Events &amp; Festivals</b>	Venue construction, festival branding, tourism linkage
 <b>Publishing &amp; Creative Tech Platforms</b>	Digital publishing engines, platform monetization technology

# Terminology

Term	Definition (Shortened)
 <b>Creative Economy</b>	Economic activities driven by creativity, culture, and intellectual property (IP), including production and commercialization of creative goods and services.
 <b>CCIs (Cultural &amp; Creative Industries)</b>	Sectors producing cultural/creative goods and services such as music, film, fashion, publishing, design, crafts, and gaming.
 <b>Creative Value Chain</b>	The end-to-end process from creation, production, distribution, and marketing to monetization and IP management.
 <b>IP (Intellectual Property)</b>	Legal rights protecting creative works and innovations, including copyrights, trademarks, and designs.
 <b>Copyright</b>	Legal protection of original works such as music, films, books, and digital content.
 <b>Licensing</b>	Permission granted to use creative content/IP in exchange for fees or agreed terms.
 <b>Royalties</b>	Payments earned by creators/rights holders when their content is used (streaming, broadcasting, public performance).
 <b>Monetization</b>	The process of generating income from creative products through sales, licensing, advertising, streaming, or events.
 <b>OTT Platforms</b>	Online streaming services delivering audio/video content over the internet (e.g., streaming platforms).

# Terminology



## Term

## Definition (Shortened)



### Cultural Exports

Creative goods and services sold in international markets, including music, film, fashion, crafts, and design.



### Creator Economy

Digital creators earning income through online content, sponsorships, ads, subscriptions, and platform monetization.



### Creative Infrastructure

Facilities and systems supporting production and distribution such as studios, hubs, theatres, broadband, and platforms.



### Investment Readiness

The ability of a creative business/project to attract finance through strong governance, compliance, and viable business models.



### Bankable Project

A project with clear commercial viability, structured risk mitigation, and credible revenue projections.



### Creative Hub/Cluster

A location or ecosystem where creative businesses and talent concentrate, enabling collaboration, innovation, and market access.



### Soft Power

Influence gained through global cultural visibility, branding, and international appeal of Kenyan creative outputs.

# Abbreviations

Abbreviation	Meaning
AfCFTA	African Continental Free Trade Area
AGOA	African Growth and Opportunity Act
AI	Artificial Intelligence
API	Application Programming Interface
AR	Augmented Reality
B2B	Business-to-Business
B2C	Business-to-Consumer
BO	Box Office
CAK	Communications Authority of Kenya
CCIs	Cultural and Creative Industries
CAGR	Compound Annual Growth Rate
CSR	Corporate Social Responsibility
DFI	Development Finance Institution
E&M	Entertainment and Media
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
HEVA	Health and Education Voucher Assistance (HEVA Fund)
IP	Intellectual Property
KECOBO	Kenya Copyright Board
KFC	Kenya Film Commission
KFCB	Kenya Film Classification Board
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNCTAD	United Nations Conference on Trade and Development
USAID	United States Agency for International Development
USD / US\$	United States Dollar


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