

# The power of African creativity: Our time is now!

By [Raymond Langa](#)

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In recent years, the world has witnessed a remarkable shift in the global creative landscape, with African creativity arising as a powerful force to be reckoned with. As statistics and industry reports affirm, it is indeed our time to lead, and we have every reason to be proud of the incredible talent emanating from the diverse and rich cultures across the continent.



Raymond Langa, group chief executive of Leagas Delaney South Africa. Image supplied

As Africa emerges as a vibrant hub of creativity and innovation, this transformation is evident in the remarkable surge of trademark applications reported by the World Intellectual Property Organisation (WIPO). This surge not only underscores the continent's growing economic potential but also highlights the diverse range of industries experiencing dynamic growth.

## A diverse range of industries experiencing dynamic growth

In the realm of fashion, African designers are captivating global audiences with their bold and distinctive creations, drawing inspiration from rich cultural heritage and contemporary trends.



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One of the other industries where African creativity has been particularly influential is music. The International Federation of the Phonographic Industry (IFPI) reported that African music consumption has experienced exponential growth, outpacing the global average. Genres like Afrobeat have transcended borders, captivating audiences worldwide and proving

that the rhythm and soul of the continent resonate globally.



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In the realm of film and television, African storytellers are gaining international acclaim. Nollywood, Nigeria's film industry, is recognised as the second-largest film industry globally by the number of annual film productions, according to Unesco. This industry not only showcases the boldly creative prowess of African filmmakers but also provides a platform for authentic storytelling that reflects the richness of our cultures.



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Simultaneously, the tech sector in Africa is witnessing groundbreaking developments, with homegrown solutions addressing unique challenges and driving digital transformation across various sectors.

The technological landscape in Africa is undergoing a profound transformation, with the continent increasingly recognised for its pioneering contributions.

The GSMA Mobile Economy report serves as a testament to this transformation, showcasing the remarkable growth of the mobile ecosystem throughout Africa. This growth isn't merely statistical; it represents a fundamental shift in how technology is shaping the continent's socio-economic landscape.

African tech entrepreneurs are at the forefront of this revolution, harnessing innovation to tackle pressing issues such as financial exclusion and healthcare accessibility. In the realm of fintech, disruptive solutions are democratising access to financial services, empowering previously underserved communities, and driving economic empowerment.

Similarly, in healthcare, mobile applications are revolutionising service delivery, bridging gaps in access and quality of care. These advancements are not only transforming lives locally but also garnering global attention for their ingenuity and impact. As Africa continues to harness the power of technology to address its unique challenges, it is asserting itself as a leader in the global innovation ecosystem.

### **African creativity is reshaping narratives**

While we revel in the achievements of African creativity, it is crucial to recognise the role of diverse talents, perspectives,

and narratives. The Africa Creativity Report by Cannes Lions and Berlin School of Creative Leadership emphasises the need for inclusivity and representation in the creative industries. Celebrating and amplifying voices from all corners of the continent contributes to a more comprehensive and authentic creative landscape.



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This is not just a moment; it's a movement. African creativity is reshaping narratives, challenging stereotypes, and fostering a global cultural exchange. It's a reminder that our diverse heritage is a wellspring of inspiration, innovation, and resilience.

These trends not only signify Africa's increasing relevance in the global market but also showcase the ingenuity and entrepreneurial spirit flourishing within its borders. As African creators continue to push boundaries and redefine industries, the world is taking notice of the continent's immense creative potential and contribution to the global marketplace.

Let us take pride in the remarkable journey of African creativity. The statistics speak for themselves, highlighting the tremendous impact our artists, innovators, and creators are making on the world stage.

As we continue to lead with pride, let this be an encouragement for the next generation to dream bigger, reach higher, and contribute to the ongoing narrative of African excellence in the global creative arena. The stage is set, and the world is listening – our time is now!

### ABOUT THE AUTHOR

Raymond Langa, group chief executive of Leagas Delaney South Africa

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