



SPEECH BY DR. EZEKIEL MUTUA, CHIEF EXECUTIVE OFFICER, KENYA FILM CLASSIFICATION BOARD DURING THE UNVEILING OF THE MACHAFEST OF MACHAFEST 2019 TOP MOVIES AND NOMINEES

I am delighted to join you on this special occasion as you unveil the top films and nominees of the Machafest short film competition, 2019 Edition. Let me also take this earliest opportunity to commend the County Government of Machakos as well as the Board of Directors of Machawood for the passion and consistency displayed in endeavours to contribute towards the growth of the film industry in Kenya in diverse ways. I would also like to commend the Machakos County for the establishment of the Machafest, a festival that is the best explication of the Kenya Film Classification Board's (KFCB) *Sinema Mashinani* Initiative.

For information purposes, the **Sinema Mashinani** Initiative a project aimed at identifying and nurturing talent at the grassroots by supporting creation, distribution and exhibition of films whose themes promote Kenya's culture, moral values and national aspirations for job creation opportunities in line with the Presidential Big 4 Agenda for Development under the Manufacturing Pillar. This initiative is also about telling our own stories through our own people at the grassroots.

Kenya Film Classification Board acknowledges the contributions made by Machawood towards the growth of the film industry as well as support to upcoming filmmakers. In this regard, I am pleased to announce that the Board has settled on Machakos County through the Machafest as a partner of choice for our *Sinema Mashinani* Initiative roll-out. This is based on its infrastructural development including the Machakos People's Park that has a State-of-Art amphitheatre. As a matter of fact, Machakos also has beautiful shooting sceneries and we are targeting not only local but also international partners for this initiative.

Going forward, therefore, it is our desire that the pilot roll-out in Machakos County will be adopted as a model to be replicated in other counties countrywide. Further, in order to make *Sinema Mashinani* practical and realistic as well as to avoid Government bureaucracies, the Board has

linked the Machafest organizers with international investors in Nollywood and are in talks with others in Hollywood for the same reason.

Besides, what Machawood is doing for filmmakers through this competition, our Board is complementing them through diverse opportunities that will ensure sustainability and commercialisation of the winners' content beyond this competition.

To this effect, dear friends, let me take this opportunity to introduce to you the Envivo TV partners who KFCB has identified as suitable investors and linked them to the Machawood Board to support in taking the Machafest to greater heights. These two partners will deal with each other directly on issues related to the development of the film industry in this County. We are already seeing some commendable results of this partnership including the collaboration with representatives from Envivo in the jury that selected the films that are being unveiled today, and who are here with us at this unveiling ceremony.

Further, as per our discussions in Lagos, Nigeria in September 2019, Envivo will continue to work with Machawood in capacity building for filmmakers in the areas of scripting, production and identification of markets for their content as well as improving upon some select scripts which will hopefully be turned into films for screening in Kenya, Nigeria and other international markets.

In addition to the above, the Board will this year contribute towards the recognition of the owners of the winning films by giving examination and classification fees waivers. The Board will also give a **Cash Award of Ksh1 Million (One million Kenya shillings only)** towards this festival. We will also strive to have some top filmmakers from this festival linked up with Nollywood and Hollywood for training one of the best film academies abroad.

The Board is also facilitating the Machawood CEO, Mr Victor Muniafu and one member of the industry to the African International Film Festival scheduled to take place from 10– 16, November 2019 to in Lagos, Nigeria.

Through I would like to sincere congratulate the nominees and eventual winners of the Machafest competition for their Compliance to the Film and Stage Plays Act Cap222 of the laws of Kenya and this was a requirement for selection. In addition, these are definitely clean content ambassadors because from the script synopsis, it is clear that the nominated films are free from classifiable elements

On behalf of the Board, let me reiterate our commitment to working with filmmakers across the country to ensure that we link them to as many as possible international markets as well giving them exposure to renowned film festivals locally and internationally. This will mainly be informed by your desire to focus on telling local stories and support to our resolve to champion the creation and consumption of clean content that promotes moral values and national aspirations.

Let me end by congratulating the nominees for their well-deserved nomination and wish them all the best. There will be no losers as the Board promises to work with all the nominated filmmakers in the above mentioned initiatives.

Thank You and God Bless You

